Zero Fare for Better Air
Take RTD in August

Communications Overview for our Partners
RTD is pleased to collaborate with regional partners to promote Colorado Senate Bill 22-180, the ozone season transit grant program with the Colorado Energy Office.

The effort will provide transit services at zero fare during August 2022.

RTD will call its program Zero Fare for Better Air, highlighting both transit benefits and environmental impacts.

We are executing an integrated bilingual communications campaign from July 4–Aug 22.

We are excited to coordinate with partners, share our campaign assets and rollout plan to maximize visibility and awareness.
ZERO FAKE FOR BETTER AIR
August 2022
Campaign Theme

Iconic Colorado Imagery

- Bluebird sky
- Denver cityscape (cash register building)
- Mountains
- Visible night sky
External Campaign Elements – Billboard, PIDs, Exterior, Digital Ads and More
External Campaign Elements –
Bilingual Print Ads

ZEROFARE for Better Air
August 2022

Sit back, relax, and experience the many benefits of transit all month long while doing your part for the environment.

- Save money
- Save gas
- Reduce traffic
- Improve air quality

Just hop on board, and please treat RTD frontline employees with kindness and respect.

Learn more at rtd-denver.com/zerofare

TARIFA CERO para Mejorar el Aire
Agosto de 2022

Síntese, relájese y experimente los muchos beneficios del transporte público durante todo el mes al mismo tiempo que hace su parte por el medio ambiente.

- Ahorre dinero
- Ahorre combustible
- Reduzca el tráfico
- Mejore la calidad del aire

Sólo tiene que subir a bordo y trate a los empleados de primera línea de RTD con amabilidad y respeto.

Más información en rtd-denver.com/zerofare
Digital Campaign Elements – Social Media Carousel
Sample Media Resources—News Release and Newsletter Blurb

SAMPLE NEWS RELEASE

<Your organization name> joins RTD for Zero Fare for Better Air in August

Community members encouraged to ride transit more to reduce ground-level ozone

YOUR CITY (July XX, 20XX) — The Regional Transportation District (RTD) will launch Zero Fare for Better Air — a collaborative, statewide initiative designed to reduce ground-level ozone by increasing use of transit starting Aug. 1. (Your organization name) is proud to partner with RTD to encourage community members to increase RTD ridership for cleaner air. Through a partnership with the Colorado Energy Office, made possible by Colorado Senate Bill 12-181, RTD will offer free fare during the month of August.

Approximately 85% of the greenhouse gas emissions that come from transportation are due to day-to-day commutes. By leaving the car at home, a person can save up to 20 pounds of carbon dioxide emissions every day.

Other benefits to taking transit include:

- **Cost savings**
  - Taking the bus and train saves on car expenses including maintenance, parking, and tolls, which add up quickly. A household can save nearly $10,000 by taking public transportation and living with one less car.
- **Gas savings**
  - With gas hovering around $5 per gallon, switching to public transit frees up additional funds in customers’ everyday budgets. In addition, public transportation saves the United States an estimated 6 billion gallons of gas per year!
- **Reduction in traffic**
  - Taking public transit keeps cars off the road, limiting traffic congestion, air pollution, and ground-level ozone.
- **Reduction in stress**
  - Taking public transit removes the stress and anxiety of battling everyday traffic.
- **Time savings**
  - While taking public transit, customers can catch up on reading, emails, podcasts, or just sit back and relax.
- **Improved air quality**
  - Transportation is a major source of greenhouse gas emissions causing climate change. Using public transit emits 99% less carbon emissions than driving a car. That is a savings of 53 million metric tons annually.

To learn how to hop on board to participate in Zero Fare for Better Air, visit rtd-denver.com/zerofare.com.

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<Your organization name> and the Regional Transportation District (RTD) are excited to partner on Zero Fare for Better Air, a collaborative, statewide initiative designed to reduce ground-level ozone by increasing use of public transit. During the month of August, customers can ride RTD with zero fare. This program is made possible by Colorado Senate Bill 22-180 and in partnership with the Colorado Energy Office.

Riding transit promotes cleaner air. Approximately 85% of the greenhouse gas emissions that come from transportation are due to day-to-day commutes. By leaving the car at home, a person can save up to 20 pounds of carbon dioxide emissions every day. Some of the additional benefits of using transit include cost savings, gas savings, traffic reduction, time savings, time savings and stress reduction making a daily commute better for all.

There are many ways to take advantage of Zero Fares for Better Air in August. Transit can, of course, be used for daily work commute, but RTD also offers services that make connections to entertainment and sports venues, schools, and popular shopping and restaurants districts.

To learn how to hop on board to participate in Zero Fare for Better Air, visit rtd-denver.com/zerofare.com. When out and about taking advantage of Zero Fares, snap a photo and post on social media using the hashtag #zerofare or #betterair!
Important Supporting Narrative

**Improve Air Quality while experiencing the benefits of RTD at Zero Fare**

- Save money
- Save gas
- Reduce traffic (congestion)
- Improve air quality
- Have time to do other things
- Sit back and relax
- Promote Transit Watch whenever possible to emphasize safety
  - Transit Watch assets included in Partner Toolkit
- Remind customers to please treat RTD frontline employees with kindness and respect
Planned RTD Rollout

Internal and External Communications

Marketing
- Paid print, digital, broadcast, social media, radio, out of home (billboards)
- Organic social media
- Dedicated program Webpage
- On-vehicle and station assets
- Institutional and corporate customer communications

Public Relations
- News releases, media interactions
- Content available to PIOs, TMO/As
- News Stop stories
- Read-n-Ride and stakeholder newsletter

June 29, 2022
Planned RTD Rollout (cont.)

**External Communications**

**Customer Care**
- Service Alerts
- Provide agents with talking points
- Track and respond to customer comments

**Community Engagement**
- Customer appreciation events at stations
- Collaborations with our Community Partners

June 29, 2022
Partner Coordination: We’re Excited to Collaborate

Download the Partner Toolkit at rtd-denver.com/zerofare

- Logo and Lockup files
- Design template for print/web/social
- Icons & Imagery
- Fact Sheet
- Key Messaging
- Social Graphics
- Newsletter copy
- Broadcast script
- News release sample
Partner Coordination (cont.)

Help us get the word out by starting your campaign on July 15

- Modify artwork with your logo or for your geography
- Create your own social posts or add to your website using our artwork
- Share, like, and engage with our posts
  - #zerofare
  - #betterair
  - #RTD
- Send out your own releases, emails, notifications
- Socialize with your followers and communities
- Schedule an event or activation at an RTD station
Timeline of Activities

- **Week of June 27**
  - Partner/TMO orientation
  - Partner Toolkit released
- **Week of July 4**
  - Start of program rollout (website)
- **July 11-29**
  - Phased rollout of on-vehicle, in-system, paid digital, environmental and other assets
- **July 11-Aug 22**
  - Active campaign promotion (internal/external)
- **August 22**
  - Begin to migrate messages back to regular service
Campaign Support and Resources

Dedicated Landing Page
- rtd-denver.com/zerofare

Dedicated Email
- zerofare@rtd-denver.com

Event Support/Facilities Use Permit Contact
- Susan Altes, Senior Manager, Real Property – susan.altes@rtd-denver.com
RTD Service During Zero Fare for Better Air

Helpful notes about our service

- RTD service will operate under its current service plan
- RTD is not adding service for this initiative
- RTD does not have the capacity to increase frequency
- The workforce shortage does not allow for expanded service at this time
Questions?

- We are so excited to partner with you on this important initiative
- We will now open the discussion for comments and questions from our esteemed partners
Thank you.