



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

REGION X
Alaska, Idaho, Oregon,
Washington

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REGION 10 BULLETIN NO: 07-45

SUBJECT: Successes in Enhancing Transit Ridership Awards

PROGRAM AREA: Training

DATE: October 10, 2007

On October 8, 2007 at the American Public Transportation Association (APTA) Annual Meeting, Federal Transit Administration (FTA) Administrator Jim Simpson announced the availability of the Second Annual Successes in Enhancing Transit Ridership Awards whose purpose is 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 four categories, between calendar year (CY) 2005 and CY 2006 that resulted in an annual ridership increase of at least five percent system-wide. The categories are:

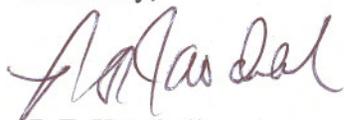
- fare structure or fare media;
- marketing, advertising, and communications;
- partnerships with employers, educational institutions, and transit oriented development;
- operating and service adjustments (routes, schedules, amenities, service quality).

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 5, 2007** and selections will be announced at the APTA Legislative Conference in March 2008 in Washington, DC. Please see the attached program description for a complete explanation of the requirements and an application form for your use should you decide to apply. You can also find these documents on our Ridership webpage under "Awards" at http://www.fta.dot.gov/index_4398.html.

For further information, please contact FTA Region 10's John Witmer at 206-220-7964 or by email at john.witmer@dot.gov.

Sincerely,

A handwritten signature in dark ink, appearing to read "R.F. Krochalis". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

R.F. Krochalis
Regional Administrator

Enclosures