

APTA Honors AdWheel Grand Award Winners for Marketing, Communications Excellence

Passenger Transport October 11, 2010

The APTA Marketing and Communications Committee presented its 2010 AdWheel Grand Awards at ceremonies Oct. 4 during the APTA Annual Meeting in San Antonio, TX.

APTA presented the awards in four groups, three listing transit systems by size and the fourth for business members, and five categories: print media, electronic media, campaigns, special events, and—new this year—social media.

The Grand Award winners, selected from all first-place award recipients, are:

Group 1, covering public transportation systems with fewer than four million annual passenger trips: print,



Mountain Metropolitan Transit Authority, Colorado Springs, CO, schedule notice/timetable, “Mountain Metropolitan Transit Ute Pass Express Pocket Brochure”; electronic, Greensboro Transit Authority, Greensboro, NC, radio advertisement or public service announcement, “GTA Fare/Service Increase”; campaign, Butler Transit Authority, Butler, PA, shoestring campaign, “Summer Student Campaign”; special event, Lake Erie Transit, Monroe, MI, public relations/awareness or educational special event, “Butterfly Bus Hybrid Bus Rollout”; social media, Piedmont Authority for Regional Transit, Greensboro, NC, social networking, “PART Social Media.”

Group 2, for public transportation systems with more than four million but fewer than 20 million passenger trips annually: print, Community Transit, Snohomish County, WA, promotional materials, “Swift LEGO Set”; electronic, Agence Metropolitaine de transport, Montreal, QC, digital ad, “Web Banner to Promote Off-Peak Train Service”; campaign, Tri-County Metropolitan Transportation District of Oregon (TriMet), Portland, OR, shoestring campaign, “Dirty Words Campaign”; special event, TriMet, promotion special event, “Green Means Go Opening”; social media, The Rapid, Grand Rapids, MI, blogs, “www.getonboard.org.”

Group 3, representing public transportation systems with more than 20 million passenger trips annually: print, Metropolitan Transit Authority of Harris County, Houston, TX, poster, “Changing the Art of Travel”; electronic, San Francisco Bay Area Rapid Transit District, Oakland, CA, Internet home page, “www.bart.gov”; campaign, New York Metropolitan Transportation Authority, New York, NY, public relations/awareness or educational campaign, “MTA: If You See Something, Say Something”; special event, Maryland Transit Administration, Baltimore, MD, public relations/awareness or educational special event, “MTA Civility”; social media, Regional Transportation District, Denver, CO, viral video, “Lessons in Light Rail Courtesy.”

Group 4, business members: print, Veolia Transportation, Silver Spring, MD, newsletter, “Veolia International Newsletter-Exchange”; electronic, New Flyer Industries, Winnipeg, MB, Internet home page, “iBus Company Intranet”; campaign, Motor Coach Industries, Schaumburg, IL, promotional campaign, “MCI in Motion 2010”; special event, Bombardier, Saint Bruno, QC, public relations/awareness or education special event, “The Olympic Line-Vancouver’s 2010 Streetcar”; social media, VPSI Inc., Troy, MI, blogs, “www.van-pools.com.”

The niche award went to the Florida Public Transportation Association for the best implementation of APTA’s “Telling Our Story” campaign.