

Federal Transit Administration Successes in Enhancing Transit Ridership Awards

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

Eligibility: FTA-funded public transportation providers

Selection Criteria:

- 1) For the FY 2007 awards, the initiative must have been implemented between CY 2003 and CY 2005 to allow sufficient time for both implementation of the initiative and measurement of its impact on ridership.
- 2) The initiative must have resulted in a net increase in transit ridership of at least 5% per year system wide.
- 3) The initiative must be transferable to other grantees and must not be unique in its application to the nominee agency.

Initiatives must fall within any of five categories:

1. fare structure or fare media
2. marketing, advertising, and communications
3. partnerships with employers, educational institutions, and transit oriented development
4. service coverage and routes
5. operations, service quality, and amenities

Number of Awardees:

At least one award will be made in each of four population categories (over 1 million in population, between 200,000 and 1 million, between 50,000 and 200,000, and under 50,000).

Nomination process:

Self-nomination must be submitted by the grantee CEO or general manager. FTA announced its solicitation of nominations from all transit grantees during the APTA Annual Meeting on October 9, 2006. Nominations are due by November 30, 2006 and selections will be announced at the APTA Legislative Conference in March 2007.