



U.S. Department
of Transportation
**Federal Transit
Administration**

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REGION 10 BULLETIN NO: 06-31

SUBJECT: Federal Transit Administration Awards Program

PROGRAM AREAS: Grants

DATE: October 13, 2006

For the last several years, the Federal Transit Administration (FTA) has made increasing ridership a part of our strategic plan. We have worked with transit agencies and industry representatives to publicize current research on this topic and funded selected studies to explore the benefits of new marketing and operational initiatives to attract more customers.

On October 9, 2006 at the APTA Annual Meeting FTA Administrator Jim Simpson announced the availability of an award program to annually recognize successful initiatives by FTA grantees whose efforts resulted in significant increases in public transportation ridership. To be considered for this award, you must have implemented a program in any one or more of five categories, between CY 2003 and CY 2005 that resulted in a ridership increase of at least five percent per year system-wide. The categories are: fare structure or fare media; marketing, advertising, and communications; partnerships with employers, educational institutions, and transit oriented development; service coverage and routes; and operations, service quality, and amenities. The initiative must be transferable to other grantees and must not be unique in its application to your agency alone. We plan to make at least one award 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).

Applications for this recognition are due to our headquarters office by November 30, 2006 and selections will be announced in March 2007. Please see the attached program description for a complete explanation of the requirements and an application form for your use if you decide to apply. You can also find these documents on our webpage at http://www.fta.dot.gov/index_4396.html.

If you have any questions, please contact John Witmer at 206-220-7964 or me at 206-220-7954.

Sincerely,

R.F. Krochalis
Regional Administrator