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“Attractability:” Staying Attractive During Construction

This info was part of October 2024’s Chats on Colfax. It grew from a discussion about making decisions that keep businesses looking attractive to the public. Case studies show that voicing complaints to customers and/or the media can often backfire for businesses.

Here are a few exercises that can help you and your employees avoid negative pushback. Avoid hurting your public image by synchronizing how you talk about BRT.

Know the story of BRT and help the public understand.

Vision of BRT:

“To move people more efficiently, safely and sustainably. To improve mobility, safety, equity and climate solutions.”

Project Particulars:

- Runs from Union Station to I-225.
- Dedicated center-running (in Denver) and side-running (in Aurora) bus lanes.
- 16 new stations from Broadway to Yosemite (5.5 miles).

Service Particulars:

- Buses will operate 24 hours a day, seven days a week.
- They will arrive every 4.3 minutes during the day and every 20-30 minutes in the evening.

Project Benefits (social, economic & environmental):

- Reliable & sustainable travel options.
- Increase ridership by 24-31% by 2040.
- Improved safety, comfort and convenience of travel.
- More vibrant, walkable & connected neighborhoods.
- Bus travel time savings.
- Lower household transportation burden.
- More access to jobs & services.
- Save up to 30 minutes of travel.
- Reduce vehicle emissions and promote greener street.
- Improve air and noise quality.

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Insert yourself and business into the story of BRT.

Examples:

- “We are excited to be a part of the Colfax of the future.”
- “Organizations throughout the city are collaborating to make this project happen. We’re excited to be part of that!”
- “Public transit is the way of the future – it’ll be easier to get to us and supports a cleaner future.”
- “We’re advocates of [choose one: public transportation, equity, cheaper and cleaner environment] and that’s why we support this.”
- “It moves so fast that you can come visit us, buy a few things, head out for dinner and a movie, then come back for our evening event while staying on Colfax.”

- “Denver can really use better public transportation – we’re excited to be at the forefront of that change!”

Then, turn those talking points into a script ...

- Write an actual script. This is something you can use to synchronize messaging across all employees. If there’s someone answering phones, emails, Facebook messages, etc., this can be what everyone pulls from.
- Put it in your own voice, in your own words.
- Share it online, on your social media and in person. Feel free to mention your products, location or history. Tie things to your own story — your employees, your mission, your hopes for the future of the business.

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Example scripts:

- “We are a small, family-owned business that will be right by the new [\[xxxx\] stop](#). This will make it easier for customers from around the city to visit us, learn to love our food/products as much as we do, and come back for more.”
- “Our business is part of the future of this neighborhood. It’s historic, like us. We’ve been around for [xxxx] years. We want a better environment and a more equitable city. So, we’re committed – to doing business here, to riding the bus here. We’re backing BRT because #webackthefax!”
- “We’re thrilled to be part of the exciting transformation happening on Colfax with the new BRT project. Our location near the upcoming [XXX stop] stop will make it even easier for visitors from across the metro area to discover what makes us unique. As a proud member of this community, we see this project as an opportunity to bring more people to our neighborhood, reduce traffic congestion, and create a greener, more accessible future for Denver. We’ve been serving this community for [xxxx] years, and we’re here for the long haul. Stop by during construction and beyond to experience what we’re all about – great [products/food/services], welcoming faces and a commitment to the future of Colfax.”
- “As one of the locally owned businesses along Colfax, we’re excited to see this investment in the street we call home. The BRT project will make it safer, faster and easier to get around – which means even more opportunities for us to connect with customers like you.”