

**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 2008 awards, the initiative(s) must have been implemented between CY 2005 and CY 2006.
- 2) The initiative(s) must have resulted in a net increase in annual transit ridership of at least 5% system wide.
- 3) The initiative(s) must be transferable to other grantees and must not be unique in its (their) application to the nominee agency.

Initiatives must fall within any of four categories:

1. fare structure or fare media
2. marketing, advertising, and communications
3. partnerships with employers, educational institutions, and transit oriented development
4. Operating and service adjustments (routes, schedules, amenities, service quality)

Awards will be based on the best combination of the number of categories in which the initiatives fall, the transferability (broad applicability) of the initiatives to other transit agencies, and the magnitude of the ridership gain.. Greater weight in the evaluation will be given to the number of categories in which the initiatives fall and their transferability, than systemwide ridership gains in order to control for the economic impacts on ridership.

**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:**

Applications must be submitted by the grantee CEO or general manager. Nominations are due by November 5, 2007 and selections will be announced at the APTA Legislative Conference in March 2008.