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-NEWS RELEASE-

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FOR IMMEDIATE RELEASE

**VIRGINIA TRANSIT ASSOCIATION AWARDS BLACKSBURG TRANSIT WITH
OUTSTANDING PROGRAM AWARD**

Richmond, Virginia: The Virginia Transit Association (VTA) is pleased to announce that it has selected Blacksburg Transit as the recipient of the 2009 Outstanding Program Award at its award luncheon held in Fredericksburg, Virginia on June 9 for its *Yield It's Worth the Wait* program. This honor is awarded annually, recognizing transit systems which have implemented significant, exceptional or innovative programs that improve public transportation or the services or processes of the transit system.

Yield It's Worth the Wait was developed to enhance communication between pedestrians, bicyclists and motorists in response to an increase of pedestrian related accidents. The program was funded by a Grant through the Virginia Department of Rail & Public Transportation with Transportation Efficient Improvement Funds.

Four phases were developed and implemented over the course of two years, culminating in the *Yield It's Worth the Wait* public service video. As a direct result of this program communication between pedestrians, bicyclists and motorists has doubled and pedestrian related accidents have decreased from a high of 18 in 2005 to 7 in 2008.

For more information on this program please contact Fiona Rhodes at frhodes@blacksburg.gov or (540) 443-7100 ext. 2401

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