Inform & Support Public Transit Usage

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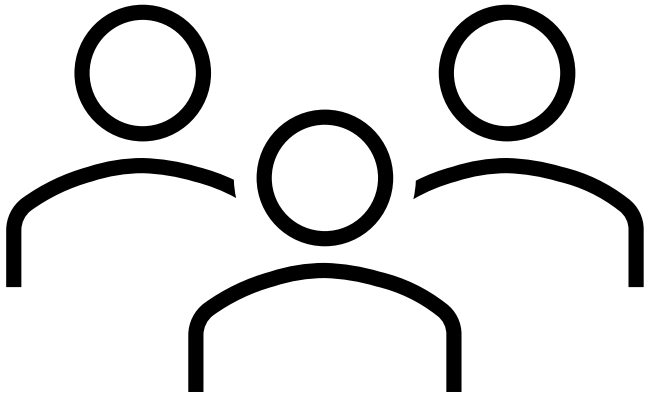
Longmont, CO receiving train service after 20+ years

- Benefits of public transit
  - Congestion relief
  - Reduction in vehicle accidents
  - Reduction in vehicle emissions
  - Etc.

Plan

Coordinate and host public transit group rides to showcase to new users how to utilize public transit to arrive at their destinations



Action Plan Goals

- Encourage non-users to utilize regional public transit
- Receive the benefits of regional public transit
- Advocate for extended services



Timeline

Tasks	Timeline
• Find # of non-users • Small groups (<5)	• Before the end of the year
• Find ideal events to encourage participants to attend	• Before the end of the year • Ex. Denver Christkindlmarket (Nov. 20th – Dec. 23rd)
• Consider all the transit options that could be utilized during the trips • Ex. RTD resources (routes, schedules, fares, etc.)	• Before group rides
• Perform a test/initial trip to learn about the successes and potential failures	• Nov. 20th – Dec. 23rd , 2026