

-NEWS RELEASE-

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FOR IMMEDIATE RELEASE

**VIRGINIA TRANSIT ASSOCIATION RECOGNIZES ARLINGTON TRANSIT (ART)
WITH AWARD**

Richmond, Virginia: The Virginia Transit Association (VTA) awarded Arlington Transit (ART) with an Honorable Mention in the “Outstanding Program Award” category at its award luncheon held in Portsmouth, Virginia on June 9 for its “ART Grows Up” program. This 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.

In 2010, Arlington began a concerted effort to address the issue of increased need for transit—and consequently, increased ridership—while remaining efficient, inclusive, environmentally aware and safe. In response to a steady increase in ridership, ART introduced a total change of fleet, adjusted and added routes, launched a campaign to educate citizens on how to ride the bus safely and efficiently (focusing on SmarTrip cards), and began an aggressive customer complaint reduction program, to keep operators and riders safe and satisfied as bus loads rapidly increased. Results included a 54.5 percent decrease in complaints in one year, a 39.3 percent ridership increase in one year, and 100 percent of education workshop participants reporting they will use SmarTrip in the future.

For more information on Arlington Transit, please contact Kelley MacKinnon, Transit Operations Coordinator, Arlington Department of Environmental Sciences, 703-228-7547, kmackinnon@arlingtonva.us

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