



2017 Customer Satisfaction Survey

Regional Transportation District

FINAL REPORT

Final Report

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2017 Customer Satisfaction Survey

Prepared for

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SECTION I.

Introduction

The Regional Transportation District (RTD) provides bus, rail, and other transit services to Denver-area residents. Those services include more than 170 bus routes, nine rail lines, and many specialty services. Every three years, RTD conducts a large-scale survey of its customers to assess their satisfaction with core services. RTD uses information from the survey to monitor how well it is serving its customers and to improve various aspects of the services and amenities that it provides. RTD commissioned BBC Research & Consulting (BBC) to conduct the 2017 RTD Customer Satisfaction Survey. BBC conducted paper-and-pencil and online surveys with RTD passengers in the spring of 2017. The survey addressed various topics including:

- Use of various RTD services;
- Payment options and use of discounts;
- Trip and passenger characteristics;
- Travel to and from RTD stops and stations; and
- Satisfaction with RTD services.

BBC analyzed data relevant to each of those areas. The information that BBC provides in this report will allow RTD to assess how well it is currently serving its customers and what improvements, if any, it could consider making in the future.

SECTION II.

Methodology

BBC worked closely with RTD to develop the instrument for the 2017 RTD Customer Satisfaction Survey. The full survey instrument that BBC used for the study is presented in Appendix A. The survey instrument addressed the following topics:

- **Trip characteristics**, including trip purpose; time of trip; and boarding and disembarkation information.
- **Fare characteristics**, including method of payment, fare level, and the use of special fare discounts.
- **RTD use**, including RTD services used, number of RTD trips, and weekly RTD use.
- **Satisfaction with RTD**, including satisfaction with RTD performance, reliability, comfort, value, and overall satisfaction.
- **Demographic characteristics**, including occupation, level of education, household income, marital status, race/ethnicity, age, and gender.

Survey Administration

BBC constructed paper-and-pencil survey packets to distribute to bus, light rail, commuter rail, Call-n-Ride, and SkyRide customers. Each survey packet comprised the following materials:

- RTD-branded outer envelope that contained all other survey packet materials;
- Hardcopy survey instrument;
- Return envelope with pre-paid postage;
- Golf pencil; and
- Two RTD one-way Free Ride coupons.

The hardcopy survey instrument included instructions for completing the survey as well as survey due date and how to return completed surveys to RTD. The instructions also included a link to an online version for participants who preferred to complete the survey in that manner.

BBC worked closely with RTD to distribute survey packets to customers throughout May 2017. A total of 41,281 surveys were distributed: 25,957 were distributed to bus and SkyRide passengers; 317 were distributed to Call-n-Ride passengers; and 15,007 were distributed to light rail and commuter rail passengers. RTD bus, SkyRide, and Call-n-Ride operators were responsible for distributing survey packets during their regular shifts based on sampling plans that RTD's Market Research team developed. BBC was responsible for distributing survey packets to light rail and commuter rail customers waiting at train and transit stations, also based on a sampling plan that RTD's Market Research team developed. RTD took ridership volume at different stops, times of day, and days of the week into account when developing the sampling plans. Figure 1 presents a breakdown of survey distribution and response rate by RTD service.

Figure 1.
Survey distribution and response rate by RTD service

Source:
2017 RTD Customer Satisfaction Survey.

RTD Service	Distributed	Completes	Response Rate
Bus/SkyRide	25,957	6,193	24%
Light rail/Commuter rail	15,007	3,299	22%
Call-n-Ride	317	57	18%
Total	41,281	9,549	23%

Figure 2 presents a breakdown of survey completes by medium and RTD service.

Figure 2.
Breakdown of survey completes by medium and RTD service

Source:
2017 RTD Customer Satisfaction Survey.

RTD Service	Paper and Pencil	Online	Total
Bus/SkyRide	5,964	229	6,193
Light rail/Commuter rail	3,037	262	3,299
Call-n-Ride	53	4	57
Total	9,054	495	9,549

SECTION III.

Results

BBC analyzed survey results to provide information that will allow RTD to assess customer satisfaction with bus and train services. BBC conducted all statistical analyses using R statistical software. As appropriate, the study team made determinations of statistical significance at the $\alpha = .05$ level using two-tailed tests. Unless otherwise noted, all differences reported in the text were statistically significant. Where appropriate, we compared results of passengers who only used train services (*train only* passengers) and passengers who used both bus and train services (*bus and train* passengers) to passengers who only used bus services (*bus only* passengers) to complete the trip on which they received the survey.

Demographic Characteristics

The survey included various questions about passenger characteristics including occupation, level of education, household income, marital status, race/ethnicity, age, and gender. Figure 3 presents key results relating to passenger characteristics. As shown in Figure 3:

- More than one-half of passengers were over the age of 45;
- One-third of passengers reported residing in the County of Denver;
- Approximately one-half of passengers reported having a college degree;
- Two-thirds of passengers were non-Hispanic whites; and
- Nearly one-quarter of passengers reported not having a car available to the drivers in their households.

Trip Characteristics

The survey included questions about various characteristics of passengers' RTD trips: trip purpose; time of day; and mode of travel to and from an RTD stop. Those results are presented in Figure 4. As shown in Figure 4:

- Two-thirds of passengers indicated that the primary purpose of their trip was to commute to or from work;
- One-third of passengers began their trip between 6am and 9am; and
- Almost one-half of passengers boarded and/or disembarked from their trip at a bus stop.

Figure 3.
Demographic Characteristics

Characteristic	Percent of Sample	Characteristic	Percent of Sample
Gender	n=9,528	Income	n=9,029
Male	49%	Under \$15,000	14%
Female	51%	\$15,000 to \$24,999	11%
Race	n=9,407	\$25,000 to \$34,999	8%
Caucasian/White (not Hispanic)	67%	\$35,000 to \$49,999	12%
Hispanic/Latino	12%	\$50,000 to \$74,999	16%
Asian/Pacific Islander	4%	\$75,000 to \$99,999	12%
African American/Black	10%	\$100,000 or more	26%
Native American/Indian	2%	Education	n=9,487
Other	4%	Less than 12 years	4%
Age	n=9,552	High school graduate	13%
Under 18	1%	Some college	26%
18-24	8%	College graduate	36%
25-34	20%	Post graduate degree	22%
35-44	16%	Occupation	n=9,655
45-54	20%	Professional/Managerial	46%
55-64	24%	Sales/Clerical/Service	13%
65 or older	10%	Laborer/Craftsman/Foreman	8%
Marital status	n=9,420	Student/Employed	7%
Married	42%	Student (only)	4%
Single	58%	Homemaker	1%
County of residence	n=9,687	Retired	6%
Denver	33%	Disabled (unable to work)	5%
Jefferson	17%	Unemployed (looking for work)	3%
Arapahoe	16%	Other	7%
Boulder	14%	Number in household	n=9,538
Adams	10%	One	23%
Douglas	5%	Two	39%
Broomfield	3%	Three	17%
Weld	1%	Four	12%
Other	3%	Five	5%
Valid driver's license	n=9,733	Six	2%
Yes	76%	More than six	2%
Motor vehicle availability	n=9,770	Number of cars available	n=9,490
Yes, as a driver	52%	No cars in household	23%
Yes, as a passenger	9%	One	28%
No	39%	Two	32%
Disability that prevents driving	n=9,737	Three	12%
Yes	8%	More than three cars in household	5%

Note: Percentages may not sum to 100% due to rounding.

Source: 2017 RTD Customer Satisfaction Survey.

Figure 4.
Trip Characteristics

Characteristic	Percent of Sample	Characteristic	Percent of Sample
Purpose	n=9,731	Boarding	n=9,764
Commuting to or from work	67%	Bus stop	48%
Social/entertainment purposes	6%	Bus station	4%
To/from medical appointment	4%	Train station	25%
Personal business	9%	Transit station	8%
To/from shopping/eating out	3%	Park-n-Ride	13%
To/from school/college	7%	Other	2%
Other	5%	Disembarkation	n=9,749
Start Time	n=9,700	Bus stop	43%
3AM to 5:59AM	9%	Bus station	4%
6AM to 8:59AM	34%	Train station	26%
9AM to 2:59PM	22%	Transit station	15%
3PM to 5:59PM	28%	Park-n-Ride	9%
6PM to 2:59PM	7%	Other	4%

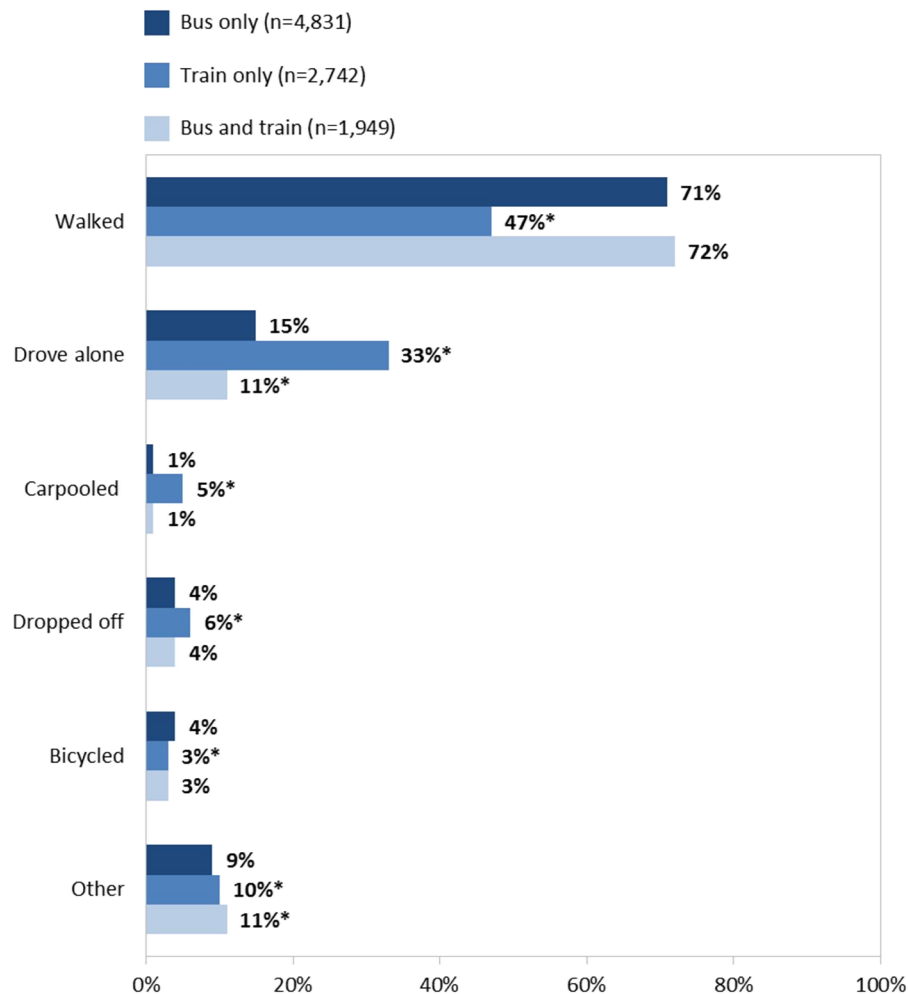
Note: Percentages may not sum to 100% due to rounding.
Additional information about boarding and disembarkation locations is presented in Appendix B.

Source: 2017 RTD Customer Satisfaction Survey.

Mode of travel to originating stop. Passengers were asked how they got to the originating stop of the trip on which they received the survey. BBC assessed whether the mode of transportation to their originating stop differed among bus only; train only; and bus and train passengers. Those results are shown in Figure 5. Overall, the majority of passengers indicated that they walked to the first stop of their trip. However, there were key differences between bus only; train only; and bus and train passengers in how they got to their originating stop:

- Train only passengers (47%) were less likely than bus only passengers (71%) to indicate that they walked to their originating stop; and
- Train only passengers (33%) were more likely than bus only passengers (15%) to indicate that they drove alone to their originating stop.

Figure 5.
Mode of travel to reach location for RTD boarding



Note: * Indicates statistically significant difference from bus only passengers.

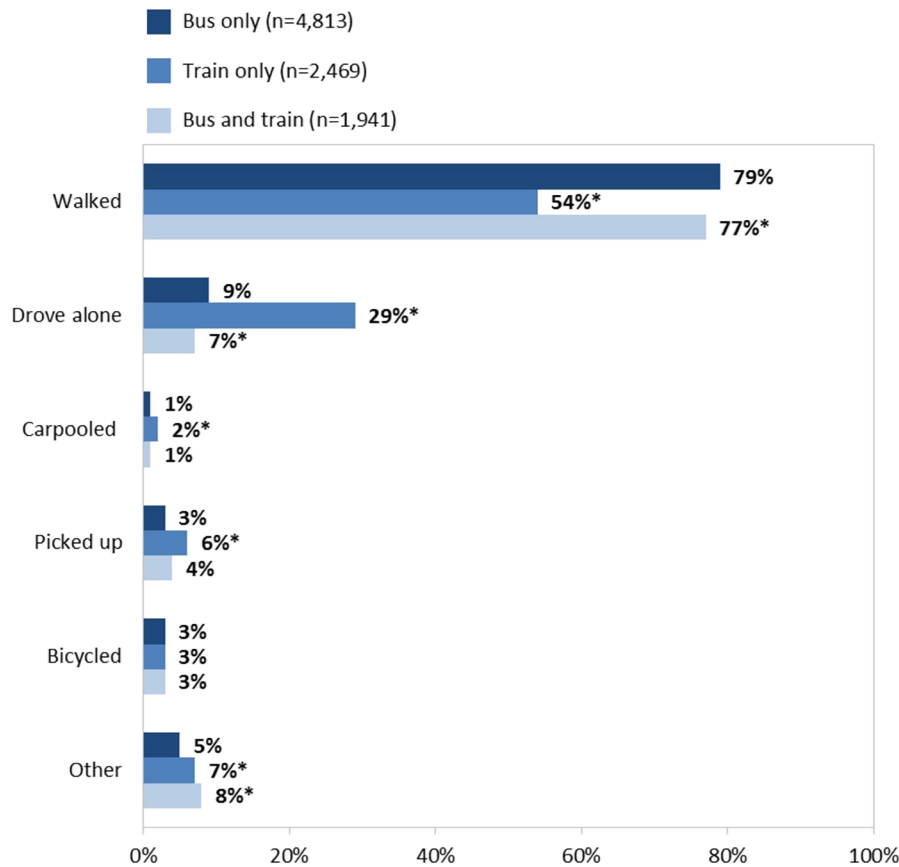
Percentages for each group may not sum to 100% due to rounding.

Source: 2017 RTD Customer Satisfaction Survey.

Mode of travel to final destination. RTD passengers were asked how they got from the last stop of the trip on which they received the survey to their final destination. Those results are shown in Figure 6. Similar to their originating stop, the majority of passengers indicated that they walked from their final RTD stop to their final destination. Again, BBC analyzed the differences between the modes of travel for passengers who used only bus services; only train services; or both bus and train services on their trip. Several key differences emerged among passengers' mode of travel from their final stop to their final destinations:

- Train only passengers (54%) were less likely than bus only passengers (79%) to indicate that they walked from their final RTD stop to their final destination; and
- Train only passengers (29%) were more likely than bus only passengers (9%) to indicate that they drove to their final destination.

Figure 6.
Mode of travel from final RTD stop to final destination



Note: * Indicates statistically significant difference from bus passengers.

Percentages for each group may not sum to 100% due to rounding.

Source: 2017 RTD Customer Satisfaction Survey.

Vehicle use to access RTD services. RTD passengers were asked whether they used a car, bicycle, rideshare, carshare, or bikeshare service to access RTD services. Passengers were asked to indicate as many vehicles as were applicable to their trip. Thirty-two percent of passengers indicated that they used a car to access RTD services. Five percent of passengers indicated that they used a bicycle to access RTD services during their travels. Less than one percent of passengers indicated using rideshare, carshare, or bikeshare services during their trip.

Fare Characteristics

The survey included questions about the fare that passengers used for the trip on which they received the survey including how they paid the fare; fare level that they used for the trip; and whether they used special fare discounts.^{1, 2,3} Figure 7 presents key results from the project

¹ Passengers were asked to indicate as many payment methods as were applicable to the trip.

² The following response options were combined into the category of “College student pass”: CU-Boulder Student Pass, Auraria Student Pass, University of Denver Student Pass, and Other College Student Pass.

team's analyses of those characteristics. (Note that less than 1 percent of all RTD passengers indicated that they had paid the fare for their trip using any method other than those reported in Figure 7.) As shown in Figure 7:

- Approximately one-quarter (23%) of passengers paid their fare using a Business EcoPass;
- Nearly two-thirds (62%) of passengers paid at the local fare level;
- The majority of passengers did not use a discount (82%) or the Nonprofit Reduced Fare program (91%) when paying their fare; and
- One-third of passengers indicated that their employer either paid all (21%) or part (12%) of their fare.

Figure 7.
Fare Characteristics

Characteristic	Percent of Sample	Characteristic	Percent of Sample
Payment method	n=9,936	Fare level	n=9,552
EcoPass (business)	23%	Local fare	62%
Cash/credit one-way trip	19%	Regional fare	29%
Monthly pass	18%	Airport fare	6%
10-Ride ticket	12%	Unsure	4%
Day pass	13%	Nonprofit Reduced Fare program	n=9,701
College student pass	7%	The nonprofit provided fare	5%
Other	10%	Customer paid the nonprofit for the fare	4%
Fare discounts	n=9,672	None	91%
Seniors (65+)	9%	Employer payment	n=9,673
Disabled	6%	Employer pays in full	21%
Student	2%	Employer pays in part	12%
Access-a-Ride card	1%	Employer does not pay	62%
None	82%	Not sure	5%

Note: Percentages may not sum to 100% due to rounding.

Source: 2017 RTD Customer Satisfaction Survey.

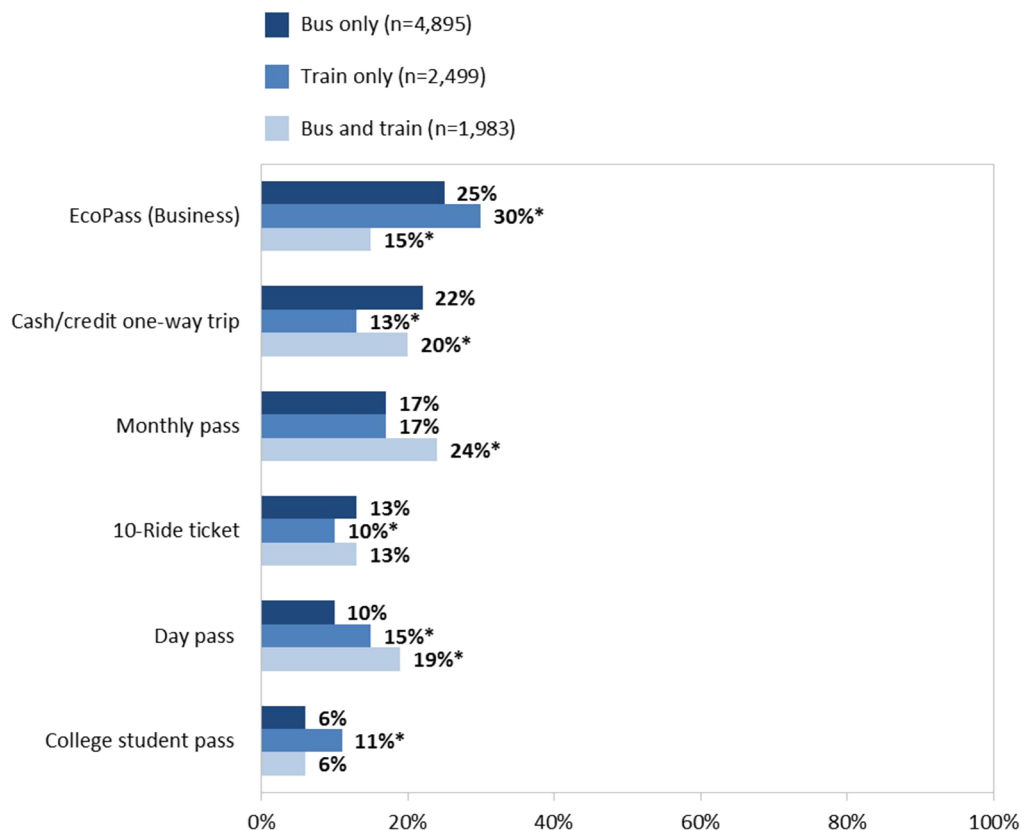
Payment method across services. The project team conducted further analyses to assess whether there were differences in payment methods among bus only; train only; and bus and train passengers. Figure 8 presents those results. Analyses revealed several key differences by RTD services used:

- Train only passengers (30%) were more likely than bus only passengers (25%) to pay for their trip using a Business EcoPass;

³ Nonprofit Reduced Fare Program Ticket, Day Pass from Day Pass Book, Nonprofit Reduced Fare Program Day Pass, Nonprofit Reduced Fare Monthly Pass, ValuPass, MyRide Stored Value Card, EcoPass (Neighborhood), Longmont Free Fare Pilot Program, and Transfer had one percent or less in each service category.

- Bus and train passengers (15%) were less likely than bus only passengers (25%) to pay for their trip using a Business EcoPass;
- Train only passengers (13%) were less likely than bus only passengers (22%) to use cash or credit to purchase a one-way trip;
- Bus and train passengers (24%) were more likely than bus only passengers (17%) to use a monthly pass for their trip;
- Train only passengers (15%) and bus and train passengers (19%) were more likely than bus only passengers (10%) to use a day pass for their trip; and
- Train only passengers (11%) were more likely than bus only passengers (6%) to use a college student pass to pay for their trip.

Figure 8.
Payment methods



Note: * Indicates statistically significant difference from bus only passengers.

Percentages for each group may not sum to 100% due to rounding.

Source: 2017 RTD Customer Satisfaction Survey.

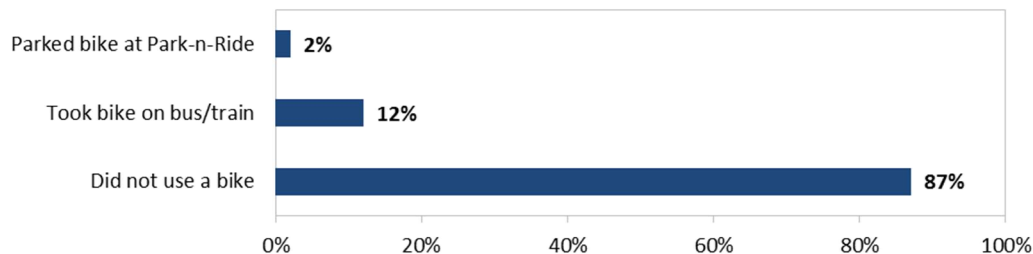
Park-n-Ride

The survey included questions about the use of Park-n-Ride services including whether passengers parked a car or a bike at a Park-n-Ride on the day on which they received the survey.

Use of Park-n-Ride. RTD passengers were asked to indicate whether they parked a car at a Park-n-Ride on the day on which they received the survey. Twenty-nine percent of RTD passengers indicated that they had done so.

Bike parking at Park-n-Ride. RTD passengers were also asked to indicate whether they parked a bike at a Park-n-Ride; took a bike with them on the bus or train; or did not use a bike on the day on which they received a survey. Figure 9 presents those results. The vast majority of passengers (87%) did not use a bike on the day on which they received the survey. Of those passengers who did, nearly 90 percent of them reported taking their bike on the bus or train.

Figure 9.
Bike use on RTD services



Note: Percentages may not sum to 100% due to rounding.

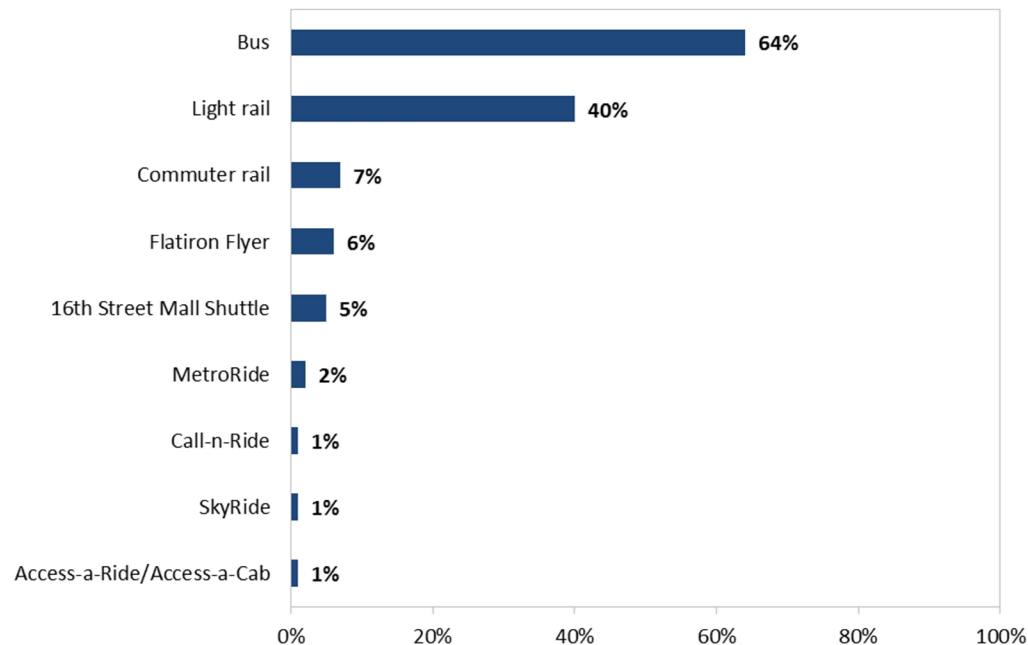
Source: 2017 RTD Customer Satisfaction Survey.

RTD Use

The survey included questions about passengers' use of RTD services including how many total one-way trips they made on the day on which they received the survey; whether they used a vehicle on the day on which they received the survey; and how many days they used RTD services in the week leading up to the day on which they received the survey.

RTD services. RTD passengers were asked to indicate which RTD services they used on the trip on which they received the survey. Passengers were asked to indicate as many RTD services as were applicable to the trip. Those results are presented in Figure 10. As shown in Figure 10, the majority of all RTD passengers (64%) indicated that they rode on an RTD bus at some point during their trip. Forty percent of passengers indicated that they rode on a light rail train at some point during their trip. Less than 10 percent of passengers indicated using any other RTD service during the trip on which they received the survey.

Figure 10.
RTD services used on day of survey



Source: 2017 RTD Customer Satisfaction Survey.

Total trips. RTD passengers were asked to indicate how many total one-way trips they made or would make on the day on which they received the survey.⁴ Figure 11 presents those results. As shown in Figure 11, the majority of passengers (77%) indicated that they used RTD services for two one-way trips on the day on which they received the survey.

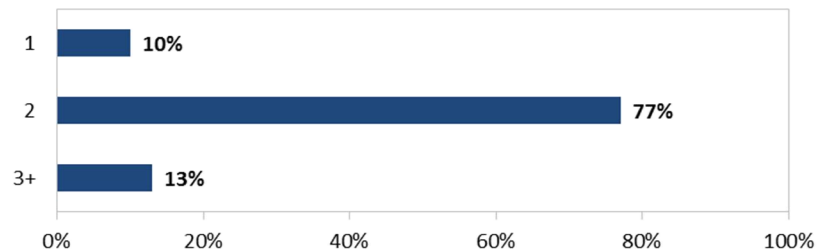
Figure 11.
Number of trips

Note:

Percentages may not sum to 100% due to rounding.

Source:

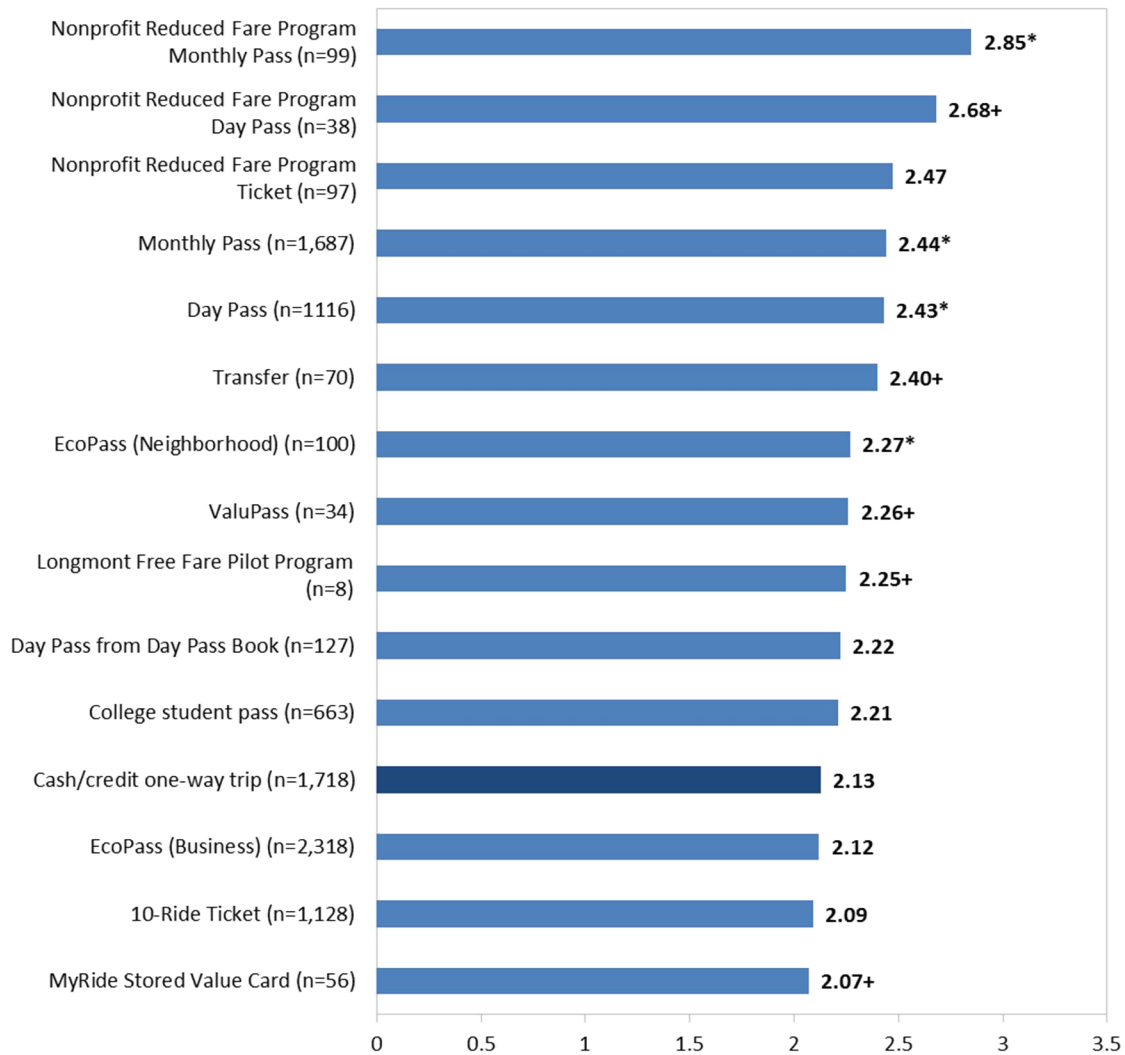
2017 RTD Customer Satisfaction Survey.



Number of trips based on payment methods. BBC examined whether there were differences in the number of total one-way trips based on the payment method that RTD passengers used. For simplicity, all other payment methods were compared to the use of cash/credit payments. Those results are presented in Figure 12. On average, passengers who paid their fare using a Nonprofit Reduced Fare Program Monthly Pass (mean = 2.85), a Monthly Pass (mean = 2.44), a cash/credit Day Pass (mean = 2.43), or a Neighborhood EcoPass (mean = 2.27) took a greater number of trips than passengers who paid their fare using cash/credit (mean = 2.13).

⁴ Passengers were instructed to count a round trip (e.g. going to and from work) as two trips.

Figure 12.
Average number of one-way trips taken by payment method



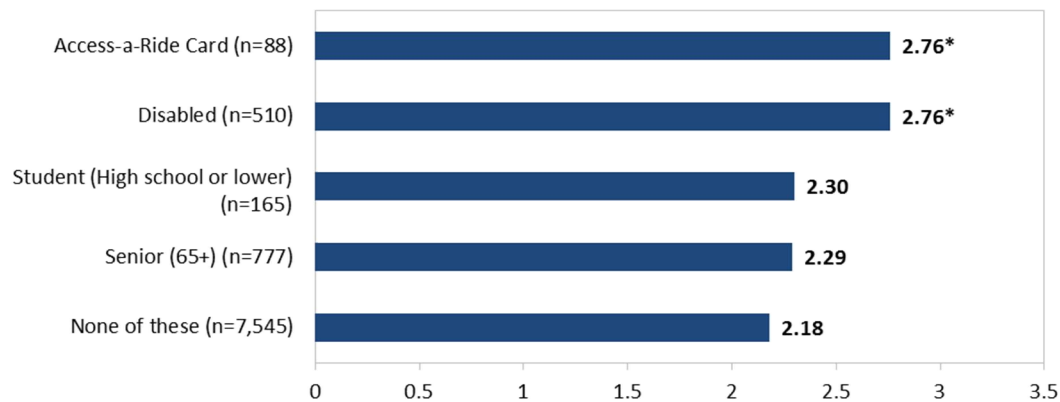
Note: * Indicates statistically significant difference from payment via cash or credit for a one-way trip.

† Indicates statistical results should be interpreted with caution due to small sample size.

Source: 2017 RTD Customer Satisfaction Survey.

Trips by fare discount. BBC also examined the number of total trips that passengers took based on whether they used a special fare discount. Those results are presented in Figure 13. As shown in Figure 13, on average, passengers who used an Access-a-Ride card (mean = 2.76) or received a discount for people with disabilities (mean = 2.76) took more total trips than passengers who did not receive a fare discount (mean = 2.18). Those who received a student (mean = 2.30) or senior (mean = 2.29) discount took a similar number of trips to those who did not receive a discount.

Figure 13.
Average number of trips by discount

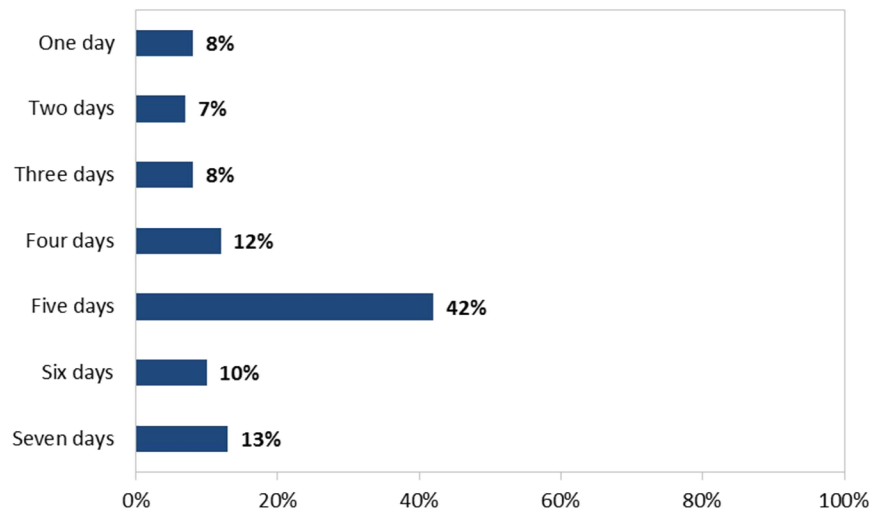


Note: * Indicates statistically significant difference from passengers who did not receive a fare discount.

Source: 2017 Customer Satisfaction Survey.

Days of RTD use. RTD passengers were asked to indicate how many days they used RTD services in the week leading up to receiving the survey. Those results are shown in Figure 14. As shown in Figure 14, 42 percent of passengers indicated that they used RTD services five days in the week leading up to receiving the survey. Another 13 percent of passengers indicated that they used RTD services every day in the week leading up to receiving the survey.

Figure 14.
Days of RTD use in the previous week.



Note: Percentages may not sum to 100% due to rounding.

Source: 2017 RTD Customer Satisfaction Survey.

Quality of RTD Services

The survey included questions about the quality of various aspects of RTD services including:

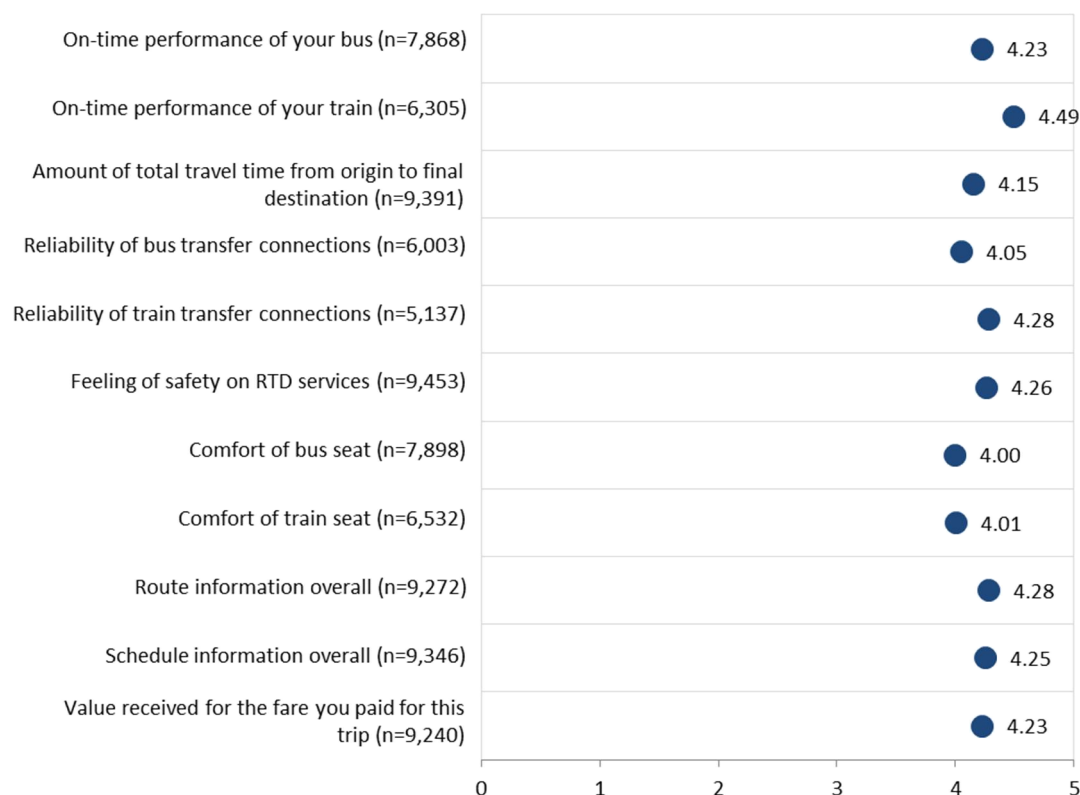
- On-time performance;
- Amount of travel time;

- Reliability of transfers;
- Safety and comfort;
- Route and schedule information;
- Value; and
- Overall quality.

Passengers were asked to rate the quality for each aspect on a scale from 1 to 5, where 1 indicated “poor” and 5 indicated “excellent.” BBC calculated average quality ratings for all RTD passengers.

Quality of service aspects. Passengers were asked several questions about the quality of various aspects of RTD services including on-time performance; amount of travel time; reliability of transfers; safety; comfort; and route and schedule information. The survey asked passengers to rate each aspect with which they had experience. Those results are presented in Figure 15. Overall, passengers indicated that the quality of all aspects of RTD services is quite high. The average quality ratings across all aspects of RTD services ranged from 4.00 and 4.49.

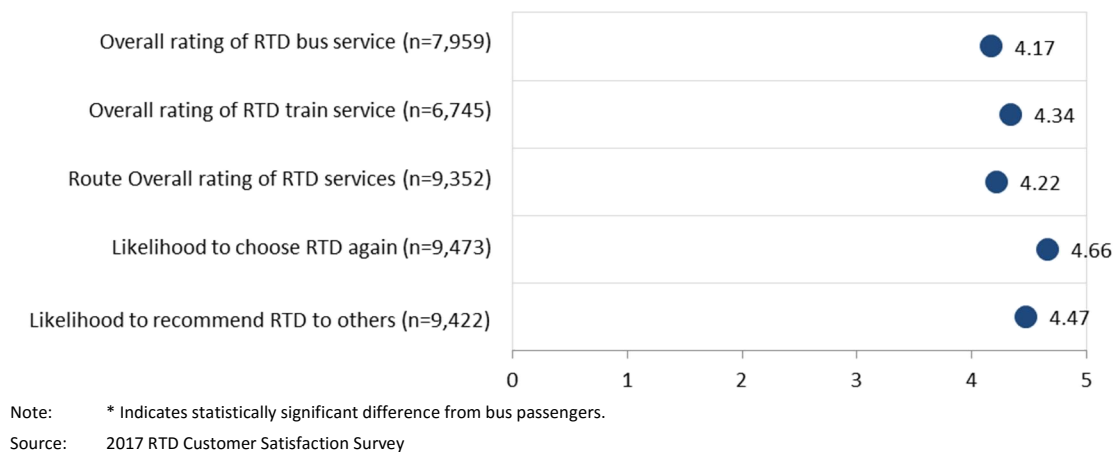
Figure 15.
Average quality ratings of various service aspects



Source: 2017 RTD Customer Satisfaction Survey.

Overall quality. Passengers were also asked several questions related to the overall quality of RTD services including their likelihood to choose to use RTD again and to recommend RTD to others. Those results are presented in Figure 16. In general, passengers rated the quality of RTD services overall quite high. The average quality ratings for bus service (mean quality = 4.17), train service (mean quality = 4.34) and overall RTD services (mean quality = 4.22) exceeded 4.0. In addition, passengers indicated that they were very likely to choose to use RTD again (mean likelihood = 4.66) and to recommend RTD to others (mean likelihood = 4.47).

Figure 16.
Overall satisfaction with RTD services



Relationship between aspect quality and overall quality. BBC conducted multiple linear regression analyses to examine whether the participants' perceptions of the quality of particular service aspects predict their perceptions of the overall quality of RTD services, their likelihood to choose to use RTD in the future, and their likelihood to recommend RTD to others. BBC regressed each of those outcomes on participants' ratings of the quality of different aspects of RTD services including on-time performance; amount of travel time; reliability of transfers; feelings of safety and comfort; route and schedule information; and the value received for the fare amount.

Overall rating of RTD services. BBC first examined the relationships between passengers' ratings of the overall quality of RTD services and their ratings of the quality of individual aspects of RTD services. The corresponding regression coefficients are presented in Figure 17. As shown in Figure 17, the quality of all individual aspects that BBC included in the regression model—except quality of schedule information overall—were independently and positively related to the overall quality of RTD services. That is, higher ratings of the quality of those aspects predicted higher ratings of RTD services overall. The three aspects whose quality had the strongest relationships with overall quality were:

- Value received for the fare amount (regression coefficient = 0.18);
- Route information overall (regression coefficient = 0.15); and
- On-time bus performance (regression coefficient = 0.10).

Figure 17.
Overall rating of RTD services

Aspect of RTD Service	Mean	n	Regression Coefficient
Overall quality of RTD services	4.22	9,352	
On-time performance of your bus	4.23	7,868	0.10*
On-time performance of your train	4.49	6,305	0.06*
Amount of total travel time from origin to final destination	4.15	9,391	0.07*
Reliability of bus transfer connections	4.05	6,003	0.07*
Reliability of train transfer connections	4.28	5,137	0.08*
Feeling of safety on RTD services	4.26	9,453	0.08*
Comfort of bus seat	4.00	7,898	0.07*
Comfort of train seat	4.01	6,532	0.03*
Route information overall	4.28	9,272	0.15*
Schedule information overall	4.25	9,346	0.03
Value received for the fare you paid for this trip	4.23	9,240	0.18*

Note: * Indicates statistically significant association between the aspect of service and overall ratings.

Source: 2017 RTD Customer Satisfaction Survey.

Likelihood to choose RTD again. BBC also examined the relationship between passengers' likelihood to choose to use RTD in the future and the quality of different aspects of RTD services. The regression coefficients are presented in Figure 18. As shown in Figure 18, the quality of several aspects was independently and positively related to the reported likelihood of using RTD in the future:

- On-time train performance (regression coefficient = 0.16);
- Value received for the fare amount (regression coefficient = 0.14);
- Feeling of safety on RTD services (regression coefficient = 0.10);
- Route information overall (regression coefficient = 0.09);
- Reliability of train transfers (regression coefficient = 0.06); and
- On-time bus performance (regression coefficient = 0.05).

Figure 18.
Likelihood to choose RTD again

Aspect of RTD Service	Mean	n	Regression Coefficient
Likelihood to choose RTD again	4.66	9,473	
On-time performance of your bus	4.23	7,868	0.05*
On-time performance of your train	4.49	6,305	0.16*
Amount of total travel time from origin to final destination	4.15	9,391	0.02
Reliability of bus transfer connections	4.05	6,003	- 0.01
Reliability of train transfer connections	4.28	5,137	0.06*
Feeling of safety on RTD services	4.26	9,453	0.10*
Comfort of bus seat	4.00	7,898	- 0.01
Comfort of train seat	4.01	6,532	0.02
Route information overall	4.28	9,272	0.09*
Schedule information overall	4.25	9,346	0.03
Value received for the fare you paid for this trip	4.23	9,240	0.14*

Note: * Indicates statistically significant association between the aspect of service and overall ratings.

Source: 2017 RTD Customer Satisfaction Survey.

Likelihood to recommend RTD to others. In addition, BBC examined the relationships between passengers' likelihood to recommend RTD to others and the quality of various aspects of RTD services. The regression coefficients are presented in Figure 19. As shown in Figure 19, the quality of several aspects was independently and positively related to the reported likelihood to recommend RTD to others.

- Value received for the fare amount (regression coefficient = 0.26);
- Route information overall (regression coefficient = 0.14);
- Reliability of train transfers (regression coefficient = 0.06);
- On-time train performance (regression coefficient = 0.08);
- On-time bus performance (regression coefficient = 0.08);
- Feeling of safety on RTD services (regression coefficient = 0.07);
- Amount of total travel time (regression coefficient = 0.05); and
- Comfort of bus seat (regression coefficient = 0.05).

Figure 19.
Likelihood to recommend RTD to others

Aspect of RTD Service	Mean	n	Regression Coefficient
Likelihood to recommend RTD to others	4.47	9,422	
On-time performance of your bus	4.23	7,868	0.08*
On-time performance of your train	4.49	6,305	0.08*
Amount of total travel time from origin to final destination	4.15	9,391	0.05*
Reliability of bus transfer connections	4.05	6,003	0.03
Reliability of train transfer connections	4.28	5,137	0.10*
Feeling of safety on RTD services	4.26	9,453	0.07*
Comfort of bus seat	4.00	7,898	0.05*
Comfort of train seat	4.01	6,532	- 0.01
Route information overall	4.28	9,272	0.15*
Schedule information overall	4.25	9,346	0.01
Value received for the fare you paid for this trip	4.23	9,240	0.26*

Note: * Indicates statistically significant association between the aspect of service and overall ratings.

Source: 2017 RTD Customer Satisfaction Survey.

SECTION IV.

Discussion

The 2017 RTD Customer Satisfaction Survey revealed important information about customers' experiences with RTD services. RTD can use that information to refine its services and better serve customers. Passengers shared their experiences with and perceptions of various aspects of RTD services such as RTD use; payment options and use of discounts; travel to and from RTD stops and stations; and the quality of key aspects of RTD services. Key results from the 2017 Customer Satisfaction Survey include the following:

- RTD passengers **perceive the overall quality of RTD services as very high**. The mean rating of the overall quality of RTD services was higher than 4.0 on a 5-point scale.
- RTD passengers **rate the quality of all aspects of RTD service as very high**. Mean quality ratings of various aspects of RTD services varied between 4.0 and 4.5 out of 5.
- RTD continues to deliver **high value to its passengers** for the fares that they pay. The mean rating of the value that passengers received from the fare that they pay was 4.2 out of 5.
- **RTD passengers perceive the quality of the schedule and route information** that they receive from RTD as quite high. Mean quality ratings of both schedule and route information were 4.3 out of 5.

- Passengers are **very likely to choose RTD again and recommend RTD to others**. Mean likelihood ratings were 4.7 and 4.5 out of 5, respectively.
- **Fare value** is substantially related to passengers' perceptions of the overall quality of RTD services, their likelihood to choose RTD again, and their likelihood to recommend RTD to others.
- On average, passengers who pay their fare using a **Nonprofit Reduced Fare Program Monthly Pass, a Day Pass, a Monthly Pass, or a Neighborhood EcoPass** use RTD services for more daily one-way trips than those who pay their fare using cash or credit.
- On average, passengers who use an **Access-a-Ride card or disabled discount** use RTD services for more daily one-way trips than those who did not use a special fare discount.

Recommendations

RTD should carefully consider the information that BBC collected as part of the 2017 RTD Customer Satisfaction Survey. Several potential recommendations emerged from the analyses. RTD should be mindful of any additional resources or staff that might be required to implement any of the following recommendations:

- Overall, RTD passengers had very positive perceptions of the quality and value of RTD services. However, the reliability of bus transfers, comfort of bus seats, and comfort of train seats received the lowest quality ratings. Perceptions of the overall quality of RTD are substantially related to the quality of those service aspects, so RTD should explore ways in which they could improve those service aspects.
- Passengers perceive the quality of the route information that RTD provides, as well as the value that they get from the fare that they pay, as very high. The quality of those service aspects are substantially related to perceptions of the overall quality of RTD services. RTD should continue or even increase its efforts to ensure that it provides high quality in those areas.
- Passengers using a Nonprofit Reduced Fare Program Monthly Pass, Day Pass, Monthly Pass, or Neighborhood EcoPass take more one-way trips, on average, than passengers who pay per trip. RTD should use that information when considering whether the cost of day passes, monthly passes, and ticket books are providing value to RTD passengers based on their use.
- Passengers who only use the train on their RTD trips are less likely than passengers who only use the bus to walk to an RTD stop. They are more likely to drive, carpool, or be dropped off. Thus, Park-n-Ride facilities are particularly important at locations with rail service. RTD should make sure to consider that information when planning Park-n-Ride facilities in the future.

APPENDIX A.

Survey Instrument



Online Survey Code:

2017 RTD Customer Satisfaction Survey

Dear RTD Customer:

We need your help in evaluating our services. Please take a few minutes to complete this questionnaire. It is important that we obtain your honest opinions, whether favorable or unfavorable, to help us identify areas that need improvement.

In appreciation of your help, we are enclosing **two free ride coupons** that you can use on any RTD Local, Regional or Airport bus or rail service. See back of coupon for details.

Please return your completed survey to RTD in the enclosed, postage-paid envelope or complete the survey online by going to www.rtd-denver.com/2017survey before **May 31, 2017**. If you return your completed survey or complete an online survey by May 31st, you will be entered in a drawing to win one of ten \$100 VISA gift cards. To enter the drawing, please print your name and address in the space provided on the last page of the questionnaire. Your survey responses will be kept strictly confidential and will be reported in summary form only.

If you have any questions regarding this survey, please call 303-299-6000.

Llámenos al 303-299-6000 para una versión español de esta encuesta.

Thank you!

David A. Genova, RTD General Manager and CEO

IMPORTANT: This survey has 3 sections:

Section 1: Service Used

- What services you used
- How you paid for your trip
- The number of trips you make on RTD in a day
- How often you use RTD

Section 2: Customer Satisfaction

- How you feel about your service experience

Section 3: Demographics

- Information that helps us understand more about people that use RTD

When you fill out this questionnaire, please refer to **the trip you were on when you received this survey**. Check the appropriate box for each question or write out your answer as completely as possible on the lines provided.

SECTION 1: SERVICE USE

For this section, please tell us about **the trip** you were taking when you received this survey.

Examples of a trip include:

- Going from your home to work/school
- Going from work/school to your home
- A multi-stop trip (e.g. going from a doctor's appointment, to the pharmacy, and then home)

1. Which of the following RTD services were you riding when you received this survey?

- | | | |
|---|--|--|
| <input type="radio"/> Bus (Local or Regional)
Route Number: _____ | <input type="radio"/> Light rail train
Line Name: _____ | <input type="radio"/> Call-n-Ride |
| <input type="radio"/> Commuter rail train (University of Colorado A-Line or B-Line)
Line Name: _____ | <input type="radio"/> Flatiron Flyer | <input type="radio"/> SkyRide Bus |
| | <input type="radio"/> 16 th Street Mall Shuttle | <input type="radio"/> Other (specify): _____ |
| | <input type="radio"/> Free MetroRide | |

2. What time did you begin this trip?

- | | | |
|------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> 3 AM-5:59 AM | <input type="radio"/> 9 AM-2:59 PM | <input type="radio"/> 6 PM-2:59 AM |
| <input type="radio"/> 6 AM-8:59 AM | <input type="radio"/> 3 PM-5:59 PM | |

3. Thinking specifically about the trip you were on when you received this survey, what was the primary purpose of this trip?

- | | | |
|---|---|--|
| <input type="radio"/> Commuting to or from work | <input type="radio"/> Personal business | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Social/entertainment purposes | <input type="radio"/> To/from shopping/eating out | |
| <input type="radio"/> To/from medical appointment | <input type="radio"/> To/from school/college | |

4. How did you pay for your fare for this trip? (*Check all that apply.*)

- | | | |
|--|--|--|
| <input type="checkbox"/> Cash/credit one-way trip (bus fare box or ticket machine) | <input type="checkbox"/> 10-Ride Ticket | <input type="checkbox"/> University of Denver Student Pass |
| <input type="checkbox"/> Cash/credit day pass (bus fare box or ticket machine) | <input type="checkbox"/> Monthly Pass | <input type="checkbox"/> Other College Student Pass (specify): _____ |
| <input type="checkbox"/> Nonprofit Reduced Fare Program Ticket | <input type="checkbox"/> Nonprofit Reduced Fare Program Monthly Pass | <input type="checkbox"/> Longmont Free Fare Pilot Program |
| <input type="checkbox"/> Day Pass | <input type="checkbox"/> ValuPass | <input type="checkbox"/> Transfer |
| <input type="checkbox"/> Day Pass from Day Pass Book | <input type="checkbox"/> MyRide Stored Value Card | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Nonprofit Reduced Fare Program Day Pass | <input type="checkbox"/> Eco Pass (Business) | |
| | <input type="checkbox"/> Eco Pass (Neighborhood) | |
| | <input type="checkbox"/> CU-Boulder Student Pass | |
| | <input type="checkbox"/> Auraria Student Pass | |

5. Which fare level did you use for this trip?

- | | |
|--------------------------------|--------------------------------|
| <input type="radio"/> Local | <input type="radio"/> Airport |
| <input type="radio"/> Regional | <input type="radio"/> Not sure |

6. Which of the following special fare discounts, if any, did you use for this trip? (*One response only, please.*)

- | | | |
|------------------------------------|---|--|
| <input type="radio"/> Senior (65+) | <input type="radio"/> Student (High school or lower, not CollegePass) | <input type="radio"/> Access-a-Ride card |
| <input type="radio"/> Disabled | | <input type="radio"/> None of these |

7. Did you receive your fare through the Nonprofit Reduced Fare program?

- | | | |
|--|--|--------------------------|
| <input type="radio"/> Yes, the nonprofit or government agency provided my fare | <input type="radio"/> Yes, I paid the nonprofit or government agency for all/part of my fare | <input type="radio"/> No |
|--|--|--------------------------|

8. Did your employer pay for all or part of your fare? (e.g., through EcoPass, FlexPass, or other means)

- | | | |
|--|---|---|
| <input type="radio"/> Yes, employer pays in full | <input type="radio"/> Yes, my employer pays for part of my fare | <input type="radio"/> No, I paid for all of my fare |
| | | <input type="radio"/> Not sure |

9. How did you get to the first stop (bus stop, transfer center, or rail station) where you boarded for this trip?

- | | | |
|---|--|---|
| <input type="radio"/> Walked | <input type="radio"/> Bicycled | <input type="radio"/> Carshare (Zipcar, Enterprise, etc.) |
| <input type="radio"/> Drove alone | <input type="radio"/> Bikeshare (B-Cycle) | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Carpooled | <input type="radio"/> Rideshare (Uber, Lyft) | |
| <input type="radio"/> Picked up/Dropped off | | |

10. Thinking again about the first stop of your trip (bus stop, transfer station or rail station), where did you board the bus/train?

- | | | |
|-------------------------------------|--|--|
| <input type="radio"/> Bus stop | <input type="radio"/> Transit station (e.g., Boulder Transit station, Union Station, etc.) | <input type="radio"/> Park-n-Ride |
| <input type="radio"/> Bus station | | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Train station | | |

11. Please tell us the name of the stop, station, or Park-n-Ride where you boarded for this trip.

12. Thinking about your final destination, where did/will you get off of the bus/train?

- | | | |
|-------------------------------------|--|--|
| <input type="radio"/> Bus stop | <input type="radio"/> Transit station (e.g., Boulder | <input type="radio"/> Park-n-Ride |
| <input type="radio"/> Bus station | Transit Station, Union Station, | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Train station | etc.) | |

13. Thinking about your final destination, please tell us the name of the stop, station, or Park-n-Ride where you did/will get off.

14. How did/will you get from the last stop (bus stop, transfer center, or rail station) on your RTD trip to get to your final destination?

- | | | |
|---|--|---|
| <input type="radio"/> Walked | <input type="radio"/> Bicycled | <input type="radio"/> Carshare (Zipcar, Enterprise, |
| <input type="radio"/> Drove alone | <input type="radio"/> Bikeshare (B-Cycle) | etc.) |
| <input type="radio"/> Carpooled | <input type="radio"/> Rideshare (Uber, Lyft) | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Picked up/Dropped off | | |

15. Thinking specifically about the trip you were on when you received this survey, will/did you board a bus/train at any of the following stations? (*Check all that apply.*)

- | | | |
|---|--|--|
| <input type="checkbox"/> 2nd & Abilene | <input type="checkbox"/> Colfax Station | <input type="checkbox"/> Louisiana-Pearl |
| <input type="checkbox"/> 10th & Osage | <input type="checkbox"/> Colorado | <input type="checkbox"/> Nine Mile |
| <input type="checkbox"/> 13th Avenue | <input type="checkbox"/> County Line | <input type="checkbox"/> Oak |
| <input type="checkbox"/> 16th & California | <input type="checkbox"/> Dayton | <input type="checkbox"/> Orchard |
| <input type="checkbox"/> 16th & Stout | <input type="checkbox"/> Decatur/Federal | <input type="checkbox"/> Oxford-City of Sheridan |
| <input type="checkbox"/> 18th & California | <input type="checkbox"/> Denver Airport | <input type="checkbox"/> Peoria |
| <input type="checkbox"/> 18th & Stout | <input type="checkbox"/> Dry Creek | <input type="checkbox"/> Pepsi Center/Elitch Gardens |
| <input type="checkbox"/> 20th & Welton | <input type="checkbox"/> Englewood | <input type="checkbox"/> Perry |
| <input type="checkbox"/> 25th & Welton | <input type="checkbox"/> Evans | <input type="checkbox"/> Red Rocks Community College |
| <input type="checkbox"/> 27th & Welton | <input type="checkbox"/> Federal Center | <input type="checkbox"/> Sheridan |
| <input type="checkbox"/> 30th & Downing | <input type="checkbox"/> Fitsimmons | <input type="checkbox"/> Southmoor |
| <input type="checkbox"/> 38th & Blake | <input type="checkbox"/> Florida | <input type="checkbox"/> Sports Authority Field at Mile High |
| <input type="checkbox"/> 40th & Airport/ Gateway Park | <input type="checkbox"/> Garrison | <input type="checkbox"/> Theatre District/ Convention Center |
| <input type="checkbox"/> 40th & Colorado | <input type="checkbox"/> I-25 & Broadway | <input type="checkbox"/> Union Station |
| <input type="checkbox"/> 61st & Pena | <input type="checkbox"/> Illif | <input type="checkbox"/> University of Denver |
| <input type="checkbox"/> Alameda | <input type="checkbox"/> Jeffco Gov't Center | <input type="checkbox"/> Westminster |
| <input type="checkbox"/> Arapahoe at Village Center | <input type="checkbox"/> Knox | <input type="checkbox"/> Yale |
| <input type="checkbox"/> Auraria West | <input type="checkbox"/> Lakewood/Wadsworth | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Aurora Metro Center | <input type="checkbox"/> Lamar | |
| <input type="checkbox"/> Bellevue | <input type="checkbox"/> Lincoln | |
| <input type="checkbox"/> Central Park | <input type="checkbox"/> Littleton/Downtown | |
| <input type="checkbox"/> Colfax at Auraria | <input type="checkbox"/> Littleton/Mineral | |

16. Thinking specifically about the trip you were on when you received this survey, will/did you get off a bus/train at any of the following stations? (Check all that apply.)

- | | | |
|---|--|--|
| <input type="checkbox"/> 2nd & Abilene | <input type="checkbox"/> Colfax Station | <input type="checkbox"/> Louisiana-Pearl |
| <input type="checkbox"/> 10th & Osage | <input type="checkbox"/> Colorado | <input type="checkbox"/> Nine Mile |
| <input type="checkbox"/> 13th Avenue | <input type="checkbox"/> County Line | <input type="checkbox"/> Oak |
| <input type="checkbox"/> 16th & California | <input type="checkbox"/> Dayton | <input type="checkbox"/> Orchard |
| <input type="checkbox"/> 16th & Stout | <input type="checkbox"/> Decatur/Federal | <input type="checkbox"/> Oxford-City of Sheridan |
| <input type="checkbox"/> 18th & California | <input type="checkbox"/> Denver Airport | <input type="checkbox"/> Peoria |
| <input type="checkbox"/> 18th & Stout | <input type="checkbox"/> Dry Creek | <input type="checkbox"/> Pepsi Center/Elitch Gardens |
| <input type="checkbox"/> 20th & Welton | <input type="checkbox"/> Englewood | <input type="checkbox"/> Perry |
| <input type="checkbox"/> 25th & Welton | <input type="checkbox"/> Evans | <input type="checkbox"/> Red Rocks Community College |
| <input type="checkbox"/> 27th & Welton | <input type="checkbox"/> Federal Center | <input type="checkbox"/> Sheridan |
| <input type="checkbox"/> 30th & Downing | <input type="checkbox"/> Fittsimmons | <input type="checkbox"/> Southmoor |
| <input type="checkbox"/> 38th & Blake | <input type="checkbox"/> Florida | <input type="checkbox"/> Sports Authority Field at Mile High |
| <input type="checkbox"/> 40th & Airport/ Gateway Park | <input type="checkbox"/> Garrison | <input type="checkbox"/> Theatre District/ Convention Center |
| <input type="checkbox"/> 40th & Colorado | <input type="checkbox"/> I-25 & Broadway | <input type="checkbox"/> Union Station |
| <input type="checkbox"/> 61st & Pena | <input type="checkbox"/> Illif | <input type="checkbox"/> University of Denver |
| <input type="checkbox"/> Alameda | <input type="checkbox"/> Jeffco Gov't Center | <input type="checkbox"/> Westminster |
| <input type="checkbox"/> Arapahoe at Village Center | <input type="checkbox"/> Knox | <input type="checkbox"/> Yale |
| <input type="checkbox"/> Auraria West | <input type="checkbox"/> Lakewood/Wadsworth | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Aurora Metro Center | <input type="checkbox"/> Lamar | |
| <input type="checkbox"/> Bellevue | <input type="checkbox"/> Lincoln | |
| <input type="checkbox"/> Central Park | <input type="checkbox"/> Littleton/Downtown | |
| <input type="checkbox"/> Colfax at Auraria | <input type="checkbox"/> Littleton/Mineral | |

17. How many of the following RTD services will/did you use to complete this trip?

Number of buses _____

Number of trains _____

Number of MallRide/MetroRide _____

18. Which of the following RTD services will/did you use to complete this trip? (Check all that apply.)

- | | | |
|--|---|---|
| <input type="checkbox"/> Bus (Local or Regional)
<i>Bus routes:</i> _____ | <input type="checkbox"/> Light rail train
<i>Line Names:</i> _____ | <input type="checkbox"/> Access-a-Ride/Access-a-Cab |
| <input type="checkbox"/> Commuter rail train (University of Colorado A-Line or B-Line)
<i>Line Names:</i> _____ | <input type="checkbox"/> Flatiron Flyer | <input type="checkbox"/> Call-n-Ride |
| | <input type="checkbox"/> 16 th Street Mall Shuttle | <input type="checkbox"/> SkyRide Bus |
| | <input type="checkbox"/> Free MetroRide | <input type="checkbox"/> Other (specify): _____ |

19. At any point during your travels today, which of the following did/will you use to access RTD services? (Check all that apply.)

- | | | |
|---|--|--|
| <input type="checkbox"/> Car | <input type="checkbox"/> Carshare (Zipcar, Enterprise, etc.) | <input type="checkbox"/> Bikeshare (B-Cycle) |
| <input type="checkbox"/> Rideshare (Uber, Lyft) | <input type="checkbox"/> Bicycle | <input type="checkbox"/> None of the Above |

20. Did you park a car at a Park-n-Ride today?

- ☐ Yes, I parked a car at a Park-n-Ride ☐ No

21. Did you park a bike at a Park-n-Ride today?

- ☐ Yes, I parked a bike at a Park-n-Ride today ☐ No, I took my bike with me on the bus/train ☐ N/A – I did not use a bike today

22. How many total trips will you/did you make using RTD on the day you received your survey? A round trip would count as two trips. (e.g., going to and from work is 2 trips) _____

23. In the last week (7 days) how many days did you use RTD services of any kind? Today counts as 1 day.

- | | | |
|----------------------------------|---------------------------------|----------------------------------|
| <input type="radio"/> One day | <input type="radio"/> Four days | <input type="radio"/> Seven days |
| <input type="radio"/> Two days | <input type="radio"/> Five days | |
| <input type="radio"/> Three days | <input type="radio"/> Six days | |

SECTION 2: SATISFACTION

24. Please rate the following aspects of RTD service. Please rate each aspect for which you have experience. If you do not have experience with an aspect, select "Don't Know/Not Applicable."

GENERAL SATISFACTION	Poor				Excellent	Don't Know/Not Applicable
	1	2	3	4	5	
A. On-time performance of your bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. On-time performance of your train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Amount of total travel time from origin to final destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Reliability of bus transfer connections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Reliability of train transfer connections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Feeling of safety on RTD services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Comfort of bus seat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. Comfort of train seat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I. Route information overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J. Schedule information overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
K. Value received for the fare you paid for this trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OVERALL SATISFACTION	Poor				Excellent	Don't Know/Not Applicable
	1	2	3	4	5	
L. Overall rating of RTD bus service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
M. Overall rating of RTD train service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
N. Overall rating of RTD services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O. Likelihood to choose RTD again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P. Likelihood to recommend RTD to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION 3: DEMOGRAPHICS

25. Is a car or other motor vehicle usually available to you at the time you ride RTD?

- ☐ Yes, as a driver ☐ Yes, as a passenger ☐ No

26. Do you currently have a disability or medical condition that prevents you from driving a car?

- ☐ Yes ☐ No

27. Do you have a valid driver's license?

- ☐ Yes ☐ No

28. Including yourself, how many people live in your household? _____

29. How many cars are available to the licensed drivers in your household? (Put "0" if none). _____

30. What category describes your occupation/ employment status (*One response only, please.*)

- ☐ Professional/Managerial ☐ Student (only) ☐ Unemployed (looking for work)
☐ Sales/Clerical/Service ☐ Homemaker ☐ Other (specify): _____
☐ Laborer/Craftsman/Foreman ☐ Retired
☐ Student/Employed ☐ Disabled (unable to work)

31. In which county do you live?

- ☐ Adams ☐ Jefferson ☐ Broomfield
☐ Douglas ☐ Boulder ☐ Denver
☐ Arapahoe ☐ Weld ☐ Other (specify): _____

32. What is the ZIP code...?

Where you work: _____

Where you live: _____

33. With which gender do you identify?

☐ Male

☐ Female

☐ Other

34. What is your age?

☐ Under 18

☐ 35-44

☐ 65 or older

☐ 18-24

☐ 45-54

☐ 25-34

☐ 55-64

35. What is your marital status?

☐ Married

☐ Single

36. What is the highest level of formal education that you have completed?

☐ Less than 12 years

☐ Some college

☐ Post graduate degree

☐ High school graduate

☐ College graduate

37. Which one of the following categories best describes your ethnic background? (*One response only, please.*)

☐ Caucasian/White – not
Hispanic origin

☐ Asian/Pacific Islander
☐ African American/Black

☐ Other (please specify):

☐ Hispanic/Latino

☐ Native American/Indian

38. Which one of the following categories best describes the total annual income, before taxes, for all persons in your household?

☐ Under \$15,000

☐ \$45,000-\$49,999

☐ \$80,000-\$84,999

☐ \$15,000-\$19,999

☐ \$50,000-\$54,999

☐ \$85,000-\$89,999

☐ \$20,000-\$24,999

☐ \$55,000-\$59,000

☐ \$90,000-\$94,999

☐ \$25,000-\$29,999

☐ \$60,000-\$64,999

☐ \$95,000-\$99,999

☐ \$30,000-\$34,999

☐ \$65,000-\$69,999

☐ \$100,000 or more

☐ \$35,000-\$39,999

☐ \$70,000-\$74,999

☐ \$40,000-\$44,999

☐ \$75,000-\$79,999

DO YOU HAVE ANY OTHER SUGGESTIONS FOR IMPROVING RTD'S BUS OR RAIL SERVICE? PLEASE VISIT www.rtd-denver.com/surveycomments TO SUBMIT YOUR SUGGESTIONS.

THANK YOU FOR YOUR FEEDBACK IN THIS SURVEY. WE SINCERELY APPRECIATE IT!
Please fold this questionnaire and return it to RTD in the enclosed postage-paid envelope.

Please complete if you wish to enter the drawing!

Name: _____

Address: _____

City: _____

Zip Code: _____

Phone: _____

Email Address: _____

Providing your email will allow you to receive important communication and special offers from RTD. Your email address will not be rented, traded, or sold.

..... PLEASE FOLD ON DOTTED LINE AND RETURN IN POSTAGE PAID ENVELOPE

APPENDIX B.

Boarding and Disembarkation

APPENDIX B.

RTD Boarding and Disembarkation

Figure B-1.
RTD stations used.

Station	Boarded	Disembarked	Station	Boarded	Disembarked
10th & Osage	1%	1%	Federal Center	2%	2%
13th Avenue	1%	<1%	Fitsimmons	<1%	<1%
16th & California	2%	2%	Florida	1%	1%
16th & Stout	3%	1%	Garrison	<1%	<1%
18th & California	4%	2%	I-25 & Broadway	4%	3%
18th & Stout	3%	1%	Illif	1%	1%
20th & Welton	1%	<1%	Jeffco Gov't Center	1%	1%
25th & Welton	<1%	<1%	Knox	<1%	<1%
27th & Welton	<1%	<1%	Lakewood/Wadsworth	2%	2%
2nd & Abilene	<1%	<1%	Lamar	<1%	<1%
30th & Downing	1%	1%	Lincoln	2%	3%
38th & Blake	1%	<1%	Littleton/Downtown	2%	2%
40th & Airport/Gateway Park	1%	1%	Littleton/Mineral	2%	3%
40th & Colorado	1%	1%	Louisiana-Pearl	1%	1%
61st & Pena	<1%	<1%	Nine Mile	3%	3%
Alameda	2%	2%	Oak	1%	1%
Arapahoe at Village Center	2%	2%	Orchard	1%	<1%
Auraria West	2%	2%	Oxford-City of Sheridan	1%	<1%
Aurora Metro Center	1%	1%	Peoria	2%	2%
Bellevue	1%	1%	Pepsi Center/Elitch Gardens	1%	<1%
Central Park	2%	2%	Perry	<1%	<1%
Colfax at Auraria	3%	2%	Red Rocks Community College	<1%	<1%
Colfax Station	2%	1%	Sheridan	2%	1%
Colorado	2%	3%	Southmoor	2%	2%
County Line	1%	1%	Sports Authority Field at Mile High	1%	<1%
Dayton	1%	<1%	Theatre District/Convention Center	2%	1%
Decatur/Federal	1%	1%	Union Station	15%	15%
Denver Airport	3%	2%	University of Denver	2%	1%
Dry Creek	1%	1%	Westminster	2%	1%
Englewood	2%	2%	Yale	1%	1%
Evans	1%	1%	None of the above	33%	35%

Source: 2017 RTD Customer Satisfaction Survey.