

C I G C A S E S T U D Y :
Denver Regional Transportation
District's (RTD) FasTracks Program



COMMUNICATION
INFRASTRUCTURE
GROUP



Client Challenge

Recognizing the necessity for more affordable, accessible transportation in the metro-area, Colorado voters approved plans for the Regional Transportation District's (RTD) FasTracks Program in 2004 – a 12-year plan to expand bus and rail service and enhance public transit options throughout the eight-county RTD district.

With a program as large and far-reaching as FasTracks, the challenge quickly became one of maintaining public support among a myriad of highly diverse and dynamic groups of people the project served. How would the FasTracks program effectively keep its publics informed of the ever-changing details of the project? How would the program maintain community support and consensus in the face of major budget concerns and intense public scrutiny? How would FasTracks get from Election Day to Opening Day, with everyone still on board?

CIG Solution

As the public relations consultant hired to manage the FasTracks program's public information and involvement efforts, CIG began by developing a strategic communications plan designed to shape and influence public perception and support and build consensus among stakeholder groups. Understanding the changing needs and influences of the various communities and groups affected by the FasTracks program, the CIG team implemented integrated, multi-tiered communication strategies through a vigorous, ongoing community outreach campaign that included public meetings, presentations to civic organizations and community leaders, management of media relations, execution of special events and the production and distribution of information to all stakeholder groups. In addition to its public outreach efforts, CIG was also enlisted to manage various internal communication processes, including a comprehensive crisis communications plan and issues management curriculum.

CIG's extensive experience with large, high-impact public infrastructure projects proved to be beneficial to the FasTracks program, and continues to play a role in its success. By reaching out to all stakeholders, including community leaders, residents, local government and the media, and building mutually beneficial relationships among these groups, CIG has been able to bridge the communication gap, facilitating community consensus and support for the FasTracks program.

While FasTracks still has a way to go before the program is complete –the results speak for themselves. A 2009 study by RTD concluded that 83 percent of Denver-metro residents say approving FasTracks in 2004 was a good idea.

The FasTracks program has gained national and international accolades for being a world-class transit system, a catalyst for our nation's effort to provide enhanced mobility and sustainability options.

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Communication Results