

February 11, 2025

West Denver Connector

LUTI Update



Agenda

1) Denver Connector Goals

2) West Denver Service Area Utilization

3) Community Engagement, Marketing & Partnerships

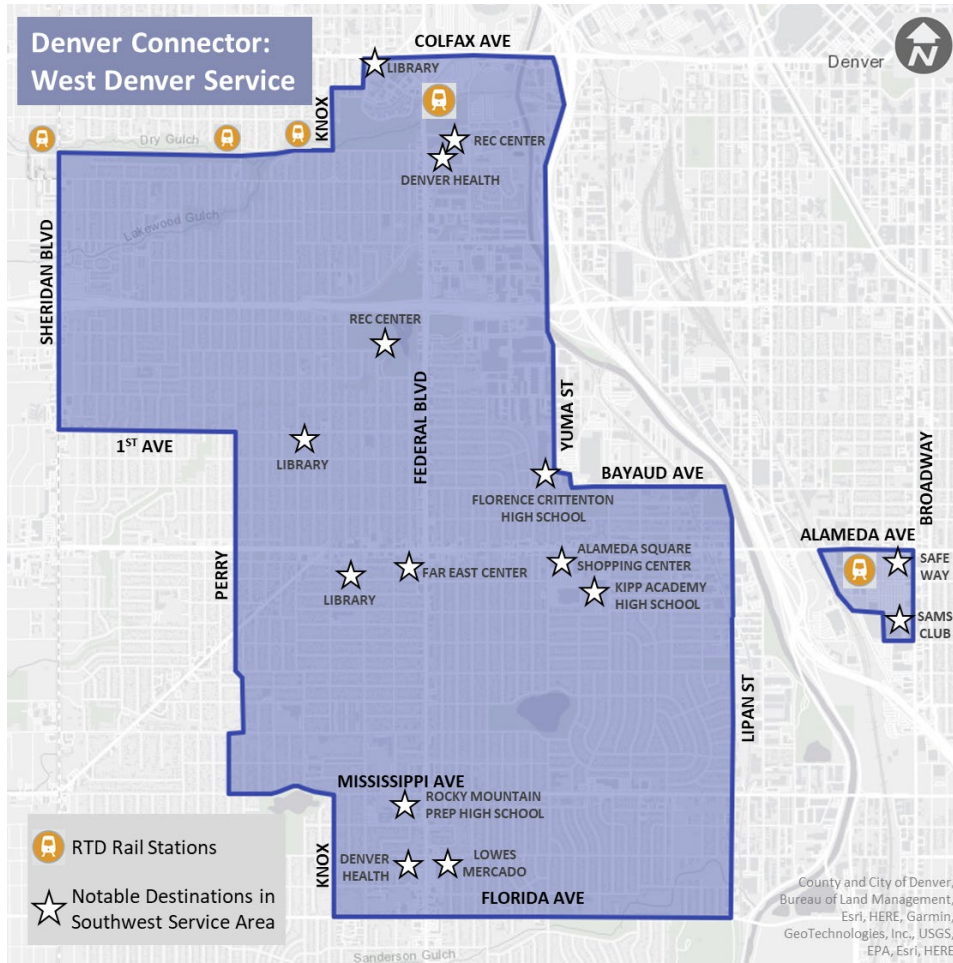


Denver Moves Everyone Goals

- Expand **Affordable Travel** for All Denverites
- Prioritize **mode-shift** via Walking, Biking, Shared Bikes / Scooters, and Transit
- Provide **Comfortable, Safe, & Secure Travel** for All
- Improve **Air Quality** by Reducing Transportation-Related Emissions

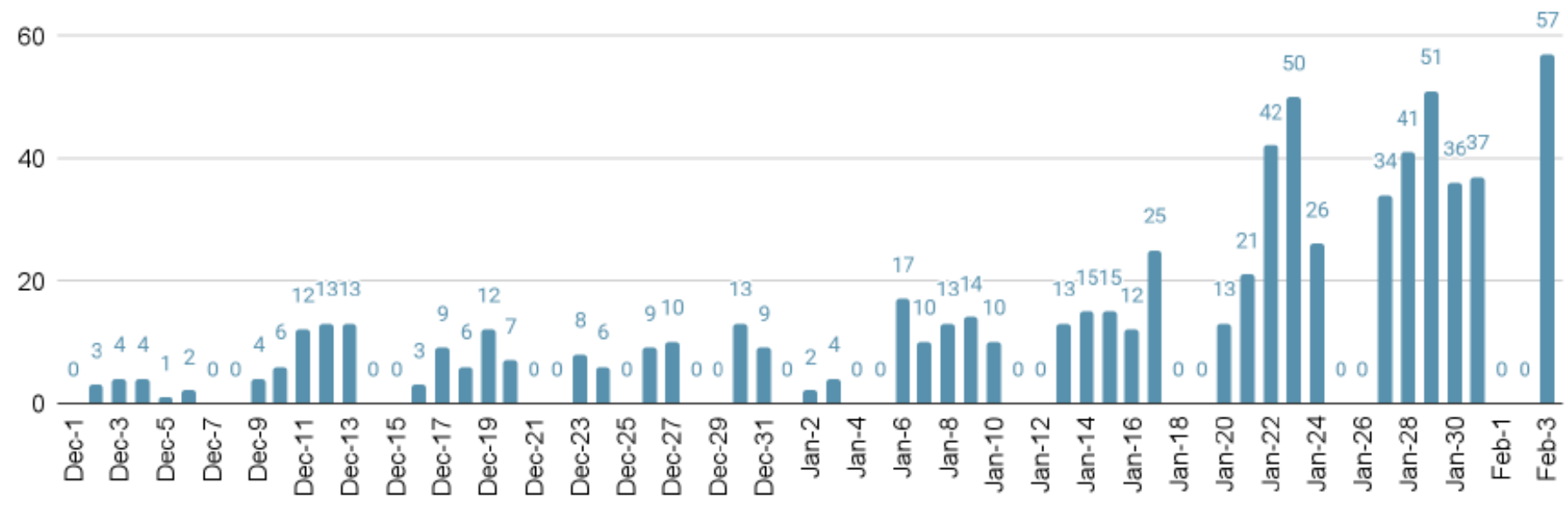


Recap of Work Done To Date

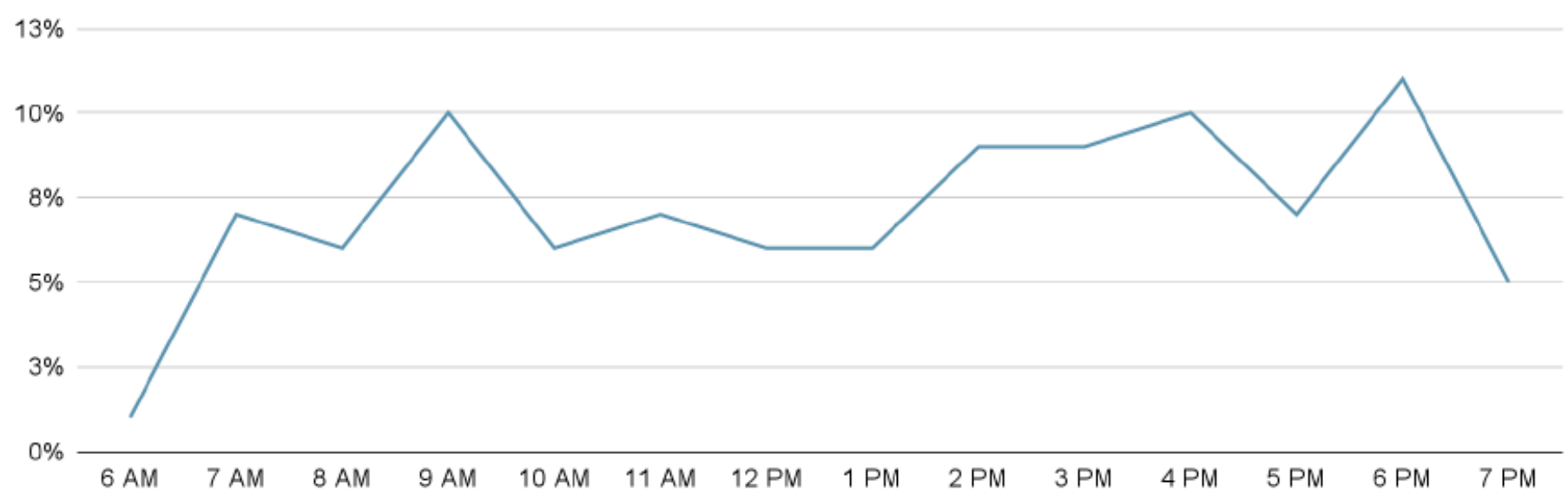


- Spring to Fall 2024 – Convened Stakeholders to Learn Community Priorities and Preferences
- Oct 2024 – New Contract for Denver Connector Operations
- Nov 2024 – Soft Launch Last Week of Nov
- Dec 2024 – Full Official Launch

Passengers



Rides / Hour

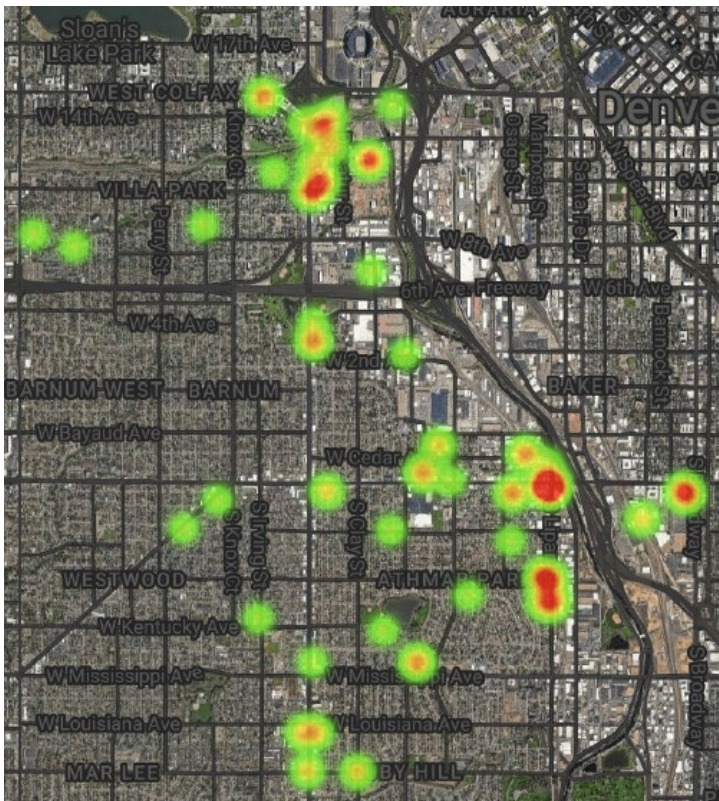


How Many People Are We Serving and at What Times of Day?

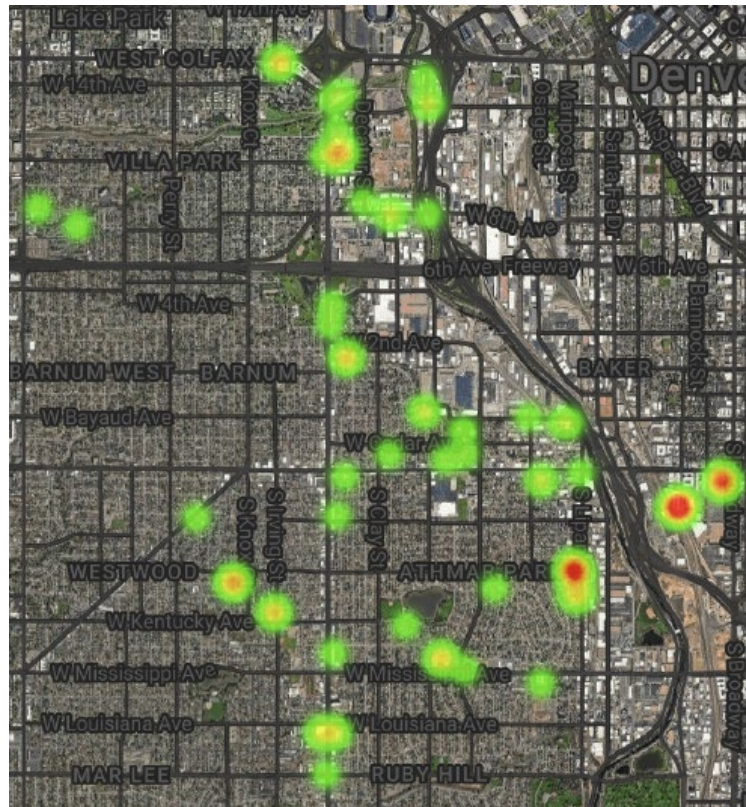


Where are People Using the Connector?

Pickups



Dropoffs



- Denver Human Services
- Alameda Station
- Federal/Decatur Station
- Safeway
- Warren Village Housing
- Ruby Hill Residences
- Lowes Mercado Grocery

How People Learned Of The West Denver Connector, In Their Own Words



heard about the ride program through his family

word of mouth

word of mouth

word of mouth

learned about program through school

found out about program from a sign in the park

heard of the program while working in Montbello

community worker

saw program signage on Federal blvd

rider learned about program through her doctor office

rider saw signed that was placed in nearby park

found out from Denver. health

word of mouth, through internet

heard from his aunt.

mom told him through community service

Familiar with connector from Montbello. Recently moved to west side

Referred by Denver human services 2929 w 10th

Learned about connector from family who lives in Montbello

Learned about connector from mom

Referred by friend

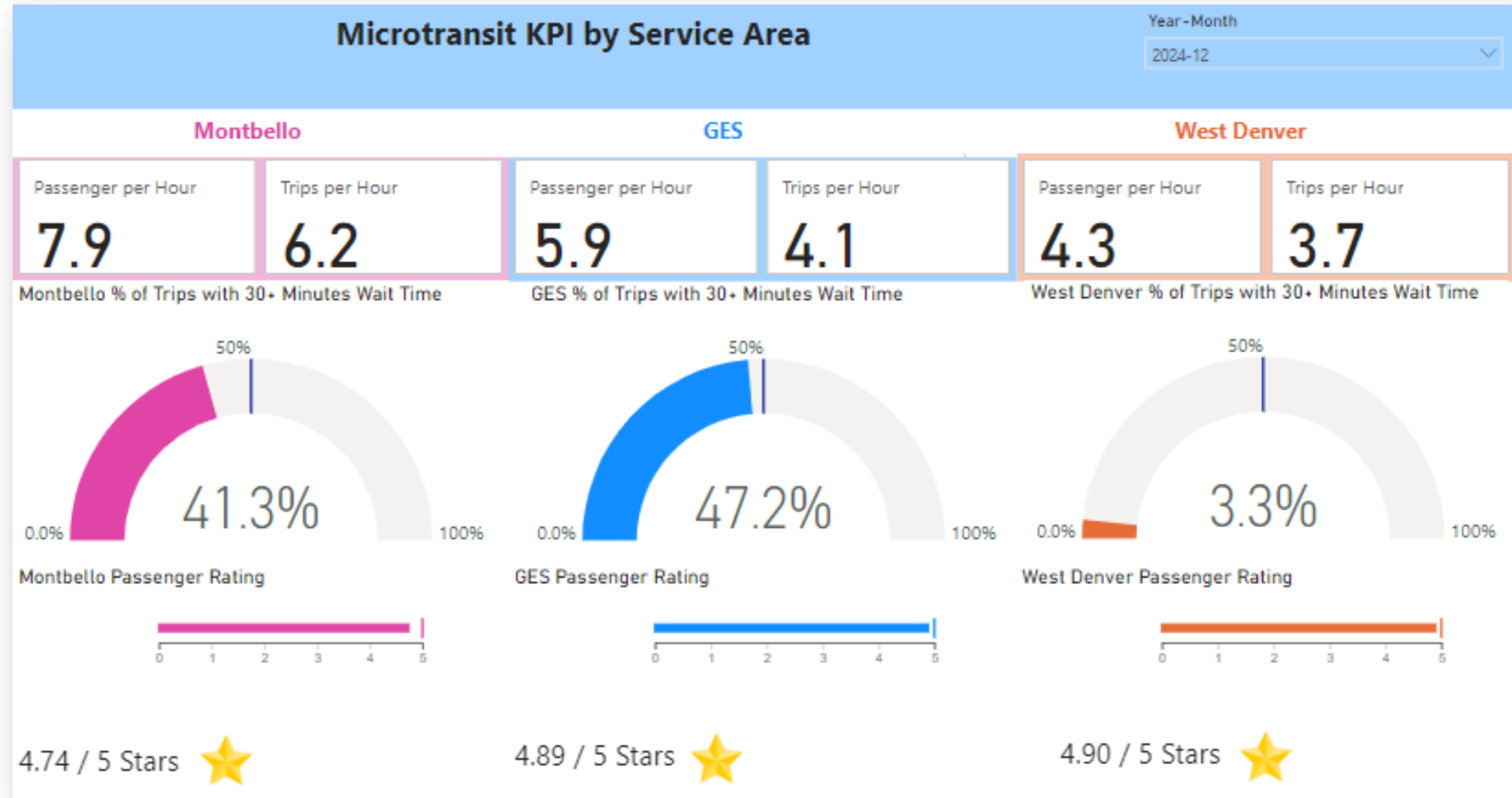
Saw connector van on the road

Referred by family member who works for City of Denver

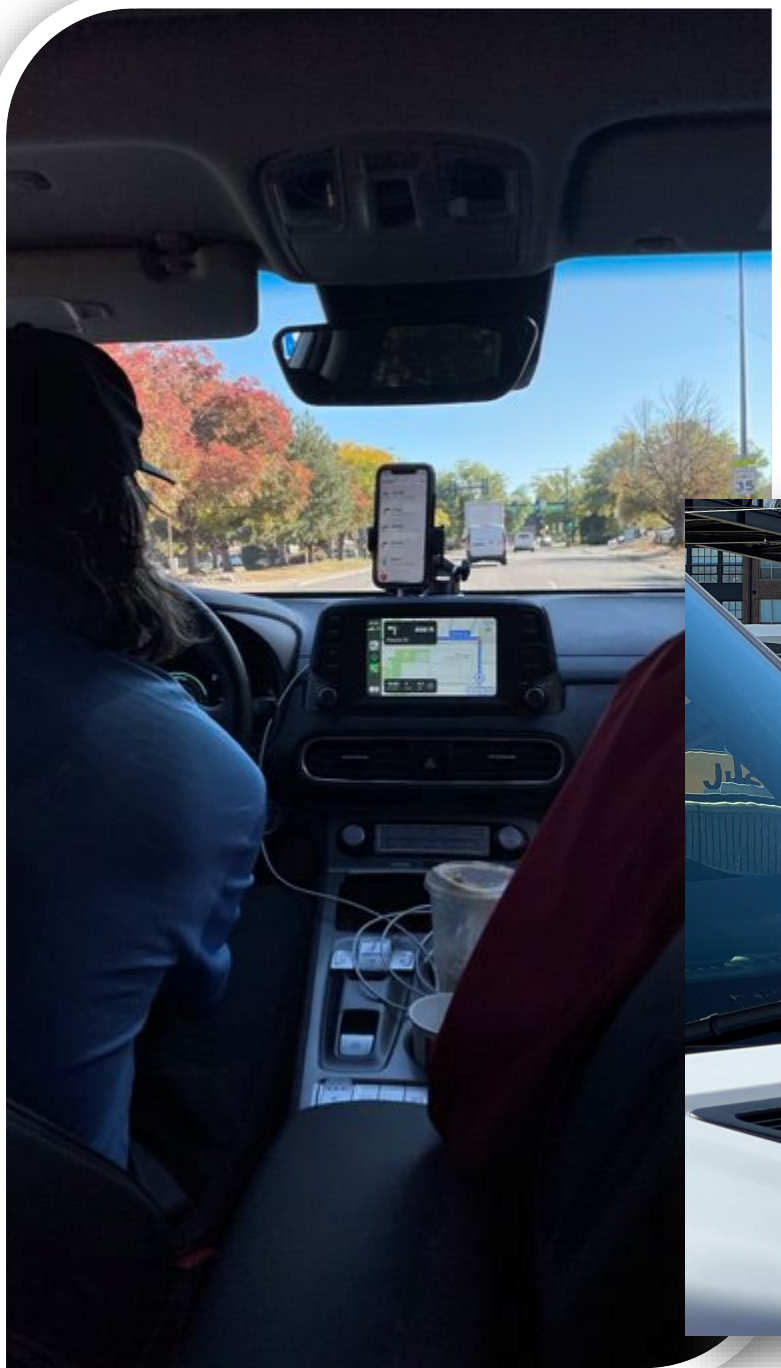
Referred by school counselor

Referred by Athmar Park neighborhood association

Performance Monitoring – How do People Experience the Denver Connector?



Local Presence & Recruitment



Marketing & Engagement Materials



**DENVER
connector**

**Free Neighborhood
Ride Share Service**



**Servicio Gratuito de
Transporte Compartido en el
Vecindario**

Search “Denver Connector” in your
app store or call

Busca “Denver Connector” en su tienda
de aplicaciones o llame

720-905-4438

Download the app today
Descarga la aplicación hoy

Free Local Transportation
Transportación local gratis

DENVER connector

Free, on-demand rides

Chuyến xe đồ miễn phí theo yêu cầu

Service Hours Giờ Dịch Vụ

6am-8pm, Monday - Friday, closed Saturday and Sunday
6am-8pm, Thứ 2 tới Thứ 6, không hoạt động thứ 7 và Chủ Nhật

Service Area Khu Vực Dịch Vụ

Portions of Villa Park, Sun Valley, Westwood, Athmar Park,
Ruby Hill, and Valverde
Tùy vùng ở Villa Park, Sun Valley, Westwood, Athmar Park,
Ruby Hill, và Valverde

How to Ride Cách Yêu Cầu Dịch Vụ

Request rides using the Denver Connector app or call
(720)905-4438
Yêu cầu dịch vụ qua ứng dụng Denver Connector hoặc gọi
(720)905-4438



Download the app
Quét mã QR để tải ứng dụng



Marketing & Engagement Materials

DENVER
connector
Free, on-demand rides
Viajes gratuitos y en demanda

Download the app



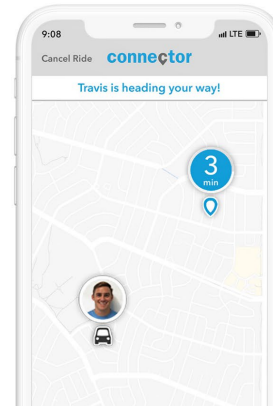
Descarga la aplicación



Service Hours 6am - 8pm, Monday - Friday, closed Saturdays and Sundays
Horario de Verano 6am - 8pm, Lunes - Viernes, cerrado sábados y domingos

Service Area Portions of Villa Park, Sun Valley, Westwood, Athmar Park, Ruby Hill and
Zona de Servicio Porciones de Villa Park, Sun Valley, Westwood, Athmar Park, Ruby Hill y \

How to Ride Request rides using the Denver Connector app or call (720) 905-4438
Como Montar Solicite viajes usando la aplicación Denver Connector o llame al (720)





Local Media

Denver set to expand popular microtransit service to southwest neighborhoods

Beep beep! A free ride service is expanding to new parts of the city.



[Nathaniel Minor](#) Oct. 22, 2024, 4:05 pm

🕒 1 min. read



A Denver Connector car in Montbello, March 2, 2023.

Denver free rideshare program expanded to more neighborhoods

The expansion took effect this month for some neighborhoods on the west side of the city.



Servicing Florence Crittenton HS



Sun Valley Outreach Partnerships

Spreading the word through
1,000 welcome packets in
partnership with West Corridor
TMA & DHA



Community Engagement

November 2024 – Valverde YEC

December 2024 – Athmar RNO. In-Person

Touchpoints with more than 25 Locations such as Libraries, Rec Centers, Health Facilities and Grocery

February 2025 – Westwood Community Center, Sun Valley Kitchen

Ongoing 2025– More events to come!

DOTI will continue working with Community Partners to spread the word about the Connector in West Denver



Questions?

