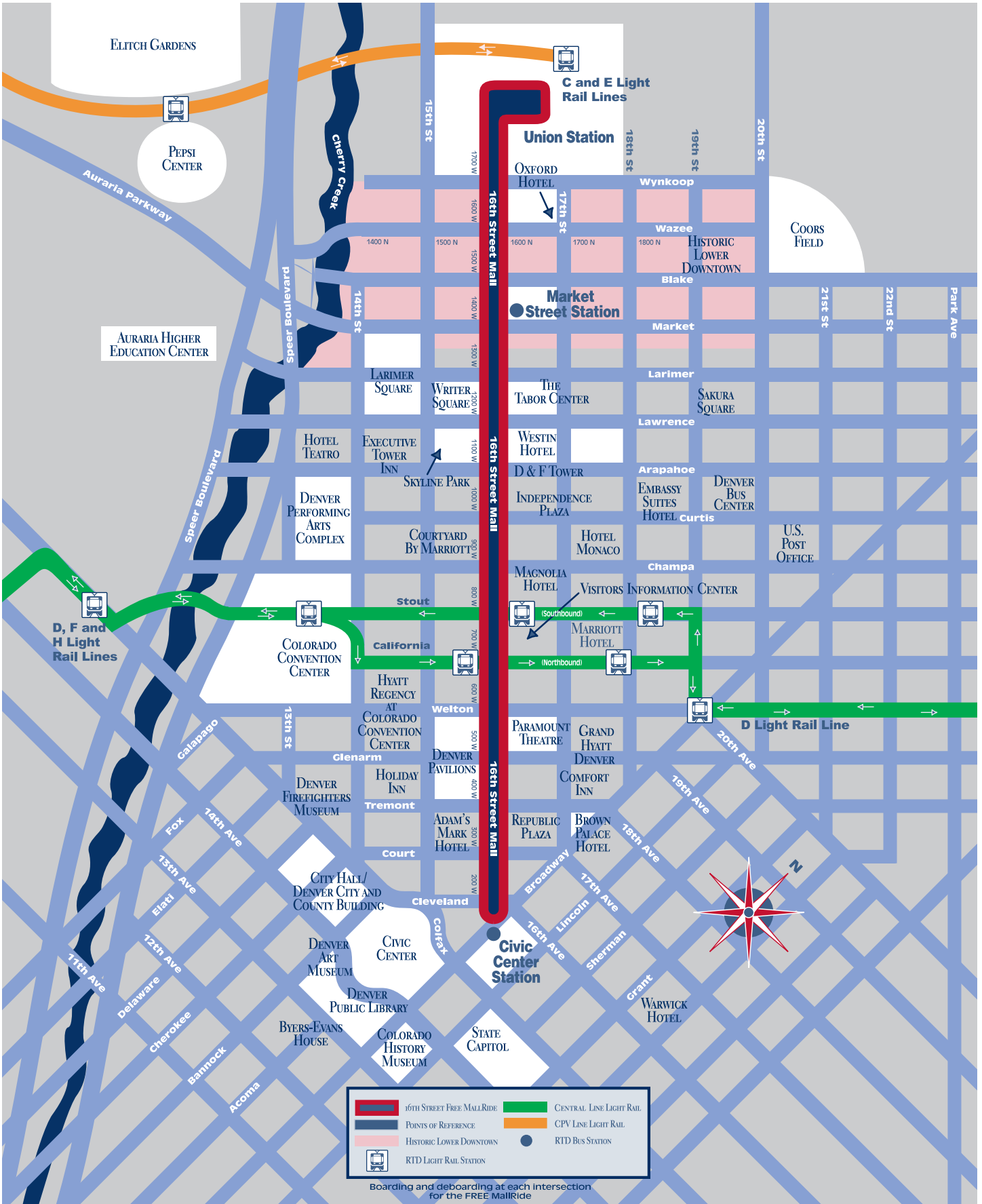




# FREE MallRide shuttle service





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## FREE MallRide fleet

The Regional Transportation District (RTD) operates a free shuttle bus service along downtown Denver's 16th Street Mall - a 1-1/4 mile-long transit and pedestrian mall. The original shuttle fleet was comprised of 26 three-door, low-floor buses, which have now been replaced with 36 ultra-low emission hybrid-electric vehicles. These four-door vehicles carry UP TO 115 passengers versus 75 on the former shuttles.

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## FREE MallRide service

The FREE MallRide is available every day from as early as 5:15 a.m. on weekdays with the last complete round-trip leaving at 1:35 a.m. from Union Station. Service is sometimes so frequent - as often as every 1 1/4 minutes during rush hours - that shuttles are seldom out of sight.

The FREE MallRide stops at every intersection along the 1-1/4 mile-long mall from RTD's Union Station at one end of the mall to RTD's Civic Center Station at the other end, with a total traveling time of approximately 11 minutes. Major connections for bus service can be made at RTD's Civic Center and Market Street Stations located along the 16th Street Mall.

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## FREE MallRide connections to Light Rail

At Union Station the FREE MallRide connects with RTD's C and E Light Rail Lines, making stops at popular sports and entertainment venues in the Central Platte Valley before heading farther south. The FREE MallRide also connects at the 16th/Stout and 16th/ California Light Rail stations along the 16th Street Mall with RTD's D, F and H Light Rail Lines, providing service to the Five Points area (D Line) and to the southwest (D Line) and southeast (F and H Lines) metro areas.

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## Heart of downtown

The atmosphere of the 16th Street Mall and the ease of movement provided by the FREE MallRide create a dynamic center for activity. The Mall itself was designed as an outdoor plaza, allowing for unique food and gift carts, outdoor dining, outdoor events and open seating for socializing or a game of chess. In September 2001, FREE MallRide service was extended from Market Street Station to Union Station, making it convenient for passengers to transfer to the C Line Light Rail, which opened in April 2002. The E Light Rail line was added at Union Station in November 2006. The FREE MallRide's frequent service allows for easy travel to and from places of employment and some of the area's finest restaurants, shops and entertainment venues, including:

- Auraria Higher Education Campus (through direct connection with Light Rail)
- Colorado Convention Center
- Coors Field
- Denver Pavilions
- Denver Performing Arts Complex
- Five Points Historic District (through direct connection with Light Rail)
- Larimer Square
- Pepsi Center (through direct connections with Light Rail)
- The Shops at Tabor Center
- Elitch Gardens (through direct connection with Light Rail)
- Plus LoDo hotels, art galleries, boutiques, coffee houses, bookshops, brewpubs and nightclubs.

The Civic Center Station is near the State Capitol, Denver City and County government offices, Denver Public Library, Denver Art Museum and the Colorado History Museum. The Market Street Station is near Coors Field and RTD's Union Station which houses Amtrak and the Ski Train.

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## Ridership

Ridership on an average weekday on the FREE MallRide from October 2007 through September 2008 was over 48,000 boardings. Total ridership in the same period accommodated over 14,700,000 boardings. Since the mall opened for service in 1982, the FREE MallRide has provided free service for more than 345 million passenger trips.