



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

REGION X
Alaska, Idaho, Oregon,
Washington

915 Second Avenue
Federal Bldg. Suite 3142
Seattle, WA 98174-1002
206-220-7954
206-220-7959 (fax)

REGION 10 BULLETIN NO: 08-55

Subject: Extension Deadline Applications for 2009 Successes in Enhancing Ridership Award

Program Area: Award

Date: November 18, 2008

The Federal Transit Administration (FTA) has extended the deadline for grantees filing an application for the annual FTA **2009 Successes in Enhancing Ridership Award**. We want to make sure that eligible grantees who missed the original due date of November 6, 2008, are provided additional time to apply for the award.

The extended deadline for submission of the application is now Monday, **December 1, 2008**. A copy of the ridership application is enclosed with this bulletin, and may also be found on the FTA Ridership web site at:

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

Awards will be given in four population categories ranging from under 50,000 to more than one million. Transit agencies that have had increases in ridership of at least 5 percent (3 percent for agencies with populations over one million in their service areas) will be considered.

Initiatives submitted for the award must have been implemented in the 2006 or 2007 calendar years, and must have contributed to a net, system-wide increase in transit ridership of at least 5 percent 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 percent. Agencies are encouraged to show the use of surveys and performance measures to improve service. Also, initiatives cannot include major capital projects, but can include routine vehicle and facility replacement and refurbishment strategies.

Past winners have used innovative approaches in fare structure, collection, and media; marketing, advertising, and communications; partnerships with employers, educational institutions, and developers; and operating routes/schedules and customer service.

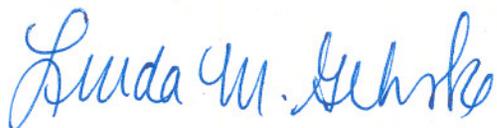
Over the past two years, Administrator Simpson has presented the "Success in Enhancing Ridership Award" to 22 agencies that have been creative in their efforts to attract riders. Awards are non-monetary.

Page 2 of 2

Bulletin – Extension Deadline Applications for 2009 Successes in Enhancing Ridership Award

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

Sincerely,



for
R.F. Krochalis
Regional Administrator

Encl: 2009 Application Form