

Memorandum

We make lives better through connections.



To: Debra A. Johnson, General Manager and CEO

From: All Employees

Date: April 7, 2025

Re: **Annual Surveys**

This month marks the launch of this year's annual surveys in support of the 2021-26 Strategic Plan.

The agency conducts these surveys every year:

- To assess the agency's **progress** regarding the four Strategic Priorities: Community Value, Customer Excellence, Employee Ownership, and Financial Success
- To gain a deeper understanding of **employee perspectives** and focus areas for improvement and to bolster a more **supportive work environment**
- To garner customers' **opinions, perceptions, and attitudes**, and
- To identify strengths and opportunity areas related to individuals' perception of **agency performance**

More succinctly, these surveys are an opportunity for employees and customers to make their voices heard and to drive change across the agency.

The surveys commence beginning the week of April 7 and conclude mid-May:

- Bus and Rail Customer Survey: *April 7-30*
- Paratransit Customer Survey: *April 7-30*
- Community Survey: *April 7-30*
- Employee Survey: *April 15-May 16*

2024 survey results are publicly available via the [Performance Dashboard](#) located on RTD's website. Once available, 2025 survey data will be published and shared in summer 2025.

Employee Survey

Launching on Tuesday, April 15, this critical survey is open to all RTD employees and takes approximately seven to 10 minutes to complete, and all responses will be anonymous and confidential. I encourage each and every employee to complete a survey this year. Your participation is critical!

As in past years, internal cross matrix teams will analyze the results of the survey and assess best practices in order to bolster Employee Ownership in work units throughout the agency.

This year's survey will be available in English and Spanish and can be taken online, in writing using printed surveys available at operating facilities, and in person at events across the agency. At these events, tablets will be available in break rooms to complete the survey online, aligning with work shift selections at both bus and rail operations facilities. Events will also be held at maintenance divisions, the Customer Care Call Center, and



Treasury divisions. The schedule of events will be posted on the Hub and shared with employees.

Customer and Community Surveys

RTD contracts with a third-party survey consultancy, ETC Institute, to conduct annual surveys to gauge agency performance related to the Strategic Priorities of Customer Excellence, Community Value, and Financial Success.

Bus and rail customer surveys will be conducted in the coming weeks as they have in years past, via customer intercepts, meaning that contracted survey teams will be deployed across the system to engage with customers directly. The survey personnel can be identified by badges similar to those utilized in 2024:



For paratransit customers and community members, the consultancy contacts individuals via a combination of text, email, and paper forms. Assistance in completing the surveys is available by way of the agency's ADA office.

Leveraging Survey Data

Leveraging data garnered through the Community Value, Customer Excellence, and Employee Ownership surveys allows the agency to develop tactics to improve agency performance in specific areas. These tactics have been distilled into the four overarching [Strategic Initiatives](#) for the 2024-25 performance year: **Back to Basics**, **People Power**, **Welcoming Transit Environment**, and **Customer and Community Connections**.

As for some examples of how these survey responses have been used in recent years:

- **Communication Enhancements:** In 2023, 56% of employees reported feeling adequately informed about agency news, projects, and initiatives. The Communications and Engagement Department deployed focused efforts in 2023 and 2024 to enhance intradepartmental and cross-agency communications. As a result of these efforts, 71% of employees responded that they felt adequately informed in 2024, a 15% year-over-year improvement.
- **Employee Ownership Task Force:** The Employee Ownership Task Force (EOTF) is a group of employee volunteers focused on fostering a positive and inclusive workplace culture by gathering information relevant to areas of improvement in employee ownership and identifying actionable solutions. In 2024, EOTF members engaged with East Metro Division employees who indicated in the



2023 Employee Survey that they felt unsafe from crime in the work environment. EOTF members recommended several practical solutions to enhance security in that location, which are scheduled for implementation in this year.

- **On-time Performance:** In 2024, 57% of bus customers and 53% of rail customers said they felt that vehicles were usually on time; in reality, actual on-time performance by mode was much higher.

In order to improve customer perception of on-time performance, Bus and Rail Operations staff are now focusing on improving the percentage of on-time terminal departures, i.e., the time a vehicle is scheduled to depart from a point of origin along a route or line. Ensuring that trips leave when they are scheduled to do so has positive ripple effects throughout RTD's transit network. Additionally, employees are exploring a change in public information displays to show a countdown of when light rail vehicles are expected to arrive, as opposed to scheduled times, so that customers can garner a better sense of their anticipated wait times. These and other efforts should yield positive results in customer perceptions as measured by the 2025 surveys.

As always, thank you for doing your part in *making lives better through connections!*