



**We Make Lives Better
Through Connections.**

Zero Fare for Better Air Take RTD during July and August

Communications Overview for our Partners

Background

- RTD will provide transit services at zero fare during July and August 2023
- RTD is pleased to once again collaborate with regional partners to promote **Zero Fare for Better Air** as part of Colorado Senate Bill 22-180, the ozone season transit program with Colorado Energy Office
- The program highlights both environmental and transit benefits
- RTD executing an integrated, bilingual marketing and communications campaign June 15 – Aug 31
- RTD is excited to coordinate with partners, share campaign assets and rollout plan to maximize visibility and awareness

ZERO FARE *for* Better Air

July–August 2023

Just hop on board the bus or train!



Campaign Theme

Iconic Colorado Imagery

- Bluebird Sky
- Mountains
- Visible Night Sky
- Meadow
- Aspens



Marketing Campaign Elements – In-System, OOH, Print, Radio, TV, Digital & Streaming



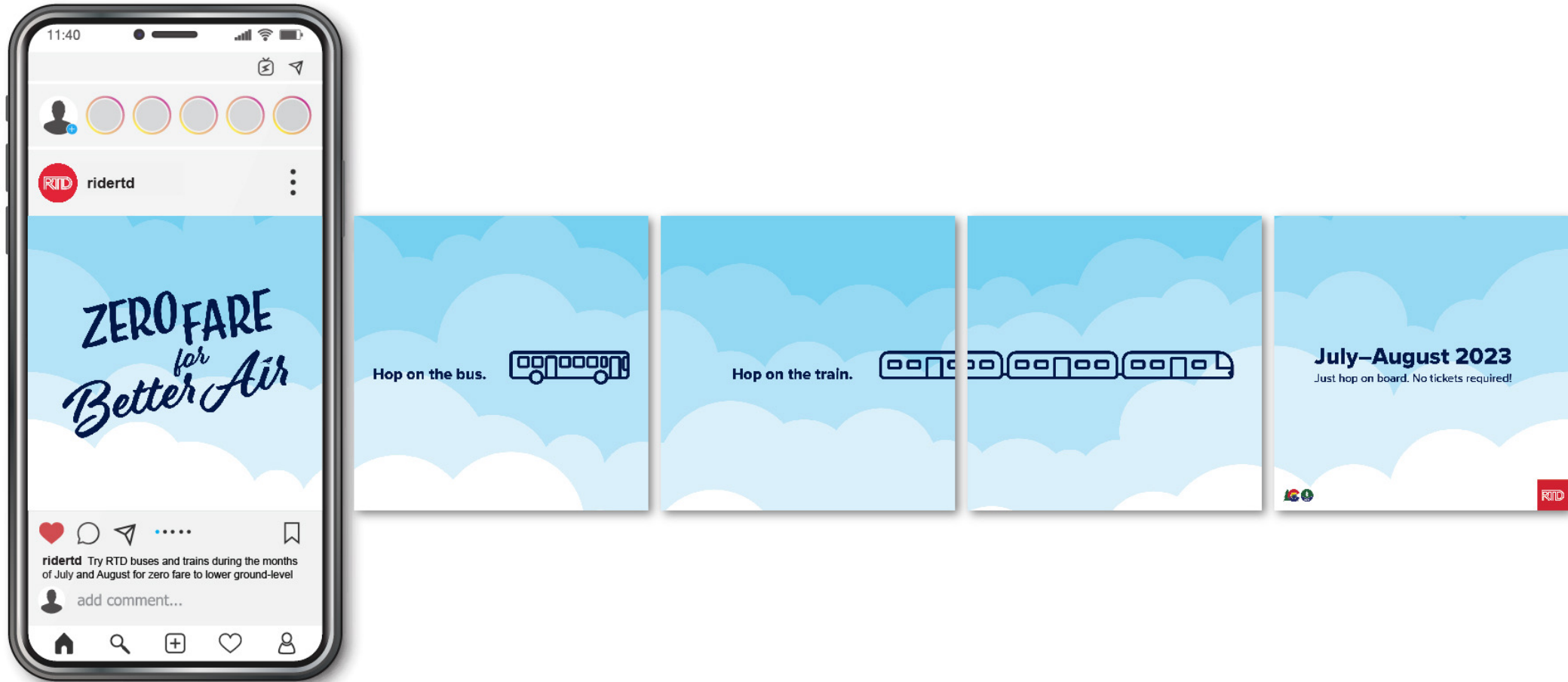
External Campaign Elements – Print Ads



External Campaign Elements – Bilingual Display Ads



Digital Campaign Elements – Social Media Carousel



Important Supporting Narrative

Improve air quality while experiencing the benefits of RTD at Zero Fare

- Save money
- Save gas
- Reduce traffic (congestion)
- Have time to do other things (web browsing, email, etc.)
- Sit back and relax
- Promote Transit Watch whenever possible to emphasize safety
 - Transit Watch assets included in Partner Toolkit
- Please be courteous to fellow customers and RTD employees

RTD Service During Zero Fare for Better Air

Helpful notes about our service

- RTD service will operate under its current service plan
- RTD is not adding service for this initiative
- RTD does not have the capacity to increase frequency
- The workforce shortage does not allow for expanded service at this time
- Transit Police is working with agencies within our district to provide support at rail/bus stops within their area
- Transit Police will monitor data collection for any issues and make appropriate changes to staffing to be present at times and locations RTD may be experiencing issues

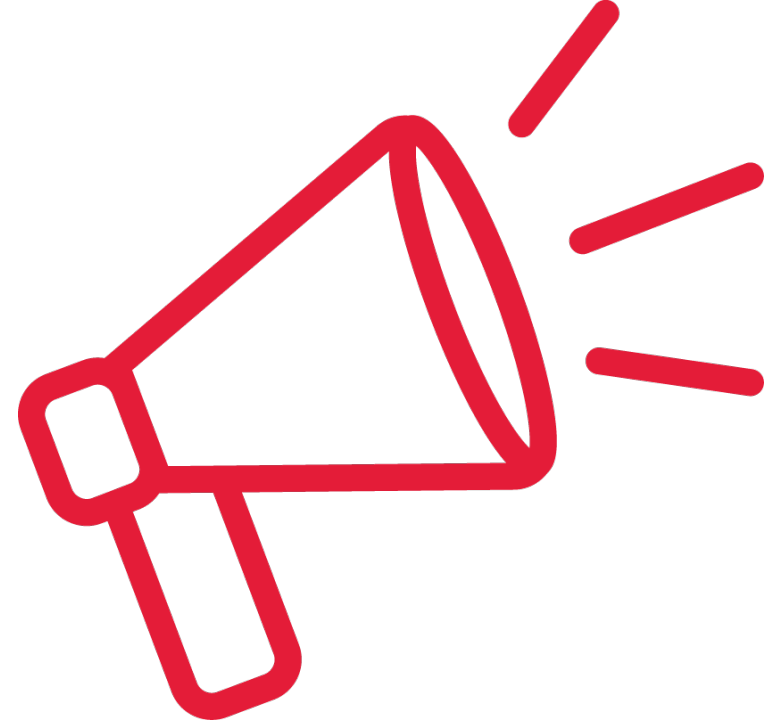
Planned RTD Public Rollout Activities

Marketing & Digital

- Paid print, digital, broadcast, social media, radio, out of home (billboards)
- Organic social media
- Dedicated program webpage
- On-vehicle and station assets
- Institutional and corporate customer communications

Public Relations

- Media event(s)
- News releases, media interactions
- Content available to PIOs, TMO/As
- News Stop stories
- Read-n-Ride and stakeholder newsletter



Planned RTD Rollout (cont.)

Community Engagement

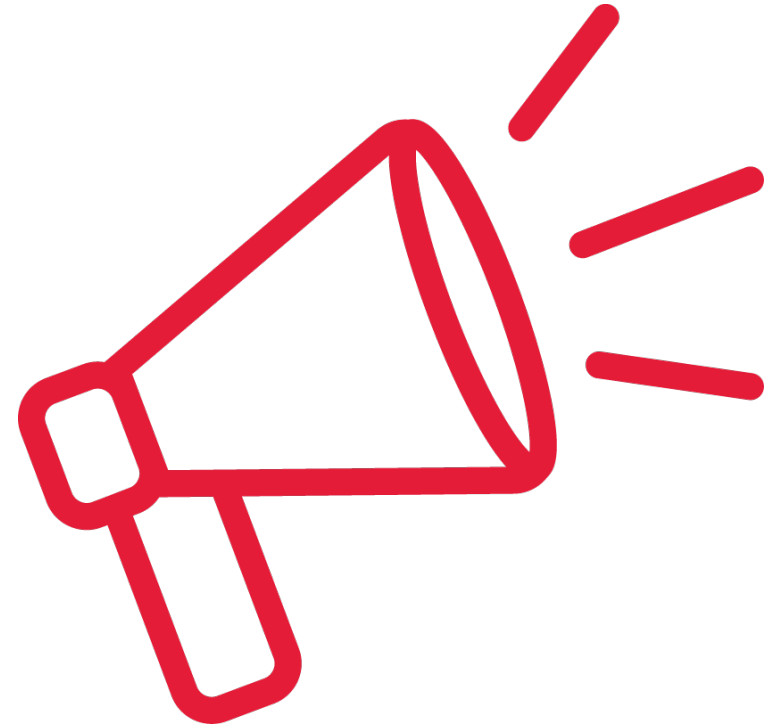
- Customer appreciation events at stations
- Collaborations with our Community Partners

Market Development

- Outreach and coordination with Pass Program coordinators and customers, bulk mobile customers, and event organizers

Customer Care

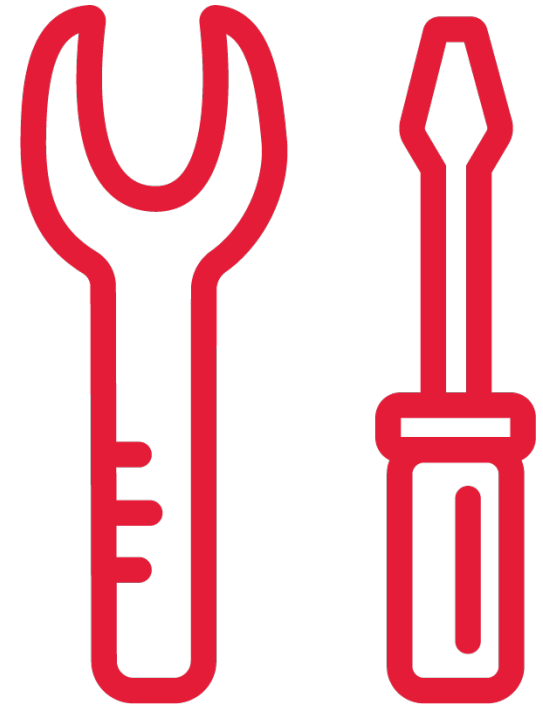
- Service Alerts
- Agent talking points
- Track and respond to customer comments



Partner Coordination: We're Excited to Collaborate!

Download the Partner Toolkit at rtd-denver.com/zerofare

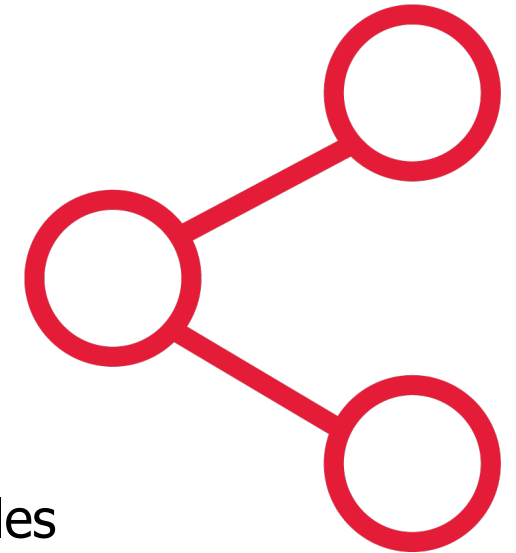
- Logo and Lockup files
- Design template for print/web/social
- Icons and Imagery
- Fact Sheet
- Key Messaging
- Social Graphics
- Newsletter copy
- Broadcast script
- News release sample



Partner Coordination (cont.)

Help get the word out by starting your campaign week of June 12

- Modify artwork with your logo or for your geography
- Create your own social posts or add to your website using our artwork
- Share, like, and engage with our posts
 - #zerofare
 - #betterair
 - #RTD
- Send out your own news releases, emails, notifications, newsletter articles
- Socialize with your followers and communities
- Schedule an event or activation at an RTD station



Sample Media Resources— News Release and Newsletter

Sample News Release



<Your organization name> joins RTD for Zero Fare for Better Air in July and August

Community members encouraged to ride transit more to reduce ground-level ozone

YOUR CITY (June XX, 2022) — The [Regional Transportation District \(RTD\)](#) will launch **Zero Fare for Better Air** – a collaborative, statewide initiative designed to reduce ground-level ozone by increasing use of transit starting July 1. (Your organization name) is proudly partnering with RTD to encourage community members to increase RTD ridership for cleaner air. Through a partnership with the Colorado Energy Office, made possible by Colorado Senate Bill 22-180, RTD will offer zero fares for the second consecutive year, expanding to cover fares for both July and August.

Approximately 85% of the greenhouse gas emissions that come from transportation are due to day-to-day commutes. By leaving the car at home and hopping on a bus or train, a person can save up to 20 pounds of carbon dioxide emissions every day.

Other benefits to taking transit include:

- **Cost savings**
Taking the bus and train saves on car expenses including maintenance, parking and tolls, which add up quickly. A household can save nearly \$10,000 annually by taking public transportation and living with one less car.
- **Gas savings**
With gas hovering around \$4 per gallon and expected to go up, switching to public transit frees up additional funds in customers' everyday budgets. In addition, public transportation saves the United States an estimated 6 billion gallons of gas each year!
- **Reduction in traffic**
Taking public transit keeps cars off the road, limiting traffic congestion, air pollution and ground-level ozone.
- **Reduction in stress**
Taking public transit removes the stress and anxiety of battling everyday traffic.
- **Time savings**
While taking public transit, customers can catch up on reading, emails, podcasts, or just sit back and relax. Leave the driving to RTD!
- **Improved air quality**
Transportation is a major source of greenhouse gas emissions causing climate change. Using public transit creates 85% less carbon emissions than driving a car. That is a savings of 63 million metric tons annually.

To learn how to hop on board to participate in Zero Fare for Better Air, visit rtd-denver.com/zerofare.com.

Newsletter Copy



Hop on board RTD for the second year of Zero Fare for Better Air July-August

<Your organization name> and the [Regional Transportation District \(RTD\)](#) are excited to partner on **Zero Fare for Better Air**, a collaborative, statewide initiative designed to reduce ground-level ozone by increasing use of public transit. During the months of July and August, customers can ride RTD with zero fare. This program is made possible by Colorado Senate Bill 22-180 and in partnership with the Colorado Energy Office.

Riding transit promotes cleaner air. Approximately 85% of the greenhouse gas emissions that come from transportation are due to day-to-day commutes. By leaving the car at home, a person can save up to 20 pounds of carbon dioxide emissions every day. Some of the additional benefits of using transit include cost savings, gas savings, traffic reduction, time savings and stress reduction making a daily commute better for all.

There are many ways to take advantage of Zero Fare for Better Air this summer. Transit can, of course, be used for daily work commute, but RTD also offers services that make connections to entertainment and sports venues, schools, and popular shopping and restaurants districts.

To learn how to hop on board to participate in Zero Fare for Better Air, visit rtd-denver.com/zerofare.com. When out and about taking advantage of zero fares, snap a photo and post on social media using the hashtags #zerofare, #betterair, #rtd.

Kickoff Media Event at Union Station

June 22 @ 10 a.m.



June 8, 2023

Timeline of Activities

■ Week of June 5

- Partner/TMO orientation
- Partner Toolkit released

■ June 15

- Active campaign promotion (internal/external)
- Rollout of on-vehicle, in-system, paid digital, environmental and other assets

■ June 22

- Kickoff media event at Union Station commuter rail platform

■ August 21

- Begin to migrate messages back to regular service

Campaign Support and Resources

Dedicated Landing Page

- rtd-denver.com/zerofare

Dedicated Email

- zerofare@rtd-denver.com

Event Support/Facilities Use Permit Contact

- Susan Altes, Senior Manager, Real Property – susan.altes@rtd-denver.com



Comments and Questions?

- We are so excited to partner with you on this important initiative
- Open discussion with our esteemed partners



Thank you.

