

TRANSIT ALLIANCE  
CITIZENS' ACADEMY 2008-01  
PRESENTATION

Kyle Tate

ACTION PLAN OBJECTIVE

INCREASE BY 25 PERCENT THE  
TOTAL NUMBER OF PERSONS THAT  
UTILIZE THE RTD LIGHT RAIL SYSTEM  
BY JUNE 30, 2009.

## TACTICS AND TIMELINE

Parking- make a presentation before the RTD Board and the Denver City Council addressing the need to acquire property and construct parking spaces in vicinity of high value light rail stops (primarily around I-225 and I-25 south around the Thornton/Northglenn area).

**Now thru July 2009**

## TACTICS AND TIMELINE

Transit Rates- contact key personnel associated with the RTD organization and encourage the creation of multiple ride and on/off peak tickets that create a "real" incentive for frequent use of light rail (the current "buy 9, get 1 free" is NOT good enough).

**Reduction by a total of 25 percent  
(staggered every 3 months thru  
July 2009)**

## TACTICS AND TIMELINE

Advertisement - maximize use of discounted or free spots in community newspapers, the Internet, and other communication modes to encourage readers and other consumers to check out light rail and the benefits that will come with its frequent use (less money on gas/less headaches dealing with traffic).

**Begin immediately (utilize minimum of 7-10 media outlets per month thru July 2009)**

## TACTICS AND TIMELINE

Misc.- write opinion piece or letter to editor in both the Denver Post and the Rocky Mountain News espousing the positive benefits of light rail, as well as directions for readers to find out further information.

**Write opinion/letter to the editor pieces minimum once per week thru July 2009**

# ACTION PLAN GOAL AND MEASURES OF SUCCESS

## **Goal #1: Reduce current air pollution levels in the Denver Metropolitan Region**

M.O.S. – Achieve CO-2 reduction to CY1998 level  
designated for the Denver Region.

## **Goal #2: Reduce urban sprawl in the Denver Metropolitan Region**

M.O.S. – Reduce projected population growth to  
CY1998 level as determined for the Denver Metropolitan  
Region.

# FINAL THOUGHTS