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



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



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.

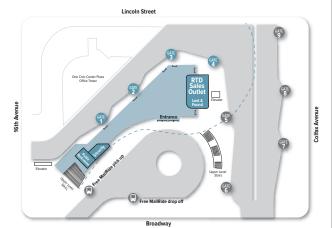
Print Collateral



Opening December 17, 2017

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.



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

Bus Routes and Gate Assignments 4 16L, RX 5 3L, 83D, 83L

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





RTD's new Civic Center Station

Starting Sunday, December 17, 2017

RTD's new Civic Center Station will open for business and replace the temporary bus gates on Broadway, Colfax Avenue, and Lincoln Street.

Bus routes and new gate assignments

Gate 1 87L, 116X Gate 6 01 1001 Gate 7 Free MetroRide Gate 2 CV/CS/CX, EV/ES/EX Gate 8 90L, FF4 Gate 4 16L. RX Gate 9 122X Gate 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



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. 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. In 2011, service on the Free MallRide was extended to a light rail station built to accommodate the W Line. 2011

At Union Station the Free MallRide connects with the C, E, and W light rail lines. In 2016, the Free MallRide began providing connections with the University of Colorado A

Today, the Free MallRide provides free service to approximately 40,000 daily passengers along 2017 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

and R commuter rail lines









Regional Transportation District rtd-denver.com

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



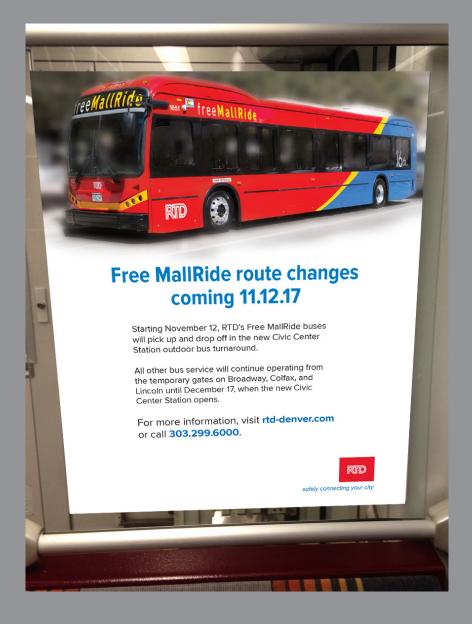
Outdoor banners and digital billboards provided unique and targeted tactics to reach geographical audiences to generate excitement, interest and awareness of the reopening of Civic Center Station, with more than 8 million impressions over a five-week promotional period.





On-Vehicle Advertising





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







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.



