

Spread The Message

This communications toolkit helps stakeholders spread the word about the RFTA Master Plan as the first phase of public engagement begins in fall 2026.

Please select, print, and share the materials most relevant to the audiences you reach, whether as a newsletter attachment, bulletin board posting, or meeting handout. Thank you for helping us gather meaningful input from communities across RFTA's service area.

All materials are available in English and Spanish.



Visit the project website for:

- Fall 2026 Survey
- Project Overview
- Upcoming Events
- Document Library



Fact Sheet

This one-page fact sheet provides key details about RFTA's Master Plan. The fact sheet is intended to educate the public and stakeholders on the goals, process, and engagement opportunities to inform the Master Plan.



RFTA
ROARING FORK TRANSPORTATION AUTHORITY

RFTA Master Plan
Fact Sheet

Help Shape the Future of RFTA



Take the Survey

Share your input to help shape the RFTA Master Plan and the future of regional transit!

Open House:

- Friday, November 5, 2026 from 6-8pm
- Glenwood Springs Library
815 Cooper Ave 2nd floor
Glenwood Springs, CO 81601



Stay Informed

- RFTAMasterPlan.com
- MasterPlan@RFTA.com
- (970) 925-8484
- @ride_rfta



RFTA
ROARING FORK TRANSPORTATION AUTHORITY

RFTA Master Plan
Fact Sheet

What is the RFTA Master Plan?

The RFTA Master Plan aims to develop a long-term vision to guide the future of transit and mobility in the Roaring Fork Valley. The Master Plan will establish a strategic roadmap that aligns community priorities, organizational needs, and investment decisions.

The Master Plan will include three phases of engagement.



Phase 1: Discover

Summer - Fall 2026

- Share existing conditions findings
- Fill knowledge gaps
- Inform near-term opportunities



Phase 2: Define

Winter 2026 - Fall 2027

- Test scenarios
- Assess future choices



Phase 3: Blueprint

Fall 2027 - Spring 2028

- Confirm recommendations
- Solidify implementation path

Phase 1 Themes:



Why People Don't Ride

What keeps people from using RFTA?



Getting to the Stop

What are access challenges at specific stops?



Local vs. Regional Trips

What do riders (and non-riders) want from regional vs. local service?



Missing Service

Where do people want to go that they can't today?



Early Wins

What short-term fixes would improve the RFTA experience while the Master Plan is still in development?

RFTAMasterPlan.com

Fall 2026



Web Banner

Guide your followers to the project website to learn more about the RFTA Master Plan and let them know how they can provide input throughout the engagement process.

- **Share By Content:**
 - OPEN HOUSE + SURVEY: September 23 - November 5, only
 - SURVEY ONLY: September 23 to November 13
- **How To Share:** Post the banner on your website and link to RFTAMasterPlan.com

Help Shape the Future of RFTA!

Learn more about the Master Plan, meet the team, and share your input at the **Master Plan Open House**

Thursday, November 5, 2026 from 6-8pm
Glenwood Springs Library
815 Cooper Ave 2nd floor
Glenwood Springs, CO 81601



Take the survey at RFTAMasterPlan.com

Help Shape the Future of RFTA!

Learn more about the Master Plan and share your input

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Social Media

Promote Open House + Survey (September 23 - November 5)

Share these graphics through your social channels to explain the RFTA Master Plan to your community and promote the community engagement through the open house event and survey.

We have suggested text to accompany the posts. Copy, paste, and post.

- **How to Share:**

- Upload an image: Select the image from the folder and upload.
- Select the corresponding text and copy & paste it into your post
- Share

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Take our Survey!
RFTAMasterPlan.com



Sample Social Media Copy: Facebook and LinkedIn

Make your voice heard!

- Roaring Fork Transportation Authority (RFTA) is looking for public feedback on the region's upcoming Master Plan. Attend the Open House: Thursday, November 5 from 6-8pm @ Glenwood Springs Library
- Take the survey from September 23 to November 13 to share your priorities: RFTAMasterPlan.com
- #RFTA

Sample Social Media Copy: X (Formerly Twitter)

Help #RFTA plan the long-term future of mobility in the Roaring Fork and Colorado River Valleys. Share your priorities at the Open House on Thursday, November 5 from 6-8pm @ Glenwood Springs Library. Take the survey September 23 - November 13: RFTAMasterPlan.com



Social Media

Promote Survey Only (September 23 - November 13)

Share these graphics through your social media channels to promote the fall 2026 survey for the RFTA Master Plan.

- **How to Share:**

- Upload an image: Select the image from the folder and upload.
- Select the corresponding text and copy & paste it into your post
- Share



Sample Social Media Copy: Facebook and LinkedIn

Make your voice heard! Roaring Fork Transportation Authority (RFTA) is looking for feedback on the region's upcoming Master Plan. Follow the link to fill out our short survey and to remain up to date on the RFTA Master Plan! RFTAMasterPlan.com

Sample Social Media Copy: X (Formerly Twitter)

Roaring Fork Transportation Authority (RFTA) is looking for feedback on the region's upcoming Master Plan. Follow the link to fill out our short survey and to remain up to date on the RFTA Master Plan! RFTAMasterPlan.com

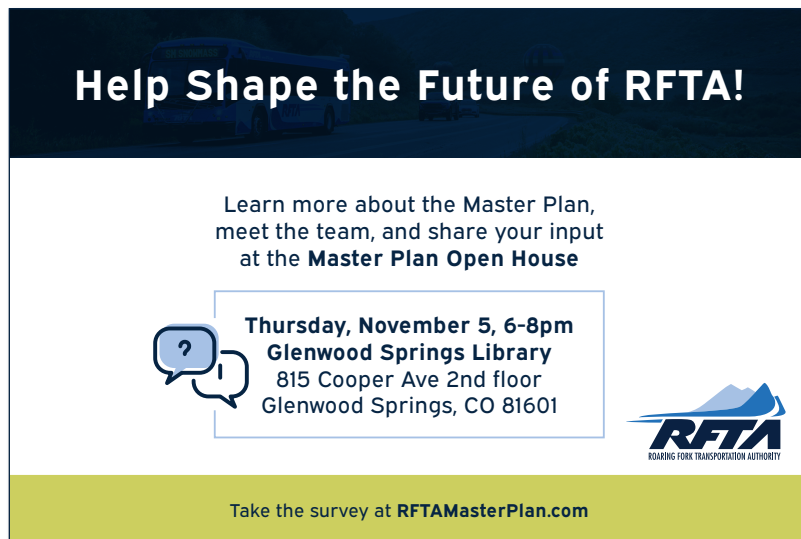


Newsletter

Guide your community to how they can learn more about the RFTA Master Plan with these messages.

- **How to Share:**

- Include in publications or communications with your community, use with or without the graphic.
- Share prior to the open house, ideally about 1-2 weeks in advance.



Help Shape the Future of RFTA!

Learn more about the Master Plan,
meet the team, and share your input
at the **Master Plan Open House**

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815 Cooper Ave 2nd floor
Glenwood Springs, CO 81601



Take the survey at RFTAMasterPlan.com

Sample Newsletter Copy:

Help Shape the Future of RFTA!

RFTA is gathering input from the Roaring Fork and Colorado River Valley communities to assist in the development process of the long-term Master Plan. Two engagement options this fall (2026) to provide input are:

- **Attend the Open House:** Learn more about the RFTA Master Plan, meet the team, and share your input on Thursday, November 5 from 6-8pm at the Glenwood Springs Library.
- **Take the Survey:** Share your priorities by taking the survey from September 23 to November 13 at RFTAMasterPlan.com



Poster

Print and display the poster on your community bulletin board, employee break room, and other locations to catch the eye of community members.

Help Shape the Future of RFTA!

We need your voice to help create a long-term master plan.

This fall, help shape how the Roaring Fork and Colorado River Valleys will move and connect for decades to come. From transit to trails and everything in between, your ideas matter.



Scan to get involved

- Find events near you
- Take the survey
- See it all at RFTAMasterPlan.com



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