

Annual Scorecard: 2026–2027 Performance Cycle



Strategic Initiative	Tactic	Project Title	Project Description	Sponsor / Department	Annual Metric	Strategic Plan or Survey Metric(s)
Enhancing Public Trust	Public Trust	Build Economic Impact Awareness	Leverage a campaign to increase public awareness of the results of the Economic Impact Study	Candace Smith/ Communications and Engagement	Number of media impressions/views of Economic Impact Study	% of community members who agree or strongly agree that the community's investment in transit provides value
		Reputation Management and Advocacy	Actively engage with newly appointed/ elected officials to build positive reputation and advocate for RTD	Michael Davies/ Government Relations	Number of engagements with newly elected/ appointed officials	Increase in Reputation Composite Score over time
		Financial Stewardship	Develop and deliver quarterly videos for the public that recap the past quarter's efforts to improve RTD's financial position	Kelly Mackey/ Finance	Number of total media impressions on RTD's YouTube channel in response to finance videos created by Marketing	% of community members who agree or strongly agree that RTD's financial reporting is understandable and transparent
	Security Perception	Fare Validation	Maintain regular fare validation checks system-wide	Steve Martingano/ RTD-PD	Monthly violation rate	% of customers who feel personally secure while aboard light rail vehicles
				Steve Martingano/ RTD-PD	Quantity of monthly fare validations	

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Building a Better RTD	Professional Development	Personalized Employee Professional Development Growth Plan	Design, implement, and support a standardized professional development planning process that empowers employees to take personal ownership of their growth	Melissa McDowell/ HR	% of employees who successfully complete at least one development activity annually in their personalized employee professional development growth plan	% of employees who agree/strongly agree they feel they can easily move into another role within RTD or externally (Am I prepared for my next role?)
		Trust and Alignment	Encourage department, division, and work group leaders to engage in cross-functional outreach and trust building	Lili Tran/ All departments	Number of department, division, and work group leaders who have engaged in cross-functional outreach such as lunch with a peer or similar activities	Employees feel connected to other departments and understand the work others do and how it impacts them (scale 0-5)
	Internal Product Delivery	Product Execution and Delivery Framework	Implement and integrate a program that focuses on timely product delivery	Brett Feddersen/ CITO	% of teams implementing and adhering to quarterly and annual planning and prioritized backlogs	Number of features completed by planned date each quarter in the IT Department

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Strategic Initiative	Tactic	Project Title	Project Description	Lead Department/Group	Annual Metric	Strategic Plan or Survey Metric
Service Excellence	Service Delivery	Customer Perception of Service Delivery	Improve customer satisfaction with on-time performance of specific routes/lines	Dave Jensen/Operations	Monthly on-time performance percentage of 15L and FF1 routes	% of customers agree or strongly agree how often buses/trains come is satisfactory
			Improve customer satisfaction with transit vehicle cleanliness on certain routes/lines	Dave Jensen/Operations	Number of cleanliness complaints received monthly on D and W lines and 15L and 16 routes	% of customers agree or strongly agree bus/train is clean
		Core Service Benchmarks	Monitor and address change signal/stagnation within five performance benchmarks for bus and rail	Dave Jensen/Operations	Change signal in five internal benchmarks	% of customers who agree or strongly agree that they are satisfied with RTD transit services
		Customer Journey	Develop and deploy a process and rubric to incorporate customer journey considerations into business decisions	Candace Smith/Communications and Engagement	% of departments trained in using the new process rubric for customer journey considerations during project planning efforts	Customer Care complaints on topics related to customer journey issues as the result of a change or new project work
	Police Visibility	Chat with the Chief	Conduct RTD-PD internal outreach efforts	Steve Martingano/RTD-PD	% of agency facilities at which an outreach event was conducted	% of employees who agree or strongly agree they feel safe from crime in the work environment
		Bike Patrols	Implement RTD-PD bike patrols	Steve Martingano/RTD-PD	Number of bike patrols performed on the W Line	% of customers who agree or strongly agree that they feel personally secure aboard light rail vehicles

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Strategic Initiative	Tactic	Project Title	Project Description	Lead Department/Group	Annual Metric	Strategic Plan or Survey Metric
Customer and Community Connections	Transit Value	Reputational Campaign	Develop a campaign focused on promoting RTD's public safety, reliability, sustainability, affordability, and smart investment	Candace Smith/ Communications and Engagement	Number of online impressions for campaign and social media engagement	% of community members who agree or strongly agree RTD provides value to them personally
		Customer Experience	Improve employee understanding of the customer experience	Lili Tran/ All departments	Number of CX walks completed per quarter	Change in composite score of Mystery Customer report card items
	Linking Customers to Opportunities	Job Opportunity/ Activity Center Connections	Improve customer and community awareness of access to employers, higher education, and medical services available to them based on their geographic location	Kelly Mackey/ Finance	Increase in per pass EcoPass revenue	% increase in community members who agree or strongly agree that RTD serves employment centers