

**2011 Major Transit Initiatives
City of Alexandria / DASH**

Name of Transit System: City of Alexandria / DASH	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
New DASH AT2X Service from King Street Station to the Mark Center	On August 8, 2011, DASH began providing 10 minute headway express service from King Street Station to the BRAC-133 complex at the Mark Center.
New WMATA 7M Service from the Pentagon to the Mark Center.	On August 8, 2011, WMATA began providing 10 minute headway express service from Pentagon to the BRAC-133 complex at the Mark Center.
	The City worked with the DOD to implement a new transit center at the Mark Center
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

Major Transit Initiatives

Name of Transit System: Arlington Transit (ART)	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
RealTime bus arrival system	Taking data from the dispatch/AVL/CAD system and 1) presenting it in a map module that allows selection of stop by route or location with a pop up showing next arrival times, 2) presenting it through an Internet url also allowing search by stop number or routes.
GTFS interface	Worked with CAD contractor to develop GTFS presentation system and making it available to the public through a commuterpage.com interface with RSS feed for updates.
RealTime stop numbering	Installed decal on all existing ART bus stop flags with a unique RealTime five digit number for use with the RealTime bus arrival system
ART 41 weekday service	Longer service span, additional bus for improved on-time performance and to accommodate passenger loads
ART 42 weekday service	Additional Midday ART 42 weekday service?
ART 45	New ART 45 weekday service connecting Columbia Pike, County Human Service Offices at the Sequoia Complex and Rosslyn every 30 minutes
ART 75	Extended route to Virginia Square Metro and the Shirlington Transit Center
ART 77	Extended ART 77 service later on weeknights
ART 87	Additional ART 87 PM Peak trips to meet demand
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Car-Free Diet (ongoing)	Marketing campaign to promote transit, biking, and walking in Arlington, including ART. Brochures; Car-Free Guide to Arlington; ads in Metro stations and transit centers; online ad campaign including Facebook and Twitter posts and blogging; Car-Free Skeptics Challenge campaign.
Car-Free Diet Skeptics Challenge (March - April 2011)	Accepted applications from Arlington citizens to become Arlington's Car-Free Diet Skeptics – people who drive a lot now, but are willing to go car free for 30 days, to share that experience at carfreediet.com . Skeptics who successfully complete our 30-day challenge were given everything they need to travel car free around
Car-Free Day (September 2010)	Community outreach, including farmer's markets and outdoor concerts, flyers, and online posting on Facebook, Twitter, and transit blogs.
Try-Transit Week (September 2010)	Community outreach, including farmer's markets and outdoor concerts, flyers, and online posting on Facebook, Twitter, and transit blogs.
7-Day Regional Bus Pass on SmarTrip (January 2011)	Bilingual advertising in English and Spanish to promote policy change on WMATA and area transit providers, including ART. Campaign launched via ART Facebook Twitter, blog; Service alerts to web, email and text subscribers; Flyers to social services agencies, retail outlets, libraries, and community partners; String-pulls; "t
ART is Arlington (Spring 2011)	A customer appreciate campaign launched in spring of 2011 through summer. Various taglines including ART is Convenient, ART is Green, ART is Fun, ART is Easy. ART is Arlington brochures mailed to citizens and available on buses and in transit centers, direct mail, free ride coupons, community outreach, including farmer's
Web Tools Marketing (ongoing)	Promotion of tech tools including Real-Time and Point-to-Point. Marketing included in ART schedule brochures, online on ART website, created Rider Tools section ART website, information provided on Arlington County and Commuter Blog Website, piece in The Citizen newspaper.
How to Ride the Bus & SmarTrip Training (beginning January 2011)	A training series targeting low-income, non-native English speakers in Arlington neighborhoods. Campaign was released in English and Spanish via the following outlets: ART Facebook, Twitter, blog; Service alerts to web, email and text subscribers; YouTube channel with bilingual instructional videos; Flyers to social service
Bus Riding 101 for Teens (Summer 2011)	A partnership between Arlington Transit (ART) and Arlington Public Schools. Travel training for high schoolers with learning disabilities, primarily autism. Promote through Arlington Public Schools.
Teen Expo at Arlington Career Center (April 2011)	Provided information about using transit to teens at the Job Fair. Had an ART bus there so teens could ask questions, get on the bus, practice loading money onto SmarTrip card, etc. Promoted through Department of Human Services Arlington Employment Center.
Art on the ART Bus – partnership with Artisphere Art Center (ongoing)	Art on the ART Bus is a mobile gallery on one of Arlington County's ART public transit buses. Run by Artisphere Visual Arts Curator, Cynthia Connolly, this unique bus features original works of art. This dynamic connection between public transit and original art makes the commute as exciting as the destination, cultivating a

ALTAVISTA	
Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Altavista Commiunity Transit System	This system was started in January 2011. For the months of June-September a citizen of the Town of Altavista provided free fares for all citizens within the Town. This \$1,200 gift provided free fares for over 5,600 riders. The price for 10 punch and monthly passes was also reduded. After 3 months of operation the advisory board met and considered several recommendations from riders for areas of service that if added would benefit the riders. All recommendations were able to be included.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Advertising Initiatives (ACTS)	The placement of flyers at each bus stop location has helped citizens know the bus schedule and the bus system continues to be advertised on the Town's Government Informational TV Channel.
Advocacy for TDM/Transit	

2011
Major Transit Initiatives
Bay Transit

BAY TRANSIT	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Seniors on the Go	Although the grant was not renewed for 2011; Bay Transit continues to collect tickets from riders that attended the SOG training programs with 575 tickets used to date representing a 26% rate of return. The grant has been renewed for 2012 and we are already planning events to aide our seniors in using public transit.
New Warsaw Transit Facility	Moved the administrations office into the new transit facility in Warsaw, VA, Sept 3, 2010; consolidated the offices from Colonial Beach, Essex, and Lancaster counties into the facility over the next several months, reducing overhead and improving administrative and operations efficiency in the Northern Neck dispatch area.
New Gloucester Transit Facility	The process is underway to begin construction of a second transit facility in Gloucester, Va. The land has been purchased; an RFP for A&E was circulated and pending contract award; the RFP for a GC is expected to be published in the Spring of 2012.
Limited English Proficiency Project	The Bay Transit brochure has been translated into Spanish. Sources for distribution will include (but are not limited to): DSS offices, health department offices, VEC, Telamon, free health care clinics, domestic violence shelters, chambers of commerce, hospital discharge planners, county administrator's offices, town manager offices.
Coordinated Human Service Mobility Team	Bay Transit has staffed a fulltime Mobility Manager to coordinate and facilitate transportation requirements across two planning districts, the Middle Peninsula and Northern Neck. The Mobility Manager also chairs the Coordinated Human Services Mobility Team which is in the process of updating its 2008 Plan Strategies and Projects.
New Freedom	Through a program that uses private or community organizations' transportation, the New Freedom program is providing rides to disabled residents and Veterans unable to be serviced by routine public transportation due to destination, time or other extenuating circumstances. Approximately 2500 rides will be given under this grant in FY 2011.
Capital Improvement	13 new uses were added to Bay Transit's fleet during FY 2011; bike racks were added to 6 buses in areas to better link commuters to public transit.
Paratransit Software Implementation	An RFP was published for the procurement of a Paratransit Software system to improve efficiency and quality of service of the Bay Transit public transportation system. Negotiations leading to a contract award are currently underway with implementation expected in early 2012.
Driver Training	Bay Transit provides one of the best <i>New Driver Training</i> courses in the nation: a 40 hour hands-on experiential and classroom instruction program covering all aspects of safely operating Para-transit bus service. Bay Transit conducts quarterly safety meetings for all drivers, dispatchers and operations supervisors.
Supervisor and Management Training	Bay Transit offers continuing education and workshops updating all staff in safety, personnel management, dispatching, customer service and all other aspects of their assigned duties.
Transit ROADEO	Three days of ROADEO activities were held, serving as the sripng quarterly training meeting and putting every Bay Transit driver though the written test and road skills/obstacle course. Three drivers attended the state ROADEO and Ronnie Ryals, a driver from the Bay Transit Gloucester office, won <i>second place overall</i> in the State Transit ROADEO in Dublin, Virginia.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Brochures	Distributed at local events and venues throughout the service area; had the brochure translated to Spanish (See note on Limited English Proficiency Project)
Website	www.bayaging.org and www.baytransit.org ; linked to many local government sites and included in all Bay Aging PR materials.
Advertising	Services advertised routinely in local newspapers and in special publications such as chamber of commerce directories and various county/chamber special interest publications
Articles	Press releases, news articles and PSA's submitted to local radio stations and newspapers widespread circulations
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Chamber of Commerce Members	Bay Aging/Bay Transit is an active participant and member of eleven Chambers of Commerce in the Middle Peninsula, Northern Neck, & New Kent Counties
Speaking engagements	Public Speaking engagements for community and civic organizations
Board of Supervisors Meetings	Attend and make presentations at county Board of Supervisors meetings
Political Venues	Actively participate in regional and statewide meetings addressing issues that affect the future of transit operations and administration

**2011 Major Transit Initiatives
Blacksburg Transit**

Name of Transit System: Blacksburg Transit	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
BT4U	BT4U is Blacksburg Transit's Rider Information System, providing real-time bus arrival prediction times at bus stops. BT 4 U, can be accessed from any cell phone either by text messaging or visiting the website to receive information on up to the next three departures for that particular stop. The program was implemented in a test phase on the Hethwood and CRC routes; deployment on all routes is anticipated in Fall 2011.
Commuter Service	Blacksburg Transit launched a commuter service between Christiansburg and Blacksburg , January 3, 2011.
Full service start up a week earlier in FY 11	In response to a ridership demand and in conjunction with one of our partners, Virginia Tech our full service schedule went into effect one week earlier.
Fare reduction- JARC (Go Anywhere service)	Blacksburg Transit's Go Anywhere bus service lowered fares from \$2.00 round trip to \$0.50 per trip, effective October 1, 2010. The Go Anywhere bus service, was launched in November 2009 as a call ahead bus service. Customers must call and schedule a trip and can be picked up and dropped off anywhere within the Christiansburg Town limits. The new low fare of \$0.50 per trip will make the service even more affordable.
Expanded Explorer and Go Anywhere Routes	Blacksburg Transit's Christiansburg bus service offered expanded hours on the Go Anywhere and Explorer routes, effective October 18, 2010. The Explorer and Go Anywhere routes began service at 7 a.m., weekdays. The Go Anywhere route also features expanded hours of service on Saturdays, beginning at 8 a.m.
Hybrid buses placed in service	Seven hybrid buses were purchased with the use of ARRA funding and placed in service to reduce dependency on fossil fuels and improve air quality by lowering emission levels, while providing real, bottom line operating benefits to our municipality and fleet operations.
Articulated buses placed in service	Two 60' articulated hybrid buses were placed into service to reduce dependency on fossil fuels and improve air quality by lowering emission levels and to better service our high ridership routes preventing the number of pass-by's on those routes.
Warm Hearth-Hospital Connector Route Planning	Studies and meeting were conducted with Montgomery County, Montgomery Regional Hospital, Warm Hearth Community in the development of this for FY 12 funded service.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Commuter Route	Advertising through newspaper (Roanoke Times) and hosted interest meetings on for employee's on VT campus, in addition to citizen and employee meetings for the Towns of Blacksburg and Christiansburg.
JARC service	Advertising initiatives for our JARC service included direct mail, radio and newspaper ads.
Hybrid buses	Introduction of nine hybrid buses into our fleet, by use of a series of bus branding wraps being installed during Phase I. (Phase II funded in FY12)
Hybrid bus unveiling ceremony	Hosted an unveiling event on VT campus to introduce our fleet of nine hybrid buses put into service during Sustainability Week, Sept 23, 2010.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

**2011 Major Transit Initiatives
Blackstone Area Bus System**

Name of Transit System: Blackstone Area Bus System (BABS)	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Fort Pickett - New Service	New service to Fort Pickett (operates 7 days a week with approximately 45 minutes headways)
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Reach out to residents and business	Promotion materials distributed
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
	Member of CTAA

**2011 Major Transit Initiatives -
Charlottesville Area Transit**

Name of Transit System: Charlottesville Area Transit	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Discounted Transit Day Pass - Continued	25 percent discount price (\$1.50 compared to \$2.00) and began selling Day Pass on board buses, previously not sold on buses.
Transit Monthly Pass - Continued	New monthly fare option sold at a more than 35 percent discount price compared to cash fare paid by daily passengers.
University of Virginia Pre-Paid Transit - Continued	Charlottesville Area Transit continues to accept University of Virginia photo identification from students, faculty, and staff as fare payment. Program boardings increased 8 percent in FY 2011.
FREE Trolley between UVA and Downtown Charlottesville - Continued	Charlottesville Area Transit continues to provide fare-FREE service on replica trolleys between downtown Charlottesville and the University of Virginia. FREE Trolley boardings increased nearly 9 percent in FY 2011.
Fare-FREE Promotional Days	In FY 2011, Charlottesville Area Transit promoted fare-FREE service for Try Transit Week on September 22 and Clean Commute Day on May 6.
Additional Bus Finders	In FY 2010, Charlottesville Area Transit installed five additional bus finders at bus stops. Bus finders give waiting passengers a way to know how many minutes until the next bus arrives.
Additional Passenger Shelters	In FY 2011, Charlottesville Area Transit installed two additional passenger shelters and replaced two passenger shelters at bus stops. Shelters provide waiting passengers with a better experience.
Replacement Buses	In FY 2011, Charlottesville Area Transit replaced six buses. New buses provide passengers with a better experience.
Summer Youth Ride FREE Program - Continued	Charlottesville Area Transit offered FREE service to those ages six to 18 during summer 2011 continuing the program started in summer 2005. A promotional brochure was distributed to students at area schools. Youth boardings increased nearly 18 percent compared to summer 2010.
Charlottesville High School Students Ride FREE Program	Charlottesville Area Transit provides FREE Annual Transit Passes to students.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Website - CatchtheCat.org	The catchthecat.org web address is prominently promoted on buses, in the Rider's Guide and all printed materials, and in print and radio advertising. Makes transit information more accessible with prominent links to real-time schedules. Provides how-to-ride information, printable maps and schedules, and text reader-friendly
Facebook - facebook.com/Charlottesville Area Transit	Charlottesville Area Transit launched a Facebook page for additional online promotion of CAT events, service changes, and initiatives. CAT's Facebook address is promoted along with the website on print collateral and advertising. Likes for the page increased by 59 percent in the second half of FY 2011.
Bus graphics Logo and color change - completed	Dogwoods, Blue Ridge Mountains, and a road have replaced a stylized sun as the logo for Charlottesville Area Transit. Blue and green have replaced red and yellow as system colors (with the exception of gold logos on the green FREE Trolley vehicles). Application of new name, logo, and colors onto both new and existing buses was completed in FY 2011. Vehicle remarking includes system name and contact information (phone/web), which was not displayed in the previous vehicle marking.
Charlottesville Area Transit logo signage	Permanent Charlottesville Area Transit logos were installed above the Customer Service desk at the Downtown Transit Station, 615 East Water Street, and the reception desk at Charlottesville Area Transit headquarters, 1545 Avon Street Extended.
Travel Tips signage	A permanent sign with Charlottesville Area Transit branding and travel tip information was installed at the Downtown Transit Station, 615 East Water Street.
Bus stop information improvements	Two-sided bus stop signs featuring "Catch the CAT" and system contact information (phone/web) is posted at all CAT stops. Stop-specific information has been reformatted for readability and usability, and includes the real-time phone number for stop arrival information.
Rider's Guide - Updated/Continued	Rider's Guide includes improved maps and updated schedules, and features CAT logo, colors, and web/Facebook address. Information on services, fare media, and real-time passenger tools available online, by telephone, at bus stops, and at the Downtown Transit Station has been expanded.
Go Green Promotion	Charlottesville Area Transit has distributed a brochure promoting green features of the Downtown Transit Station, the Transit Administration, Maintenance, and Operations Facility, and the system in general. An update and reprint will be completed in FY 2012.
Facilitated Transit Review - Transit Development Plan	Charlottesville Area Transit held community discussions of transit and how it can be improved. Discussions were led by Connetics Transportation Group who analyzed performance and reported on their findings.
Bus Lines/Community Poetry - Continued	Charlottesville Area Transit in collaboration with the Neighborhood Leadership Institute promotes artistic expression by displaying original poems of local poets on buses and by hosting poetry readings at the Downtown Transit Station. The March 2011 reading was an official event of the Virginia Festival of the Book. A partnership with the University of Virginia Library deposits copies of the winning poems into the library's permanent collections of Charlottesville ephemera.
Barracks Station - Transit Development Plan	Charlottesville Area Transit has partnered with Barracks Road Shopping Center to plan for a new transit station to better organize the path of travel for buses in the area and to better provide for a convenient and accessible passenger waiting area where passenger connections can be made between buses. Included in FY 2012-FY 2017 Transit Development Plan.
Martha Jefferson Hospital, Fashion Square, and Albemarle Place Transit	Charlottesville Area Transit has partnered with Martha Jefferson Hospital, Fashion Square, Albemarle Place, and Albemarle County representatives to plan for new passenger waiting areas and to better organize the path of travel for buses. Service to new Martha Jefferson Hospital effective FY 2012.

**2011 Major Transit Initiatives -
Charlottesville Area Transit**

Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc. (continued)
Charlottesville Area Regional Mobility Map	In FY 2011, map was updated to reflect current service. Charlottesville Area Transit is a primary sponsor of a free map showing transit, bicycling, and pedestrian options. The map is produced by the Alliance for Community Choice in Transportation.
Hybrid Information Flyer	Charlottesville Area Transit created an informational flyer on the benefits of hybrid vehicles and their addition to the CAT service fleet. Information was distributed to the media electronically, and to the public via the CAT website.
Discovery Map	Charlottesville Area Transit participated in a tourism-targeted map product distributing through local hotel/hospitality industry channels.
Metro Marketing Map	Charlottesville Area Transit participated in a relocation-targeted map product with key distribution points in Charlottesville, supported by a tv spot campaign.
Ticket Advertising, nTelos Wireless Pavilion	A green-themed ad for Charlottesville Area Transit, including contact information, is appearing on the back of 110,000 hard-copy event tickets to Charlottesville's nTelos Wireless Pavilion. The Pavilion is located immediately adjacent to CAT's Downtown Transit Station.
Charlottesville Municipal Band program	Charlottesville Area Transit was a sponsor in the Charlottesville Municipal Band's summer concert program (audience skews heavily to the senior demographic).
Charlottesville Festival of the Photograph program	Charlottesville Area Transit was a sponsor in the June 2011 program for the Festival of the Photograph, which reaches an audience of out-of-town attendees as well as locals.
Catch the CAT advertising campaign	Fall 2010 campaign built awareness of new brand in combination with education about system facts (monthly passes, convenience of routes and stops, destressing benefits, green transit stats) in print, radio, and online (Facebook, Google, Yahoo).
Holiday Thank You advertising campaign	Print advertising combined notification of holiday closure schedule with message thanking the public for riding CAT in 2010.
Did You Know advertising campaign	Spring 2011 campaign educated public on system features (monthly passes, night service, Sunday service, frequency of Route 7 service) and reinforced CAT branding in print, radio, and online (Facebook, Google, Yahoo).
Summer Youth Ride FREE advertising campaign	Print and radio advertising promoted the Summer Youth Ride FREE program, increasing awareness and providing information on dates photo ID pictures would be taken in area schools.
Clean Commute Day advertising	Print advertising supported joint commuter fair sharing information about local public transportation options.
University of Virginia-targeted advertising	Print advertising in the University of Virginia newspaper promoted the UVA Ride-FREE program to students, staff, and faculty at the beginning of the Spring and Fall semesters.
FY2012 Service change advertising campaign	August 2011 campaign shared information on new services and passenger information in print, radio, and online (Google, Yahoo).
Bus Lines poetry reading advertising campaign	Print, radio, and online advertising promoted the September 2011 Bus Lines poetry reading, increasing program awareness and event attendance.
Promotional Branding items	Charlottesville Area Transit produced promotional items branding the CAT name and logo on giveaway merchandise for distribution at fairs and events.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Presentation to City Manager	Developed slideshow and presented results of rebranding and marketing initiatives with Charlottesville City Manager.
CityNotes newsletters	Charlottesville Area Transit shared news items for inclusion in monthly City newsletter to residents.
Employee Connection e-newsletters	Charlottesville Area Transit shared news items for inclusion in monthly electronic newsletter to City employees.
Government Services Day	Shared information about public transportation options with Charlottesville community members.
Martha Jefferson Hospital and Transit	Participated in commuter fair to share information about public transportation options with Martha Jefferson Hospital employees.
Earth Week EcoFair	Shared information about earth-friendly public transportation options with Charlottesville community members.
University of Virginia Transportation Fair	Participated in commuter fair to share information about public transportation options with University of Virginia employees.
Charlottesville Job Fair	Participated in employment fair to share information about public transportation options with community members seeking employment.
Clean Commute Day	Organized commuter fair with other area transportation providers to share information about public transportation options with community members.
Try Transit Week	Organized poetry reading event in conjunction with Try Transit Week in Virginia as a means to reach alternative audiences with community transit information.
Presentation to Neighborhood Leadership Institute	Presented information on the role of transit in the greater Charlottesville community to participants of the Neighborhood Leadership Institute program that prepares citizens to engage in community issues.
Presentation to North Charlottesville Business Council	Presented information on the benefits of transit to employers and business owners.

**2011 Major Transit Initiatives
Danville Transit System**

Name of Transit System: Danville Transit System	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Expansion of dial a ride service	Danville Transit initiated limited dial a ride service eleven (11) years ago during hours when fixed route operations were not provided. Since then service hours have been expanded on weekdays enabling passengers to receive door to door service from 4 am until 1 am (21 hours daily). As a result, this operation has contributed greatly to our recent increase in passenger revenue from \$230,000 in FY09 to \$275,000 in FY11. In addition, the addition of the dial a ride service offers more flexibility to our fixed route passengers and facilitates current coordination efforts with human service agencies. The combination of fixed route, paratransit and dial a ride service has made Danville Transit far more attractive as an inclusive transportation provider that can meet individual needs.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

2011 Major Transit Initiatives - FRED

Name of Transit System: FRED Transit	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Keeping fares reasonable (75 cents per boarding) to encourage ridership.	The Public Transit Advisory Board and local jurisdictions agreed to raise the fare slightly to 75 cents per boarding allowing FRED to continue as an affordable alternative to an SOV.
Increasing security on all of our buses.	FRED Transit has outfitted all of its 31 buses with four cameras each and GPS. Passengers appreciate knowing that our supervisors have the ability to monitor the buses for security issues should they arise.
SMART Benefits	FRED is now participating in the Smart Benefits Program for its VRE feeder service. In response to requests from its customers, FRED has become a participating transit provider in the Smart Benefits Program. Now, patrons of FRED's VRE feeder services in the City of Fredericksburg and in Spotsylvania County can allocate a portion of their Smart Benefits to pay for monthly passes (\$45 per month) and bundles of twenty (20) single VRE feeder bus tickets (\$30.00).
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Marketing initiatives	Through its partnership with local newspaper and radio, FRED gets free advertising space/time. FRED uses that space/time to sponsor traffic reports, advertise FRED service to key destinations in the Region, etc.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

2011 Major Transit Initiatives - Greene County Transit

Name of Transit System: Greene County Transit, Inc.	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Senior Saturdays (seniors receive one free round trip)	Seniors, age 60 and older, receive one free round trip each Saturday to promote transit use. This is an ongoing project.
Extended Hours - operating until 10:00 p.m. In county	Providing demand response service within Greene County from 7:00 a.m. - 10:00 p.m. to meet transportation needs. This is an ongoing project.
Summer rate for students	Provides children ages 5 - 18 with a reduced fare rate during the summer months.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Agency visits	Our Operations Technician visits each agency in the area to discuss transportation needs and to promote service.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Greene County Chamber of Commerce	Member of Greene County Chamber of Commerce

2011 Major Transit Initiatives - JAUNT

Name of Transit System: JAUNT	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Foothills Express	Service connecting Culpeper, Madison and Charlottesville
Shenandoah National Park	Twice-weekly service connecting Charlottesville and Shenandoah National Park
Louisa Intracounty Service	Demand-response Service expanded by 11%
Louisa Midday Service	Service connecting Louisa and Charlottesville expanded by 28%
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Community Events	Celebrating Children Fair, Eco-Fair, Clean Commute Day, Charlottesville Community Job Fairs, UVA Sustainability Fair, Nelson County School & community Health Fair, Scottsville 4th of July Parade, Louisa's Fireman's Parade, Crozet Fireman's Parade, Fluvanna Active Aging Fair, Senior Center Active Aging Fair, Fluvanna Old Farm Day, Try Transit Week at Martha Jefferson Hospital, State Farm community Outreach Fair, Caregivers Fair, Live & Learn Resource Fair, UVA Low Vision Support Group Fair, Life After High School, PVCC Disability Awareness Fair
Presentations to Groups throughout area	Including Lake Monticello's Low Vision Group, Martha Jefferson House, the Senior Center
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Interagency Council Meetings	JAUNT is an active participant in interagency council meetings throughout our service area including: Louisa County, Nelson County, Fluvanna County, Albemarle County and the City of Charlottesville
Chamber of Commerce	JAUNT is an active member of the Charlottesville/Albemarle's Regional Chamber of Commerce's Nonprofit Council as well as their Aging in Place Council.

2011 Major Transit Initiatives - Lake Country Area Agency on Aging

Name of Transit System: Lake Country Area Agency on Aging/Lake Area Bus/Halifax Area Rural Transportation	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
HART	Advertising on local television station
LAB/HART	Both were in the Christmas Parade for their localities
LAB/HART	Brochures were distributed to local doctor offices, retirement homes, apartment complexes, and businesses for both localities.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

2011 Major Transit Initiatives - Potomac and Rappahannock Transportation Commission (PRTC)

Potomac and Rappahannock Transportation Commission (PRTC) - Items that can be attributed to the OmniMatch TDM program are in bold and italics.	
Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Continued Teen Summer Pass -- funded by DRPT	Discounted pass for teen used in summer months to get them familiar and comfortable with public transit.
New Residents	Redesigned "Welcome To the Neighborhood" packets which provides customized information to new residents for the service area and free roundtrip coupons. The new design was an APTA AdWheel Award winner.
Potomac Mills Commuter Lot Space Reduction	Worked with Prince William County, VDOT and the slugging community to lessen the impact of the loss of 700 commuter parking spaces at Potomac Mills Mall. Efforts included collaborating on communications with commuters on alternate parking locations, encouraging the establishment new slug lines, leasing space for new commuter parking funded by VDOT, and establishing a shuttle between the Horner Road Commuter Lot and the newly leased space.
OmniRide overcrowding relief	In response to record high ridership levels and chronic overcrowding present on a significant number of OmniRide express trips, PRTC was able to implement 10 new trips by deferring the retirement of four buses.
PRTC 25th Anniversary	Promotions included contests for riders and employees and collection of donations for area service organizations. Emphasis for the celebration was on PRTC's role in the community and the importance of transit.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
PW Schools Transition Fair	The Transition Fair provides information for graduating high school seniors that will not be able to drive. PRTC has long had a presence at this annual event promoting transit use for young adults that are or will be transit dependent.
Tysons Express	Launched in November 2009, usage of the service has exceeded projections but there is still ample capacity. The service is being promoted via print and online ads, a 6-month contract for an 8-foot stand alone banner at Potomac Mills Mall.
Prince William County New Teacher Orientation	Attendees of this event are often new to the community, giving PRTC an opportunity to deliver transit and ridesharing information into the hands of new residents.
Annual ADA Fair	Attendance at this event is an opportunity to engage with many in the community who have special needs. In addition, it is a forum that is attended by many of our advocates and supporters, particularly of our local OmniLink service.
Advocacy for TDM/Transit	
Youth Outreach Program	Continued program to educate early elementary school-aged children on transit use and the value of transit to the community. A new program aimed at middle school students will be piloted during the current school year in Prince William, Manassas and Manassas Park schools.

2011 Major Transit Initiatives - Virginia Railway Express

Virginia Railway Express (VRE)		
Initiative	Description of Initiative	
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.	
Implementation of Express Train	Added an express train during the early morning rush hour on the Fredericksburg Line on July 19, 2010.	
State Sponsored Amtrak Trains	State-sponsored Amtrak trains began on July 19, 2010. These were slots originally designated for VRE.	
New Locomotives	20 New Locomotives delivered over the course of the fiscal year.	
Constructed Second Platform at Woodbridge	Second platform allows improved dispatching flexibility and promotes on-time performance.	
Fredericksburg Station Rehabilitation	Improved existing facility at Fredericksburg to enhance safety and customer experience.	
Broad Run Parking Expansion	Prince William County expanded parking at Broad Run by 200 spaces	
Reduced Step-Up Fare	Reduced Step-Up fare that allows riders to use select Amtrak trains from \$10 to \$5	
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/twitter, events, etc.	
Security Campaign	Began security campaign - "Security is no accident" and VRE tied in with a regional security Campaign "See Something, Say Something" which included radio ads.	
Meet the Management at Every Station	Held annual Meet the Management events where VRE staff and management met with VRE riders on the platforms, included Keolis, Motive Power and the host railroads.	
Clifton Day	Provided trains in support of Clifton Betterment Association's Clifton Day, October 10, 2010; provides attendees who may not otherwise use VRE an opportunity to ride VRE	
Operation Lifesaver Santa Trains	Held annual event on December 11, 2010 to promote rail safety; provides attendees who may not otherwise use VRE an opportunity to ride VRE	
Toys for Tots	Held annual toy drive	
Manassas Rail Festival	Provided trains in support of the Manassas Heritage Railway Festival, June 4, 2011; provides attendees who may not otherwise use VRE an opportunity to ride VRE	
Free Rides at Settlement Program	Mailed a brochure to real estate agents surrounding select stations offering 2 Free Ride Certificates as a settlement gift.	
Attended transit fairs at Ft. Belvoir and Crystal City to educate BRAC employees who were relocating on available transit options.	Presented a display and provided schedules, Riders guides, commuter information and answered questions.	
Attended VDOT transit fair in prince William County to educate area high school students on transit options.	Presented a display and provided schedules, Riders guides, commuter information and answered questions.	
Mass mailed Riders Guides to our extensive mailing list of real estate agencies, transit agencies and businesses.	We have an extensive list of 18,000 people that we mail out to every time the Rider's Guide is printed.	
Promote transit to elementary schools on Career Days	Travel to elementary schools when they have their career days and speak about trains.	
VRE on Facebook	VRE has it's own web site and Facebook page to reach out to the general public as well as riders.	

2011 Major Transit Initiatives - Virginia Railway Express

Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc	
Emergency Drill	Held emergency drill with Fairfax County, November 13, 2010	
Stafford Town Hall Meeting	Participated in Stafford Town Hall Meeting in October 20, 2010	
Bring Your Child to Work Day	Allowed children to ride free while commuting to their parents work site, April 28, 2011.	
National Safety Month	Promoted safety June 2011.	
Presentation at APTA Rail Conference	Presentation on "VRE's Jurisdictional Model and the Challenges to Service Expansion" on June 13, 2011	
Brief to the Braddock District Council, Fairfax County	Presentation/overview of VRE service and the benefits of commuter rail on November 9, 2010	
Northern VA Transportation Alliance seminar	Presentation/overview of VRE service and the benefits of commuter rail on September 20, 2010	
National Train Day	Displayed locomotive and coach at annual event at Washington Union Station on May 7, 2011 to inform the public of the benefits of commuting and shipping freight by rail	

Major Transit Initiatives

Truck Petting Zoo (May 2011)	An event as part of Arlington's Neighborhood Day celebrations held at the Central Library and featuring ART. Children and their caregivers were invited to board the bus, meet the driver, and learn how a bus works. Handed out ART bags, displayed maps of where the bus routes go, promoted event on ART website and
Arlington County Earth Day celebrations – (April 2011)	ART featured in Department of Environmental Services Earth Day article for Arlington County. ART Transit officials also featured on local newscasts promoting AR
ART Route and Schedule Changes (various)	Schedule and route changes on ART 41, 75, and 87. Updated Brochure; Updated RCHs; Informational RCHs along Pike Ride; String Pulls on all buses; Fliers and Take-Ones; Web information updated on arlingtontransit.com and commuterpage.com; Advertisement on County television screens; Blog posts for ART and Commuter
How to Load Money Onto a SmarTrip card on an ART bus (Winter 2011)	Bilingual instructional videos on riding the bus, promoted through YouTube channel, on Facebook, Twitter, arlingtontransit.com, and via Department of Human Services.
ART Community meetings (Spring 2011)	Community meetings on potential route changes in North Arlington – ART 51, 52, 53, 61, 62. String Pulls on all buses; Fliers and Take-Ones; Posted on arlingtontransit.com and commuterpage.com; Advertisement on County television screens; Blog posts for ART and Commuter Page; shared with relevant civic
Super Stops – construction in FY2011 (Spring-Summer 2011)	Webpage created in anticipation of Super Stop construction in Fall 2011.
DRPT Filming and Photo Shoot (Summer 2011)	Partnership with the Virginia Department of Rail and Public Transportation to film and photograph ART services, including fare boxes, schedules, bus stops, boarding and deboarding the bus, and transferring from rail. Video and photographs will be promoted on DRPT YouTube channel, DRPT marketing outlets,