

# Phase One Engagement Summary

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June 2024 - October 2024



# Snapshot

With a combined virtual and in-person approach, phase one engagement for the Broomfield Transit Study reached over 3,000 people through pop-up events, surveys, website updates, one-on-one interviews and focus group meetings.



Over 2,500 people visited the project website during the phase one engagement period and 56 feedback pins were added to the Transit Input Map. Regular project updates are posted on the project website.



18 pop-up events were held across the community at locations and events in Broomfield. Over 450 people engaged with the project team at these events and shared their thoughts about current transit service and ways that the system could better meet their needs.



Four surveys were conducted. Two were community surveys: one open online survey on Broomfield Voice and one targeted, statistically valid household survey. Over 900 people participated in the community surveys. Two were customer surveys: an RTD FlexRide customer survey and an EasyRide customer survey. 138 people participated in the customer surveys.



Three focus groups with representatives from community organizations or advocates serving older adults, veterans, individuals with disabilities, youth and lower-income families were attended by 34 representatives who provided insights into the needs of their clients.

## How will feedback be used?

Everyone who provided input on how the transit system could better meet their needs has helped the project team identify ways to improve transit in Broomfield. This information will inform the study's recommendations.

# Feedback Summary

## Pop-up Events

The project team conducted 18 pop-up events in Broomfield to help generate awareness about the project and promote the community transit survey. Participants were asked to share their thoughts about current transit service in Broomfield and ways it could better meet their needs. The project team engaged with over 450 people at pop-up events.



Living in Balance Expo at the Broomfield Community Center



National Night Out at Broomfield County Commons

## Pop-Up Event Locations and Dates:

1	BrewHaha	6/8/24
2	BCSN Ice Cream Social	6/12/24
3	The Refuge Cafe	6/13/24
4	Bike to Work Day	6/26/24
5	Summer Concert - Midway Park	7/10/24
6	Great Wall Supermarket	7/11/24
7	BECC event Big Broomfield Playdate	7/13/24
8	Lakeshore Cafe	7/19/24
9	Broomfield Farmers Market	7/23/24
10	Summer Concert - Anthem Park	7/24/24
11	Broomfield FISH	7/26/24
12	Broomfield Workforce	7/31/24
13	Bicycle Update Open House	8/1/24
14	National Night Out	8/6/24
15	US 36 & Broomfield Station	8/24/24
16	Garden Center Apartments	9/17/24
17	Broomfield Days	9/21/24
18	Living in Balance Expo	10/4/24



Transit rider appreciation event at US 36 & Broomfield Station

## Surveys

Two community surveys were conducted as part of the phase one engagement effort with over 900 total responses. The Broomfield Voice community survey was available online on the Broomfield Voice project page for anyone who wished to participate from June through October 2024 and received 504 responses. The household survey, a statistically valid sampling of Broomfield households, was administered using a text-to-web survey platform in July 2024 with 430 responses. The surveys had similar questions however, the household survey asked more detailed questions about travel behavior and preferences.

### Broomfield Voice Community Survey

#### Summary

This survey captured the community's diverse perspectives on transit needs, highlighting strong demand for better local, regional and intercity connections, while acknowledging challenges such as funding, infrastructure and public support. Key themes include:

##### 1. Expanded Bus and Rail Service:

- Strong demand for train service between Denver and Boulder, including light rail or commuter rail line along US 36.
- More frequent bus services to the Denver International Airport, Boulder, Longmont, Louisville and Lafayette.
- Restoration of Route 128, which was previously a reliable connection to Broomfield Station and Wagon Road Park N Ride.
- Calls for bus service within Broomfield, including a circulator or loop route connecting key areas.
- Expanded FlexRide services, but concerns about wait times and reliability.

##### 2. Better Regional Connectivity:

**“Route 128 hasn't been reinstated and was the only reliable and safe way to get to Broomfield Station.”**

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- Improved connections to US 36 stations, N-Line rail and other regional transit hubs.
- More service to commuter-heavy locations like FlatIron Crossing, Kaiser in Lafayette and Orchard Town Center shopping.
- Additional express buses to Denver and Boulder, particularly for commuters and students.
- Requests for a north-south connection along Sheridan Boulevard.
- East-west connections along Midway Boulevard and CO 7.

3. First- and Last-Mile Solutions:

- Many respondents noted the lack of local transit options to connect residential areas to bus stations and major routes.
- Interest in bike lanes, pedestrian-friendly infrastructure and e-bike share programs.
- Improved bus stop safety, accessibility and parking availability.

4. Airport and Special Transit Services:

- Overcrowding on the AB bus line to DIA, with calls for more frequent service and additional stops along Northwest Parkway near the Baseline development.
- Direct transit options to ski resorts, Red Rocks and other recreational destinations.
- Requests for transit service catering to older adults, churchgoers and essential workers.

Concerns

- Some frustration over the delayed rail project and skepticism about funding new transit projects.
- Concerns about crime and safety at bus and train stations.
- Opposition from some residents, citing lack of density and preference for car-centric infrastructure.

## Findings

- 88% of respondents were Broomfield residents; 7% work in Broomfield but live elsewhere
- 90% said having high-quality public transit in Broomfield is “very” or “somewhat” important
- 83% said they are “very” or “somewhat” familiar with current public transit options nearby

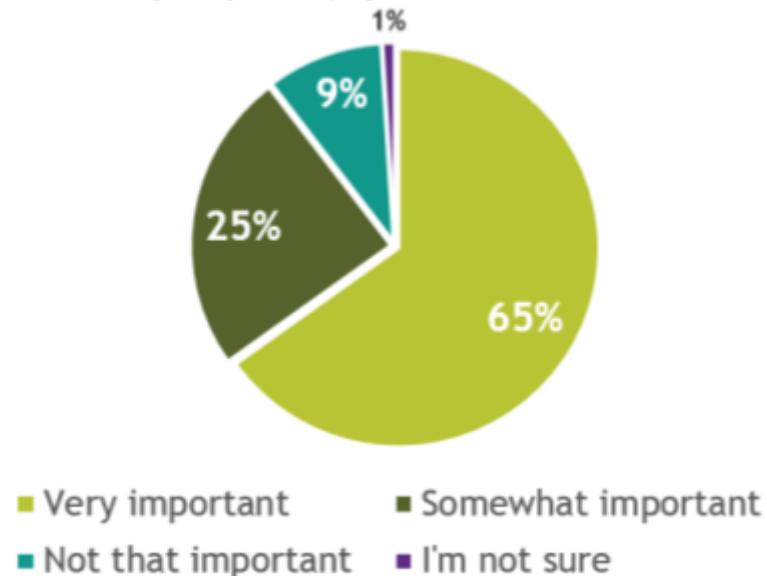
## *In the Past Year...*

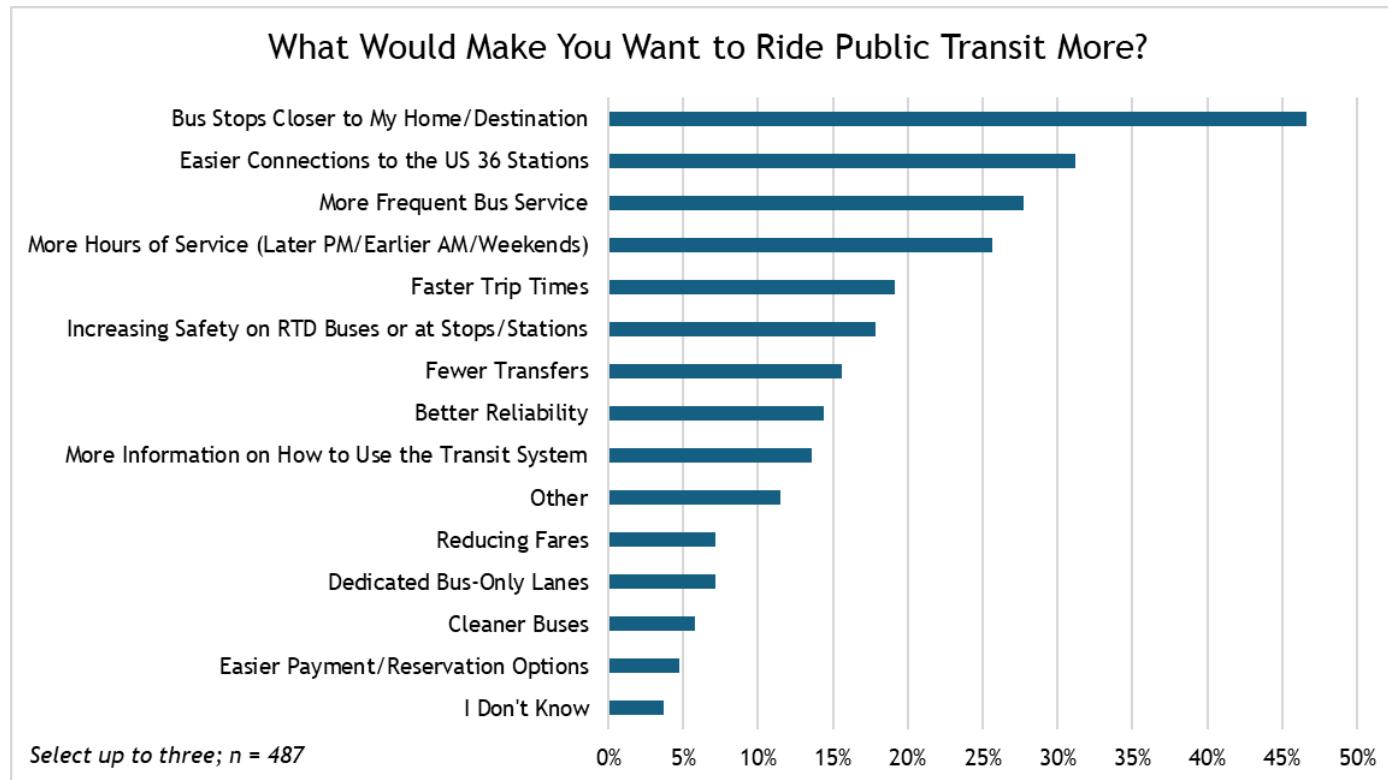
69% have used any RTD service—most commonly Flatiron Flyer (38%), SkyRide (31%) and RTD Rail (31%)

Geographic availability of transit is a major factor in whether people use it or how often. When asked what would make you more likely to ride public transit, nearly half of respondents included bus stops closer to home or their destinations among their three options.

Improved connections to Broomfield’s two stations on US 36 was the second most common choice (31%). Transit service levels was the next most common response, with 28% citing more frequent service and 26% choosing more hours of service (earlier or later in the day or on weekends) as a top influence.

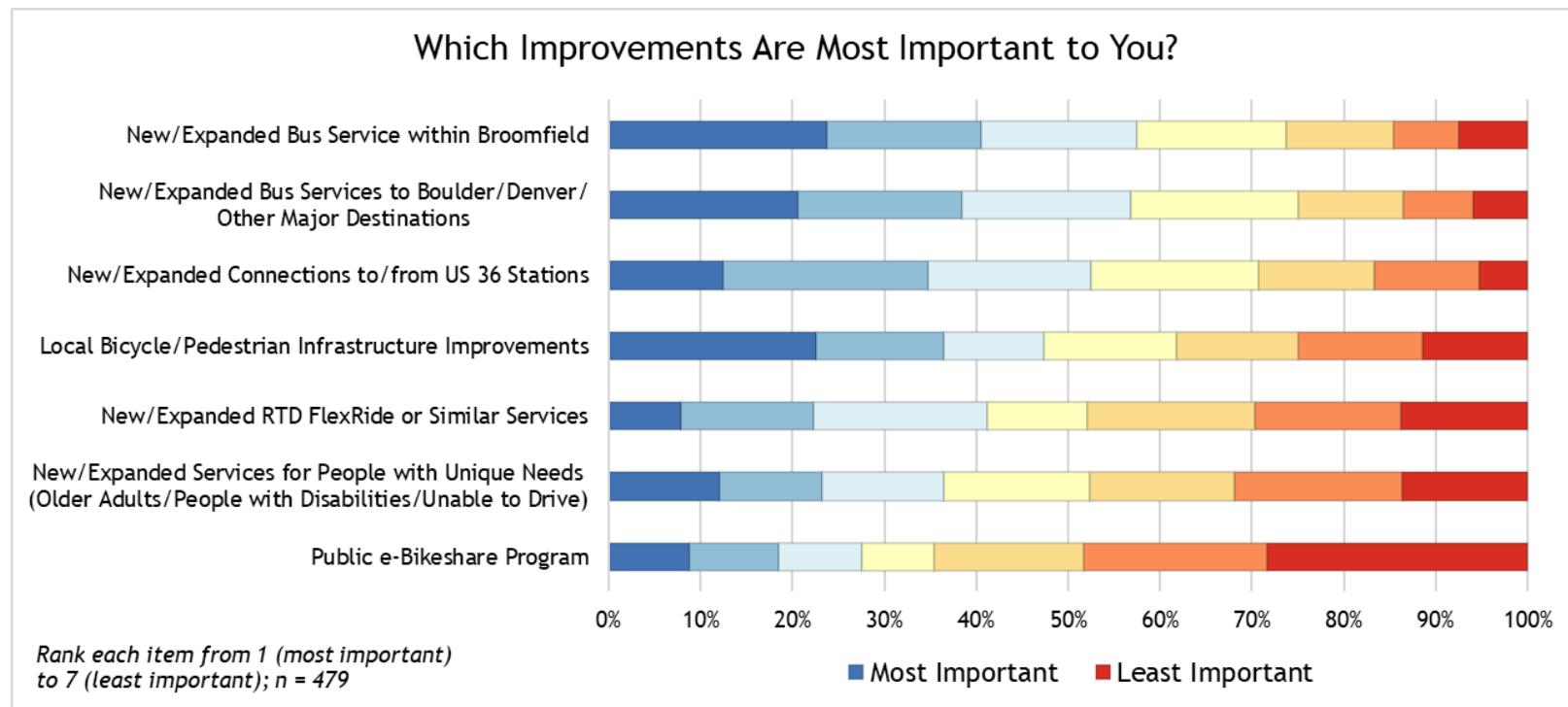
## How important is it to you to have high-quality public transit?





When asked to prioritize seven types of transit improvements and rank them from most to least important, more than half of respondents included three kinds of new or expanded bus service (locally around Broomfield, to major cities/destinations or to/from the US 36 stations) in their top three most important choices. Local bicycle and pedestrian infrastructure improvements were also ranked highly, with nearly a quarter of respondents ranking it as most important. New or expanded on-demand transit

(like FlexRide) or services for people with unique mobility needs were less popular, while a new public e-bikeshare program ranked as the least important overall.



## Household Survey Summary

The statistically valid household survey responses reflect a range of perspectives on transportation and public transit in Broomfield. Overall, these responses highlight strong demand for better transit access and reliability, but also differing opinions on funding priorities and feasibility. Key themes include:

### 1. Transit Service Improvements

- More frequent and reliable bus service, especially on Route 120 and connections to Denver International Airport (DIA).
- Expanded regional connectivity, including light rail or commuter rail to Boulder and Denver.
- Restoration of routes like the Flatiron Flyer (FF2 and FF4).
- More FlexRide availability and expanded service in central Broomfield.
- Dedicated bus service within Broomfield, including circulator or loop routes to rec centers, shopping areas and schools.

**“Please provide public transportation for people who need it, particularly those with special needs and disabilities so that they have more access to the Broomfield community and can meaningfully contribute to society.”**

### 2. Accessibility and Equity

- Calls for better transportation options for seniors, disabled individuals and low-income residents.
- Unified transit payment system to make transfers between services easier.
- Expanded bike lanes, bike paths and pedestrian-friendly infrastructure to improve first- and last-mile connectivity.
- Concerns that transit is too slow, infrequent, and inconvenient, making private transportation a necessity.

### 3. Transit & Infrastructure Funding

- Many advocate for public transit expansion as an investment in equity, sustainability and economic opportunity.

- Some expressed frustration over taxes paid for the long-promised but undelivered rail service. These residents oppose expanding transit, arguing that funds should be focused on road repairs, safety and business development.

#### 4. Safety & Security

- Requests for better security at transit stations and bus stops.
- Concerns about crime and safety on buses and at parking areas.
- Improved pedestrian and bike safety, especially near major roads like 120th Avenue and US 36.

#### 5. Alternative & Future Transportation

- Interest in high-tech transit solutions like monorails, Hyperloop or maglev trains.
- Suggestions for app-based ride-sharing or micro-transit solutions.
- Support for expanding e-bike infrastructure and bike-friendly roads.

#### 6. Public Awareness & Education

- Calls for better marketing of existing transit options and a more user-friendly RTD website/app.
- Requests for public education campaigns on the benefits of transit.

#### 7. Diverse Opinions on Public Transit

- Most respondents strongly support transit expansion, emphasizing equity, climate benefits and congestion relief.
- Others oppose transit investments, arguing that Broomfield's suburban layout is not suited for mass transit.
- Many express disappointment with past transit promises, particularly the delayed Northwest Rail Line.

## Travel Behavior

- 87% of respondents said they usually drive alone for travel within Broomfield and 78% said they usually drive alone for trips elsewhere in the Denver metro.
- 2% of respondents said they do not usually have access to a private vehicle for their daily travel and 1% do not have a valid driver license.
- 2% of respondents said they have a disability or medical condition that prevents them from driving, but all of them reported having access to a private vehicle as passenger or driver. (Just under 5% of respondents preferred not to answer the disability status question.)
- 53% of respondents said they had used an RTD service at least once in the past year. 26% of that group, or 13% of all respondents, ride RTD at least several times per month.
- More than 80% of respondents said they are familiar with RTD local bus and rail services and the Flatiron Flyer. Other services were less familiar to respondents, with only 45% saying they were aware of Broomfield's EasyRide service. (EasyRide awareness increases to 58% among respondents aged 60+)

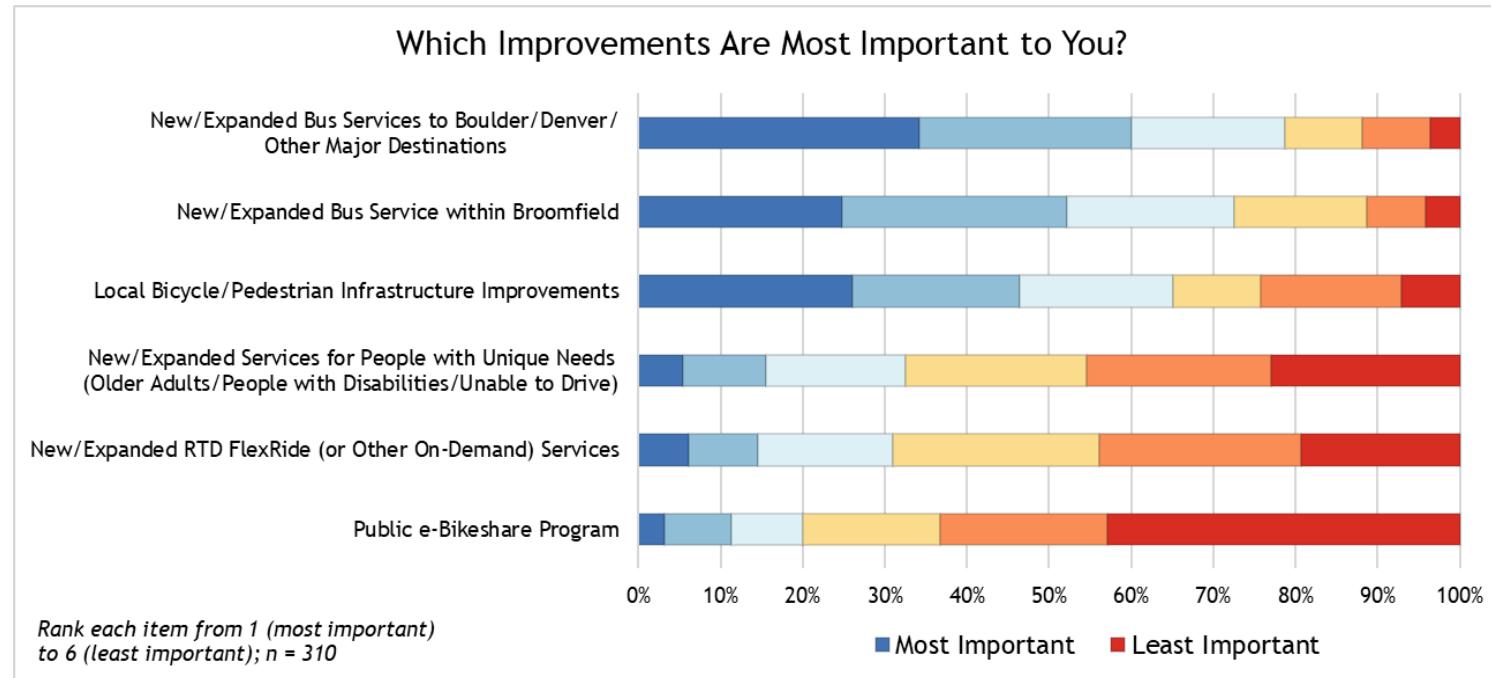


Pop-up event at the Broomfield Community Center promoting the community transit survey.

## Transit Preferences

- Among non-riders, a lack of bus stop or train stations near home or destination was the most commonly cited reason for not riding (53%), followed by transit not going where the respondent travels (41%) or not operating frequently enough (32%). A lack of convenient transit access was also the most common explanation (52%) for current riders who are riding less frequently than before COVID.
- 72% of respondents said new or expanded public transit options are important to them. Those who said transit improvements are important to them were then asked to rank six improvement options from most to least important.

- As with the Broomfield Voice community survey, new or expanded bus services were ranked highest.
  - 79% ranked service to major cities and destinations around the region in their top three
  - 73% prioritized local Broomfield bus service in their top three choices.
  - Local bicycle and pedestrian infrastructure improvements were also important to respondents, with nearly two-thirds ranking it in their top three.
- Similar to the Broomfield Voice community survey, a new public bikeshare program was voted the least important improvement, with only 20% of transit-interested respondents ranking it in their top three and 43% ranking it last.



## FlexRide Customer Survey

A FlexRide customer survey was conducted from August to September 2024 on board FlexRide buses operating in Broomfield and received 64 responses with a 95% confidence interval. FlexRide operators distributed postcards to riders with a link to the survey.

85% of respondents said they are satisfied or very satisfied with the RTD FlexRide service in Broomfield.

Lower satisfaction ratings were indicated for:

- Vehicle/trip availability
- Communication about trip reservations
- Ability to transfer between FlexRide zones

## Summary

The FlexRide Survey responses highlight several areas for improvement and key concerns among customers.

### 1. Service Availability & Coverage

- Strong demand for more FlexRide buses, especially during rush hours, weekends and adding service on Sundays.
- Expansion of FlexRide zones to better connect with:
  - Westminster
  - US 36 Bus Rapid Transit stations
  - Flatiron Crossing
  - Orchard Town Center shopping
  - Walnut Creek Shopping Center



FlexRide bus at US 36 & Broomfield Station

- Requests for allowing Broomfield FlexRide drivers to cross US 36 to more easily access destinations in south-central Broomfield and the Interlocken area.

## 2. Scheduling & Reliability

- Frustration with long wait times, last-minute cancellations and FlexRide being fully booked.
- Need for better scheduling tools, including:
  - Saving frequent trips for easy rebooking.
  - Improved return trip booking (currently buggy).
  - More accurate real-time arrival notifications in the app.
- Drivers and passengers both struggle with “no-shows”, disrupting schedules.

## 3. Student & Senior Needs

- Many students rely on FlexRide for school, causing peak-time demand issues.
- Calls for dedicated vehicles for students during school hours.
- Seniors face challenges getting medical rides due to scheduling limits.

## 4. Driver & Customer Service Issues

- Inconsistent service quality between areas (Interlocken drivers praised, but Broomfield drivers need training).
- Need for better customer service training and more knowledgeable call center staff.
- More driver input in route planning and scheduling to improve efficiency.

## 5. Technical & Policy Improvements

- Issues with the FlexRide app, including location errors and delayed notifications.
- Requests for a separate fare for one-way vs. round trips to reduce costs.

“I would just like to see more FlexRide buses so we can get where we are going. When kids are in school, they are late for pickup. It has been up to 40 minutes late. I would like to see Sunday FlexRide to we can go to church.”

- Prioritizing passengers connecting to park-and-rides to reduce missed bus connections.

## 6. General Support & Appreciation

- Despite issues, many value FlexRide and see it as their only transit option.
- Appreciation for specific drivers and overall service, with requests for additional investment.

Overall, respondents emphasize increasing service availability, improving scheduling efficiency, expanding coverage and refining customer service to make FlexRide a more reliable and user-friendly option.

## EasyRide Customer Survey

An EasyRide customer survey was conducted by EasyRide staff in 2024. The survey was completed by 74 EasyRide clients. The EasyRide Survey responses highlight positive feedback and several areas for improvement.

### Summary

1. Requested Destinations for Transit Expansion
  - Medical Facilities:
    - Kaiser Hidden Lake
    - InnovAge
    - Avista Erie Medical Center
    - Gastroenterology of the Rockies (Lafayette)
    - Rocky Mountain Cancer Centers (Thornton)
    - Clinica, Good Samaritan (Lafayette)
    - Touchstone Imaging (Lafayette)
    - West Medical Building (Lafayette)
  - Grocery/Retail Areas:
    - Sprouts & Whole Foods (Westminster)
    - Orchard Town Center (Target, restaurants, theaters, stores)
  - Government Services:
    - Motor Vehicle Department (for ID renewals)
  - Other Services:
    - Chiropractic Plus (Thornton Pkwy)
2. Positive Feedback on EasyRide



EasyRide bus at the Broomfield Community Center

- Reliable, Safe & Friendly Service:
  - Riders express deep appreciation for the EasyRide team, including drivers and staff.
  - The service is described as “a blessing” and “life-changing” for seniors who no longer drive.
  - Many say it helps them stay independent, social and active.
- High Praise for Staff:
  - Multiple riders specifically thank Jennifer, Shannon and the Easy Ride drivers for their kindness, professionalism and dedication.
  - Drivers are noted for being punctual, courteous and helpful with mobility needs.
- Medical & Social Impact:
  - Easy Ride is essential for dialysis patients, seniors with macular degeneration and epilepsy who can't drive.
  - Helps people attend medical appointments, go shopping, run errands and stay socially engaged.

### 3. Service Improvement Suggestions

- Extend Service Areas: More access to Westminster (120th Avenue Sprouts & Whole Foods area), Louisville, Lafayette and Orchard Town Center.
- Increase Service Frequency & Coverage:
  - Bring back the 2nd & 4th Friday Walmart trips as a standing service.
- Longer Operating Hours: Riders request extended hours to better accommodate evening appointments and activities.
- Better Information & Awareness: Some riders were unaware of certain destinations EasyRide already serves (e.g., St. Anthony North Hospital).

## Focus Groups

Focus groups were held with community service providers and advocates who work with vulnerable populations in Broomfield in August and September of 2024. The objectives of these meetings were to:

- Understand transit needs, barriers and preferences.
- Provide information on available transit options.
- Identify solutions to improve mobility.



## Older Adults & Veterans Focus Group (Aug 20, 2024)

### Summary

#### Polling Results

- Most attendees felt older adults and veterans were only somewhat familiar with transit options.
- Frequently used services: Broomfield Easy Ride, RTD Access-a-Ride, VetsGo.
- Main barriers: Cost, confusion, mobility issues, lack of familiarity, inconvenience.

#### Key Challenges Identified

- Cost Barriers: Fixed incomes make anything over \$5 unaffordable.
- Technology Access & Literacy: Difficulty using online booking systems.
- Lack of Assistance: Riders often need help booking, boarding and navigating transit.
- Fear of the Unknown: Riders worry about where they'll be dropped off and if they'll adapt to transit.
- Perceived Unreliability: Reports of missed rides or confusing pickup locations.
- Long Travel Times: Many trips require multiple transfers and lengthy rides, especially for VA medical visits.
- Limited Service Coverage: Some transit options don't provide door-to-door service, which is crucial for those with mobility issues.

#### Key Destinations

- VA facilities (Aurora, Golden)
- Pharmacies, medical appointments
- Senior centers, community spaces (American Legion, Broomfield Veterans Museum)
- Grocery stores and part-time job locations

#### Preferred Transportation Services

- Friends and family

- Cultivate's VetsGo program
- RTD Access-a-Ride
- Easy Ride (for local trips)
- GoGoGrandparent (expensive but useful ride-booking service)

#### Recommended Improvements

- Expand Easy Ride & VetsGo: Increase coverage, frequency and driver availability.
- Simplify & Streamline Booking: Create a One-Stop Call Center to provide info on all transportation options.
- Enhance Accessibility: Shorten eligibility processes for paratransit, offer more door-to-door options.
- Improve Communication & Transparency: Riders need clearer expectations on pickup/drop-off locations and wait times.
- Increase Awareness & Education: Provide transit info via senior centers, doctors' offices, billboards and mailed inserts.

#### Engagement Strategies

- Community Partnerships: Work with senior centers, veterans' groups and healthcare providers to share transit information.
- In-Person Support: Establish a "transit buddy" program to help first-time riders navigate the system.
- Targeted Outreach: Use non-digital methods (flyers, billboards, mail inserts) to reach seniors who don't use technology.

## Individuals with Disabilities Focus Group (Aug 20, 2024)

### Summary

#### Polling Results

- Most attendees felt individuals with disabilities were only somewhat familiar with transit options.
- Frequently used services: RTD Access-a-Ride (AaR), Broomfield Easy Ride, RTD FlexRide.
- Main barriers: Limited service areas, scheduling challenges, safety concerns, affordability and accessibility gaps.

## Key Challenges Identified

- Service Gaps: No RTD or AaR service in central Broomfield, limiting access to key destinations.
- First/Last Mile Accessibility: Many riders struggle to reach bus stops or pick-up locations.
- Timeliness & Reliability Issues: AaR's scheduling window causes long wait times, early drop-offs and delays.
- Limited Employment Transportation: Easy Ride prioritizes medical and grocery trips, leaving employment needs unmet.
- Technology & Booking Challenges: AaR online booking is difficult; riders must call to make changes.
- Cross-Jurisdiction Barriers: Riders struggle to travel across county lines due to service restrictions.
- Driver Availability: Not enough drivers for services like Easy Ride and Access-on-Demand (AoD), limiting capacity.

## Key Destinations

- Grocery stores, recreation centers, retail stores.
- Medical appointments.
- Employment locations.

## Preferred Transportation Services

- RTD Access-a-Ride (paratransit).
- Broomfield Easy Ride.
- RTD FlexRide (on-demand).
- Access-on-Demand (RTD taxi/TNC subsidy service).

## Recommended Improvements

- Expand Service Areas: Cover central Broomfield and underserved locations (e.g., income-aligned housing near Cottonwood).
- Improve Scheduling & Reliability: Reduce wait times and optimize bus routes to prevent inefficiencies.
- Increase Employment Transportation Options: Expand transit services beyond medical and grocery trips.
- Enhance Accessibility & Safety: Improve driver training, increase route consistency and implement a "partner rider" program for extra support.

- Improve Rider Communication & Transparency: Provide clear, real-time updates on delays and service changes.
- Hire More Drivers: Expand capacity for Easy Ride and other paratransit options.

#### Engagement Strategies

- Multi-Pronged Outreach: Caregiver forums, newsletters, social media and word of mouth.
- Community Partnerships: Work with disability organizations and service providers to share transit information.
- Targeted Communication: Use multiple methods to reach riders, as there's no single best way for this population.

## Youth & Families Focus Group (Sept 9, 2024)

### Summary

#### Polling Results

- Most felt youth and lower income families are not very familiar with transit services.
- RTD Bus and FlexRide were the most used services.
- Barriers to transit use include safety concerns, complexity and infrequent service.

#### Key Challenges Identified

- Lack of Awareness: Many youth are unaware of transit options.
- Fear & Anxiety: Especially among those in poverty or with past trauma.
- Safety Concerns: Bus stops are often near high-traffic areas or unsafe environments.
- Navigation Difficulties: The system is confusing, especially for non-English speakers.
- Inconvenience: Long travel times, multiple transfers and infrequent service.
- Cost Barriers: Free rides have been beneficial but are not always available.

- Geographic Spread: Broomfield is spread out, making transit inefficient.

#### Preferred Transit Services

- FlexRide (especially when fare-free)
- RTD Bus
- IntelliRide (Medicaid transit)

#### Recommended Improvements

- Expand FlexRide and free bus pass programs.
- Increase service frequency and simplify the system.
- Improve bus navigation tools (e.g., better apps, maps and schedules).
- Provide more education and training programs on transit use.
- Enhance safety at bus stops.

#### Engagement Strategies

- Embed staff at community centers (e.g., The Refuge Café, Broomfield Fish).
- Attend local youth and family events.
- Provide incentives (e.g., free bus tickets) to encourage transit use.