



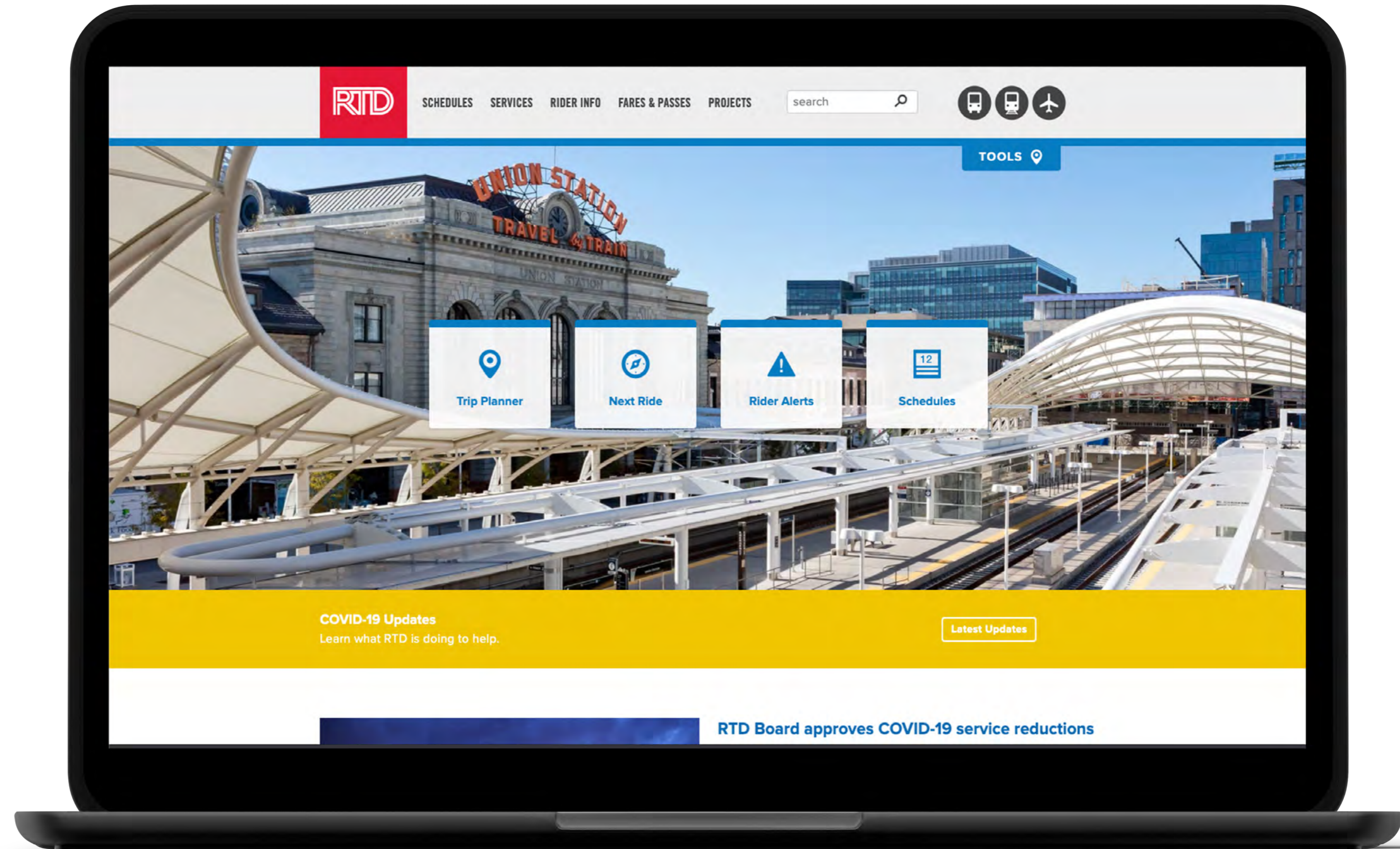
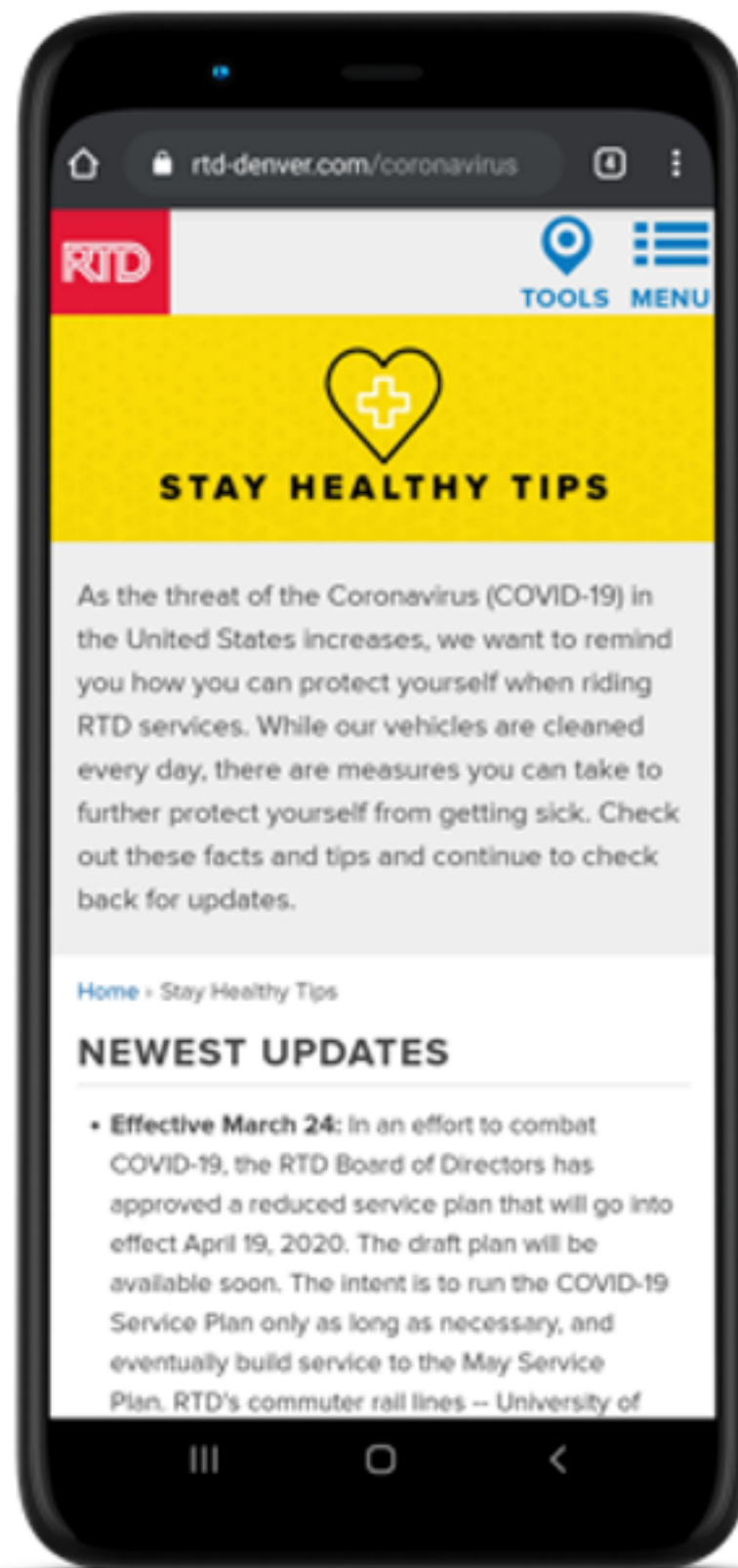
## **Stay Healthy, Stay Informed: Rapid Response Communications in the time of COVID-19**

1F: Best Marketing and Communications  
on the COVID Pandemic  
Shoestring Tactic

When the initial COVID-19 shutdown occurred in March 2020, RTD ridership plummeted more than 60 percent. With declining ridership, constantly changing information, and an inability to distribute via our usual methods due to timing and access, this extensive campaign was developed to provide a safe, effective, and efficient way to communicate the ever-evolving details that impacted public health and safety in and around our transit system.

# RTD Website Presence

Communicating constant and vital information on a shoestring budget throughout the pandemic in 2020 required close coordination with the entire communications department. A revamped home page and COVID-19 landing page kept customers constantly in the know on pandemic-related RTD operations.



# RTD Website Presence

Throughout the year, we kept the COVID-19 resource page fresh and updated with new information daily, weekly, and monthly. We had over 90,000 pageviews and e-blasts delivered news and updates directly to our subscriber list of 95,000 continuously.

RTD SCHEDULES SERVICES RIDER INFO FARES & PASSES PROJECTS search

TOOLS

## LET'S STAY HEALTHY TOGETHER

As the threat of the Coronavirus (COVID-19) in the United States continues, we want to assure you we are taking every step we can to keep our riders and employees safe, so you can ride with confidence. While our vehicles are cleaned every day, there are measures you can take to further protect yourself from getting sick. With each us doing our part, we can create a safe and healthy travel environment.

Home > COVID-19

### WHAT WE'RE DOING

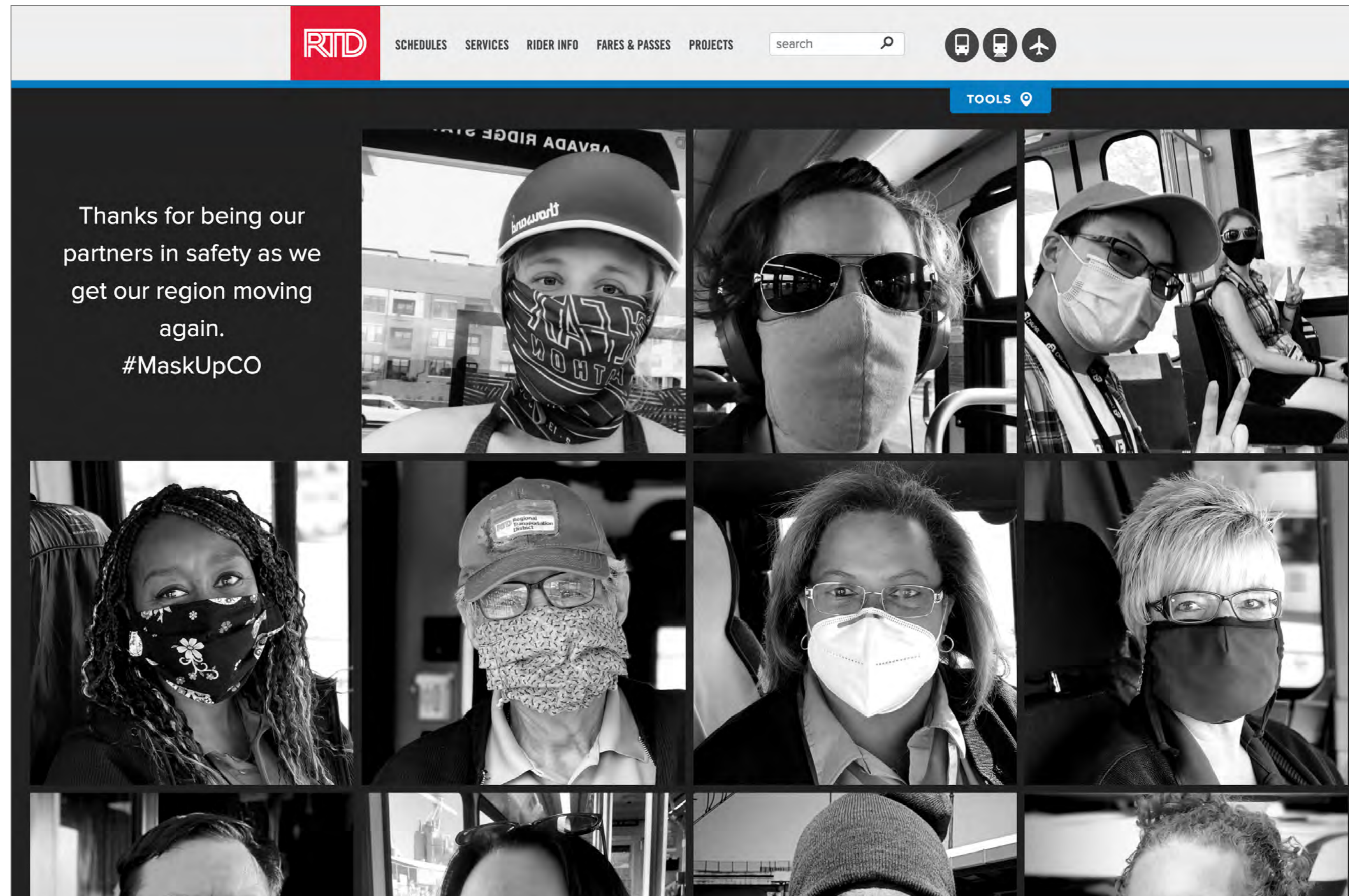
Last Updated: December 1, 2020

- We are thankful to be the recipient of \$232 million in CARES Act funding, which has been a lifeline to help us absorb the financial hardships of the pandemic. This federal grant funding, which comes with strict reporting guidelines, is intended to help cover the costs of PPE, cleaning supplies and processes, and to keep transit operations going, including keeping people employed. Most of this funding has been dedicated to our operations and maintaining staffing levels. While these relief funds have been a big help, they do not cover our complete financial shortfall, and the CARES Act funding will be expended by the end of 2020.
  - [CARES Act detail \(February-September 2020 grant draws\)](#)
  - [CARES Act overview \(grant draws through September 2020\)](#)
- RTD's COVID-19 Service Changes is in effect and will be updated as necessary as the pandemic situation evolves.
- Due to the limited supply of available face coverings for sale in the spring, RTD's upholstery shop made their own. These masks are tied rather than having rubber bands, or elastic, due to shortages of those products. A few hundred have been made for mechanics already.
- We are asking our drivers and our customers to the strongest extent practicable to comply with the Governor's executive order and wear masks on the RTD system.
- Bus and rail vehicles are cleaned daily, including wiping down handrails and other high-touch surfaces with an industrial-strength disinfectant/antibacterial cleaner.
- RTD has purchased additional sanitation products and disinfectants, including electrostatic cleaning devices.
- We are encouraging staff not to come to work if they develop respiratory symptoms accompanied by a fever. If feeling ill, employees are asked a series of questions regarding their illness to better ascertain the extent of illness to ensure the wellbeing of all employees.
- Employees are encouraged to keep their work stations/areas clean by wiping down surfaces, phones, keyboards, headsets, handles, steering wheels, etc. with disinfectant or sanitizing wipes (Clorox, Lysol, etc.).
- RTD is working with transit agency peers to share lessons learned and best practices.
- We are closely following updates from the World Health Organization, Centers for Disease Control, the Colorado Department of Public Health and Environment and the Denver Office of Emergency Management to ensure an appropriate response to the coronavirus.
- While there has been a large drop in ridership during the COVID-19 crisis, RTD's buses, trains and paratransit services remain a vital lifeline for essential commuters, health care workers, public safety employees, government employees, grocery store workers and others continuing operations across the metro region. RTD continues to serve people who must work or take care of others, and for whom other transportation options are severely limited.
- All items – including committee meeting agendas, minutes and full-text transcripts from past meetings – will continue to be posted on the [Board of Directors webpage](#) on the RTD website, under "Board Meeting Resources." All meetings will remain open to the public. To listen in, call 855-962-1128 (no passcode is required).
- Paratransit vehicles are being cleaned and disinfected daily in accordance with RTD's Pandemic Plan.

[COVID-19 Information Landing Page](#)

# RTD Website Presence

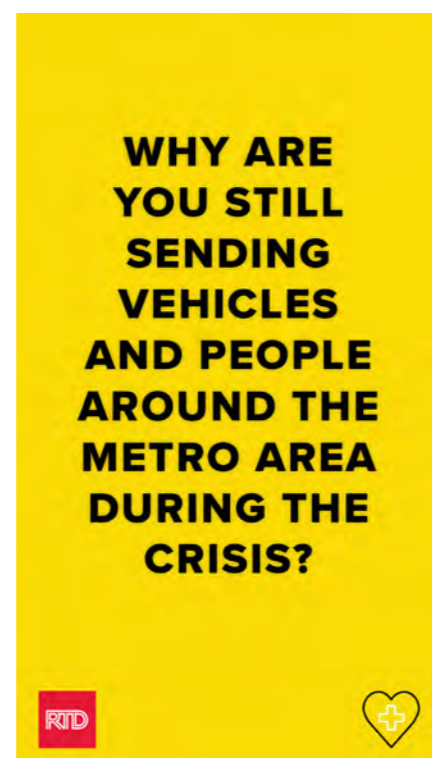
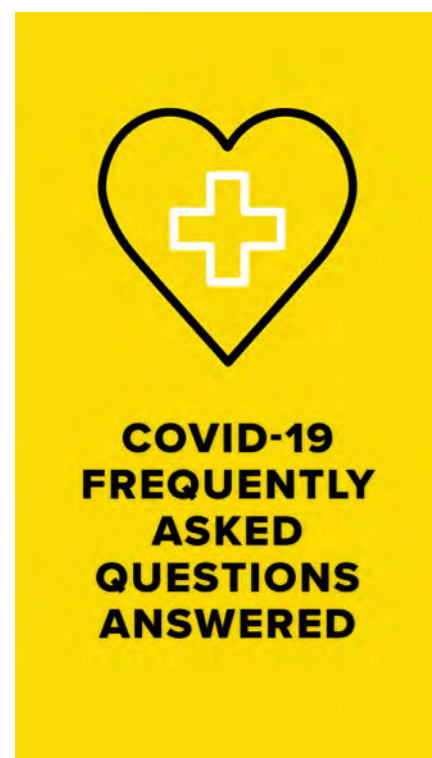
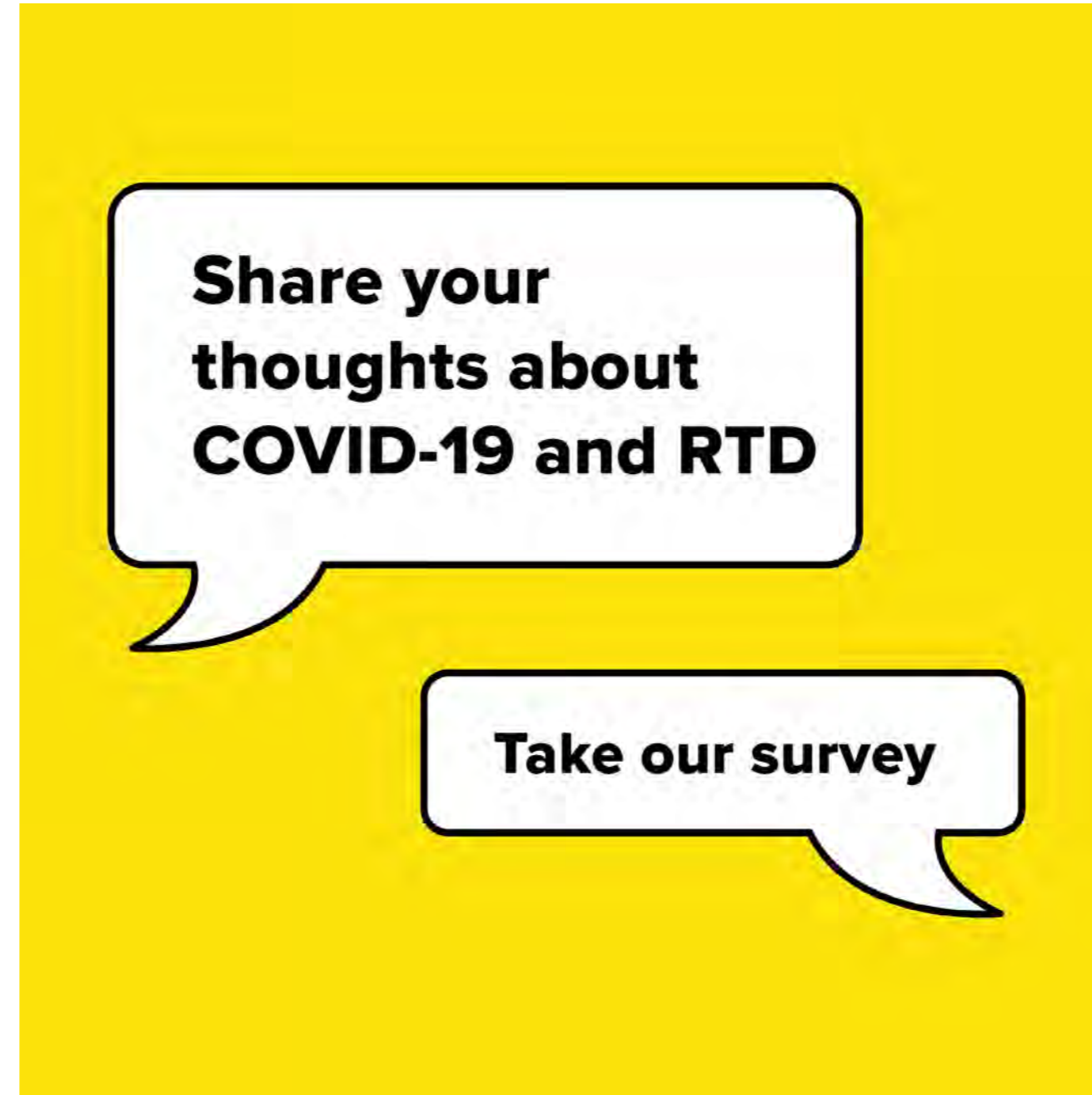
One offshoot of this campaign was our #MaskUpCO social media initiative, featuring our frontline essential workers on the job. The additional landing page provided a vivid visual to reinforce RTD's need for customers to wear masks on board.



[#MaskUpCO Landing Page](#)

# Social Media

From safety tips to tips related to stay-at-home orders to virtual town halls and online surveys, our messaging covered the gamut and demonstrated a keen, coordinated effort to stay connected to our customers.



Instagram Stories



# Social Media

Our social channels were utilized constantly to deliver a continual flow of information to our customers. In total, our COVID-19 messaging reached over 320,000 organic impressions, including 113,000 for the #MaskUp messaging alone.



# Social Media

Additional digital content helped round out social media messaging, including in-house videos on travel tips and wearing face coverings.



## Travel Tips

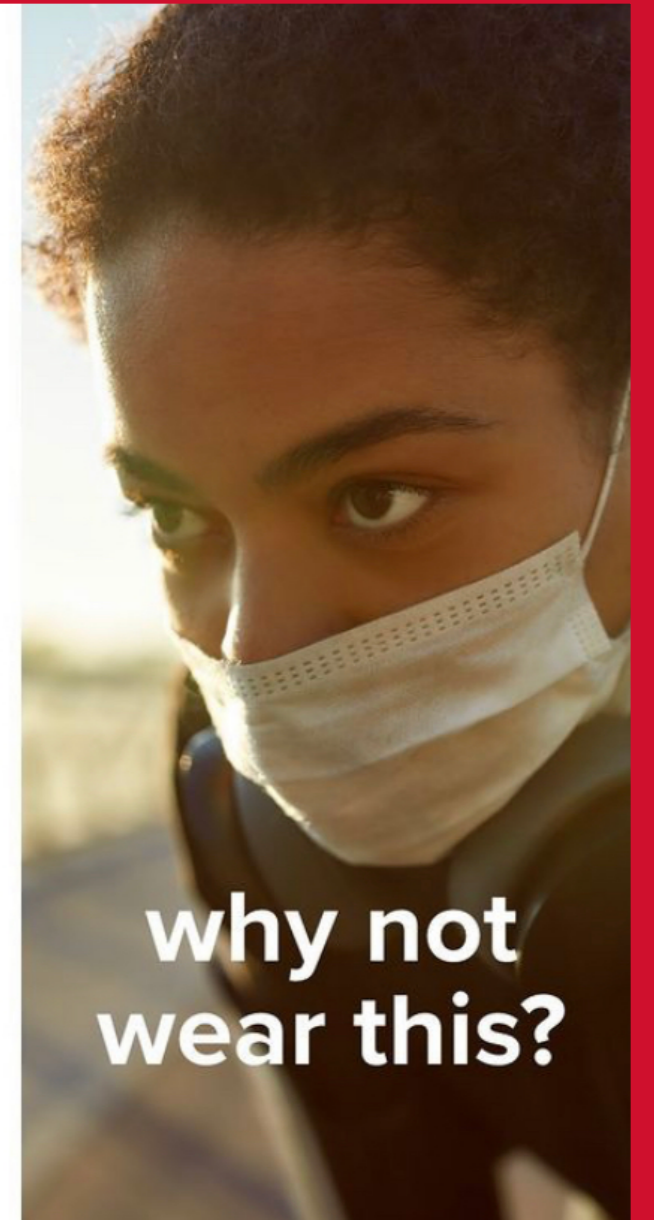
[Travel Tips Video Link](#)

## How to wear your mask correctly

[How to wear your mask correctly Video Link](#)



you  
wear this



why not  
wear this?

# On-Vehicle Signage

Messaging on vehicles aligned with new COVID-19 on-board announcements requiring social distancing and face coverings on all RTD property. Transfluxes kept customers in-the-know regarding RTD's ongoing cleaning, health, and safety practices.





## LET'S STAY HEALTHY TOGETHER

With the onset of the coronavirus (COVID-19), we want to remind you of how we can all protect ourselves when riding RTD services.

### WHAT WE'RE DOING

- Cleaning our buses and trains daily, including handrails and high-touch surfaces, with industrial strength disinfectant/antibacterial cleaner.
- Using additional sanitation products and disinfectants.
- Encouraging staff to stay home when sick.
- Closely following updates from the World Health Organization, Centers for Disease Control, and the Colorado Department of Public Health and Environment to ensure an appropriate response.

## PERMANEZCAMOS TODOS SALUDABLES

Con la aparición del virus coronavirus (COVID-19), queremos recordarle cómo podemos protegernos todos cuando usamos los servicios de RTD.

### LO QUE ESTAMOS HACIENDO

- Limpiando nuestros autobuses y trenes a diario, incluidos los pasamanos y las superficies de alto contacto con desinfectante de intensidad industrial/limpiador antibacteriano.
- Usando otros productos sanitarios y desinfectantes.
- Alentando al personal a quedarse en casa cuando estén enfermos.
- Siguiendo de cerca las últimas noticias de la Organización Mundial de la Salud, los Centros para el Control y Prevención de Enfermedades, y el Departamento de Salud Pública y Medioambiente de Colorado para garantizar una respuesta adecuada.

### WHAT YOU CAN DO

- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Cover your cough or sneeze with a tissue, then throw it in the trash. If you don't have a tissue, cough or sneeze into your upper sleeve.
- Avoid close contact with people who are sick and stay home when you are sick.
- Clean and disinfect all surfaces frequently.
- Wash your hands often with soap and water for at least 20 seconds and use an alcohol-based hand sanitizer with at least 60% alcohol.

### LO QUE USTED PUEDE HACER

- Evite tocarse los ojos, la nariz y la boca con las manos sucias. Cubra su tos o estornudo con un pañuelo de papel y luego arrójele a la basura. Si no tiene un pañuelo, tosa o estornude en la parte superior de su manga.
- Evite el contacto cercano con personas que estén enfermas y quédese en casa si está enfermo.
- Limpie y desinfecte todas las superficies con frecuencia.
- Lávese las manos a menudo con jabón y agua durante un mínimo de 20 segundos, o use desinfectante con al menos 60% de alcohol para las manos.

For more information, visit [rtd-denver.com/coronavirus](https://www.rtd-denver.com/coronavirus)

Para obtener más información, visite [rtd-denver.com/coronavirus](https://www.rtd-denver.com/coronavirus)





# On-Vehicle Signage

Our rapid response to the pandemic required continuously updated messaging on our vehicles regarding operational changes like fare suspension and rear-door boarding and then fare collection and front-door boarding resumption.

## COVID-19 SERVICE REDUCTIONS

**EFFECTIVE APRIL 19, 2020**

To respond to changes due to COVID-19, we are enacting the following service reductions:

- All buses will run on a Saturday schedule with some Regional service.
- All light rail trains will run on a Sunday schedule.
- Some bus routes and light rail lines will not run during this time.

These service reductions will remain in effect until further notice.

 For complete details, visit [rtd-denver.com](http://rtd-denver.com) or call 303.299.6000

## COVID-19 REDUCCIONES DEL SERVICIO

**EN VIGENCIA A PATIR DEL 19 DE ABRIL DE 2020**

Para responder a los cambios realizados debido al COVID-19, estamos implementando las siguientes reducciones en el servicio:

- Todos los autobuses operarán bajo el horario de los sábados con algún servicio regional.
- Todos los trenes ligeros funcionarán en el horario de los domingos.
- Algunas rutas de autobús y líneas de tren ligero no operarán durante este tiempo.

Estas reducciones de servicio permanecerán vigentes hasta nuevo aviso.

 Para más obtener detalles, visite [rtd-denver.com](http://rtd-denver.com), o llame al 303.299.6000



## BOARD AT REAR DOORS FARES TEMPORARILY SUSPENDED

Effective Sunday, April 5, 2020



Please board from the rear door until further notice, unless you need ADA assistance.



Fare collection is suspended at this time across our system.



Please respect social distancing and keep at least 6 feet apart.

[rtd-denver.com](http://rtd-denver.com) | 303.299.6000



**FARE  
COLLECTION  
AND  
FRONT-DOOR  
BOARDING  
RESUME  
WEDNESDAY,  
JULY 1, 2020**

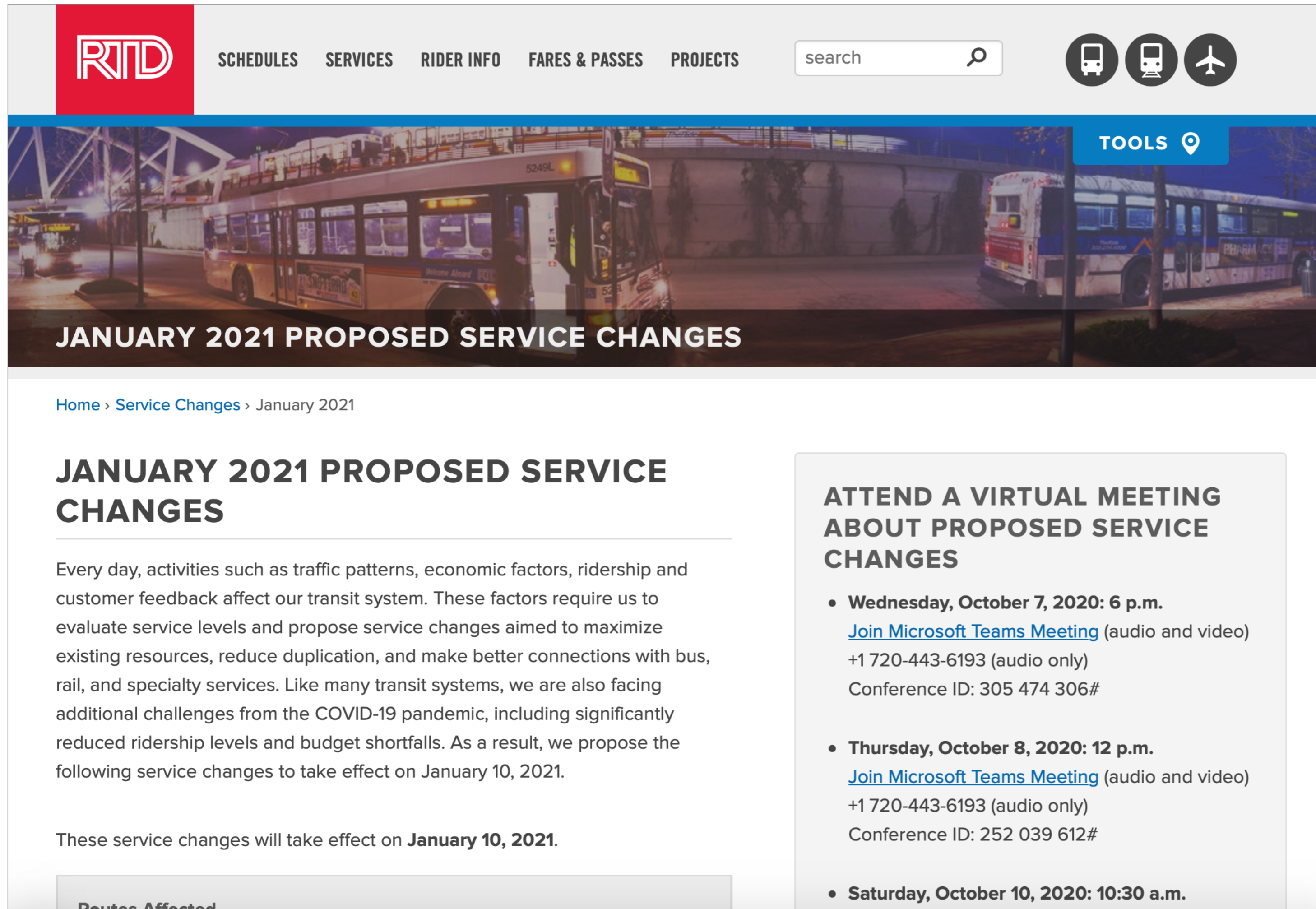


**FARE COLLECTION AND FRONT-DOOR BOARDING  
RESUME WEDNESDAY, JULY 1, 2020**



# COVID-19 Service Changes

This year, we had to adapt communications around the COVID-19 service changes as well as regularly scheduled service changes to a new virtual landscape. Utilizing social media and e-mail marketing, we historically and successfully implemented RTD's first virtual service change meetings in October 2020.



The screenshot shows the RTD website's navigation menu with links for SCHEDULES, SERVICES, RIDER INFO, FARES & PASSES, and PROJECTS. A search bar and icons for bus, train, and plane are also visible. The main banner features a photograph of a bus at night with the text "JANUARY 2021 PROPOSED SERVICE CHANGES". Below the banner, a breadcrumb trail reads "Home > Service Changes > January 2021". The main heading is "JANUARY 2021 PROPOSED SERVICE CHANGES". The introductory text explains that daily activities like traffic patterns and economic factors affect the transit system, and that the COVID-19 pandemic has led to reduced ridership and budget shortfalls. It states that service changes will take effect on January 10, 2021. A section titled "ATTEND A VIRTUAL MEETING ABOUT PROPOSED SERVICE CHANGES" lists three meetings: Wednesday, October 7, 2020 at 6 p.m.; Thursday, October 8, 2020 at 12 p.m.; and Saturday, October 10, 2020 at 10:30 a.m. Each meeting includes a link to a Microsoft Teams meeting, a phone number (+1 720-443-6193), and a conference ID. A "Routes Affected" section is partially visible at the bottom.



The graphic has a blue border and contains the text "JANUARY 2021 PROPOSED SERVICE CHANGES" in large, bold, blue letters. Below this is an icon of a person at a podium with a speech bubble, followed by the text "Attend a virtual public meeting and give us your feedback!". The dates "October 7, 8, 10, and 12" are listed below. The RTD logo is in the bottom right corner.



The graphic has a yellow background and features a large black heart outline with a white cross inside. Below the heart, the text "RTD COVID-19 REVISED SERVICE SCHEDULE" is written in bold, black, uppercase letters. The RTD logo is in the bottom right corner.



# News & Media

In tandem with our COVID-19 page, RTD's News Stop provided a constantly changing array of information related to health, safety, and our system to keep the public informed. In addition, daily internal updates were delivered to employees by email and operator hot sheets, ensuring that our entire team was on the same page with information about safety procedures and city and state health mandates.

The screenshot shows the RTD News Stop website. At the top, there is a navigation bar with the RTD logo on the left and menu items: SCHEDULES, SERVICES, RIDER INFO, FARES & PASSES, and PROJECTS. A search bar is located to the right of the menu. Further right are icons for a bus, train, and airplane. Below the navigation bar is a blue banner with the text 'NEWS STOP' and the tagline 'Communication that moves you'. To the right of the banner are social media icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn, along with a 'TOOLS' button with a location pin icon. The main content area features four news items, each with a thumbnail image, a title, a date, a short description, and a 'Learn More' link.

**RTD** SCHEDULES SERVICES RIDER INFO FARES & PASSES PROJECTS search [magnifying glass icon] [bus icon] [train icon] [airplane icon]

**NEWS STOP**  
Communication that *moves* you

TOOLS [location pin icon]

f [Twitter icon] [YouTube icon] [Instagram icon] [LinkedIn icon]

**RTD hosts telephone town halls to provide updates and answer questions**  
POSTED ON APRIL 10  
In an effort to keep the community informed about COVID-19-related changes and other topics, RTD will be hosting a series of telephone town halls in April and May in each of our 15 districts.  
[Learn More](#)

**RTD taking action to encourage social distancing**  
POSTED ON APRIL 10  
RTD is taking steps to ensure that social distancing is adhered to across the system, including asking the public to use good judgment. The agency has implemented several steps to encourage social distancing to keep employees and passengers safe. Now RTD will work to minimize the number of riders on its buses and trains.  
[Learn More](#)

**Changes made to keep everyone safe during the COVID-19 outbreak**  
POSTED ON APRIL 8  
RTD has made extensive changes to its security procedures during COVID-19 emergency operations in order to provide maximum safety protection for passengers and operators.  
[Safety is Paramount](#)

**RTD to implement rear-door boarding starting Sunday following revised safety guidance**  
POSTED ON APRIL 3  
For the safety of its employees and riders and in response to the rapidly changing spread of COVID-19, RTD is making some notable operational changes starting Sunday, April 5, following revised guidance from RTD's safety consultant.  
[Learn More](#)

The logo consists of the letters 'RTD' in a white, stylized, sans-serif font. The letters are bold and have a modern, geometric feel. The 'R' and 'T' are connected at the top, and the 'D' is a simple, rounded shape. The entire logo is centered within a solid red square.

RTD