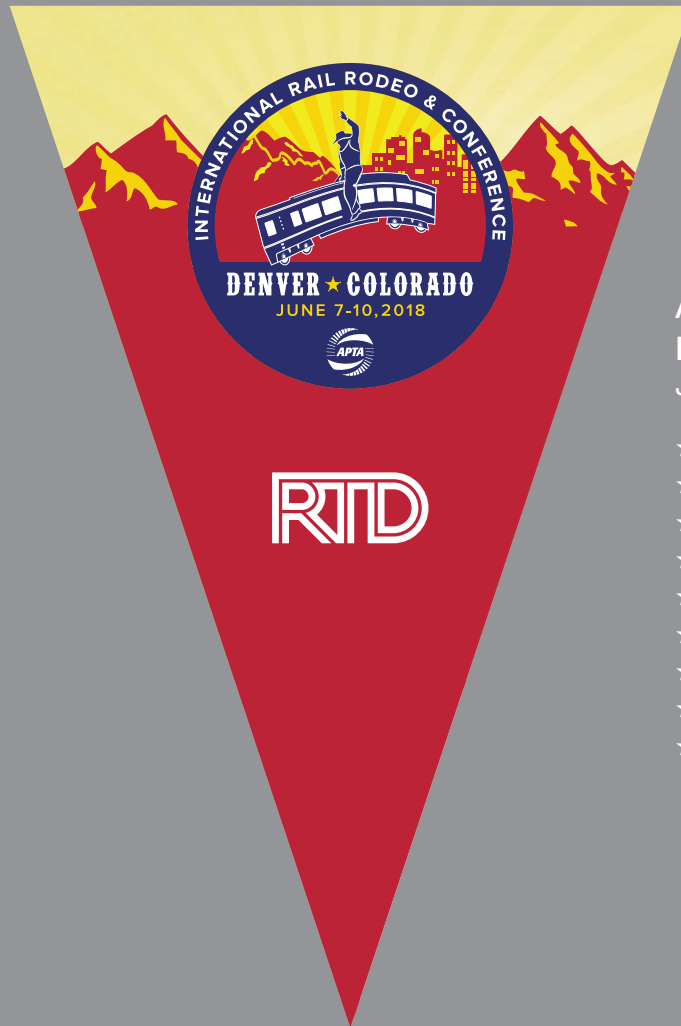


APTA International Rail Rodeo and Conference

3B Best Marketing and Communications Educational Effort—Partnership



APTA International Rail Rodeo and Conference
Hosted by RTD ★ Denver, CO
June 6th–June 13th, 2018

- ★ Design Elements
- ★ Event Venue and Facilities Operations
- ★ Operations Competition
- ★ Maintenance Competition
- ★ Combined Event
- ★ Volunteers
- ★ Social Media
- ★ The People
- ★ The Results

Design Elements



RTD designers used the colors of the Colorado flag; red, white, blue, yellow combined with images of the the city skyline, rocky mountains, trains, and cowboys to achieve a wild west Colorado theme for the Rodeo and Conference graphic.

Design Elements



The Rodeo & Conference graphic was then expanded out to conference transit cards, print collateral, goody bags, water bottles, apparel for participants, staff, and volunteers.



Design Elements



The rodeo & conference graphic was adapted into event signage and print materials.

Event Venue and Facilities Operations



RTD committed half of their Elati Maintenance Facility to housing the world class event. Taking over parking and maintenance of way staging; three training, one food service, and one dining space tents converted the north side of the facility—adding over 13,000 sq feet of space.

Event Venue and Facilities Operations



To create 'private' spaces for the operations competitions, RTD utilized 'blocking' trains. To add color and messaging RTD used wrapped trains with a recruitment message achieving form and functional application.

Event Venue and Facilities Operations



The three training tents, thematically named, Tombstone, Deadwood, and Dodge City, held the welcome, team selection and trainings for operator competitors

Event Venue and Facilities Operations



An essential component to a great rodeo and happy participants is food. The Chuck Wagon tent housed a dining hall ready to feed hungry participants, staff and volunteers for breakfast and lunch decked out in event colors, doodle ready table covers, and themed meals. Siemens partnered with RTD to present the Chuck Wagon.

Event Venue and Facilities Operations



BUTCHER PAPER ACTIVITIES



Chuck Wagon vittles proudly wrangled by

SIEMENS

DRAW A MASTERPIECE



Release your inner artist and draw a picture that represents your team, a fond memory of the rodeo, or anything your heart desires.

Be creative!



To reiterate the theme and focus on our objectives of 'bringing the fun back,' we incorporated butcher paper into the décor and added activities to de-stress competitors. The end result was magnificent.

Event Venue and Facilities Operations



Additional seating and activities invited folks outdoors for Colorado fresh air and outdoor fun.

Event Venue and Facilities Operations



The maintenance competition required additional security and interior space for access to power and air pressure. RTD built tents along the central corridor of our maintenance facility, allowing for regular operations to continue. We livened up the space with a western motif giving each competition booth a western building.

Event Venue and Facilities Operations



On the first day of the competition competitors, coaches and judges were greeted by RTD staff where they received a rodeo shirt and pin. Most importantly, participants received the official 2018 belt buckle and a traditional western rodeo keepsake.

Operations Competition



The Operations competition began day one with team number selections to determine the competition order followed by safety presentations and training classes. Day two continued with training and orientation of the RTD light rail system with a tour of the alignment for operations competition.

Operations Competition



Day three, competition day, was intense. Competitors tested, made run on course, and were put to the test with various scenarios in customer service. Rodeo branded pennants decked privacy fencing along with RTD "Now Hiring" wrapped trains blocking competition areas.

Maintenance Competition



Day one for maintainers included training tour of the Elati Light Rail Maintenance Facility. The Maintenance Committee was thoroughly surprised.

Maintenance Competition



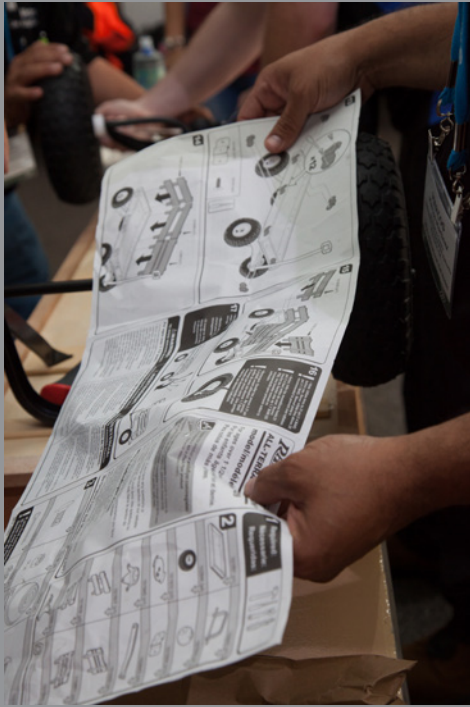
Competition tents were set-up with LED lights and fans for added comfort. Competition was fierce and demanding. Sponsors created 12 different challenges to test their competencies.

Maintenance Competition



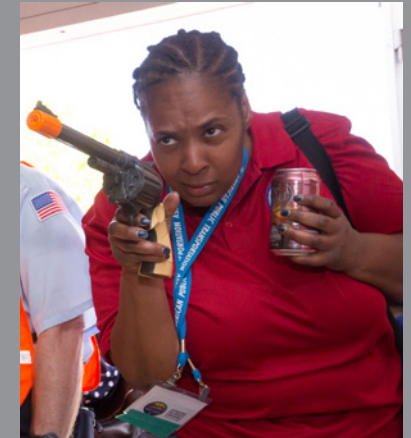
The maintainers spend plenty of time waiting during 'bye' events. To pass the time, participants played with a custom shuffle board, beer mug tic-tac-toe, and puzzles.

Combined Event



One of the most highly anticipated events of the Rodeo, the combined event was designed as a western culmination for the operators and the maintainers. To complete the first step, maintainers built all-terrain red wagons straight out of the box. All teams had the same tools and wagon set to complete the mission.

Combined Event



The second part of the event included an obstacle course, where operators pulled their partners along on the wagons. Teams had to complete each task before moving on to the next. Tasks included panning for gold (RTD tokens), roping a steer, coin toss with coins from gold panning, shooting gallery, and horse race.

Combined Event



RTD donated all of the red wagons to Children's Hospital of Colorado, who uses the wagon to transport children all around the hospital.

Volunteers



RTD volunteers made the event a success from being team escorts, and score runners, to managing the tasks during the combined event. Volunteers received a branded technical t-shirt, branded safety vest, and goody bag.

Social Media

RTD @RideRTD


Congratulations are in order! Now that the International #Rail Conference has begun and the #Rodeo has come to a close, we would like to take a moment to recognize the winners of each category in the 2018 American Public Transit Association Rail Rodeo. @APTA_info #APTArail18



12:55 PM - 11 Jun 2018

RTD Published by Lisa Ray Girard (?) · June 13 ·


Transit agencies are facing an increasing need to effectively improve access to stations for auto, bus, bicycling, and pedestrians. As part of the American Public Transportation Association 2018 rail conference, Paul DesRocher, Manager, Planning Coordination spoke about innovative first mile-last mile solutions to connect riders to stations. #APTArail2018 #transit #bike



You could say my commute and passion guided me to my work

Paul commutes from his home in East Boulder county on his mountain bike through city streets, farming communities, bike paths, and gravel roads where he then connects with the Flatiron Flyer bus service.

- Paul DesRocher
RTD Manager, Planning Coordination



RTD @RideRTD

Coming in 2nd Place in the Operations Competition, we are proud to congratulate our operators from the Regional Transportation District, Narciso Garcia and Robert Dennis! @APTA_info #APTArail18 (photo courtesy of APTA)



1:08 PM - 11 Jun 2018

RTD @RideRTD

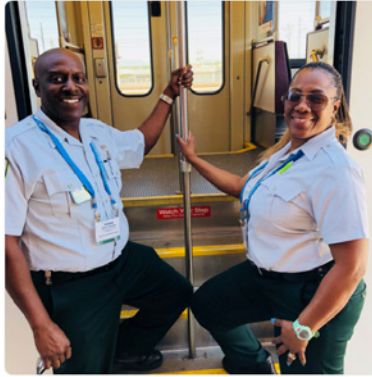
Representing the Bi-State Development Agency / dba Metro Transit, in St. Louis, Missouri, and St. Louis, Illinois, operating team Robert Yawn and Senda Farlow were nothing but smiles today! @STLMetro @APTA_info #APTArail18



6:38 PM - 9 Jun 2018

RTD @RideRTD

Operating team Shawn Ransom and Joanne Exum brought the heat with them from Miami-Dade Transit in Miami, Florida! @GoMiamiDade @APTA_info #APTArail18



6:52 PM - 9 Jun 2018

RTD @RideRTD

Logan Packer and Curtis Turley, with coach Lucas Ewing, were proud representatives of the Utah Transit Authority, in Salt Lake City, Utah! @RideUTA @APTA_info #APTArail18



6:54 PM - 9 Jun 2018

We extended the reach of our promotion through active posts on social media designed to engage followers throughout the event. These included more than 35 feature and winner tweets with an average reach of 31,000 and average impressions of 2,700 on Twitter, as well as regular Facebook posts that spotlighted various employees and competitors and wrapped up the Rodeo.

The People



The people of the Rodeo best tell the story. The Rodeo gathers people from accross the US, Japan, and Canada, plus friends and family. While the days were long and hot the memories will last well beyond the sunset.

The Results



July 11, 2018

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Paul P. Skoutelas

Mr. David A. Genova, CSSD
General Manager and CEO
Regional Transportation District
1660 Blake Street
Denver, CO 80202

Dear Dave:

Simply put, APTA could not have hoped for a better partner and host for the 2018 Rail Conference and Rodeo than Denver RTD. Your generous hospitality, willingness to go the extra mile, and camaraderie set the gold standard for conference host partnerships.

The RTD staff on site at both the conference and the rodeo—from volunteers at the registration desk to Doug Tisdale—were a tremendous asset to the APTA staff and the nearly 1,300 attendees. The preliminary results from our post-conference survey are very positive, due in a significant part to the wonderful support from you and your colleagues at RTD.

Please accept my sincere thanks.

Best wishes,

Paul P. Skoutelas
President and CEO

The results were the flood of congratulations from APTA members and participants, and the President and CEO of APTA himself, Paul P. Skoutelas.