

MAX Program

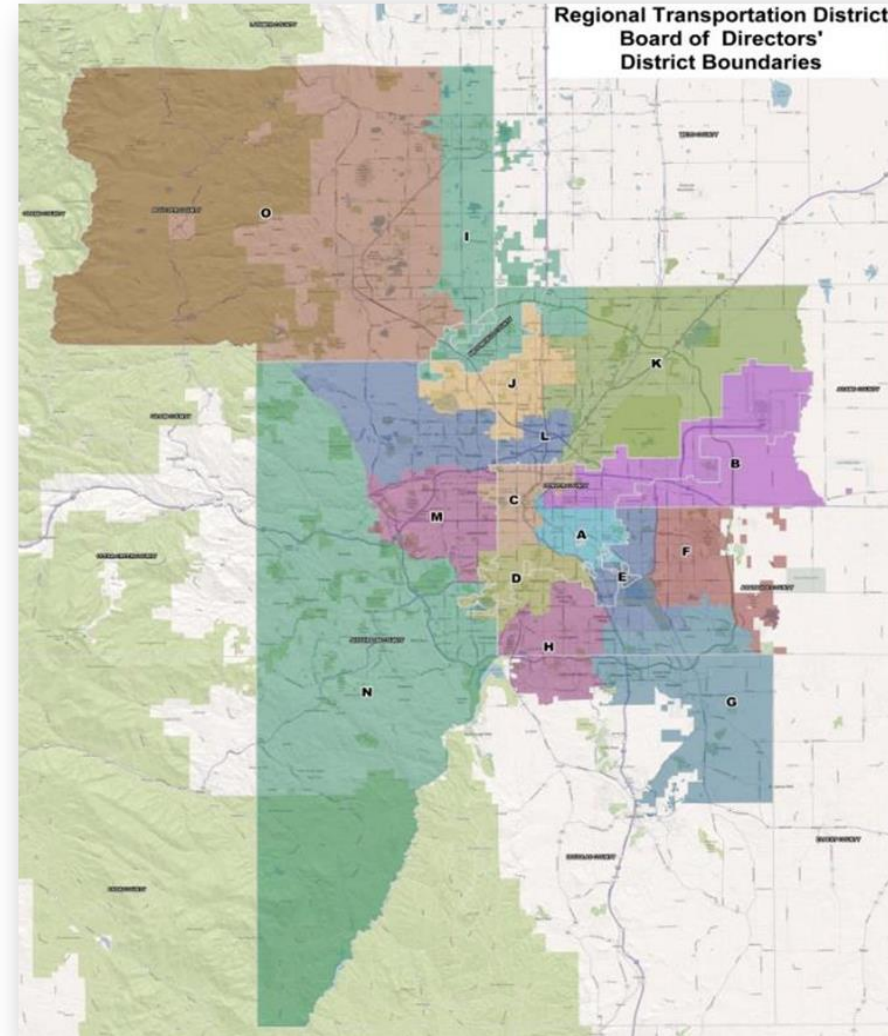
April 8, 2019

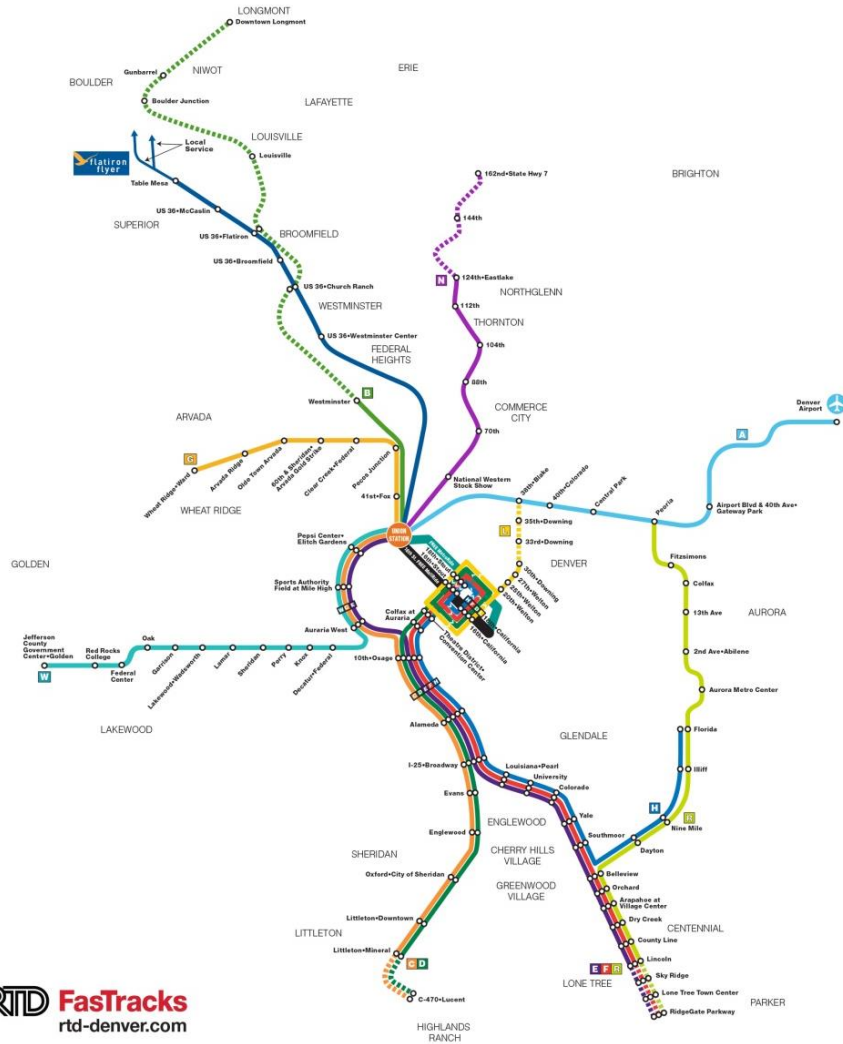
Pauletta Tonilas

Assistant General Manager, Communications



- Created in 1969 by Colorado General Assembly
- Operates bus, light rail and commuter rail
- Region of 3 million people
- 2,400 square-mile service area
- 40 cities in 8 counties
- 15-member elected board





RTD FasTracks
rtd-denver.com

Current Lines	Future Lines	Legend
C Line	A Line – East Rail Line – 2016	Future Construction
D Line	B Line – Northwest Rail Line – 2016	Station
E Line	G Line – Gold Line – 2016	Union Station
F Line	H Line Extension – 2016	
H Line	L Line – Central Rail Ext/Loop	
W Line	N Line – North Metro Rail Line – 2018	
Free MallRide	R Line – I-225 Rail Line – 2016	
Free MetroRide	Flatiron Flyer (Bus Rapid Transit) – 2016	

- Annual ridership: 101 million
- 10 rail lines in operation
 - 8 light rail
 - 2 commuter rail
- 1 BRT line
- 2 pending commuter rail lines
- 4 future rail extensions (unfunded)
- Nearly 3,000 employees



- 140 fixed routes
- 1,400 buses, FlexRide and ADA vehicles
- 172 light rail vehicles
- 66 commuter rail vehicles
- 10,000 bus stops
- 80+ Park-n-Rides
- 31,000 parking spaces

- .4 sales tax increase – 2004
- 122 miles of new light rail and commuter rail
- 18 miles of bus rapid transit (BRT)
- 31 new Park-n-Rides; 21,000+ parking spaces
- Enhanced bus network
- Redevelopment of Denver Union Station
- 57 new rail and/or BRT stations
- Opportunities for Transit-Oriented Communities



Denver Union Station

- \$484 million project
- Multimodal hub integrating light rail, commuter rail, Amtrak, buses, taxis, shuttles, bikes and pedestrians
- Partners include RTD, Colo. Department of Transportation, City and County of Denver, Denver Regional Council of Governments
- Bus concourse opened in May 2014
- Historic building opened in 2014 as boutique hotel, restaurants and shops



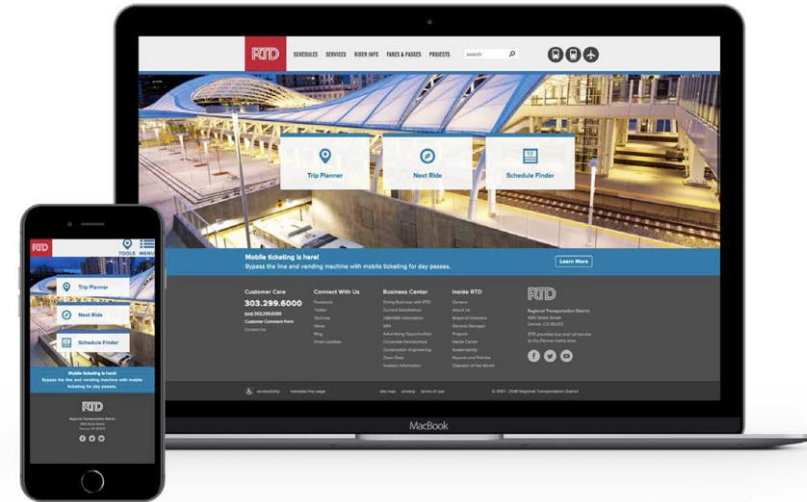
- East Rail Line (University of Colorado A Line), Gold Line (G Line), first segment of Northwest Rail (B Line) and commuter rail maintenance facility
- Project cost – \$2.2 billion
 - \$1.03 billion funded by federal grant



- RTD pursued concept of P3 in 2007
 - “The Perfect Storm”: Costs skyrocketed, revenues plummeted
- First transit P3 of this magnitude in the U.S.
- RTD retains ownership of assets
- 34-year contract
 - 6 years design/build
 - 28 years operate/maintain
- More public entities are turning to P3s to build out their projects



- 140 staff members
 - Community Engagement
 - Customer Care
 - Government Relations
 - Marketing
 - Marketing Communications
 - Creative Services
 - Digital Communications
 - Market Research
 - Special Events/Projects
 - Market Development
 - Project Outreach
 - Public Relations



FOX 31 2 NEWS NEWS TRAFFIC ON TV CO BEST DEALS CONTESTS PODCASTS COMMUNITY SPORTS WEATHER 47°

RTD's G Line is still not open despite plans to start service more than 2 years ago

POSTED 5:50 AM, APRIL 1, 2019, BY JIM HOOLEY, UPDATED AT 05:51AM, APRIL 1, 2019



NEXT

RTD lawsuit reveals problems with A Line before 2016 opening

The back-and-forth quarrel between RTD and its partner on the A and G commuter rail lines continues.

NEWS COLORADO NEWS

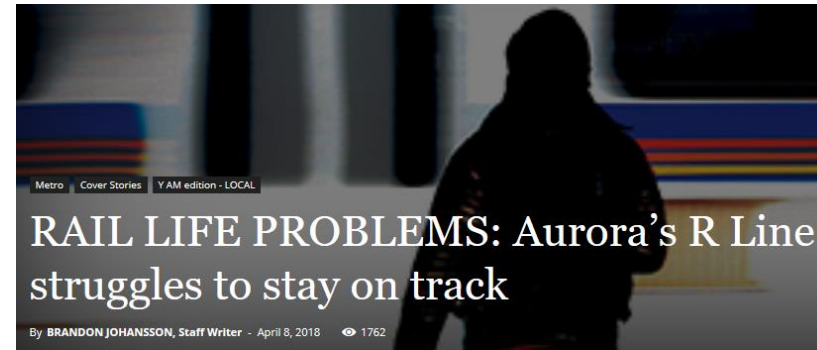
RTD: Speed caused Aurora derailment that severed woman's leg; operator fired

R-Line light rail train was going too fast as it approached a curve, agency says

NEWS COLORADO NEWS

Feds threaten RTD over A-Line crossing gate problems

Regulators tell RTD to act with a "sense of urgency" in finding a remedy



Passenger ejected, seriously hurt when RTD light rail train derails in Aurora

Eyewitness: 'This isn't going to be pretty.'

Posted: 2:34 PM, Jan 28, 2019 Updated: 10:43 AM, Jan 29, 2019



- Two rail line openings
 - G Line – April 26
 - E, F, R Line Extensions – May 17
- Refreshed RTD brand
 - Inspired through MAX Program
- 61AV pilot project
- Uber and Lyft collaborations
- Regional mobility integrator
- Trailblazers for the industry



New FlexRide Bus Design



61 AV Vehicle



New Bus Design

- Design a Strategic Communications Plan
- Build a proactive media strategy
- Be open and own the good, the bad and the ugly
- Establish a unified and consistent voice for the agency
- Empower all staff to own their role as agency ambassadors
- Be bold messengers and messengers
- Celebrate 50th anniversary and RTD's history of making transit history





**Thank you.
Questions?**

