

2016 Awards Program

Thank you to our Platinum Sponsors:

New Flyer of America

Transurban



VTA 2016 Awards Program

**Helen Poore Transit
Professional Distinguished
Service Award**

The Helen Poore Transit Professional Distinguished Service Award



Mayor Ron Rordam



Ms. Kelley McKinnon

Mayor Ron Rordam

- **Mayor of Blacksburg, 2006-Present**
 - Worked with Christiansburg to establish public transportation connections.
 - Worked to establish public transportation between Roanoke and the New River Valley.
 - Served on the New River Valley's Passenger Rail Committee.
- **President, VA Municipal League**
- **Vice Chair, Southern Municipal Conference**
- **President, VTA (2011-2012)**

Ms. Kelly MacKinnon

- **Transit Operations Coordinator for Arlington Transit (2001-2016)**
 - Procured a modern fleet of low-floor, CNG buses.
 - Brought Arlington into the SmarTrip® system and currently represents Arlington's interests as WMATA's studies the next generation of electronic payment.
 - Procured a reliable and inexpensive bus-tracking system.
- **Her efforts have led to:**
 - 2500 percent growth in ridership in the past 20 years.
 - Over 95 percent on-time performance.

VTA 2016 Awards Program

**Outstanding Public
Transportation Program Award**

Outstanding Program Award

DASH



Plan Ahead...Pay it Forward Campaign

- Eliminated onboard add-value option for SmarTrip®.
- Launched **3 month public education campaign** with bus operator training, public meetings, transit fairs, onboard advertising, and bus ambassadors.
- Decreased add-value transactions from 700 to 100 per-week.

VTA 2016 Awards Program

**Outstanding Public
Transportation Marketing Award**

Outstanding Marketing Award

– Large System

GRTC



Choose the Pass That's Right for You!

- In 2015, GRTC redesigned its fare system.
- Launched a “**marketing blitz**” using destination driven marketing that showed real riders choosing the pass that's right for them.
- Resulted in smooth transition to new passes.

Outstanding Marketing Award: Small System

Charlottesville Area Transit



City as a Canvas

- Promoted transit and the Tom Tom Founder's Festival by outfitting 15 bus shelters and a near-retired bus with local art.
- The Graffiti Bus was used at neighborhood and library events to teach about both art and transit. Also a hit on social media.
- Resulted in 8% CAT ridership increase for April and May and a 21% increase on the Graffiti Bus's route.

Outstanding Marketing Award: Charlottesville Area Transit



**The Graffiti Bus, a 2001 New Flyer. Painted by
Mickael Broth of RVA**

VTA 2016 Awards Program

Outstanding Contribution by a Business Award

Outstanding Business Award

Foursquare ITP, Inc.



FOURSQUARE
INTEGRATED
TRANSPORTATION
PLANNING

- Woman-owned, DBE-certified business that combines data analysis with community engagement. Has grown from 2 to 17 full-time transit planners in only 5 years.
- Developed HRT's first ever Capital Improvement Plan and Transit Development Plan.
- Foursquare has worked with HRT, Fairfax County, Craig County, Arlington, the Roanoke Valley-Alleghany Regional Commission, and more to develop high-quality transit plans.

Outstanding Business: Honorable Mention Southeastern Institute of Research



- 50-year old marketing research firm from Richmond.
- Developing a communications strategy to reshape Richmond's transit into an integral part of the city.
- Involved surveying riders, prospective riders, business leaders, public officials, and other local stakeholders.

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**Join us for the 2017 VTA conference
in Northern Virginia**

May 23-24, 2017

