

Partner Toolkit – Ride Free Lafayette



About the Service

The Boulder County Transit Program is pleased to announce Ride Free Lafayette, a free, on-demand, door-to-door bus service that connects people to places within the City of Lafayette! Riders can book a ride by phone at (833) 456 – 3359, online at www.ridefreelafayette.com, or via the *On Demand Transit: Rider App*, and the Ride Free Lafayette bus will arrive at the pick-up location at the designated time. With Ride Free Lafayette, no transfers are needed to get riders from their start and end destinations within the City of Lafayette!

Residents and visitors can use the Ride Free Lafayette service to connect to transit stops, get to medical appointments, run errands, get to work, visit the community center and much more!

Service Hours of Operation

Ride Free Lafayette operates Monday - Sunday and Holidays, 7:00 a.m. to 8:00 p.m. *Service begins on Monday, July 20, 2020.*

Service Area

Ride Free Lafayette operates throughout the City of Lafayette with service to the Kestrel community in Louisville. All trips need to start and end in the service area for the ride to be booked.

COVID-19 Safety Procedures

The safety of our riders and drivers is our top priority for Ride Free Lafayette. Via, our bus operating partner, wants to ensure a safe riding environment for passengers and drivers. Learn more about how Via is keeping its drivers and Ride Free Lafayette riders safe through COVID-19 at our [Riding Ride Free Lafayette During COVID-19 webpage](#).

Sample Social Media and Newsletter Copy

Below is sample social media and newsletter copy about the Ride Free Lafayette service. Spanish translations of the copy are included within this document after the “Questions” section.

Sample Written Copy for Newsletters/Emails

Newsletter/Email Copy, Prior to Service Launch –

Starting on July 20, 2020, residents and visitors of Lafayette can get anywhere they need to go in the City of Lafayette for free using the Ride Free Lafayette service! Ride Free Lafayette is an on-demand, door-to-door transit service that picks up and drops off riders anywhere within the City of Lafayette and Kestrel community in Louisville.

Ride Free Lafayette operates from 7:00 a.m. to 8:00 p.m. every day, including all holidays. Rides can be booked in advance or for ASAP pick-up. Riders can book a ride by calling (833) 456 – 3359, downloading



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the “On Demand Transit: Rider App,” or by booking online at www.ridefreelafayette.com. Riders who book online or via the app will receive updates with real time arrival and departure times.

The safety of our riders and drivers is our top priority for Ride Free Lafayette. Ride Free Lafayette buses are deep-cleaned each day and intermittent cleaning of high-touch points are cleaned throughout the day. Riders and drivers are required to wear a non-surgical face mask while riding the bus and buses run at reduced occupancy to allow for physical distancing.

Learn more at commutingsolutions.org/transit/ridefreelafayette to get ready for the launch of Ride Free Lafayette on Monday, July 20, 2020!

Newsletter/Email Copy, After Service Launch –

There’s a new way to get around the City of Lafayette, and its free to use! Ride Free Lafayette allows residents and visitors to get where they need to go within the City of Lafayette and Kestrel community in Louisville for free! Ride Free Lafayette is an on-demand, door-to-door transit service that runs Monday through Sunday, including holidays, from 7:00 a.m. to 8:00 p.m.

Rides can be booked in advance or for ASAP pick-up. Riders can book a ride by calling (833) 456 – 3359, downloading the “On Demand Transit: Rider App,” or by booking online at www.ridefreelafayette.com. Riders who book online or via the app will receive updates with real time arrival and departure times.

The safety of our riders and drivers is our top priority for Ride Free Lafayette. Ride Free Lafayette buses are deep-cleaned each day and intermittent cleaning of high-touch points are cleaned throughout the day. Riders and drivers are required to wear a non-surgical face mask while riding the bus and buses run at reduced occupancy to allow for physical distancing.

Learn more at commutingsolutions.org/transit/ridefreelafayette and book your free, on-demand transit trip with Ride Free Lafayette today!

Sample Written Copy to be Posted on Social Media and within Email Blasts

LinkedIn Copy, Prior to Service Launch #1 – A new, on-demand bus service is coming to Lafayette starting July 20, 2020. Free Ride Lafayette connects employees to their workplaces, customers to local businesses, and residents to medical appointments, public spaces, and stores within Lafayette. The service runs Monday through Sunday, and on all holidays from 7:00 a.m. – 8:00 p.m.

Visit commutingsolutions.org/transit/ridefreelafayette for more information and to book a ride!

LinkedIn Copy, Prior to Service Launch #2 – Attention Lafayette employers and employees - We are excited to announce Ride Free Lafayette, an on-demand, free bus service serving the City of Lafayette. The service starts on Monday, July 20, 2020 and runs every day from 7:00 a.m. to 8:00 p.m., making Ride Free Lafayette the perfect way to get to work or run errands within the City of Lafayette!



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Safety is our top priority, which is why all Ride Free Lafayette buses are deep cleaned every day and high touch points are cleaned throughout the day. Riders and drivers are required to wear a non-surgical face mask and we are taking steps to ensure physical distancing can be maintained. Learn more and book your trip today by visiting commutingsolutions.org/transit/ridefreelafayette.

LinkedIn Copy, After Service Launch #1 – The Ride Free Lafayette service is up and running! Make sure to let your employees and customers know that there is a new way to get around Lafayette and the best part is that it's free! Rides can be booked via phone, online, or through the *On Demand Transit: Rider App*, and Ride Free Lafayette will pick you up anywhere within the city! Hop on Ride Free Lafayette today and get to the places you visit most within Lafayette quickly and for free!

Safety during COVID-19 is our top priority, which is why all Ride Free Lafayette buses are deep cleaned every day and high touch points are cleaned throughout the day. Riders and drivers are required to wear a non-surgical face mask and we are taking steps to ensure physical distancing can be maintained. Learn more and book your trip today by visiting commutingsolutions.org/transit/ridefreelafayette.

LinkedIn Copy, Prior to Service Launch #2 – Headed out to work or to run errands within Lafayette? Book a ride on Ride Free Lafayette and get where you need to go for free! The Ride Free Lafayette service runs throughout the City of Lafayette and into the Kestrel community in Louisville. Book a ride by phone, online, or via the *On Demand Transit: Rider App*, and Ride Free Lafayette will pick you up anywhere in the city from 7:00 a.m. to 8:00 p.m. every day of the week! Book online or via the app to receive real-time updates on when your bus will arrive at. Learn more at commutingsolutions.org/transit/ridefreelafayette.

Facebook Copy, Prior to Service Launch #1 – We are excited to announce a free, on-demand bus service within the City of Lafayette. Ride Free Lafayette launches on July 20, 2020 and serves the City of Lafayette and the Kestrel community in Louisville. This service is free for all and runs on your schedule! Simply book a trip online, by calling (833) 456 – 3359, or on the *On Demand Transit: Rider App*, and Free Ride Lafayette will pick you up at your start destination and drop you off anywhere you need to go in the City of Lafayette.

To keep our riders and drivers safe during COVID-19, Ride Free Lafayette buses are deep cleaned every day and high touch points are cleaned throughout the day. Riders and drivers are required to wear a non-surgical face mask and we are taking steps to ensure physical distancing can be maintained. Learn more and book your trip today by visiting commutingsolutions.org/transit/ridefreelafayette.

Facebook Copy, Prior to Service Launch #2 – Start booking your trip on the Ride Free Lafayette on-demand service today! The service launches on Monday, July 20, 2020 and trips can be booked today by calling (833) 456 – 3359, through the *On Demand Transit: Rider App*, or booked online.

The service operates within the City of Lafayette and into the Kestrel community in Louisville. It runs from 7:00 a.m. to 8:00 p.m., Monday through Sunday, including holidays! Learn more and book a ride today by visiting commutingsolutions.org/transit/ridefreelafayette.



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To keep our riders and drivers safe during COVID-19, Ride Free Lafayette buses are deep cleaned every day and high touch points are cleaned throughout the day. Riders and drivers are required to wear a non-surgical face mask and we are taking steps to ensure physical distancing can be maintained. Learn more and book your trip today by visiting commutingsolutions.org/transit/ridefreelafayette.

Facebook Copy, After Service Launch #1 – Looking for a new way to run errands, visit Lafayette’s parks, get to medical appointments, or get to the grocery store? Ride Free Lafayette is a free, on-demand bus serving the City of Lafayette and the Kestrel community in Louisville. This service is free for all and runs on your schedule!

All you have to do is book a ride by calling (833) 456 – 3359, visiting www.ridefreelafayette.com, or downloading the *On Demand Transit: Rider App*. Once your trip is booked, Ride Free Lafayette will pick you up at your start destination and it will drop you off anywhere you need to go in the City of Lafayette. It’s a simple, reliable, and hassle-free way to get around Lafayette.

Safety is our top priority, which is why all Ride Free Lafayette buses are deep cleaned every day and high touch points are cleaned throughout the day. Riders and drivers are required to wear a non-surgical face mask and we are taking steps to ensure physical distancing can be maintained.

Learn more and book a ride today by visiting commutingsolutions.org/transit/ridefreelafayette.

Facebook Copy, After to Service Launch #2 – Have you tried the Ride Free Lafayette service yet? Ride Free Lafayette is a free, on-demand service that connects people to places within the City of Lafayette! Book a trip and the Ride Free Lafayette service will take you where you need to go, whether that’s to work, an appointment, or to the grocery store. It’s free and operates seven days a week from 7:00 a.m. to 8:00 p.m. When you book online at www.ridefreelafayette.com or through the *On Demand Transit: Rider App*, you will receive real time travel information letting you know when your bus will arrive and depart!

Learn more and book a ride today by visiting commutingsolutions.org/transit/ridefreelafayette.

Instagram Copy, Prior to Service Launch #1 – Get ready, the Ride Free Lafayette service is launching on Monday, July 20, 2020! Ride Free Layette is an on-demand bus service that connects people to places within the City of Lafayette and the Kestrel community in Louisville! The best part is that the service is free and you’ll receive real time updates on bus arrival and departure times right to your phone! Download the *On Demand Transit: Rider App* to schedule your trip today!

Instagram Copy, Prior to Service Launch #2 – Have you heard of the newest way to get around Lafayette? Ride Free Lafayette is a free, on-demand bus service that takes you anywhere you need to go within the City of Lafayette! The service starts on Monday, July 20, 2020.



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Book a ride in advance or for pick up ASAP, and Free Ride Lafayette will pick you up and drop you off anywhere within the City of Lafayette, for free! Download the *On Demand Transit: Rider App* to schedule your trip once the service launches on 7/20!

Our riders and driver's safety are our top priority, which is why all Ride Free Lafayette buses are deep cleaned every day and high touch points are cleaned throughout the day. Riders and drivers are required to wear a non-surgical face mask and we are taking steps to ensure physical distancing can be maintained.

Instagram Copy, After Service Launch #1 – Headed to an appointment, to the grocery store, to visit a friend, or to work within the City of Lafayette? Book a ride and hop on the Ride Free Lafayette service, which takes you anywhere within the City of Lafayette, for free, Monday through Sunday from 7:00 a.m. to 8:00 p.m. Visit commutingsolutions.org/transit/ridefreelafayette for more information or download the *On Demand Transit: Rider App* today!

Safety is our top priority, which is why all Ride Free Lafayette buses are deep cleaned every day and high touch points are cleaned throughout the day. Riders and drivers are required to wear a non-surgical face mask and we are taking steps to ensure physical distancing can be maintained.

Instagram Copy, After Service Launch #2 – Need to get around Lafayette? Look no further than the Ride Free Lafayette service! Ride Free Lafayette is a free, on-demand bus service that picks you up and drops you off anywhere you need to go within the City of Lafayette and the Kestrel community in Louisville. Book a ride on the *On Demand Transit: Rider App*, and go anywhere you need to go, for free, in Lafayette Monday through Sunday from 7:00 a.m. to 8:00 p.m.!

Twitter Post #1 - Ride Free Lafayette is a free, on-demand bus serving the City of Lafayette and the Kestrel community in Louisville. This service is free for all and runs on your schedule!
Learn more: commutingsolutions.org/transit/ridefreelafayette

Twitter Post #2 - Ride Free Lafayette is a free, on-demand service that connects people to places within the City of Lafayette! It's free and operates seven days a week from 7:00 a.m. to 8:00 p.m.
Learn more and book a ride today by visiting commutingsolutions.org/transit/ridefreelafayette

Twitter Post #3 - Need to get around Lafayette? Ride Free Lafayette is a free, on-demand bus service that picks you up and drops you off anywhere you need to go within the City of Lafayette and the Kestrel community in Louisville.
Learn more: commutingsolutions.org/transit/ridefreelafayette



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Twitter Post #4 - Ride Free Lafayette connects you to places in Lafayette! Book a trip by downloading the “On Demand Transit: Rider App”, booking a trip online or calling (833) 456 – 3359. The service runs 7:00 a.m. – 8:00 p.m. every day.

Learn more: commutingsolutions.org/transit/ridefreelafayette

Digital Assets Photos, Social Media Posts, and Logo

Digital assets, including the logo for the service and graphically designed social media posts for LinkedIn, Facebook, Instagram, Twitter, Nextdoor, and newsletters can be found in this [publicly accessible Google Drive Link](#) titled “Ride Free Lafayette – Social Media Images.” Partner are encouraged to use these photos when posting about the Ride Free Lafayette service.

More information

Additional information and frequently asked questions regarding the service can be found at commutingsolutions.org/transit/ridefreelafayette.

Questions

Have questions about the Ride Free Lafayette service? Please contact Sydney Lund, Programs & Outreach Specialist for Commuting Solutions at sydney@commutingsolutions.org or (303) 604 – 4385.

Spanish Translations of Social Media and Newsletter Copy

Newsletter/Email Copy - ¡Hay una nueva forma de trasladarse por la ciudad de Lafayette y es de uso gratuito! ¡Ride Free Lafayette le permite a los residentes y visitantes llegar a donde necesiten ir dentro de la ciudad de Lafayette y la comunidad de Kestrel en Louisville de forma gratuita! Ride Free Lafayette es un servicio de transporte puerta a puerta a pedido que funciona de lunes a domingo, que incluye feriados, de 7:00 a.m. a 8:00 p.m.

Los viajes se pueden reservar por adelantado o para que lo recojan lo antes posible. Los pasajeros pueden reservar un viaje llamando al (833) 456 – 3359, descargando la aplicación “On Demand Transit: Rider App” o en línea en www.ridefreelafayette.com. Los pasajeros que reserven en línea o mediante la aplicación recibirán actualizaciones con las horas de llegada y salida en tiempo real.

La seguridad de nuestros pasajeros y conductores es la prioridad principal para Ride Free Lafayette. Los autobuses de Ride Free Lafayette se limpian a fondo todos los días y la limpieza intermitente de los puntos de alto contacto se limpian a lo largo de todo el día. Se requiere que los pasajeros y conductores usen tapabocas no quirúrgicos mientras viajan en el autobús y los autobuses circulan con ocupación reducida para permitir el distanciamiento físico.

Obtenga más información en commutingsolutions.org/transit/ridefreelafayette ¡y reserve hoy su viaje de transporte gratuito a pedido con Ride Free Lafayette!



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LinkedIn Copy #1 – ¡El servicio Ride Free Lafayette está en pleno funcionamiento! Asegúrese de informar a sus empleados y clientes que hay una nueva forma de trasladarse por Lafayette y ¡la mejor parte es que es gratis! Los viajes se pueden reservar por teléfono, en línea o a través de la aplicación On Demand Transit: Rider App. ¡Ride Free Lafayette lo recogerá en cualquier punto de la ciudad! ¡Súbase a Ride Free Lafayette hoy y llegue a los lugares que más visitas en Lafayette de forma rápida y gratuita!

La seguridad durante la COVID-19 es nuestra prioridad principal, por lo que todos los autobuses de Ride Free Lafayette se limpian a fondo todos los días y los puntos de contacto altos se limpian a lo largo de todo el día. Se requiere que los pasajeros y conductores usen tapabocas no quirúrgicos y estamos tomando medidas para garantizar que se pueda mantener el distanciamiento físico. Obtenga más información y reserve hoy su viaje visitando commutingsolutions.org/transit/ridefreelafayette.

LinkedIn Copy #2 – ¿Tiene que salir a trabajar o hacer trámites dentro de Lafayette? ¡Reserve un viaje con Ride Free Lafayette y llegue a donde necesita ir gratis! El servicio Ride Free Lafayette se extiende por toda la ciudad de Lafayette y llega a la comunidad de Kestrel en Louisville. Reserve un viaje por teléfono, en línea o a través de la aplicación On Demand Transit: Rider App. ¡Ride

Free Lafayette lo recogerá en cualquier punto de la ciudad de 7:00 a.m. a 8:00 p.m. todos los días de la semana! Reserve en línea o mediante la aplicación para recibir actualizaciones en tiempo real sobre cuándo llegará su autobús. Infórmese más en commutingsolutions.org/transit/ridefreelafayette.

Facebook Copy #1 – ¿Está buscando una nueva forma de hacer trámites, visitar los parques de Lafayette, ir a citas médicas o ir al supermercado? Ride Free Lafayette es un autobús gratuito a pedido que presta servicio en la ciudad de Lafayette y la comunidad de Kestrel en Louisville. ¡Este servicio es gratuito para todos y funciona según a horario!

Todo lo que tiene que hacer es reservar un viaje llamando al (833) 456 – 3359, visitando www.ridefreelafayette.com o descargando la aplicación On Demand Transit: Rider App. Una vez que haya reservado su viaje, Ride Free Lafayette lo recogerá en su destino inicial y lo dejará en cualquier lugar al que necesite ir en la ciudad de Lafayette. Es una forma simple, confiable y sin complicaciones de trasladarse por Lafayette.

La seguridad es nuestra prioridad principal, por lo que todos los autobuses de Ride Free Lafayette se limpian a fondo todos los días y los puntos de contacto altos se limpian a lo largo de todo el día. Se requiere que los pasajeros y conductores usen tapabocas no quirúrgicos y estamos tomando medidas para garantizar que se pueda mantener el distanciamiento físico.

Obtenga más información y reserve hoy un viaje visitando commutingsolutions.org/transit/ridefreelafayette.

Facebook Copy #2 – ¿Ya probó el servicio Ride Free Lafayette? ¡Ride Free Lafayette es un servicio gratuito a pedido que conecta a las personas con lugares dentro de la ciudad de Lafayette! Reserve un viaje y el servicio Ride Free Lafayette lo llevará a donde necesita ir, ya sea para trabajar, una cita o la



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tienda de comestibles. Es gratis y funciona los siete días de la semana de 7:00 a.m. a 8:00 p.m. ¡Cuando reserva en línea en www.ridefreelafayette.com o través de la aplicación On Demand Transit: Rider App, recibirá información de viaje en tiempo real con el horario de llegada y salida de su autobús!

Obtenga más información y reserve hoy un viaje visitando commutingsolutions.org/transit/ridefreelafayette.

Instagram Copy #1 – ¿Va a una cita, al supermercado, a visitar a un amigo o a trabajar dentro de la ciudad de Lafayette? Reserve un viaje y súbase al servicio Ride Free Lafayette, que lo lleva a cualquier parte de la ciudad de Lafayette, de forma gratuita, de lunes a domingo de 7:00 a.m. a 8:00 p.m. ¡Visite commutingsolutions.org/transit/ridefreelafayette para obtener más información o descargue la aplicación On Demand Transit: Rider App hoy!

La seguridad es nuestra prioridad principal, por lo que todos los autobuses de Ride Free Lafayette se limpian a fondo todos los días y los puntos de contacto altos se limpian a lo largo de todo el día. Se

requiere que los pasajeros y conductores usen tapabocas no quirúrgicos y estamos tomando medidas para garantizar que se pueda mantener el distanciamiento físico.

Instagram Copy #2 – ¿Necesita trasladarse dentro de Lafayette? ¡No busque más, ahora tiene el servicio Ride Free Lafayette! Ride Free Lafayette es un servicio gratuito de autobuses a pedido que lo recoge y lo deja en cualquier lugar donde necesite ir dentro de la ciudad de Lafayette y la comunidad de Kestrel en Louisville. Reserve un viaje con la aplicación On Demand Transit: Rider App ¡y vaya a cualquier lugar que necesite, gratis, en Lafayette de lunes a domingo de 7:00 a.m. a 8:00 p.m.!

Twitter Post #1 - Ride Free Lafayette es un autobús gratuito a pedido que presta servicio en la ciudad de Lafayette y la comunidad de Kestrel en Louisville. ¡Este servicio es gratuito para todos y funciona según a horario! Infórmese más: commutingsolutions.org/transit/ridefreelafayette.

Twitter Post #2 - ¡Ride Free Lafayette es un servicio gratuito a pedido que conecta a las personas con lugares dentro de la ciudad de Lafayette! Es gratis y funciona los siete días de la semana de 7:00 a.m. a 8:00 p.m.

Obtenga más información y reserve hoy un viaje visitando commutingsolutions.org/transit/ridefreelafayette

Twitter Post #3 – ¿Necesita trasladarse dentro de Lafayette? Ride Free Lafayette es un servicio gratuito de autobuses a pedido que lo recoge y lo deja en cualquier lugar donde necesite ir dentro de la ciudad de Lafayette y la comunidad de Kestrel en Louisville. Infórmese más: commutingsolutions.org/transit/ridefreelafayette



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Twitter Post #4 - ¡Ride Free Lafayette lo conecta con los lugares en Lafayette! Reserve un viaje descargando la aplicación “On Demand Transit: Rider App”, en línea o llamando al (833) 456 – 3359. El servicio funciona de 7:00 a.m. – 8:00 p.m. todos los días. Infórmese más:

commutingsolutions.org/transit/ridefreelafayette

