1. **What is most important for RTD to focus on as it transitions from transit agency to mobility integrator?**
   - Bus network redesign
   - Vehicle fleet redesign to be more nimble and responsive
   - Continued focus on equity
   - Focus on why RTD should be the Mobility Integrator
   - “The user experience”
   - Providing enough options
   - Other uses besides commuting
   - All RTD service level areas, not just downtown

2. **What are the biggest challenges to RTD becoming a mobility integrator?**
   - Recognizing competition with cars and responding
   - Focusing on more than only First and Last Mile
   - Getting prospective riders out of their comfort zones and changing behaviors
   - Providing enough viable options
   - Filling gaps in the system
   - Accommodating parkers, potentially with better ITS to show parking availability at PnRs
   - Funding on par with highway investment
   - Concern for family travel-demands when a car is still needed
   - Metro Denver still suburban and still personal vehicle-reliant
   - Long travel times and limited service spans

3. **What does success look like for RTD and the Denver region if RTD becomes a mobility integrator?**
   - More seamless integration between service providers and services
   - Regional parking management, not just RTD parking
   - Jurisdictional co-operation between modes
   - Coordination with local land use decisions
   - Reduced SOV
   - More connectivity for faster travel
   - Equitable management of ROW
   - Clearer definition of integration goals
   - Thinking transit or non-SOV first and changing behaviors
   - Fare change impact in youth transit use could change behaviors for generations
   - Access to all bus stops
   - Filling sidewalk gaps region-wide
1. **What is most important for RTD to focus on as it transitions from transit agency to mobility integrator?**
   - Connect people with full spectrum of mobility options
     - Ex. DRMAC *Getting There Guide*
   - Marketing – benefits of transit; making people aware of options
   - Trunk line services must be RELIABLE above all else
   - Equity
   - Data Integration (users should be able to pull travel time into Google/Outlook calendars)
   - Safety
     - Provide safe transportation
     - Improve perception of safety

2. **What are the biggest challenges to RTD becoming a mobility integrator?**
   - FTA regulations
     - Accessibility
   - First-Last Mile Services
     - Mobility Hubs
   - TOD + Access = More active stations (land use/market conditions)
   - Shifting Public Image (“Mobility” – not just buses and trains)
   - Building Trust with Public/Private providers
     - Reliability, Transparency, Info sharing
   - Integrating across borders (nat’l and int’l) + modes (Bustang, HOV, airlines)
   - RTD Staff are experts in transit, not tech
   - Inflexible fleet - Matching demand and supply of vehicles

3. **What does success look like for RTD and the Denver region if RTD becomes a mobility integrator?**
   - Access to airport without a car
   - Measurable metrics, e.g. lower congestion down, fewer Single Occupancy Vehicles, lower Vehicle Miles Traveled
   - Change of public mindset: from car first to transit first
   - Car ownership truly optional
   - Single payment mobility

**What happens if RTD is limited to focusing only on transit?**
   - Private sector (Uber, Lyft, Google) will step in
   - RTD will have to rely on/cooperate with other providers
   - Provide incentives to ensure equity
   - If RTD doesn’t adapt, will go out of business
1. **What are the most important considerations for RTD in becoming a Mobility Integrator?**
   - Moving people, not just buses
   - Having internal flexibility (administration and operations) as well as flexibility externally with partners (public and private)
     - Some services may need to be different because of land use context
     - Instead of providing services in local contexts, give resources (i.e. funding)
   - Making sure RTD understands its customer and how we are serving their needs
   - What we do with data and how it’s managed is very important
   - Don’t forget about “core services” in favor of new technologies
     - Understand RTD strengths and weaknesses
     - Develop and “inventory” all regional partners (public and private) and determine where they can assist the RTD network

2. **What are the biggest challenges to becoming a Mobility Integrator?**
   - Technical integration of systems on the backend
   - Current political/cultural attitude towards RTD may not support us becoming Mobility Integrator
     - Other services must complement, not compete with existing RTD services
     - Business case must also address federal requirements.
   - Funding
   - Statutory limitations of RTD
     - Data governance may be outside of RTD’s purview
   - RTD must meet consumer expectations on existing service before venturing into “New Mobility” partnerships/services.
     - System must be “legible”, particularly to new/non transit users.
     - Accessible service must not be left behind
     - Marketing should be focused on making RTD easier

3. **What does “success” look like in becoming a Mobility Integrator?**
   - Be Bold!
   - Easy to use across modes (one stop shop)
   - Telling the good stories of RTD and changing current public image
   - Providing basic mobility for all that is universally accessible and equitable.
   - Affordable, Reliable, Time Efficient
   - Serving all of RTD jurisdiction (geographic diversity)
   - SOV mode share goes down and multimodal/transit mode share goes up
   - Increased economic competitiveness in the region
Breakout Session - Group 4

1. **What is most important for RTD to focus on as it transitions from transit agency to mobility integrator?**
   - Focus on improving Fixed-Routes
   - Promote strategic partnerships
   - Facilitate communication between parallel efforts including Mobility Choice Blueprint, ROADX, etc.
   - Be mindful of new trends
   - Don’t throw Fixed Route Services away while integrating
   - Equality for all – all ages, incomes, and abilities
   - Important and a challenge: Educating elected officials along our journey

2. **What are the biggest challenges to RTD becoming a mobility integrator?**
   - Educating transit users on the benefits of being a mobility integrator
   - Fiscal sustainability of RTD
     - Partners serve public goals and ensure public funds support public goals, ensuring social equity and access
   - Productive relationships with Jurisdictions
   - Changing demographics
     - Appeal/access across generations
     - Recognizing the younger generations and not just senior citizens
     - Access to affordable housing pushes people further out
     - Private-sector competing interests with different goals than the public/RTD

3. **What does success look like for RTD and the Denver region if RTD becomes a mobility integrator?**
   - Success means:
     - Everyone has access to affordable, safe, convenient, accessible mobility options
     - Reducing congestion
     - Improves air quality
     - Awareness of all mobility options
     - Seamless access to options
     - Financially stable
     - Increasing ridership of public transit
     - No longer a stigma to use public transit
     - Pride in the Regional Transportation District