



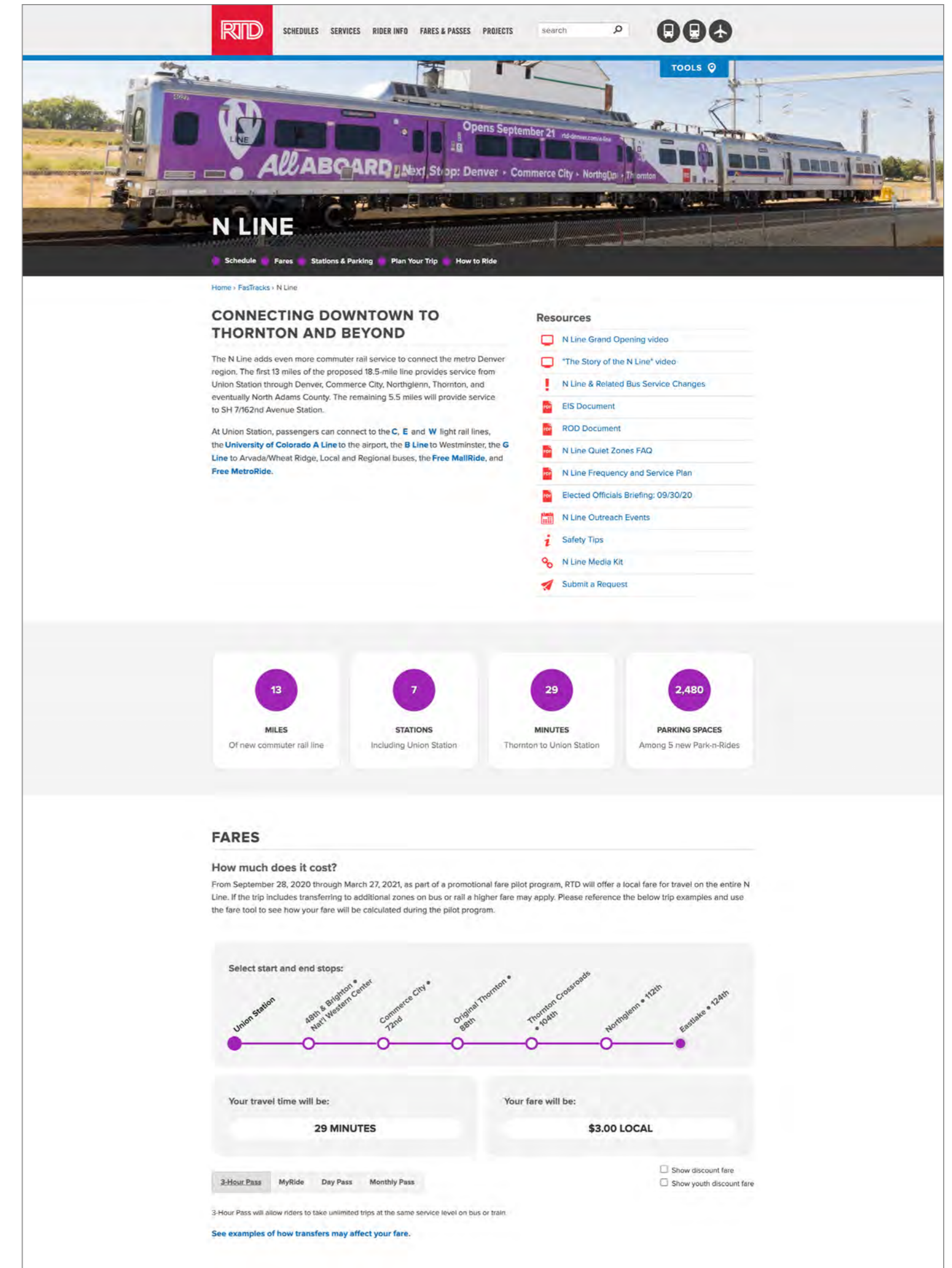
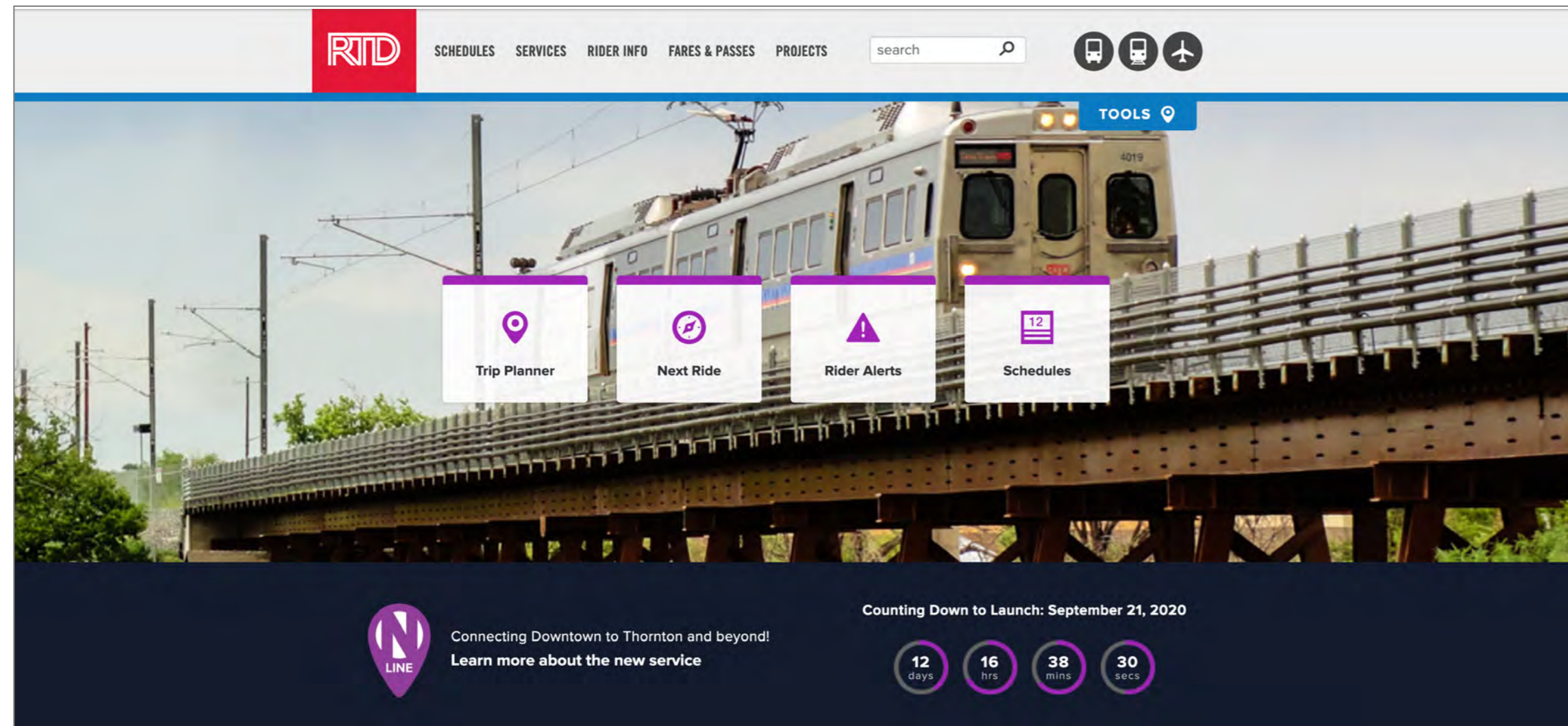
N Line Opening: Bringing Rail North

3G: Best Marketing and Communications Educational Initiative Comprehensive Campaign

The opening of RTD's new N Line to the north region on September 21 celebrated community and the possibility of making new connections at a moment in time when neighbors felt worlds apart. For high impact and visibility, we focused on digital media, broadcast and outdoor, and on-vehicle installations, layered across an accelerated four-week campaign.

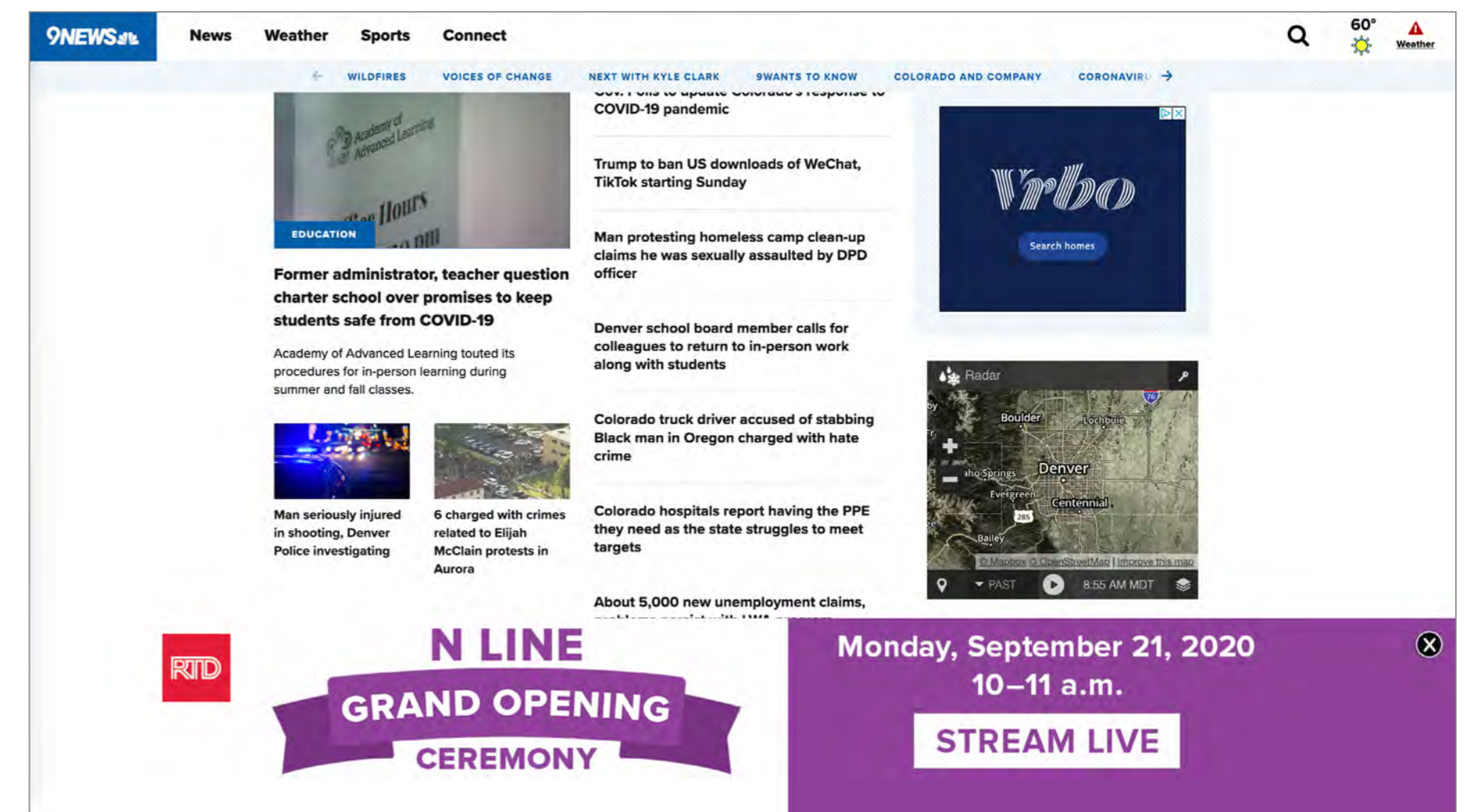
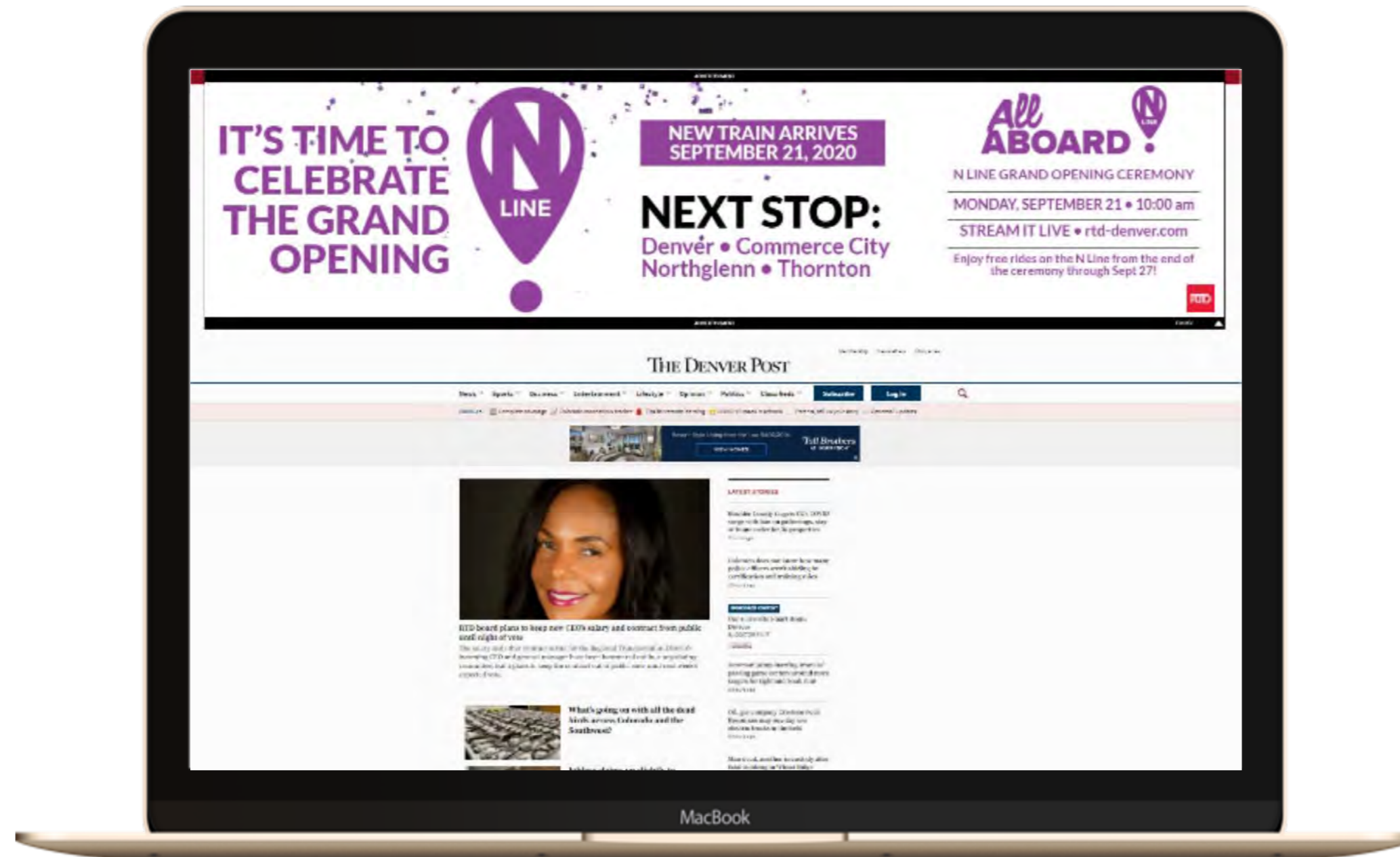
RTD Website Presence

RTD's home page was revamped to boost visibility of the countdown to the N Line opening. The N Line landing page garnered 42,085 unique visits during the campaign and provided customers with interactive tools to plan their trips and understand fare structure.



Digital Display Advertising

The digital display campaign drove traffic to our N Line landing page via local news, entertainment, and lifestyle sites throughout the region. In addition to creating awareness and educating the public about the N Line, advertising pivoted in the last weeks leading up to the campaign to advertise the grand opening livestream when it was clear we were holding a virtual event.



Social Media

By highlighting businesses along the route, safety requirements, promotional fares, and free rides. Overall, this campaign garnered 3,557,640 digital impressions across social media, digital display, and organic outreach.

 **RTD**
September 16 · 🌐

With the N Line opening on September 21, it'll be easier than ever to access a local favorite, [El Jardin Mexican Restaurant](#)! Check out their menu ahead of time and plan your to-go orders!
<http://www.iloveeljardin.com/>

LOCAL BUSINESS SPOTLIGHT



COMMERCE CITY & 72ND STATION

EL JARDIN MEXICAN RESTAURANT

 **RTD**
September 21 · 🌐

As the opening of the N Line expands commuter rail into new neighborhoods, RTD wants to remind the community to be alert and practice safe behaviors near train tracks. [#RailSafetyWeek](#)

 **#RailSafetyWeek** 

- Cross** only at designated crossings
- Obey** warning devices and safety signage
- Avoid** distractions from your phone or loud music
- Look** both ways before crossing the tracks
- Never** walk or bike along the tracks

 **RTD**
September 28 · 🌐


Our promotional fare pilot for the N Line begins today! Ride anywhere along the N Line at the cost of our local fare, \$3.00. Please keep in mind that transfers beyond the N Line may require additional fare. Check out locations you can visit here: <https://www.rtd-denver.com/n-line>

N LINE PROMOTIONAL FARE PILOT


Ride the entire N Line for a **local fare!**

Sept 28, 2020 – March 27, 2021



 **RTD**
September 24 · 🌐

Don't miss out! Ride the new N Line for free this week only. Check the N Line schedule before you ride: <https://www.rtd-denver.com/app/route/N/schedule>

All ABOARD! 

RIDE THE NEW N LINE FOR FREE!

NOON, SEPTEMBER 21–SEPTEMBER 27



Print Collateral

Some print materials were handed out through limited and socially-distanced outreach at major system stations, but they were primarily distributed digitally to local businesses and community partners. Providing these tools to partner agencies and community leaders helped to extend our reach in a year with few and far between in-person outreach events.

All ABOARD.

THE N LINE OPENS ON SEPTEMBER 21, 2020.


RTD's newest commuter rail line is
The N Line will operate from Union Station and s
Commerce City, Northglenn and Thornton. In p
RTD is testing trains and training operators on

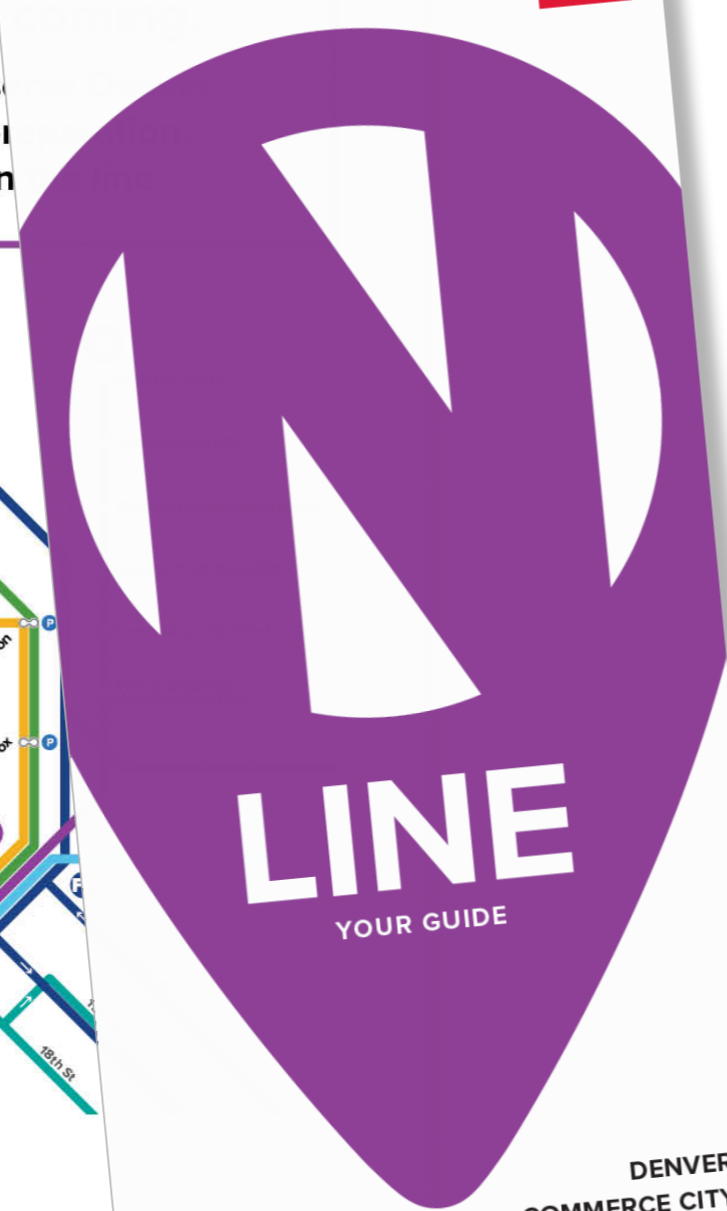
Testing hours and quiet zones information

RTD is continuing to make good progress with testing trains and technology at the crossings. Testing hours have expanded as we demonstrate full service prior to opening the line. We ask for your patience as we adhere to mandatory federal regulations that ensure the safety of the public and our operators. RTD is required to sound horns at all at-grade intersections during testing of the N Line. Until quiet zones are established, the use of train horns and other safety measures is necessary to make drivers and pedestrians aware of the presence of trains.

RTD expects quiet zones will be in place at all at-grade crossings along the line when the N Line opens for service.

Learn more about quiet zones and other updates at rtd-denver.com/n-line





DENVER
COMMERCE CITY
NORTHGLENN
THORNTON

N

Arrives September 21, 2020





Connecting Downtown to Thornton and Beyond

The N Line adds even more commuter rail service to connect the metro Denver region. The first 13 miles of the proposed 18.5-mile line will provide service from Union Station through Denver, Commerce City, Northglenn, Thornton, and eventually North Adams County. Construction on the remaining 5.5 miles will begin in the future as funding becomes available.

At Union Station, passengers can connect to the C, E and W light rail lines, the University of Colorado A Line to the airport, the B Line to Westminster, the G Line to Arvada/Wheat Ridge, Local and Regional buses, the Free MallRide, and Free MetroRide.

13

MILES

miles of new commuter rail

7

STATIONS

including Union Station

29

MINUTES

from Thornton to Union Station

2,480

PARKING SPACES

among 5 new Park-n-Rides

N Line frequency

RTD reduced service on bus and rail across the District during COVID-19. This includes changing N Line service to 30-minute frequencies during all service hours. For more information on N Line service changes visit rtd-denver.com/service-changes.



rtd-denver.com





Print Advertising

Full page ads in local and community newspapers focused on the N Line's stations, free rides and the opening event livestream and reached over 250,000 people.

All ABOARD

NEW TRAIN ARRIVES SEPTEMBER 21, 2020
 Find out more at rtd-denver.com/n-line


Eastlake • 124th
 Northglenn • 112th
 Thornton Crossroads • 104th
 Original Thornton • 88th
 Commerce City • 72nd
 48th & Brighton • National Western Center
 Union Station

All ABOARD

 The time has arrived. Celebrate the opening of the N Line, RTD's newest commuter rail train. Come out and join us or catch the excitement via live stream.
N LINE GRAND OPENING CEREMONY
MONDAY, SEPTEMBER 21 10:00 am
Eastlake • 124th Station or stream at rtd-denver.com
 Enjoy free rides on the N Line from the end of the ceremony until Sept 28!
 Find out more at rtd-denver.com/n-line


Eastlake • 124th
 Northglenn • 112th
 Thornton Crossroads • 104th
 Original Thornton • 88th
 Commerce City • 72nd
 48th & Brighton • National Western Center
 Union Station

Direct Mail

The direct mail campaign targeted homes within a two-mile radius of the new N Line station locations and reached 40,000 households.

NEXT STOP:

Denver • Commerce City • Northglenn • Thornton

When it opens on September 21, the N Line will connect more communities than ever before. The first 13 miles of our proposed 18.5-mile commuter rail line will provide service from downtown Denver's Union Station through Commerce City, Northglenn, and Thornton. The N Line will offer even greater access to the metro region as we move people to all the places they need and want to go.

Get to know the N Line

- 13 miles of new commuter rail
- 6 new stations
- 5 new Park-n-Rides with 2,480 parking spaces
- 30-minute service at all times
- 29-minute travel time end to end



IT'S TIME TO
CELEBRATE
THE GRAND
OPENING



N LINE STATIONS AT A GLANCE

UNION STATION

- 1700 Wewatta Street
Denver, CO 80202
- Car parking: None
- Connecting rail lines: A, B, C, E, G, W
- Connecting bus routes: Free MallRide, Free MetroRide, Local and Regional buses

48TH & BRIGHTON • NATIONAL WESTERN CENTER

- 4903 N. Brighton Boulevard
Denver, CO 80216
- Car parking: None
- Bike parking: 6 lockers/6 racks
- Connecting bus route: 48

COMMERCE CITY • 72ND

- 3838 E. 72nd Avenue
Commerce City, CO 80022
- Car parking: 330 spaces
- Bike parking: 10 lockers/8 racks
- Connecting bus routes: 41L, 49, 72, 88, 88L

ORIGINAL THORNTON • 88TH

- 8989 Welby Road
Thornton, CO 80229
- Car parking: 550 spaces
- Bike parking: 12 lockers/6 racks
- Connecting bus routes: 80, 88L, 92

THORNTON CROSSROADS • 104TH

- 10375 Colorado Boulevard
Thornton, CO 80229
- Car parking: 880 spaces
- Bike parking: 10 lockers/10 racks
- Connecting bus routes: 93L, 104, 104L, Thornton FlexRide

NORTHGLENN • 112TH

- 11355 York Street
Northglenn, CO 80233
- Car parking: 310 spaces
- Bike parking: 12 lockers/8 racks
- Connecting bus routes: 12, 112, Thornton FlexRide

EASTLAKE • 124TH

- 12500 Claude Court
Thornton, CO 80241
- Car parking: 410 spaces
- Bike parking: 10 lockers/5 racks
- Connecting bus routes: 120, 120L, 128, Thornton FlexRide

STREAM THE GRAND OPENING CEREMONY
MONDAY, SEPTEMBER 21, 2020
10:00 AM
RTD-DENVER.COM/N-LINE



Outdoor Media

Billboards along the I-25 corridor north to Thornton announced the N Line's arrival and generated 5,535,585 out-of-home views.



On-Vehicle Advertising

The purple wrapped trains were eye-catching as they zipped around the region, generating another 15,621,876 impressions over the month-long campaign.



On-Vehicle Advertising

Bus exteriors and on-board transfluxes helped expand on-vehicle advertising reach to 33,434,832 total impressions.



All ABOARD

N LINE

6 NEW STATIONS, ENDLESS DESTINATIONS

NEW TRAIN ARRIVES SEPTEMBER 21, 2020

RTD

Find out more at rtd-denver.com/n-line

- Eastlake • 124th
- Northglenn • 112th
- Thornton Crossroads • 104th
- Original Thornton • 88th
- Commerce City • 72nd
- 48th & Brighton • National Western Center
- Union Station

Transflux

Promotional Items

Due to the pandemic, we held restricted media and ribbon-cutting events. Promotional items served as memorabilia to those present while brochures and ambassador booklets helped with community outreach and education.



Grand Opening Event

Typically our grand openings host thousands of people. This year, the socially-distanced, invitation-only event was carefully branded to maximize visibility during the livestream which gained 1,700 live views and another 400 over the first 24 hours.

