

**-NEWS RELEASE-**

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**FOR IMMEDIATE RELEASE**

**VIRGINIA TRANSIT ASSOCIATION RECOGNIZES BLACKSBURG TRANSIT SYSTEM**

**Richmond, Virginia:** The Virginia Transit Association (VTA) announced that it has selected Blacksburg Transit System as the recipient of the “Outstanding Program Award for a Small System” at its award luncheon held in Richmond, Virginia on June 11. for the redesign, development and implementation of the Christiansburg bus service.

While adding new service or redesigning existing service is something many transit systems do on a regular basis, the grass roots/community based process used to develop, plan and implement the Christiansburg service was truly outstanding. Over the course of two years the redesign of the Christiansburg bus service incorporated many aspects, from surveying every Christiansburg household to developing a working group for decision making and incorporating grass roots marketing tactics. As a result the Christiansburg bus service, launched in November 2009 was based on the input received from the community.

This VTA honor is awarded annually, recognizing transit systems which have implemented a significant, exceptional or innovative program that improves public transportation or the services or processes of the transit system.

For more information on the Christiansburg bus service, please contact Fiona Rhodes at [frhodes@blacksburg.gov](mailto:frhodes@blacksburg.gov) or (540) 443-7100 ext. 2401.

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