

Move Your City

4G: Best Marketing and Communications to Highlight Transit Needs/Funding

In early 2021, due to pandemic-related factors, RTD struggled to fill vacancies, specifically among front-line workers. We needed to hire operators, mechanics, and body shop technicians to restore service gradually as it had dipped nearly 60 percent. In a highly competitive market, we determined the best marketing strategy would be to change the narrative and invite candidates to become a part of something bigger—a common mission to “Move Your City” by obtaining a rewarding career with RTD. Since campaign roll out, service has returned to 70 percent of prepandemic levels.



RTD

Video

The inspiration behind the campaign were two short (:15, :30) videos that shared a day in the life of Operators and Body Shop Techs. By capturing actual employees on the job and in their work environments, these fast-moving, quick cut videos, viewed nearly 2,000 times, gave potential employees a unique flavor for the positions. These were made available via our website, social media, digital advertising, and YouTube. A mash-up version was featured on the RTD website.



[LINK TO BODY SHOP VIDEO](#)



[LINK TO OPERATOR VIDEO](#)

RTD Website Presence

The call to action for the campaign linked to a series of comprehensive web pages that provided more detail and offered opportunities to apply. Marketing also worked with Human Resources to revamp our online application system, which has resulted in more than 51,000 sessions to the careers, operators, and mechanics pages with an average time spent of 1:51 per page. 41% of clicks were to “Apply Now,” demonstrating the compelling nature the campaign.

RTD SCHEDULES SERVICES RIDER INFO FARES & PASSES PROJECTS search

MOVE YOUR CITY

[Apply Now](#)

CAREERS

We're now offering a \$4,000 hiring bonus for key frontline positions

The following positions are eligible: bus operators, light rail operator/engineers, commuter rail operator/engineers, body shop technicians, general repair mechanics, signal power maintainers, electro-mechanics, and facilities maintenance mechanics.

RTD SCHEDULES SERVICES RIDER INFO FARES & PASSES PROJECTS search

BUS AND TRAIN OPERATIONS

Whether operating, tuning, or maintaining buses or trains, you'll find what fuels you at RTD.

[Apply Now](#)

2.5K
Over 2,500 talented individuals are employed by RTD in a variety of roles.

52M
Over 52 million customers board our trains and buses each year.

3M
There are more than 3 million potential customers in our service area.

OPERATING VEHICLES

Bus and train operators form close bonds with the communities they serve and observe from the cab of their vehicles each day. [Apply today to attend an upcoming information session.](#) No CDL required at time of application.

TUNING THE FLEET

RTD employs general repair mechanics to work on our diesel bus fleet and electro-mechanics to work on commuter and light rail vehicles. With a fleet of over 1,200 buses and 200 trains our mechanics team always has a chance to get their hands dirty.

MAINTAINING SAFETY

Safety is at the core of everything we do. Join our maintenance team to work on vehicles, tracks, and various structures and facilities around the region and keep our community safely arriving to their destinations.

BODY SHOP FINISHING

Calling all painters, fabricators, and glass technicians, RTD's body shops are versatile and dynamic places to practice your trade and expand your skillset. With on-the-job training and room for growth, you can drive your future here.

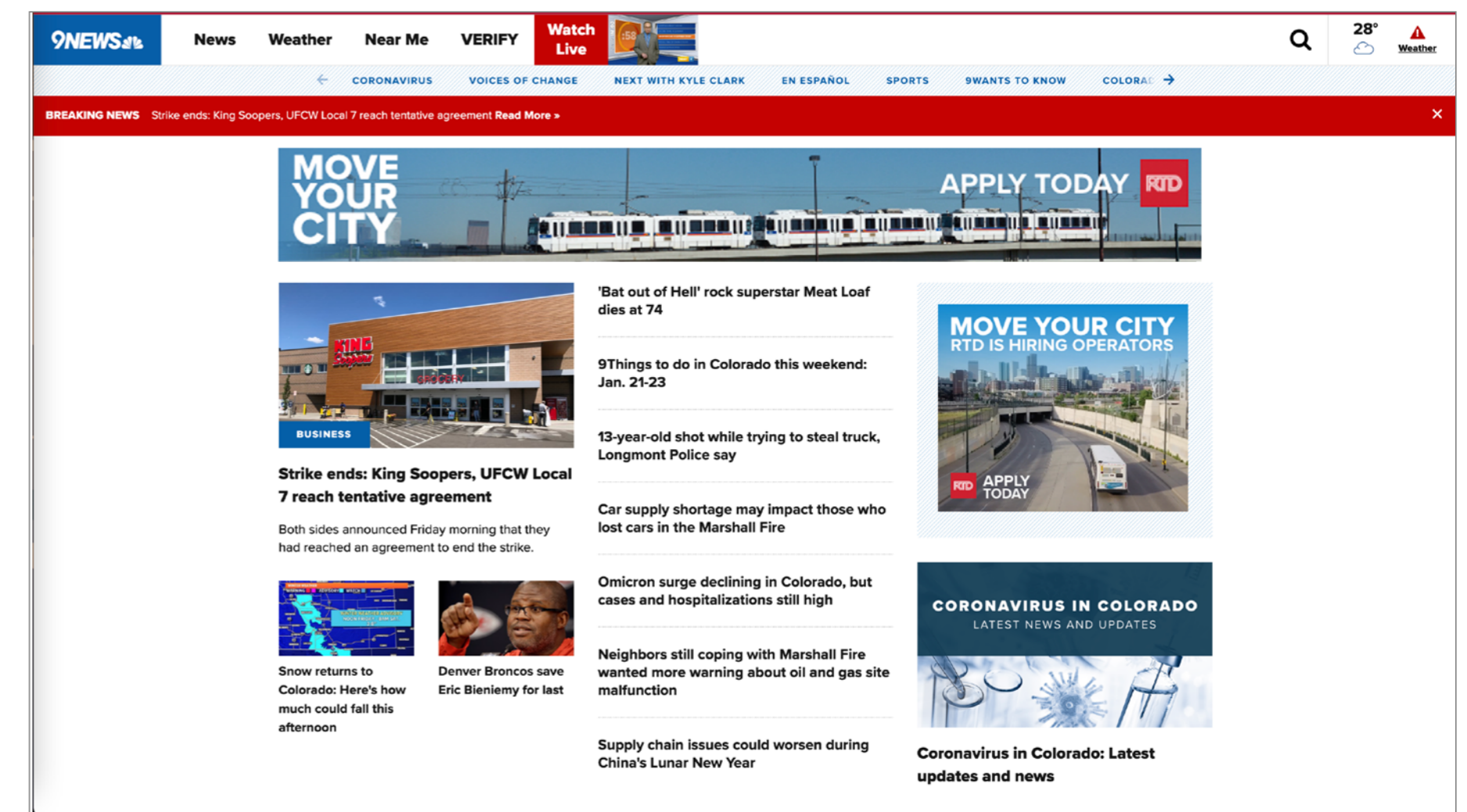
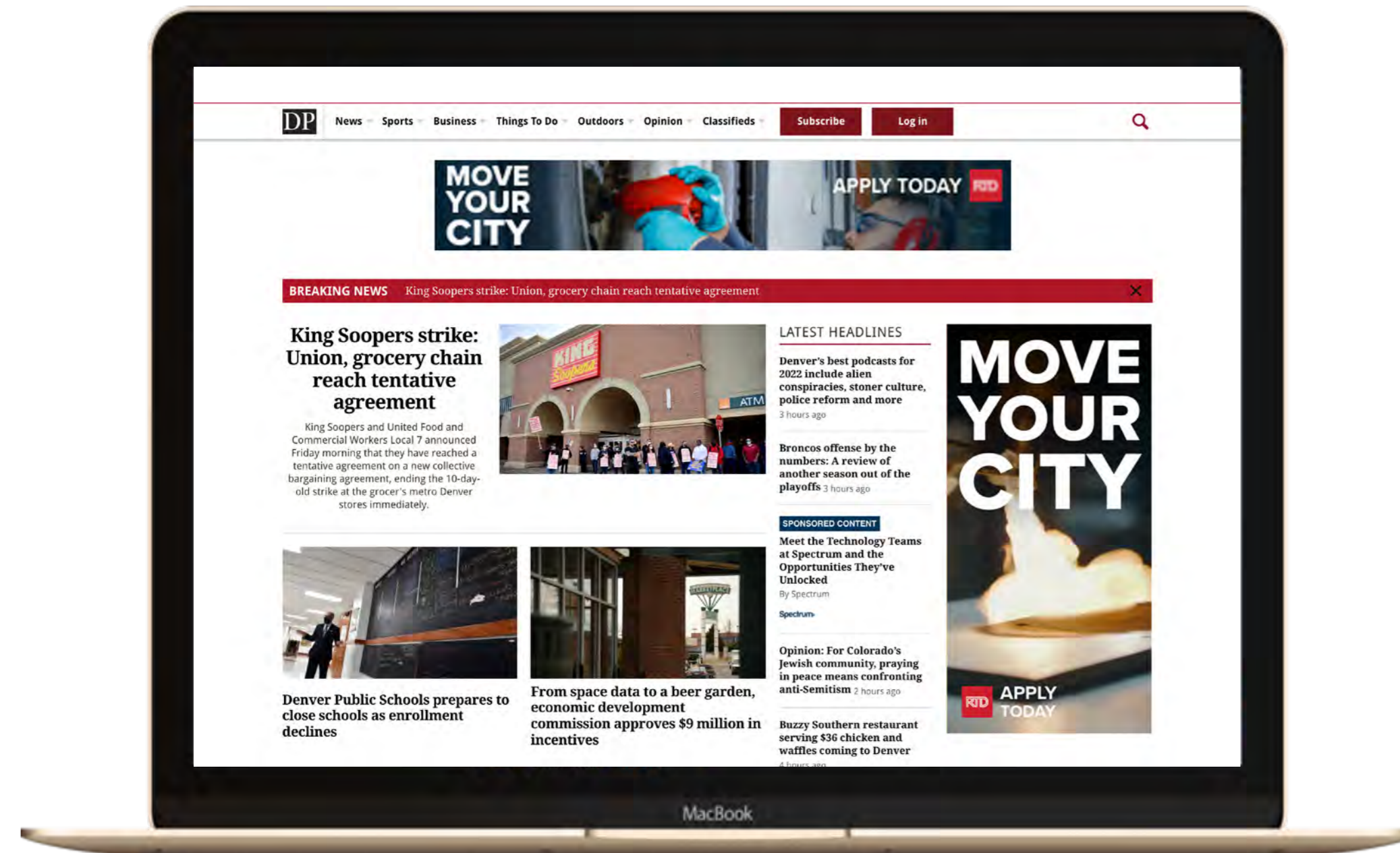
COMPENSATION AND BENEFITS

RTD offers opportunity, stability, and on-the-job training along with a comprehensive benefits package.

[Learn more about Benefits](#)

Digital Display Advertising

A major component of the campaign was the development of broad-based and targeted digital display advertising. Ads appeared on broad-spectrum lifestyle, entertainment, news, and other sites, as well as Spotify and Pandora, while others were specifically targeted based on feedback from our employees in similar positions. In addition, we geotargeted and fenced locations where similar individuals were employed (car dealerships, mechanic shops, etc), serving ads in both English and Spanish.



Digital Display Advertising

Click thru rates for digital ads averaged .15%, on targeted lifestyle, news, entertainment, and other sites, achieving a CTR of .23%. Average time on page varied from 1:30 to 3 minutes per channel. High bounce rates confirmed market realities (need for greater pay, flexibility, etc). YouTube videos drew more than 600,000 impressions and 100,000 click thrus.



MOVE YOUR CITY

APPLY TODAY

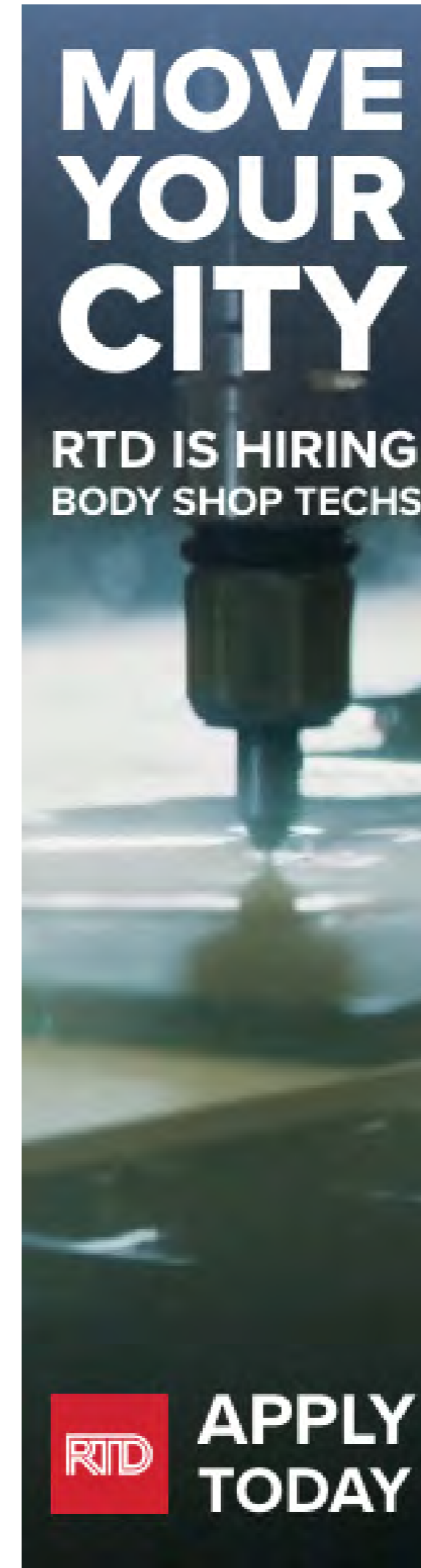
RTD



MOVE YOUR CITY
RTD IS HIRING MECHANICS

APPLY TODAY

RTD



MOVE YOUR CITY

RTD IS HIRING BODY SHOP TECHS

APPLY TODAY

RTD



MOVE YOUR CITY
RTD IS HIRING MECHANICS

APPLY TODAY

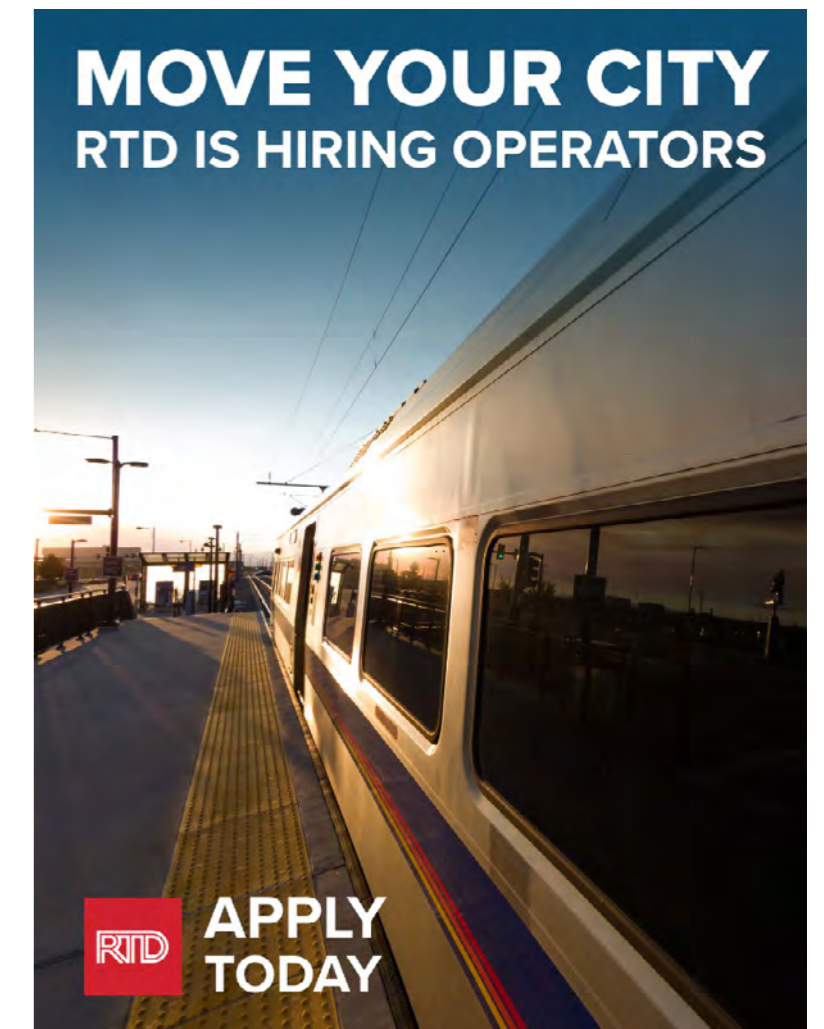
RTD



MOVE YOUR CITY
RTD IS HIRING OPERATORS

APPLY TODAY

RTD



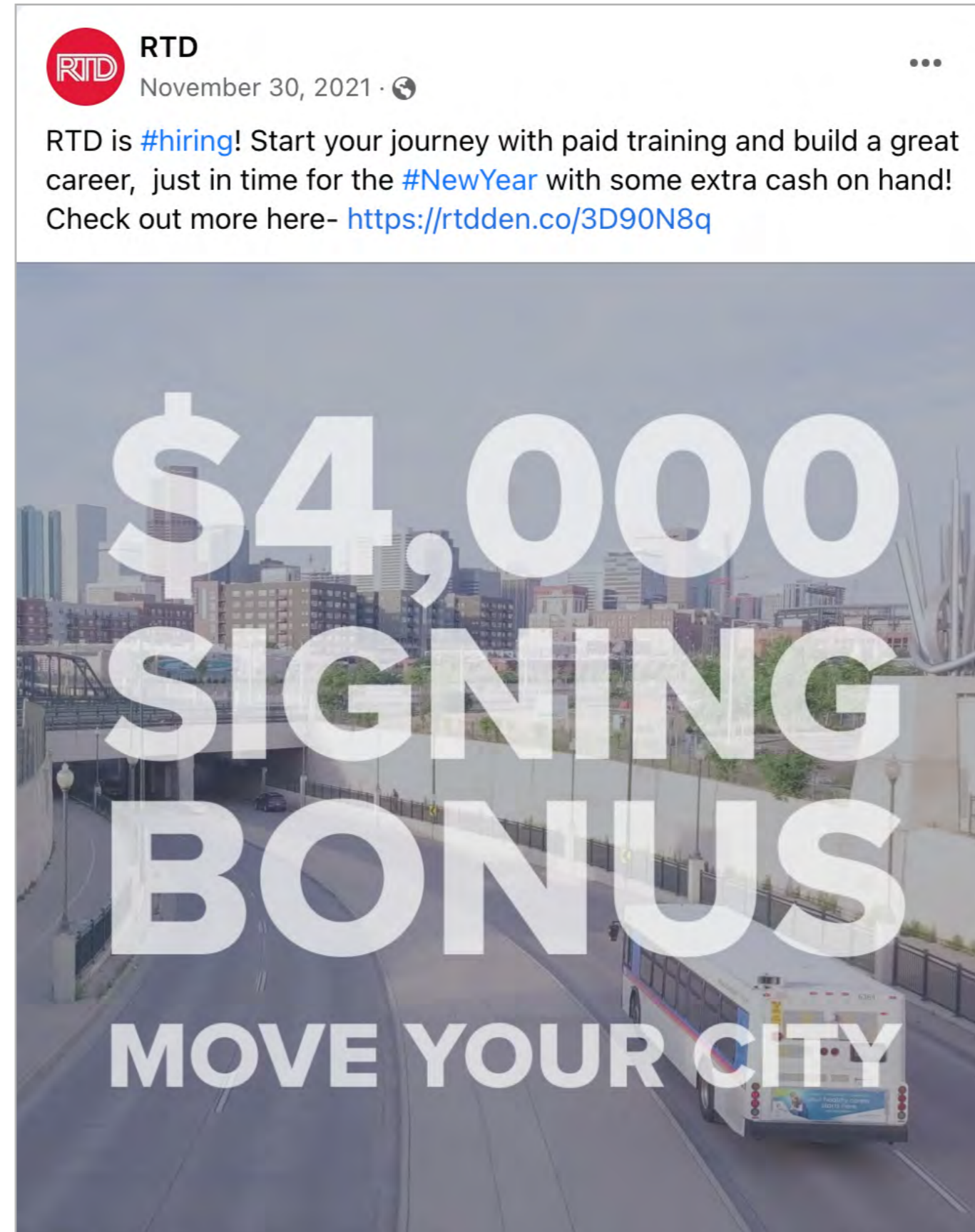
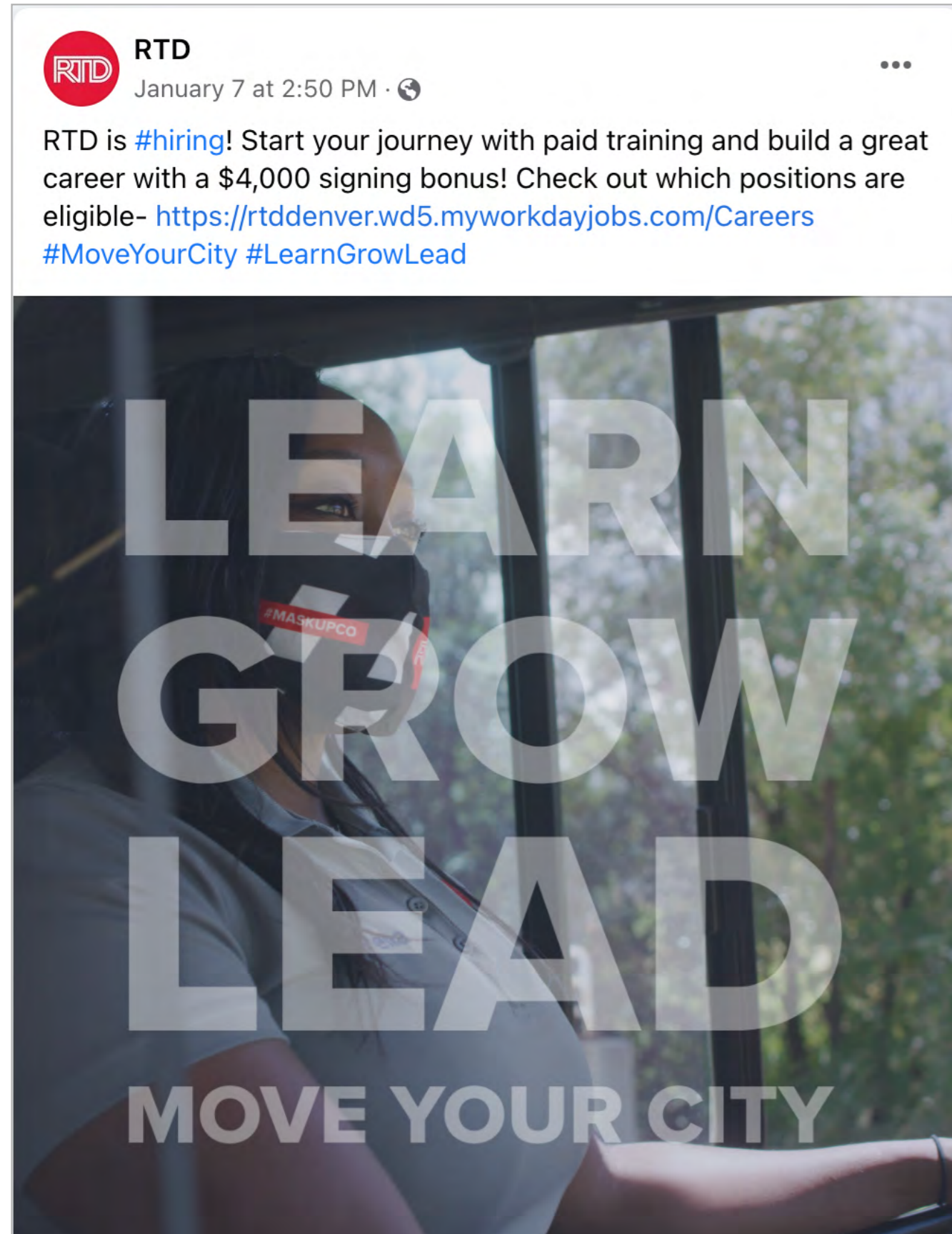
MOVE YOUR CITY
RTD IS HIRING OPERATORS

APPLY TODAY

RTD

Social Media

Our social media platforms offered a tremendous opportunity to post varying messages on a consistent basis throughout the campaign. Across all posts, we focused on a specific aspect of the positions from career growth opportunities to signing bonuses.



Social Media

During late 2021, after the revamp of the Careers site, we ran 10 social media posts on LinkedIn yielding 30,000 impressions and a 2.4% engagement rate. In tandem, we ran a series of 7-day click campaigns on Facebook totaling more than 22,600 impressions with 1,878 post engagements, and 1,699 video plays.

RTD @RideRTD · Nov 30, 2021

RTD is [#hiring](#)! Start your journey with paid training and build a great career, just in time for the [#NewYear](#) with some extra cash on hand! Check out more here- rtdden.co/3D90N8q

**\$4,000
SIGNING
BONUS**
MOVE YOUR CITY

3

RTD @RideRTD · Dec 28, 2021

RTD is [#hiring](#)! Start your journey with paid training and build a great career, just in time for the [#NewYear](#) with a \$4,000 signing bonus! Check out which positions are eligible- rtdden.co/3D90N8q [#MoveYourCity](#)

**MOVE
YOUR
CITY**
\$4,000 Signing Bonus

3 4

Print Advertising

Bilingual print advertising (English and Spanish) in both Westword and El Semanario newspaper and online increased our impression reach by 500,000 during the course of the campaign.

MOVILICE SU CIUDAD
RTD ESTÁ CONTRATANDO OPERADORES
DE AUTOBÚS Y TRENES

¡LLENE HOY SU SOLICITUD

No se requiere una licencia comercial de conducir (CDL) en el momento de la solicitud.

OFERTAS DE RTD: Salarios competitivos • Paquete de beneficios • Formación profesional y remunerada en el trabajo • Carreras para llegar a puestos de supervisión • Oportunidad de tener un impacto en su comunidad

Línea de trabajo
Autobús 720.818.5705
Train 720.818.5706

rtd-denver.com

RTD

MOVE YOUR CITY
RTD IS HIRING BUS AND TRAIN OPERATORS

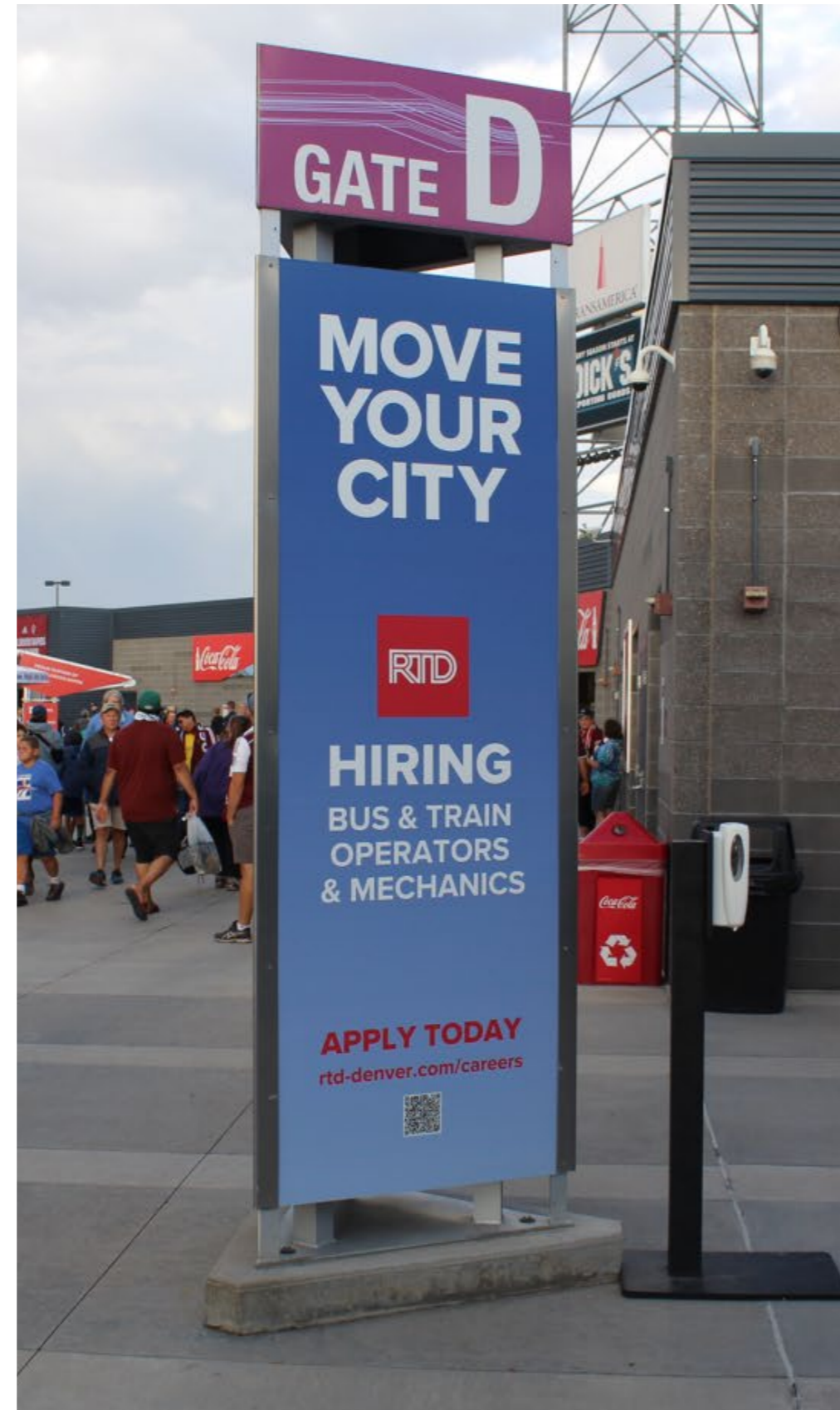
APPLY TODAY

rtd-denver.com/careers
Bus: 720.818.5705 | Train: 720.818.5706

RTD

Outdoor Media

To create greater targeted visibility, and outreach directly to qualified applicants and thousands of fans within our target market, we secured field and concourse signage at both Bandimere Speedway and Dick's Sporting Goods Park. At Bandimere, we mobilized and sent out recruitment teams to speak directly with interested applicants at five events during the summer and fall. We supplemented this with onvehicle ads and visibility at 38 new bus stops along East Colfax, which increased our potential reach by 170 million impressions.





**MOVE
YOUR
CITY**