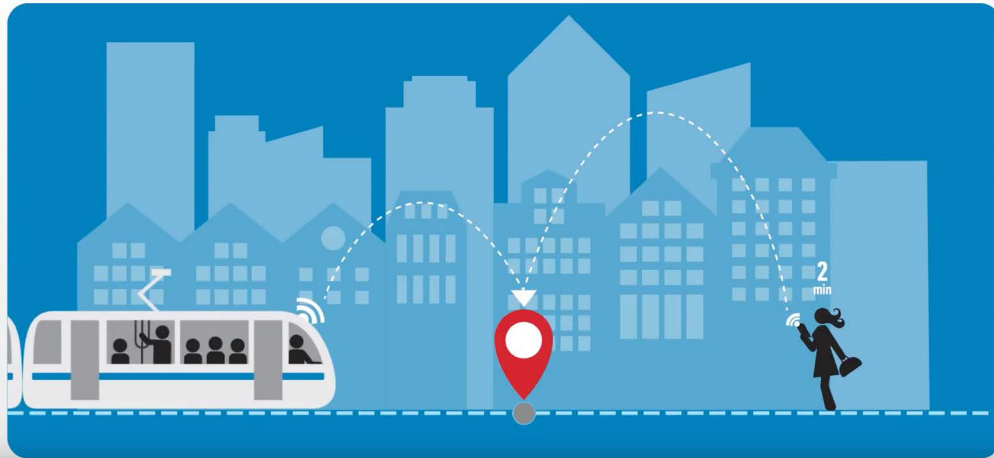


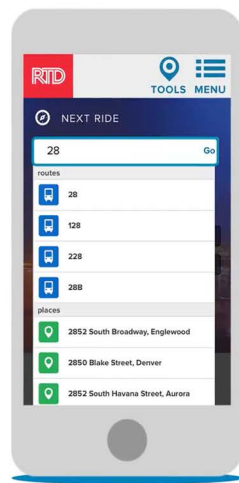
Introducing Next Ride – Real Time

Best Marketing and Communications Educational Effort
Electronic Media

know where your bus or light rail is...



0:14 / 1:34



real time.
real knowledge.

Search by stop, station, route,
vehicle, or physical location

0:35 / 1:34




Next Ride, our real-time tracking application that utilizes data to make accurate and timely predictions for arrival times and vehicle location tracking was introduced to the public last December. Real time is important to our customers as it has been shown to improve customer satisfaction and provide benefits by reducing perceived and actual wait times, uncertainty about riding, and concerns about missing an early bus.

<https://www.youtube.com/watch?v=ebQVQgygZJI>

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Electronic Media

Video
Post
See metrics for all videos



RTD
Published by Lisa Ray Girard [?] · October 6 at 3:25pm · 🌐

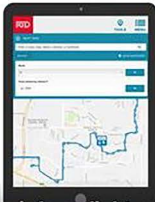
Our Next Ride app now features real-time vehicle location information and arrival prediction times for light rail! Check it out at <https://www.rtd-denver.com/app/nextride>

* real time info is not available for University of Colorado A Line or B Line

real time. your time.

Know where your bus or light rail is on its route

View and track the vehicles on the real time map



Next Ride now features real-time info on light rail

01:36

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Boost this post for \$210 to reach up to 34,000 people.

👤 **4,684 people reached** Boost Post

👍❤️👎 24 6 Comments 1 Share

👍 Like 💬 Comment ➦ Share

Performance for Your Post

4,684 People Reached

1,322 Video Views

53 Reactions, Comments & Shares

25 👍 Like	18 👍 On Post	7 👍 On Shares
4 ❤️ Love	4 👍 On Post	0 👍 On Shares
2 😡 Angry	2 👍 On Post	0 👍 On Shares
14 💬 Comments	12 👍 On Post	2 👍 On Shares
8 ➦ Shares	1 👍 On Post	7 👍 On Shares

221 Post Clicks

19 👉 Clicks to Play	60 👉 Link Clicks	142 👉 Other Clicks
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NEGATIVE FEEDBACK

2 🚫 Hide Post	0 🚫 Hide All Posts
0 🚫 Report as Spam	0 🚫 Unlike Page

Reported stats may be delayed from what appears on posts

Tweet Activity

RTD @RideRTD

Our Next Ride app now features real-time vehicle location info & arrival predictions for light rail. Check it out at <http://bit.ly/2idekmB> pic.twitter.com/sQIY9iB7tY

📈 Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Impressions	10,498
Media views	958
Total engagements	193
Link clicks	121
Media engagements	29
Detail expands	22
Likes	12
Replies	3
Retweets	3
Profile clicks	3

Supporting tactics to promote the video included news and alert advertising on the RTD home page, youtube uploads, and posts on twitter and Facebook which generated a reach of almost 25,000.