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West Rail Line Receives Public Information Award

DENVER, Colo., February 8, 2012 - At the recent American Public Works Association (APWA) Colorado Chapter awards luncheon, the West Rail Line Public Information Team was recognized for the success of their public outreach plan during construction of the West Rail Line. The award was based on innovation, achievement, transferability and cooperation in the category of Public Relations/Public Awareness/Community Involvement for a large community.

The West Rail Line Public Information Plan, developed as a collaborative effort between the Public Information Departments of RTD and Denver Transit Construction Group, specifically addressed communication goals, key audiences and communication strategies. Noted achievements include the team's distribution of 6,200 fact sheets, 12,200 informational door hangers and more than 50,000 emails describing potential construction impacts. Additionally, the team has provided more than 100 community presentations and sent monthly newsletters to 5,000 subscribers. Given the scope of outreach tactics, the plan generated more than 4,000 public comments and will become a reputable framework for future RTD FasTracks PI Plans.

The West Rail Line is a 12.1-mile light rail line that will serve Denver, Lakewood, Golden and Jefferson County, connecting Denver Union Station to the Jefferson County Government Center. It is scheduled to open for service in May 2013 with an expected daily ridership of 19,300.

Overall, the FasTracks Program will build 122 miles of commuter rail and light rail, 18 miles of bus rapid transit service, add 21,000 new parking spaces, redevelop Denver Union Station and redirect bus service to better connect the eight-county District. FasTracks is projected to create thousands of construction and related jobs during the height of construction and will pump billions of dollars into the regional economy over the next 20 years.

For more information about FasTracks, visit www.rtd-denver.com.

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