

Federal Transit Administration Successes in Enhancing Transit Ridership Awards

Purpose: To annually recognize successful initiatives by FTA grantees that have resulted in significant increases in public transportation ridership.

Eligibility: FTA-funded public transportation providers.

Selection Criteria for 2009 awards

Awards will be based on the creativity of the initiatives and on the magnitude of the ridership gain. Consideration will be given to the financial impacts of the initiatives with preference given to revenue-neutral or revenue-enhancing efforts.

The rules are:

1. Initiatives must have been implemented in CY 2006 or CY 2007.
2. Initiatives must have contributed to a net, system-wide, increase in transit ridership of at least 5% over the previous year (as reported to the National Transit Database). For agencies with over one million people in their service area the net increase must be at least 3%.
3. Initiatives can not include major capital projects but can include routine vehicle and facility replacement/refurbishment strategies.

Awards will be made in each of four service area population categories (where justified):

- Over 1 million in population,
- Between 200,000 and 1 million,
- Between 50,000 and 200,000, and
- Under 50,000.

Past winners have described innovative approaches in:

- Fare structure, collection, and media;
- Marketing, advertising, and communications;
- Partnerships with employers, educational institutions, and developers;
- Operating routes/schedules and customer service;
- Use of surveys and performance measures to improve service.

How to Apply

Applications must be submitted by the grantee CEO or general manager by November 6, 2008. Award selections will be announced at the APTA Legislative Conference in March 2009. Application forms can be found on the FTA Ridership website at:

<http://www.fta.dot.gov/documents/RidershipAwardsApplicationform2009.pdf>

Completed forms can be emailed to Angela Bell (202-366-1665): angela.bell@dot.gov