



Customer Experience and Transit Utilization

ACTION PLAN

November 2025 – June 2026





This plan reflects near-term tactics and actions the Regional Transportation District will complete to enhance customer experience and increase transit utilization



CUSTOMER EXPERIENCE encompasses every step of the customer journey — from planning a trip and purchasing fare to riding a bus or train and seeking information. It influences the customer’s perception of the agency and is shaped by the ease, reliability, safety, and overall experience of a trip. A positive experience means that the customer feels supported, informed, and confident using RTD’s services, while a negative experience can create barriers and impact future utilization.

At RTD, customer experience is foundational to the agency’s near-term and future success. It should be at the center of every decision, from communications to service delivery. By listening to customer and stakeholder feedback, understanding their needs, and continuously improving services, RTD strengthens public confidence and fosters long-term loyalty. Prioritizing customer experience ensures that every action and decision is rooted in what matters most: *making lives better through connections.*



Strategic Initiatives: 2025 – 2026

RTD's strategic initiatives are short-term and medium-term concentration areas that support the agency's long-term goals and success. Performance data, customer and community survey responses, and stakeholder feedback were used to create four tactical initiatives.

For more information, visit [rtd-denver.com/about-rtd](https://www.rtd-denver.com/about-rtd)



Enhancing Public Trust

RTD seeks to bolster trust among the communities served by demonstrating good stewardship of taxpayer dollars and transit assets.



Building a Better RTD

RTD is future-focused on the advancement of its people power and the enhancement of its infrastructure.



Service Excellence

RTD recognizes the importance of reliably delivering high-quality transit service to support the mobility needs of transit customers.



Customer and Community Connections

RTD is committed to fostering community building and enriching the customer experience.



Focus Areas: November 2025 – June 2026

RTD's **Customer Experience and Transit Utilization Plan** was built around five key focus areas that guide how the agency delivers services, communicates, and connects with its customers. Each focus area represents an essential component of the customer's journey — from the quality of service and ease of payment to how information is shared and feedback received. Together, these focus areas create a framework for creating a Welcoming Transit Environment.



FOCUS AREA ONE

Service Delivery and Amenities

Ensure reliable, safe, and comfortable services that meet customer expectations across all modes. This includes enhancing on-time performance, ensuring vehicles and facilities are well maintained, and customer-facing amenities enhance the overall transit experience.



FOCUS AREA TWO

Fares and Pass Programs

Promote pass programs that are easy to understand, equitable, and accessible. Ensure paying for transit is simple and convenient while encouraging the adoption of payment options that best support a customer's preference or needs.



FOCUS AREA THREE

Communications and Information

Provide clear, timely, and accessible information that helps customers to plan and complete their trips with confidence. Effective communication builds trust and keeps customers informed about service updates, disruptions, and engagement opportunities with the agency.



FOCUS AREA FOUR

Awareness and Education

Increase public understanding of the agency's services, initiatives, and benefits through strategic storytelling and educational campaigns. By raising awareness, the agency helps new and existing customers make informed decisions.



FOCUS AREA FIVE

Engagement and Outreach

Foster meaningful connections with customers, stakeholders, and the public through active listening and collaboration. Engagement efforts ensure that diverse voices shape decisions, and feedback drives continuous improvement of the customer experience.



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FOCUS AREA ONE Service Delivery and Amenities



Tactic	Description	Outcome	Launch	Deadline	Status
1.1 On-Time Terminal Departures	Improve service reliability by focusing on on-time departures from maintenance facilities and initial terminals.	<i>Improve on-time performance</i>	September 2025	June 2026	<i>In Progress</i>
1.2 Operated Trips	Improve trip delivery by advancing vehicle fault analysis and proactive repairs, strengthening reliability to reduce preventable service interruptions, and ensure more scheduled trips are operated.	<i>Increase the number of scheduled trips operated</i>	September 2025	June 2026	<i>In Progress</i>
1.3 Adopt-a-Stop Program	Review RTD's Adopt-a-Stop Program, assign agency ownership, enhance awareness, and increase community support.	<i>Complete program review and create plan</i>	January 2026	June 2026	<i>In Progress</i>
1.4 Bus Stop Infrastructure and Accessibility Assessment	A comprehensive assessment of RTD's 9,750+ bus stops. Communications and Engagement will share the results of this assessment with the public as Planning takes realistic steps to implement its findings.	<i>Complete assessment</i>	2025	2026	<i>In Progress</i>
1.5 Shared Ownership of Stops, Stations, and Transit Spaces	Establish regular meetings or communication channels with municipalities where RTD stops and transit facilities are owned or managed outside the agency. Foster open dialogue that allows for discussions about needed repairs and improvements needed to enhance the customer experience. Compile an easily accessible list of all locations and the responsible owner.	<i>Establish feedback process and compile list</i>	January 2026	May 2026	<i>In Progress</i>
1.6 Rail Station Customer Experience Reviews	Using the OneRTD Care Employee Reporting Form, employees will examine all rail stations, starting with the highest customer traffic, through the customer experience lens to report any issues, repairs needed, and suggest other improvements.	<i>Complete customer experience review of rail stations</i>	January 2026	June 2026	<i>Pre-Launch</i>
1.7 Customer-Facing Public Information Displays and Digital Screens	Increase the use and application of ridership information on RTD's digital display screens installed throughout the district. Leverage the newly acquired customer amenities to develop a robust schedule and process for displaying customer-focused information.	<i>Develop the process for activating customer-facing content</i>	January 2026	June 2026	<i>In Progress</i>
1.8 Awareness of Vinyl Seat Transition on Light Rail Vehicles	Establish and promote the timeline for completing the full transition of vinyl seats on all light rail vehicles.	<i>Establish a regular cadence for updates</i>	November 2025	January 2026	<i>In Progress</i>
1.9 Promotion of Live look-in Cameras on Light Rail Vehicles	Establish and promote the timeline for completing the installation of the live look-in cameras on light rail vehicles.	<i>Promote the safety and benefit of live look-in cameras</i>	November 2025	June 2026	<i>In Progress</i>



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FOCUS AREA ONE Service Delivery and Amenities

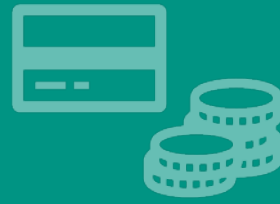


Tactic	Description	Outcome	Launch	Deadline	Status
1.10 OneRTD Care Employee Reporting Form	Establish and promote an internal form that allows RTD employees to share issues they notice while on a route or line, in a customer facility, or during their own commute. Provide internal reports related to the submissions received and resolutions provided.	<i>Increased utilization of the reporting form</i>	September 2025	December 2025	<i>Ongoing</i>
1.11 Awareness of Customer Amenities Improvements	Track and externally promote actions taken by RTD to improve, repair, enhance, and clean customer amenities at stops, stations, Park-n-Rides, and other transit facilities. Examples include repairing broken benches, changing light fixtures, improving the landscaping, painting over graffiti, and power washing platforms.	<i>Promote improvements and enhancements</i>	September 2025	December 2025	<i>In Progress</i>
1.12 Awareness of End-of-the-Line Vehicle Cleaning	Establish a regular communications cadenced aimed at promoting the practice of end-of-the-line light rail vehicle cleanings.	<i>Increased awareness of the cleanings</i>	September 2025	January 2026	<i>In Progress</i>
1.13 Customer Experience Elevator Program	At designated RTD locations, public elevator doors have been reprogrammed to remain open when not in use to reduce unwanted or criminal activity inside the elevators.	<i>Increased awareness and decreased unwelcome activities</i>	July 2024	June 2026	<i>Ongoing</i>
1.14 Decals at Stops, Stations, and Vehicles to Report Cleanliness Concerns	Establish a process for customer to easily report cleanliness concerns related to vehicles, rail stations, bus stops, and other transit facilities. Create and place QR codes to support the real-time feedback.	<i>Establishment of the process and customer promotions</i>	February 2026	June 2026	<i>Pre-Launch</i>



2

FOCUS AREA TWO Fares and Pass Programs



Tactic	Description	Outcome	Launch	Deadline	Status
2.1 High-Volume Events Plan	Create a plan for high-volume event service that includes necessary staffing levels, financial resources required, revenue projection estimates, sponsorship opportunities, and a marketing strategy.	<i>Creation of a plan</i>	November 2025	February 2026	<i>In Progress</i>
2.2 Fare Bundling	Develop a marketing strategy to promote "ticket-as-fare" bundling for cultural and sporting event venues. Conduct outreach to activity venues to bolster transit utilization for high-volume events.	<i>Connect with venues and promote fare bundling</i>	January 2026	June 2026	<i>Pre-Launch</i>
2.3 Pass Programs Marketing and Outreach Plan	Develop a robust and comprehensive marketing and outreach plan for the EcoPass and NecoPass programs. Implement the marketing plan and align goals to state legislation and agency priorities.	<i>Develop and implement a plan, track program utilization</i>	October 2025	June 2026	<i>In Progress</i>
2.4 Cash Digitization Campaign	Promote the use of RTD's reloadable MyRide cards at hundreds of locations across the Denver metro area.	<i>Develop and launch a marketing campaign</i>	December 2025	June 2026	<i>Pre-Launch</i>
2.5 Tap-n-Ride Campaign	Launch a full-scale marketing campaign to promote RTD's new tap-to-pay program. The campaign will include media releases, social media tutorial videos, graphics, on-site customer outreach, paid advertising, and customer engagement and feedback. Campaign data will be collected and used to ensure target markets are being successfully reached.	<i>Develop and launch campaign assets</i>	November 2025	March 2026	<i>In Progress</i>
2.6 Transit Assistance Grant	Continue building upon the success of the Transit Assistance Grant program, finding new ways to promote the application process and reach additional potential organization recipients.	<i>Expand grant program awareness</i>	January 2026	February 2026	<i>Pre-Launch</i>
2.7 LiVE Program	Continue the recent growth in new applicants and recipients of LiVE, while finding new and creative ways to market the discount programs and expand outreach to connect with additional customers.	<i>Increase awareness</i>	November 2025	June 2026	<i>In Progress</i>
2.8 Commemorative and Specialty Design MyRide or Day Pass Cards	Launch a program to design commemorative MyRide and Day Pass cards that are available for purchase at Sales Outlet locations. These commemorative card designs can include Colorado milestones, history, holidays, and icons.	<i>Design and produce cards</i>	March 2026	June 2026	<i>Pre-Launch</i>
2.9 Proof-of-Payment Checks and Fare Enforcement	Increase proof-of-payment checks across the rail system. Provide monthly reports of fare enforcement efforts and all related metrics.	<i>Increase proof-of-payment checks and awareness</i>	November 2025	June 2026	<i>In Progress</i>



3

FOCUS AREA THREE Communications and Information



Tactic	Description	Outcome	Launch	Deadline	Status
3.1 Customer Journey Mapping	Create eight needs assessments for RTD customer profiles (e.g., first-time, youth, limited-English speakers, daily commuters, etc.). Each profile will include customer definitions, pre-and post-trip needs, expectations, motivations, barriers, and key takeaways. Create one overarching Customer Journey Map for RTD.	<i>Create customer journey maps</i>	November 2025	June 2026	<i>In Progress</i>
3.2 Top 100 Employers	Develop and market a transit score for the Denver metro area's Top 100 employers (by employee size), based on frequency, distance to a stop or station, modes available, etc.; create custom transit maps for the top 25 employers on the list.	<i>Create and publish the list and resources</i>	November 2025	April 2026	<i>In Progress</i>
3.3 Transit-Adjacent Event Venue Maps	Create service maps highlighting all stops, stations, routes, and lines that are adjacent to high-volume event venues. The list is to include Coors Field, Empower Field at Mile High Stadium, Colorado Convention Center, Fiddlers Green, Ball Arena, Denver Center for Performing Arts, and National Western Complex. Add other venues as requested and necessary.	<i>Create and publish service maps</i>	November 2025	June 2026	<i>In Progress</i>
3.4 High-Volume Events Webpage and Feedback	Develop and promote a webpage related to high-volume events, including customer support resources, need-to-know information, and a pre-planning overview. Launch an online tool for collecting feedback and input.	<i>Launch a webpage</i>	October 2025	December 2025	<i>In Progress</i>
3.5 CX Evaluator Program	Develop and launch a program wherein secret evaluators use RTD's services to observe and rate customer service, cleanliness of vehicles, on-time performance, and their overall experience.	<i>Launch an evaluator program</i>	December 2025	June 2026	<i>Pre-Launch</i>
3.6 System Map	Create a system-wide RTD service map that includes all rail lines and bus routes. This map will serve as a user-friendly trip planning tool designed to improve customers' knowledge of transit options in one printed document.	<i>Produce a map that is publicly available</i>	April 2026	June 2026	<i>Pre-Launch</i>
3.7 Next Ride Native Mobile Application	Develop and launch one comprehensive mobile app for customers to download and access all RTD resources, including trip planning, service alerts, live vehicle tracking, security reporting, and agency news.	<i>Create and launch an all-in-one mobile app</i>	November 2025	Q3 2026	<i>In Progress</i>
3.8 After-Call Surveys	Launch an automated process for collecting customer feedback about their interactions with Telephone Information Center agents.	<i>Develop and implement the after-call survey</i>	June 2025	January 2026	<i>In Progress</i>
3.9 Service Alerts Workflow: Planned and Unplanned Disruptions	Outline the process and procedural policy for communicating planned and unplanned service disruptions to customers, including but not limited to providing alternative transit route information.	<i>Develop and communicate the workflow and process</i>	September 2025	December 2025	<i>In Progress</i>
3.10 News Stop	Relaunch RTD's News Stop website to provide greater access to agency updates and content. Promote the new website and track all related metrics.	<i>Increase awareness and web traffic</i>	October 2025	January 2026	<i>In Progress</i>



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FOCUS AREA THREE Communications and Information



Tactic	Description	Outcome	Launch	Deadline	Status
3.11 After Disruption Survey for Light Rail	Begin the sending of after-disruption surveys to gauge RTD's performance during a light rail disruption.	<i>Send surveys</i>	April 2025	June 2026	<i>In Progress</i>
3.12 Read-n-Ride	Promote RTD's Read-n-Ride newsletter to increase subscribers. Determine a cadence for the newsletter that supports regular updates to subscribers.	<i>Promote and determine appropriate cadence</i>	October 2025	January 2026	<i>In Progress</i>
3.13 Community Connections Newsletter	Examine if the current approach to sending a separate newsletter is needed for community partners and stakeholders, and/or transition the distribution list to receive Read-n-Ride.	<i>Examine newsletter distribution</i>	November 2025	January 2026	<i>In Progress</i>
3.14 Wayfinding Signage at Denver International Airport	Assess the current transit wayfinding signage at Denver International Airport with a goal of promoting a seamless experience between RTD's Airport Station and DEN's terminal and security. Provide near-term solutions while airport renovations are underway.	<i>Place near-term wayfinding solutions</i>	October 2025	December 2025	<i>In Progress</i>
3.15 RTD by the Numbers Monthly Report	Compile and send a monthly report summarizing RTD's service and performance metrics, i.e., boardings, on-time performance, personal safety and security, etc. Make the monthly report available to the media, elected officials, and in Board Briefing Documents.	<i>Create and send the monthly report</i>	November 2025	January 2026	<i>In Progress</i>
3.16 How to Ride Video Series	Create and sustain a series of short instructional videos for customers learning transit. Examples are how to sign-up for service alerts, find service alerts in Next Ride, or how to purchase fare.	<i>Create and post videos</i>	November 2025	February 2026	<i>In Progress</i>
3.17 FlexRide	The FlexRide webpage was updated in 2025, along with other digital and printed assets. A FlexRide video will launch in October 2025 to in further efforts to increase ridership along FlexRide service areas.	<i>Promote the service</i>	October 2025	December 2025	<i>In Progress</i>
3.18 Bike-n-Ride	Reintroduce Bike-n-Ride to the public, accompanied by greater public awareness and marketing of RTD's available bike lockers throughout the district. This tactic promotes a multi-modal way of traveling while leveraging existing RTD property through bike storage.	<i>Relaunch the program and increase utilization</i>	October 2025	February 2026	<i>In Progress</i>
3.19 Next Ride SMS	Implement and promote Next Ride via SMS, which will allow customers to text a stop number and receive an instant text message reply that has real-time vehicle departure times.	<i>Launch and promote program</i>	January 2026	June 2026	<i>Pre-Launch</i>
3.20 Service Alerts and Service Changes	Leverage Service Alerts to inform customers about proposed service changes and invite their feedback. Following adoption of service changes, use Service Alerts to communicate forthcoming changes.	<i>Leverage Service Alerts</i>	October 2025	December 2025	<i>In Progress</i>



4

FOCUS AREA FOUR Awareness and Education



Tactic	Description	Outcome	Launch	Deadline	Status
4.1 Sustainability Campaign	Create a visually driven campaign featuring environmental benefits of transit use, including long-term environmental impacts, community benefits	<i>Develop and launch campaign</i>	February 2026	April 2026	<i>Pre-Launch</i>
4.2 Affordability Campaign	Develop an awareness campaign focused on the personal savings provided to customers who take transit.	<i>Develop and launch campaign</i>	April 2026	June 2026	<i>Pre-Launch</i>
4.3 Security-Related Metrics and Reporting	Establish a monthly cadence for publicly reporting security-related metrics on RTD's website and via social media platforms.	<i>Update and post security-related metrics</i>	July 2025	December 2025	<i>In Progress</i>
4.4 New Resident Mailers	Design a mailer welcoming new metro area residents with a description of RTD transit services, fare structure, discount and pass programs, and an access link and/or QR Code to the website, and system map.	<i>Create and send mailer</i>	April 2026	June 2026	<i>Pre-Launch</i>
4.5 Service Alerts Campaign	Launch a quarterly campaign encouraging customers to subscribe to text/email service alerts. Campaign tactics include a social media blitz, website drop down banners, pop-ups, and on-site customer outreach. Service alert campaigns coincide with service change.	<i>Launch quarterly campaign</i>	November 2025	June 2026	<i>In Progress</i>
4.6 Paratransit Program	Develop tangible promotion materials, including videos and flyers, for paratransit services.	<i>Produce and share resource materials</i>	January 2026	June 2026	<i>In Progress</i>



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FOCUS AREA FIVE Engagement and Outreach



Tactic	Description	Outcome	Launch	Deadline	Status
5.1 Recruiting Fairs	Coordinate with agencies, businesses, and companies hosting large recruitment fairs near transit; provide resource materials to potential applicants about RTD's services and career opportunities	<i>Update and provide toolkit</i>	February 2026	June 2026	<i>Pre-Launch</i>
5.2 16th Street FreeRide Audio Tour	Work with Downtown Denver Partnership and History Colorado to create an on-demand, on-vehicle audio tour for 16th Street FreeRide customers.	<i>Complete and launch audio tour</i>	January 2026	April 2026	<i>Pre-Launch</i>
5.3 Surprise and Delights	Build a creative and robust schedule of surprise and delight events on RTD property for customers to enjoy and to encourage transit use to new customers.	<i>Develop comprehensive plan and implement activities</i>	April 2026	June 2026	<i>Pre-Launch</i>
5.4 Customer Experience Training for Employees	Develop comprehensive Customer Experience training for all RTD employees, whether in customer-facing roles or not.	<i>Develop and conduct training</i>	November 2025	March 2026	<i>In Progress</i>
5.5 On-Vehicle Pulse Surveys	Create a real-time, push-button feedback mechanism on vehicles for customers to rate their trip's on-time performance, vehicle cleanliness, and/or general experience questions.	<i>Create plan and launch survey tool</i>	March 2026	June 2026	<i>Pre-Launch</i>
5.6 Bus and Rail Ride-Alongs	Create a robust and engaging calendar of ride-along transit experiences with RTD's Leadership Team and other staff to points of interest. This activity provides in-person engagement and feedback opportunities.	<i>Create plan and launch outreach</i>	November 2025	January 2026	<i>Pre-Launch</i>
5.7 Transit Academy	Establish a four-week Transit Academy to educate and train employees about the agency's services.	<i>Launch employee-facing academy</i>	October 2025	November 2025	<i>In Progress</i>
5.8 Impact Team Training	Build upon the number of RTD employees ready and available to volunteer for customer outreach as Impact Team members during large scale events or planned service disruptions.	<i>Conduct training</i>	October 2025	November 2025	<i>In Progress</i>
5.9 Employee Commendations Promotion	Establish a process for internally and externally highlighting staff accomplishments and years of service.	<i>Generate awareness and share successes</i>	November 2025	February 2026	<i>In Progress</i>
5.10 Transit Utilization Regional Task Force	Create a regional task force of customers and stakeholders focused on developing tactics that support increased transit utilization. Use the task force's feedback and input to create a comprehensive plan.	<i>Launch a task force and gather feedback</i>	April 2026	June 2026	<i>Pre-Launch</i>





**We make lives better
through connections.**