

Major Transit Initiatives

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., Wi-Fi), free bus pass, etc.
ART Service Enhancement	August 2011: ART 41 – Additional buses for added Weekday, Saturday and Sunday Service, and late night service.
ART Service Enhancement	August 2011: ART 45 – Revision of schedule and reroute of service.
ART Service Enhancement	August 2011: ART 51/52 – Revision of schedule and reroute of service.
ART Service Enhancement	January 2012: ART 62 – Revision of schedule and reroute of service.
ART Service Enhancements	April 2012: ART 42 – Revision of schedule, reroute as well as added bus and hours.
ART Service Enhancement	April 2012: ART 75 – Added bus as well as added mid-day service and evening service.
ART Service Enhancement	April 2012: ART 77 – Revision of schedule, reroute of service as well as added weekend service.
Addition of New ART Buses	October 2011 and April 2012: Received and put into service three low-floor 31' CNG heavy-duty transit buses (NABIs) and six low-floor 28' long 96" wide CNG medium duty transit buses (ARBOCs).
ART's New Operations Center	Initiated rehab of new office space for ART operations and administrative staff.
Passenger Information Improvements	Added real-time Connexionz Bus Finders at 10 bus stops. Also developed RealTime bus arrival information software and installed two real-time transit video displays in the Arlington County Office Building lobby to provide public with real-time arrival of bus and rail service serving area.
Bus Stop and Shelter Program	Installed five new ART bus stops in connection with new routes and service changes. Added or replaced shelters at 16 bus stops. Installed 13 freestanding benches at stops without shelter. Improved sidewalks and ADA access at 32 bus stops. Installed trash receptacles at nine stops.
Implementation of Super Stops on Columbia Pike	Began construction of first Super Stop prototype on Columbia Pike at Walter Reed intersection. Prepared final design specs for second prototype at Barton intersection.
Columbia Pike Transit Initiative	Completed Alternatives Analysis and Environmental Assessment.
Transit ITS and Security Program	Completed Pike Transit Technology project including installation of CCTV cameras at key stop locations; installed transit video display in County office to view current bus performance, monitor CCTV at Shirlington and Super Stop locations and serve as backup dispatch location. Installed bus queue jump on Glebe Road at Henderson Road.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Participated in the See Something, Say Something Safety Campaign	Fall 2011: Promotions included signage and window stickers on buses, signage at the Shirlington Bus Station and in the Courthouse Tunnel, and a street team handing out information at the Rosslyn Metro Station. Also promoted via ART's website social media and newsletters.
Implemented Adopt-a-Stop Program	May 2012: In FY 2012, ART implemented an innovative program along the 51, 52, 53 and 61 routes with plans to expand to additional routes in the next fiscal year. Participants agreed to adopt an ART bus stop for one year and pick up trash and do snow removal. Promoted at community events, through Arlington County's website, newspaper and social media and via ART's website, social media, newsletter and news stories in local publications.
Snowflake Decals on Bus Flags That Are in Service During Severe Weather	November 2011: Promoted via ART's website, social media, newsletter and Arlington County's newspaper, e-boards and website. Bus cards and signage on the bus included information on bus stop inserts and in the schedule brochures.
ART Route and Schedule Changes	Updated ART schedule brochures, web info and bus stop inserts for ART 41, 42, 45, 51, 52, 62, 75 and 77 schedule and route changes. Changes promoted with on board bus signage, on ART's website and social media, on Arlington County's website, e-boards and social media. In ART's newsletter and Arlington's e-newsletter and newspaper. Community outreach to areas impacted by changes. Info in Commuter Stores and on Commuterpage.com.

Major Transit Initiatives

Arlington Transit (ART)	
Initiative	Description of Initiative
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Fare Box Training	Held several trainings to teach riders how to add money to their SmarTrip card on the bus and what to do if their card doesn't work. "How to Ride the Bus" information was also placed on ART's website, including a video. "Take One's" informational brochures were placed on buses.
Updated Brochures and Signage	October 2011: Redesigned the timetables and maps in the ART brochures and bus stop inserts so that they are easier to read and understand.
Outreach to Teens	Created video with local group about teens using transit and promoted on ART's website and YouTube channel. Attended back to school nights for local middle and high schools and Arlington's Teen Expo to distribute ART information and information about ART's teen program (iRide).

Major Transit Initiatives

Bay Aging 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.
Scheduling and Dispatch Software	Implemented a computerized dispatch and scheduling system from Route Match that utilizes on-board Samsung Galaxy tablets.
Upgraded Two-way Radio System	Bay Transit is currently in the middle of upgrading their two-way radio system to digital. This new system conforms with the FCC Narrowbanding requirements.
Enhanced Service from New Kent/Charles City into Richmond	Bay Transit is currently starting up enhanced service to the area around White Oaks mall in Richmond and linking with GRTC.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Enhanced Service in New Kent/Charles City	Advertisements in the New Kent Chronicle announcing the enhanced service into the Richmond area.
Upgrades to Website	Website can now be translated into Spanish, French and German with a click of the mouse for Limited English Proficiency individuals.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Chamber of Commerce Members	Bay Transit is an active member of eight area Chambers of Commerce that meet in our service area.
Community Transportation Association of Virginia (CTAV)	Bay Transit is a member of the Community Transportation Association of Virginia.
Seniors on the Go	Initiated a program to familiarize senior citizens in the community with how to schedule and ride public transportation.

Major Transit Initiatives

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., Wi-Fi), free bus pass, etc.
Paratransit expansion	Effective Oct. 1, 2012: Danville Transit will expand its paratransit operation and merge service with Danville’s Senior Transportation program that is currently provided through Danville Parks and Recreation and financed with aging funds. This service is a coordinated effort with Senior Transportation and the private sector. Danville Transit has been awarded a New Freedom grant to support this new service and will use automated scheduling software to reduce service duplication.
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

City of Fairfax CUE Bus	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Interactive Voice Recognition	CUE bus currently has real time arrival information system, which is currently only accessible through the Internet. Fairfax enables anyone with a phone to call a number and punch in the bus stop number, and voice message will provide the time the next bus will be arriving at the bus stop.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Memberships	American Public Transit Association (APTA) and Virginia Transit Association (VTA)

Major Transit Initiatives

Greater Richmond Transit Company (GRTC)	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
New Trip Planner	Previous Trip Planner on www.ridegrtc.com website was replaced with the more user friendly Google Maps.
Hurricane Irene Emergency Protocol	Hurricane Irene resulted in GRTC Transit System headquarters facility being without city power for several days. Bus service was conducted as usual, without interruption in the Richmond community, using emergency power protocol.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Richmond Jazz Festival	August 10-12, 2012: Sponsorship included providing shuttle service to and from the Maymont venue and off-site parking. GRTC logo was prominently displayed on large size screens around the event site. A booth was hosted by GRTC personnel. Brochures and branded items were distributed to thousands of visitors.'30 Second Safety First' Service Always video prominently displayed on large size screens around the site.
Kings Dominion Express Service – Route 102x Seasonal Service	Conducted radio advertising with three local FM stations over a 10-week period. Bus board ads were placed on the rear panel of GRTC buses from Memorial Day thru Labor Day.
Virginia This Morning – WTVR CBS6 (live TV show)	Held monthly live interview with following topics: Increased gasoline prices – how riding public transit can put money in your pocket; Route 102x Kings Dominion Express seasonal service; New GRTC Trip Planner & Dump the Pump Day; Remote from GRTC HQ promoting Board of Directors Open House; RideFinders remote from Chesterfield Town Center mall.
Supermarket Shuttle	August 2011: As a result of Hurricane Irene, the Richmond Region experienced major power outages for many days. In conjunction with the Mayor's Office provided supermarket shuttles from housing projects to area supermarkets. The community was notified via press releases and TV news coverage.
Virginia Commonwealth University (VCU) "Pound Out Hunger"	October 2011: VCU bus headers (GRTC equipment) featured "Pound Out Hunger" verbiage, alternating with route name/number sign in support of the University's food drive campaign.
Secret Santa	"Santa" boarded buses for one week, throughout the GRTC routes, wished riders a Happy Holiday and gave free GoCards (good for a single fare). It was promoted with press release and TV news coverage. System wide, the bus header signs flashed "GRTC Secret Santa" during the week.
National Dump the Pump Day	June 21, 2012: Supported Dump the Pump Day with bus boards on 40 GRTC buses, shelter signs, press release and Virginia This Morning live TV show.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Member	Greater Richmond Chamber of Commerce, Richmond, Va.
Attendance	February 2012: APTA Marketing & Communications Conference, Miami, Fla.
Attendance	June 2012: Virginia Transit Association (VTA) Annual Conference, Tysons Corner, Va.

Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
GoPass 365 Program	<p>At a time when Hampton Roads Transit is facing ever increasing financial strain due to dwindling federal and state financial resources, and local economic pressures on municipal funding partners. HRT began looking for innovative ways to generate new revenues that could help to offset the loss of these revenues and contribute to paying for operating costs. The mission was to develop new revenue streams that would also lead toward increased ridership. The challenge was to attract new riders into the HRT system to fill the empty seats. The users of the HRT system are a fairly transit-dependent population (nearly 75 percent) and the goal was to grow a larger "choice rider" market.</p> <p>As a means of growing the ridership base, HRT introduced the GoPass 365 program that offers a way for employers, employees and college students to ride any HRT service without being charged at the point of entry. Any company or college institution can enroll into the GoPass 365 Program at a fraction of the annual cost of the full time charges. The annual fee is based upon the size of the company and educational institutions were charged one flat fee.</p> <p>In the short time the program has been in existence, HRT has signed up nearly 71,000 people to participate in the program and has generated nearly \$700,000 in new revenues. At the same time, HRT has attracted new customers to its services who otherwise would have never thought of riding the system. After eight months, they have added 706,000 boardings to their FY 2012 ridership totals.</p>
OpSail 2012	Response to OpSail 2012 was a gigantic success. During the three-day weekend, HRT carried record numbers of customers on ferry (32,209) and light rail (46,764) services.
Tide Light Rail Service	The coordination of bus support and express shuttle service was well integrated in service delivery. HRT hit the mark in all areas: the personal touch by Tide Guides, hand ticket sales by Customer Service, parking of cars by staff, on-site monitoring and maintenance of the ticket vending machines and other equipment, safety coordination with partner cities and federal agencies, the cleanliness of stations and points of contact with customers, timely and relevant media coverage and the strategic monitoring of all operations. HRT is averaging over 5,000 weekday passengers on light rail and has carried nearly 1.5 million passengers in FY 2012
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
In-House Sales and Advertising Initiative	At a time when Hampton Roads Transit is facing ever increasing financial strain due to dwindling federal and state financial resources, and local economic pressures on our municipal funding partners, the agency began looking for innovative ways to generate new revenues that could help to offset the loss of these revenues and contribute to paying for operating costs. At the same time of introducing the GoPass 365 program, HRT made the decision to bring sales and advertising in-house and no longer used a contractor. To date HRT's small sales force has quadrupled sales since the responsibility came in-house and has sold nearly \$1.0 million in bus ads, train and bus wraps and platform sales as compared to \$250,000 through contracted services.
TRAFFIX/TDM Program	This past year found HRT's TRAFFIX staff very involved with informing employers/employees commuting into downtown Norfolk regarding Hampton Roads Transit's new light rail service – The Tide. HRT gave presentations to downtown employers and provided printed schedules for their employees. Staff also assisted with park and ride duty on several occasions informing people where to park and how to catch The Tide.
Nu Ride Program	Registering with NuRide allows commuters to earn rewards for not driving alone when commuting to work. NuRide's database increased by 570 people this past fiscal year. Currently there are a total of 4,442 commuters registered with NuRide with 59 percent participation sharing a ride. A total of 437 organizations are represented. The average age of those registered is 38.7 years with 49 percent male and 55 percent female.
Van Pool Program	TRAFFIX's vanpool program has a waiting list of 40 prospective lessees. HRT staff is looking to work with another van provider to be able to assist with forming additional vanpools. Funding for 20 new replacement vans has been approved with an expected delivery date of fall 2013.
TRAFFIX/TDM Program	Hampton Roads Transportation Planning Organization (HRTPO) performed an online commuter survey for those commuting to the Norfolk Naval Base. TRAFFIX staff was very instrumental in providing information regarding the survey to 100+ commands. Over 10,000 surveys were received. The survey ended Feb. 20, 2012.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Membership	Member of the Hampton Roads Chamber of Commerce and the Peninsula Chamber of Commerce. Also a member of American Public Transit Association (APTA) and has representatives that serve on several APTA committees. Also a member of the New Starts Working Group.

Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Grand Opening of The Tide Light Rail System	Collaborated with the City of Norfolk to host a series of events of activities for grand opening week of The Tide light rail, which attracted over 75,000 riders. Promotional 'free rides' were provided to encourage first-time riders and attract new transit customers. Worked with 300 volunteers who served as "Tide Guides" during grand opening of the light rail system and for other special events. These volunteers served as ambassadors who helped provide information to first time transit riders and promote positive transit riding experiences for repeat customers.
The Tide Is In Flyers	Produced and distributed 25,000 flyers to the public announcing the opening of The Tide. Flyer lists hours of operation, fare cost and HRT contact information.
Public Service Announcements	Produced and installed digital graphics (eight billboards) on the sides of four light rail vehicles. These billboards promoted key safety messages contained in HRT's master safety outreach plan. Costs were underwritten by corporate sponsors Sentara, Siemens and by HRT's TRAFFIX program. HRT also ran 30 second light rail safety PSAs on cable TV outlets and three radio stations during this period.
Tide Street Teams	During light rail vehicle testing, teams of HRT staff distributed safety brochures near intersections along the alignment on June 22 to promote awareness about The Tide and how to interact safely with it.
Norfolk Tides Baseball Sponsorship	Advertised through sponsorship of the Norfolk Tides baseball team at Harbor Park.
Virginia Stage Company	Worked with VSC to provide information about The Tide for their annual brochure sent to over 20,000 homes of current season ticket holders.
Business Briefings	Participated in three events hosted by Norfolk Economic Development, which targeted businesses and conveyed important safety and operational information:
	June 1, 2011: Holiday Inn, located near the Newtown Road Station, in addition to businesses. This meeting focused on needs of people with disabilities; included attendees from Independence Center and the Norfolk Mayor's task force on persons with disabilities.
	July 20, 2011: Chrysler Museum, in downtown Norfolk, located near the EVMC/Fort Norfolk, York Street/Freemason, Monticello Avenue, MacArthur Square and Civic Plaza Stations
	July 27, 2011: Norfolk State University, located near the NSU station, Harbor Park station and Ballentine/Broad Creek station.
The Tide Printed Schedule	June-August 2011: Brochures included operational information including map, hours of operation and fare. Over 45,000 brochures were distributed to the public.
Tidewater Community College	July 29, 2011: Provided 2,000 light rail safety brochures to TCC's student government association president to distribute to new students during the fall semester.
National Night Out	Aug. 2, 2011: Attended and helped coordinate, in conjunction with community leaders and City of Norfolk staff, this annual citywide event against crime.
Elizabeth Park Civic League	June 25, 2011: Attended the yearly neighborhood picnic to promote The Tide and reach out to community members about the Tide Guide Program. (100 attendees)
Light Rail Tours, Virginia Transit Association	June 10: Gave a tour of the Norfolk Tide facility and the alignment to members and attendees of the Virginia Transit Association's annual meeting that was held in Portsmouth.
	June 8-10: Norfolk City Council and staff were provided a tour of the facility and alignment.
Safety City	Provided sponsorship for this Norfolk Sheriff Department program to educate children on traffic, bicycle and pedestrian safety. HRT provided safety materials to distribute to Safety City visitors.
Norfolk SharX Soccer Team Mascot Night	HRT's mascot "Safe-T" was in attendance to walk with other area mascots and participate in an exhibition soccer game.
Old Dominion University	Oct. 5 and 18, 2011: HRT staff set up informational table with collateral about HRT services, light rail safety information and social media opportunities.

Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
IEPCIL Annual Conference (ADA Conference)	Oct. 12, 2011: Presentation about HRT and Paratransit services at the Crowne Plaza Hotel in Hampton, Va.
Norfolk Rotary Club	Nov. 7, 2011: HRT staff presentation of The Tide. (19 attendees)
Lake Taylor Civic League	Nov. 17, 2011 – Norfolk, Va.: Update on The Tide and HRT. (35 attendees)
Virginia Wesleyan College	Jan. 25, 2012: Field trip on bus, rail and ferry for students enrolled in program to learn about all forms of transportation to include land, sea and air. (27 attendees)
Route 7 Questionnaire	Feb. 7-10, 2012: Public outreach rode the Route 7 to and from ORF to ask riders specific questions about their trip, including the purpose of the bus ride and their destination (i.e., were they going to the airport).
Central Brambleton Civic League	Feb. 21, 2012 – Norfolk, Va.: Presented about light rail safety near the NSU station. (6 attendees)
Grand Illumination Parade	Trained and mobilized 40 staff members to serve as light rail ambassadors along the alignment during the City's Grand Illumination Parade. Staff Tide Guides assisted customers with TVM usage, provided parade route maps and answered customers' questions.
Tide Street Teams	Distributed E-Tide/safety brochures to 41 downtown businesses near the alignment on Oct. 25 to promote online purchases of e-Tide tickets and light rail safety.
Norfolk State University Personalized E-Tide Flyers	Designed, produced and delivered 500 E-Tide/safety flyers to Alumni Relations, encouraging Norfolk State University alumni to ride The Tide during homecoming weekend.
Portsmouth Society of Visually Impaired	Mar. 20 – Newtown Road station, Norfolk, Va.: The purpose of Public Outreach assisting the group was that neither they nor their director had ever ridden The Tide, nor had they purchased tickets for boarding. The group asked for HRT staff assistance in an effort to make the entire trip as easy and comfortable as possible. Public Outreach met the group of 21 and assisted them with purchasing tickets at the TVMs and how to utilize the station platform. PO drove the safety message and encouraged them to all wait behind the textured strip and to all board at one time. Public Outreach also rode The Tide with them and gave a verbal overview of the alignment, details about The Tide and answered general questions. The group was able to hear the names of the stations being announced via the AACP (automatic control panel).
M.J. Tillerson Senior Group	Mar. 15 – First Baptist Church of Denbeigh, Newport News, Va.: Public Outreach educated 35 attendees via PowerPoint about what public transportation options are available, how to understand the fare card structure, how to read route maps and information regarding Paratransit services. A bus was staged outside so that the group could board, learn how to use the fare box, gain an understanding of using the destination signs and ask questions of the operator.
HRTPO Environmental Justice Roundtable	Mar. 12 – Portsmouth, Va.: Public Outreach participated in HRTPO's first Environmental Justice Roundtable to discuss the unique role that transportation plays in the diverse communities that make up Hampton Roads. Fifteen people were present, including HRTPO staff. The roundtable discussion included candid conversations and free-flow of thoughts from various organizations including HRT's Public Outreach and Title VI Coordinator, VDOT, City of Hampton, City of Va. Beach and other social outreach organizations.
We Love Our Customers Promotional Campaign	Feb. 14-16 – Newtown Road (Norfolk), Net Center (Hampton) and Patrick Henry Mall (Newport News): Public outreach distributed The Tide bags and thanked HRT customers for using services, distributed 200 light rail/bus schedules/safety brochures and established one-on-one contact with over 300 bus and train riders.
ForKids, Inc., Career Day Experience	Apr. 12, 2012 – Norfolk, Va.: Chief Safety & Security Officer gave a tour on the light rail for 30 kids and 6 adults, sharing light rail safety message and details about public transportation career opportunities.

Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Public Hearing for Proposed Service Changes	Apr. 16, 2012 – Virginia Beach, Va.: HRT hosted a public hearing for proposed service changes to Routes 20 and 33, and elimination of Route 3. This hearing was held to inform the public and receive feedback about the proposed service changes to routes 20, 33 and the elimination of Route 34. There were six attendees and six speakers.
The Tide Millionth Rider Celebration	Apr. 17, 2012 – Norfolk, Va.: Celebrated the millionth ride aboard The Tide, exceeding projections of Tide ridership. Public Outreach distributed 150 commemorative coins, 150 cups and 150 backpacks, light rail commemorative posters and 150 safety flyers to the public in celebration of the event.
Russell House Senior Assisted Living HRT/Paratransit Presentation	Apr. 18, 2012 – Virginia Beach, Va.: Gave presentation to 26 seniors about HRT bus services including half-price fares and when/how to obtain HRT ID cards. PO distributed Route 1, 20 and 29 bus schedules in addition to The Tide schedules.
Carver Elementary Community Helper's Day	Apr. 24, 2012 – Newport News, Va.: Public Outreach and Operations worked on a parked HRT bus in front of the school and allowed 18 groups of 18-20 kids in grades K-2 to board the bus, sit on the bus and ask general questions about bus operations. Public Outreach and Operations explained safety rules and distributed nearly 320 activity books.
Public Outreach	Public Outreach assisted a group of 53 seniors from ODU's Institute for Learning in Retirement purchase tickets at the TVM and board The Tide. Public Outreach distributed backpacks complete with light rail safety flyers and explained safety rules while at the platform at the Newtown Road station.
Light Rail Safety Day	Apr. 29, 2012 – Norfolk, Va.: Commemorated the Second Annual Light Rail Safety Day with the culmination ending at Harbor Park during the Tides baseball game. Mascot Safe-T was present and participated in games and activities with the crowd. Public Outreach distributed over 100 electronic flyers to area businesses, more than 200 hard-copy flyers to The Tide customers prior to Apr. 29 and approximately 400 activity books were distributed to youth at Harbor Park.
Civic Leadership Institute	May 3 – Norfolk, Va.: Public Outreach served as ambassadors to greet attendees for HRT's Civic Leadership Institute. The meeting was led by CEO William Harrell.
10th Annual Disabilities Day	May 5, 2012 – Virginia Zoo, Norfolk, Va.: Public Outreach assisted Paratransit with informing the public about HRT's services. Public Outreach distributed 500 safety flyers and cups. Public Outreach spoke with over 500 people with disabilities and their caregivers about bus services.
Customer Meet & Greet	May 22 – Newport News Transfer Center, Newport News, Va.: Public Outreach spoke to more than 50 HRT customers about the June 24 bus sign eliminations, new bus stop signs, shelters and received customer feedback via passenger questionnaire. Public Outreach also answered questions from bus operators and NNTC customer service agents who were unclear about the impending changes.
Champions of Hospitality Rally	May 8 – Norfolk, Va.: Yearly event hosted by the Norfolk Business Bureau to honor those in the field of hospitality. Safe-T was a part of the festivities. Three hundred were in attendance.
Customer Meet & Greet II	May 23 – Hampton Transfer Center, Hampton, Va.: Public Outreach spoke to approximately 70 customers about the June 24 bus sign eliminations, new bus stop signs, shelters and received customer feedback verbally and via passenger questionnaire. Public Outreach also answered questions from bus operators who were unclear about the impending changes and distributed 10 passenger questionnaires.
Customer Meet & Greet III	May 29 – Patrick Henry Transfer Center, Newport News, Va.: Public Outreach spoke to 30-40 customers and bus operators about the June 24 bus sign eliminations, new bus stop signs, shelters and received customer feedback verbally.
Staff Tide Guide Training (OpSail) Session I of III	May 30 – Harbor Park Light Rail Station, Norfolk, Va.: Public Outreach trained two staffers on how to serve as Tide Guides, staff ambassadors, during OpSail Weekend, June 8-10.
Public Outreach	Public Outreach spoke to approximately 50 customers and bus operators about the June 24 bus sign eliminations, new bus stop signs and shelters. Public Outreach also received customers' verbal feedback and received three completed passenger questionnaires.

Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Staff Tide Guide Training	June 1 and 5 – Norfolk, Va.: Public Outreach trained four HRT staff who served as Tide Guides during OpSail Weekend, June 8-10. Staff learned platform safety tips and how to purchase fare cards at the TVMs.
Easton Preschool Field Trip	June 6 – Norfolk, Va.: Public Outreach assisted 55 preschoolers and 10 chaperones with boarding The Tide. Students received 55 activity books, a safety video, safety stickers and safety posters prior to their train experience. These items promoted light rail safety.
Public Outreach	Norfolk, Va.: Public Outreach mobilized, trained and deployed 28 Staff Tide Guides to serve as ambassadors to the public at four light rail stations along the alignment: Newtown Road, Military Highway, MacArthur and EVMC/Ft. Norfolk. Tide Guides assisted the more than 46,000 weekend passengers with purchasing fare cards at the TVMS, asked passengers to adhere to safety regulations at the platforms, answered general questions, distributed water and ensured passengers safely boarded and exited The Tide.
Russell House Senior Assisted Living Facility	June 11 – Va. Beach, Va.: Public Outreach delivered 25 applications for half-price fare cards for residents to complete. Instructions were also drafted and included with the applications.
Customer Meet & Greet VI	June 15 – Hampton Transfer Center, Hampton, Va.: Public Outreach spoke to approximately 20 customers and bus operators about the June 24 service changes, bus stop eliminations, new bus stop signs and new shelters. Five passenger surveys were submitted to PO by customers.
Public Outreach	Public Outreach spoke to approximately 60 customers and bus operators about the Route 21 changes beginning June 24. Public Outreach distributed approximately 50 Route 21 bus schedules.
International Student Program Orientation (ISOP)	June 19 – Virginia Beach, Va.: Public Outreach participated in the annual orientation by addressing the more than 70 international students in attendance. PO spoke publicly about the Wave, The Tide and bus services available to the students and distributed 70 Virginia Beach Wave brochures, light rail schedules and general bus transportation handouts.
Customer Meet & Greet IX	June 21 – Evelyn Butts Transfer Center, Norfolk, Va.: Public Outreach spoke to more than 150 customers and bus operators about the Route 21 change beginning June 24 and distributed more than 150 Route 8, Route 15 and Route 21 schedules.
International Student Program Orientation (ISOP) Pt. II	June 26 – Virginia Beach, Va.: Public Outreach participated in the annual orientation by addressing the more than 80 international students in attendance. PO spoke publicly about the Wave, The Tide and bus services available to the students. Public Outreach disseminated approximately 85 VB Wave brochures, light rail schedules and general bus transportation handouts and provided an additional 300 VB Wave brochures to the Va. Beach Visitors Center.
High Gas Price Campaign Mar.-June 2012:	Utilized the market climate to promote its services, honing in on congestion, high gas prices and the environment to position transit as the best transportation alternative.
HRT Media Campaign	Outdoor billboards, online ads, TV and Radio spots showcased problems of congestion and high gas prices and stress, and transit as the solution. A fast paced, music-driven advertisement attracted motorists to consider using Hampton Roads Transit. The ads highlighted HRT's all-day "GoPass," which riders can use to ride all HRT services all day – for less than the price of a gallon of gas! Television, online and Radio ads over a four-month period. Ad placement and flight schedules will be arranged to reach the public when they are most likely to consider change. Examples include being stuck in traffic and seeing a billboard, bus ad, radio ad during traffic report or even a TV spot while watching morning news.

Major Transit Initiatives

Harrisonburg Department of Public Transportation (HDPT)	
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.
Service Enhancement	Added real-time transit information for passengers of fixed route service.
Bus Shelter Program	Added new advertising shelters.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Marketing Initiatives	Added advertising in bus shelters and increased its advertising program on buses.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.

Major Transit Initiatives

JAUNT	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
Foothills Express	Added a third day of service connecting Culpeper, Madison and Charlottesville.
Nelson County Midday Service	Added a third day of service from rural Nelson to Charlottesville.
Charlottesville ADA Service	Added service on holidays.
Lovingston Commuter Route	Ridership increased 24 percent.
Albemarle County Service	Ridership increased by 10 percent.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Community Events	Attended Celebrating Children Fair, Eco-Fair, Clean Commute Day, Charlottesville Community Job Fairs, UVA Sustainability Fair, Nelson County School & Community Health Fair, Scottsville Fourth 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, University of Virginia Low Vision Support Group Fair, Life After High School, Life After High School, and the Louisa Agricultural Fair.
Presentations to Groups Throughout Area	Presented to groups including Lake Monticello's Low Vision Group, Martha Jefferson House, the Senior Center, Westminster Canterbury, Montessori School.
Jeans for JAUNT Friends	Held a community-wide fundraiser for nonprofit. Supporters, agencies and staff get to wear jeans if they donate to the cause.
Better Business Challenge – Chamber of Commerce Effort to Improve Environmental Impact of Area Businesses	Awarded the Green Leader Award for JAUNT's efforts, which included construction of a rain garden next to the parking lot that improved water quality for nearby stream as well as solving a sinkhole problem.
Google Transit	Launched Google Transit program for JAUNT commuter routes.
Launched Facebook Initiative	Received very positive response from JAUNT users and Facebook fans.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Interagency Council Meetings	Active participant in interagency council meetings throughout their service area including Louisa County, Nelson County, Fluvanna County, Albemarle County and the City of Charlottesville.
Chamber of Commerce	Active member of the Charlottesville/Albemarle's Regional Chamber of Commerce's Nonprofit Council as well as their Aging in Place Council.
Community Transportation Association of America (CTAA), Virginia Transit Association (VTA), and Community Transportation Association of Virginia (CTAV)	Active member of all three groups; JAUNT Director was president of CTAV for past four years.

Major Transit Initiatives

Mountain Empire Older Citizens, Inc.	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
Mobility Manager Program	New Freedom programs have greatly enhanced the transportation options available to people with disabilities and seniors in Southwest Virginia. The Mobility Manager provides case management to the Transit Department and coordinates the Volunteer Driver, Passenger Attendant and Voucher programs.
Volunteer Driver Program	Volunteer Drivers provided medical, recreational and nutritional transportation to people with disabilities.
Passenger Attendant Program	Passenger Attendants assisted drivers and ensured at-risk passengers receive the mobility assistance they need to travel safely in the community. Attendants also provided socialization and continuation of care. On average, passenger attendants assisted 400 passengers monthly.
Voucher Program	Launched a voucher program, which provides pre-paid voucher cards to passengers when general public transportation, private taxis or volunteer drivers are not available.
Senior Transportation Grant	Awarded a Senior Transportation Grant for FY 2012 to provide new non-emergency transportation primarily to veterans and eligible dependents for medical services to outpatient V.A. clinics and specialty services outside MEOC's service area. To date, 123 veterans and their dependents have received transportation for critical medical appointments.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Presentations to Local Civic Groups; Information Booths	The Mobility Manager regularly meets with civic groups and provides program materials at community sponsored functions and information booths to advertise MEOC's transportation options.
Advertising/Promotion	Transit's New Freedom program is advertised on MEOC's website, Facebook, program brochures and bus signage.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Disabled American Veterans and Local Veterans Affairs Clinics	The Mobility Manager continues to advocate for people with disabilities, veterans, seniors and cancer patients through presentations/meetings, direct contact with medical facilities and physicians, and conversations with families and caregivers.
Mountain Empire Regional Transportation Advisory Council (MERTAC)	Formed in 2006, and continues as a voluntary association of Public Transit, Human Service Agencies and various interested people and organizations, whose purposes are to plan for the coordination of transportation activities to develop a comprehensive regional mobility plan. The role of the Mobility Manager, as well as the programs coordinated, is a direct result of MERTAC's vision.
Coordinated Human Service Mobility (CHSM)	The Mobility Manager serves as the Chairperson for the Regional CHSM team meetings held bi-annually to discuss transportation needs, gaps and strategies.

Major Transit Initiatives

Potomac and Rappahannock Transportation Commission (PRTC)	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
Continued Teen Summer Pass	Discounted pass for teens used in summer months to get them familiar and comfortable with public transit. Made passes more accessible by establishing five sales outlets within the community.
New Residents	Continued "Welcome to the Neighborhood" program, which provides customized information to new residents for the service area and free round-trip coupons. Also ran an ad in the special newcomer booklet that accompanies telephone books delivered to new phone numbers.
OmniLink Rerouting	Restructured Woodbridge/Lake Ridge OmniLink route to provide direct access to several locations, including the Prince William Workforce Center.
Transportation Voucher Program	PRTC completed program design, secured grant funding from the Potomac Health Foundation (PHF) and began preparations for program implementation. The program will lessen the out-of-pocket cost that seniors, people with disabilities and low-income households residing within the service area of the Sentara Hospital in Woodbridge incur for taxicab and special transportation services for health-related trip-making that is beyond the capability of existing public transportation services. Implementation is anticipated in mid-FY 2013.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
E-Pass Campaign	Introduced electronic weekly and daily passes to riders, produced a brochure, ran print and online ads, posters on buses and at major stops, email blast and mailed brochures to registered users of the OmniLink local bus service.
VA Try Transit Week & Car Free Day	Experienced a decline in commuter ridership due to the decrease of the federal commuter benefit. As a result, this year's efforts will be ramped up to encourage new riders to try transit.
PW Schools Transition Fair – Funded by DRPT	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.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Vanpool Boot Camp	Helped plan, organize and present at the Vanpool Boot Camp, an event that brought local jurisdictions, vanpool providers, vanpool owners, software solution providers, along with state and local government agencies, together to promote vanpooling and learn from one another.
NVRC BRAC Rideshare Roundtable	Attended monthly roundtable meetings to discuss the issues and challenges resulting from region wide BRAC relocations as well as potential TDM solutions.

Major Transit Initiatives

Pulaski Area Transit (PAT)	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
Saturday Service to Town of Dublin in Pulaski County	Started service last year from the town of Pulaski to Dublin to Wal-Mart. Shopping in Pulaski is a real concern for many people, as there is no store that has the product diversity that Wal-Mart has. This new route has grown very fast and new people are using it each week.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Promotional Partnerships	Partnership between the Town, County, Local Business (Wal-Mart), PAT and New Freedom. Used local new paper, radio and special promotions.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Membership	Member of the Pulaski County Chamber of Commerce and participates in many of their activities. Also is a member of The Community Transportation Association of Virginia. PAT was selected two years ago as the Small Business of the Year Award by the Chamber. All those above also our Advisory Council, our Board of Directors and our customers who we serve, which is our ridership.

Major Transit Initiatives

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., Wi-Fi), free bus pass, etc.
New Locomotives	Placed all new locomotives into service.
Broad Run Platform Extension	Expanded platform capacity at Broad Run.
Upgraded Variable Message Signs (VMS)	Upgraded VMS at all stations to include real-time train location information.
Upgraded Automated Fare Collection System	Completed a major hardware/software upgrade of the fare collection system, including update of audio messaging system for visually impaired users.
Added Ticket Vending Machines (TVM) to Stations	Expanded the number of TVMs at the Woodbridge, Manassas Park and Broad Run stations.
Expanded Vendor Network for Smart Benefits Users	Expanded the number of VRE vendors accepting electronic Smart Benefits (federal transit benefit) to enhance customer ticket sales options.
Expanded DHS VIPR Program on VRE Trains	Increased security presence by armed, uniformed DHS police on VRE trains and stations.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Security Campaign	Conducted an ongoing security campaign – “Security is no accident.”
20th Anniversary Campaign	Campaign celebrating 20 years in service included a radio campaign, posters, a logo and banners at the stations, along with special contests and giveaways for riders, was held.
Meet the Management at Every Station	The annual Meet the Management event was held, where VRE staff and management met with VRE riders on the platforms. The event included Keolis, Motive Power and the host railroads. Included 20th anniversary giveaways to riders.
Clifton Day	Oct. 9, 2011: Provided trains in support of Clifton Betterment Association's Clifton Day to provide attendees who may not otherwise use VRE an opportunity to ride.
Operation Lifesaver Santa Trains	Dec. 10, 2011: Held an annual event to promote rail safety. Provides attendees who may not otherwise use VRE an opportunity to ride.
Toys for Tots	Held annual toy drive.
Manassas Rail Festival	June 2, 2011: Provided trains in support of the Manassas Heritage Railway Festival. Provided attendees who may not otherwise use VRE an opportunity to ride.
Free Rides at Settlement Program	Mailed a brochure to real estate agents surrounding select stations offering two Free Ride Certificates as a settlement gift.
Ft. Belvoir & Crystal City Transit Fairs	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.
VDOT Transit Fair	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.
Rider Guide Mass Mailing	Mass mailed Riders Guides to real estate agencies, transit agencies and businesses. VRE has an extensive list of 18,000 people that we mail out to every time the Riders Guide is printed.

Major Transit Initiatives

Virginia Railway Express (VRE)	
Initiative	Description of Initiative
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Career Day Transit Promotions	Promoted transit to elementary schools on Career Days. Traveled to elementary schools when they have their career days to speak about trains.
VRE on Facebook and Twitter	Used website, Facebook page and Twitter account to reach out to the general public as well as riders.
Girl Scout Train	June 9, 2012: Provided a train for 800 Girl Scouts to attend the Girl Scouts 100 year anniversary on the National Mall.
Presentation at RailVolution Conference	Oct. 17, 2011: Presented "VRE and the North Woodbridge Emerging Town Center."
Presentation to the Northern Virginia Transportation Alliance	Sept. 28, 2011: Presented "VRE: Making a Difference."
Presentation to the Commonwealth Transportation Board	Oct. 25, 2011: Presented "VRE: Making a Difference."
Emergency Drill	Nov. 12, 2011: Held first emergency drill inside the Capital Beltway with emergency responders in the City of Alexandria.
Incident Response Training	Provided Incident Response Training to over 300 local, state and federal first responders.
Enhanced Security Program	Implemented a formal coordination program between DHS Police and Railroad Police, along with local, state and federal law enforcement agencies impacted by DHS Police activities modeled after the coordination recommendations in the 9/11 Commission report ("Unity of Effort in the Intelligence Community and Information Sharing").
Bring Your Child to Work Day	Apr. 26, 2012: Allowed children to ride free while commuting to their parents work site.
Women's Transportation Seminar	New membership in the Women's Transportation Seminar (WTS), Washington, D.C. chapter.
Transportation Research Board Commuter Rail Committee	Represented on the TRB Commuter Rail committee.
Transit Mobile Ticketing Working Group	Represented in this industrywide forum on mobile ticketing technology and implementation.
WMATA NEPP Regional Operators Advisory Team	Represented on WMATA's working group addressing regional fare system interoperability in the procurement of its Next Electronic Payment Program (NEPP).
FRA Rail Safety Advisory Committee (RSAC)	Voting member of the Rail Safety Advisory Committee (RSAC), which is charged with formulating the FRA Risk Reduction Program regulation.
Panelist APTA Safety Audit Program Peer Review Panel	Panelist in the American Public Transit Association (APTA) Safety Audit Program Peer Review Panel.

Major Transit Initiatives

Winchester Transit	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
New Bus Stop Signs	Installed new bus stops, which included color-coded route signs and maps at each stop.
Automated Stop Announcement System	Installed an automated stop announcement system on all fixed-route vehicles.
Para-transit Scheduling Software	Installed para-transit scheduling software to include automatic scheduling to aid in improving on-time performance.
Route Modifications	Conducted a re-alignment of connecting routes to improve frequency.
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.