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-NEWS RELEASE-

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Date: June 11, 2009

FOR IMMEDIATE RELEASE

VIRGINIA TRANSIT ASSOCIATION AWARDS HRT TRANSIT SYSTEM WITH OUTSTANDING PUBLIC TRANSPORTATION MARKETING AWARD

Richmond, Virginia: The Virginia Transit Association (VTA) is pleased to announce that it has selected Hampton Roads Transit (HRT) as the recipient of the 2009 Outstanding Public Transportation Marketing Award at its award luncheon held in Fredericksburg, Virginia on June 9 for its "Simplify Your Ride" campaign. This honor is awarded annually, recognizing transit systems which have implemented unique and innovative marketing campaigns that promote transit and advance outreach to riders.

The Simplify Your Ride campaign, which was a two-month long crusade, was used to communicate to HRT passengers that the agency was streamlining its fare structure. The restructuring included the elimination of the free transfer ticket and the introduction of GO passes printed in 1-, 7- and 30-day increments. The campaign included a series of marketing materials, including interior and exterior bus advertisements, flyers, posters, bus rail hangers, as well as a web video.

After the first three months following the implementation of the new fare structure, HRT exceeded its projected sales of the GO 1-day pass by \$350,000. In addition, HRT's ridership has increased by eight percent. The numbers attracted the panel of judges that selected HRT for this esteemed award.

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