


Civic Center Opening

2G Comprehensive Campaign



When the new Civic Center opened in downtown Denver on December 15, 2017, it signaled the beginning of a newly transformed multi-modal transit center in the heart of the city.

Print Advertising



the new **Civic Center** station opens 12.17.17


On December 17, experience downtown's newest urban transit hub as RTD's new Civic Center Station transforms your commute.

New Civic Center Station features

- a modern design
- all new bus bays
- a glass-enclosed terminal
- a rebuilt bus concourse
- bus ramp extension connecting Broadway to Lincoln
- an open public plaza

Stop by and preview the new station on Friday, December 15 from 3-6 p.m.

303.299.6000 | rtd-denver.com



Free MallRide route changes coming 11.12.17

Starting November 12, RTD's Free MallRide buses will pick up and drop off in the new Civic Center Station outdoor bus turnaround.

All other bus service will continue operating from the temporary gates on Broadway, Colfax, and Lincoln until December 17, when the new Civic Center Station opens.

For more information, visit rtd-denver.com or call **303.299.6000**.



safely connecting your city

Print ads were designed to increase awareness of the reopening of Civic Center Station. The ads featured stylized renderings of the new facility and the Free MallRide shuttle service that serves the facility.

Print Collateral

Civic Center Station

The new Civic Center Station will open for bus service on Sunday, December 17, 2017 and replace the temporary bus gates on Colfax Avenue, Broadway, and Lincoln Street. Your route will be affected.

Key

- Bus Concourse
- Terminal Building
- Upper Level Public Space
- Indoor Bus Gates
- Outdoor Bus Gates

Bus Routes and Gate Assignments

Gate	Route	Gate	Route
1	87L, 116X	6	0L, 100L
2	CV/CS/CX, EV/ES/EX	7	Free MetroRide
3	P	8	90L, FF4
4	16L, RX	9	122X
5	3L, 83D, 83L		

Sales Outlet and Information Center
7 a.m. – 6:30 p.m., Monday – Friday
Closed on weekends and holidays

For questions, contact
rtd-denver.com or call 303.299.6000

the new Civic Center station opens 12.17.17

Free MallRide

RTD operates a free shuttle bus service along the 16th Street Mall in downtown Denver, that runs seven days a week and stops on every block between Civic Center Station and Union Station.

Free MallRide buses

- 36 ultra-low emission battery powered hybrid-electric buses
- 18 seats, two wheelchair spaces with a maximum capacity of 88 passengers
- The new buses have heat and air conditioning

History

- 1982** The 16th Street Mall opened in 1982 as a pedestrian and transit mall from Market Street to Broadway. Construction of the mall was funded by a \$75 million grant from the Federal Interstate Highway Transfer Fund and Federal Urban Mass Transit Administration with RTD providing a local match.
- 2001** The mall was extended from Market Street to Wynkoop Street in 2001 and to Union Station in 2002 to coincide with the construction of light rail along the Central Platte Valley.
- 2011** In 2011, service on the Free MallRide was extended to a light rail station built to accommodate the W Line. At Union Station the Free MallRide connects with the C, E, and W light rail lines.
- 2016** In 2016, the Free MallRide began providing connections with the University of Colorado A and B commuter rail lines.
- 2017** Today, the Free MallRide provides free service to approximately 40,000 daily passengers along the 1.42-mile pedestrian mall between Civic Center Station and Union Station.

Ridership

January 2017 – May 2017

Average weekday ridership	36,819
Saturday	20,058



As an educational campaign, print collateral provided necessary information to alleviate confusion and provide a smooth operational turnover for customers, creating a worry free commute for our riders.

Outdoor Advertising



Outdoor banners and digital billboards provided unique and targeted tactics to reach geographical audiences to generate excitement, interest and awareness of the reopening of Civic Center Station, with more than 8 million impressions over a five-week promotional period.

On-Vehicle Advertising



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safely connecting your city

We positioned the facility's benefits as a complete transformation of the way riders interact with transit. Transfluxes and other out of home tactics resulted in more than 3 million impressions.

The Event



Promotional items and large graphic images honored the past of Civic Center Station while celebrating the progress of transit in the Denver metro area.

The Event



FREE MetroRide

The Free MetroRide is a high-frequency bus service in downtown Denver, with limited stops between Union Station bus concourse and Civic Center Station along 18th and 19th streets.

Free MetroRide buses

- Vehicle: 60' articulated, low-floor bus
- Stops: 14 – The stop markers have a distinct color scheme with a white canopy making them distinguishable from other RTD stops.

Free MetroRide at a glance

- 2004 RTD FasTracks Plan for additional transit between Union Station and Civic Center Station to complement the Free MallRide.
- 2005 City and County of Denver completed Downtown Multimodal Access Plan, identifying 18th and 19th streets as a new route for a downtown circulator service.
- 2010 RTD completed service plan that defined operations, route and transit priority measures, including bus bulbs.
- 2012 RTD announced Free MetroRide service would begin in 2014 with rush-hour service only.
- 2014 Free MetroRide service started in spring 2014.

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TRANSIT ENHANCES QUALITY OF LIFE

- Public transportation provides personal mobility and freedom for people from every walk of life.
- Residential property values perform 42 percent better on average if they are located near public transportation with high-frequency service.
- Public transportation provides access to job opportunities for millions of Americans.
- One person with a 20-mile round-trip commute who switches from driving to public transportation can reduce his or her daily carbon emissions by 20 pounds, or more than 4,800 pounds in a year.
- A single commuter switching his or her commute to public transportation can reduce a household's carbon emissions by 10 percent and up to 30 percent if a second car is eliminated.
- Walking to public transportation improves a person's health and well-being.





BENEFITS OF PUBLIC TRANSPORTATION

- Public transportation has a proven record of reducing traffic congestion
- Households near public transportation drive an average of 4,400 fewer miles than households with no access to public transportation
- 87 percent of public transportation trips impact the economy
- Every \$1 invested in public transportation generates approximately \$4 in economic returns
- Every \$1 billion invested in public transportation supports and creates more than 50,000 jobs
- In 2016, Americans took 10.4 billion trips on public transportation







RTD SUSTAINABILITY PROGRAM

RTD provides transportation for more than 300,000 passengers a day, or 110,000,000 passenger trips annually on bus and rail. These trips save approximately 26,000 tons of carbon dioxide emissions, a major contributor to greenhouse gases.

Agency-wide conservation efforts

- Reducing the use of fossil fuels by using alternative fuels, including compressed natural gas (CNG)
- Reusing building materials and natural resources
- Recycling of motor oil, fluids, tires and bus wash water
- Introduction of new all-electric Free MallRide buses
- Water efficient bus and train wash systems
- Conversion of LED lights at facilities, stations, and Park-n-Rides





RTD'S FASTRACKS CONSERVATION EFFORTS

- Union Station received LEED Gold certification
- Commuter Rail Maintenance Facility received LEED Gold certification
- 98 percent landscaping with native and low-water plants
- Incorporating energy-efficient lighting and skylights
- Incorporating daylight in train maintenance bays to reduce electrical lighting energy load at Commuter Rail Maintenance Facility
- Provisions for future PV solar arrays and electric vehicle charging stations at Park-n-Rides
- Replaced 15-year-old MCI buses with new coaches that emit 95 percent less exhaust emissions
- Structural elements for bridges and retaining wall panels are prefabricated to reduce waste





Large graphic images drive-home the benefits of the renovated transit center and the advantages of public transportation in the metro area.

The Event



Hundreds of people joined RTD, city and civic officials to celebrate the opening and tour the renovated facility.

