

## **The American Public Transportation Association Honors Excellence in Public Transportation Marketing and Communications**

### ***31st Annual AdWheel Awards presented during Annual Meeting***

The American Public Transportation Association (APTA) announced today the winners of their annual AdWheel Awards at the APTA Annual Meeting in San Antonio, TX. The awards recognize public transportation systems and APTA business members for excellence in advertising, communications, marketing, and promotion.

“Receiving a coveted AdWheel Award is a prestigious accomplishment and should be celebrated as a mark of originality, creativity, and excellence in public transportation marketing and communications,” said APTA President William Millar.

Nearly 650 entries were submitted this year in the four categories of print, electronic, campaign, and special event. First place honors were awarded in various subcategories to each of four groups, based on system size. Grand Award winners were chosen from those first place winners in each group. For a complete list of first place winners visit [www.apta.com](http://www.apta.com).

### **Grand Award Winners:**

**Group 1:** public transportation systems with 4 million or fewer 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:** public transportation systems with more than four million but fewer than 20 million annual passenger trips

**Print:**

Community Transit, Everett, WA  
Promotional Materials - “Swift LEGO Set”

**Electronic:**

Agence Metropolitaine de transport, Montreal, QC  
Television Advertisement or Public Service Announcement – “Go Ahead TV Spot”-  
Digital Ad - “Web Banner to Promote Off-Peak Train Service”

**Campaign:**

TriMet, Portland, OR  
Shoestring Campaign – “Dirty Words Campaign”

**Special Event:**

TriMet, Portland, OR  
Promotional Special Event – “Green Means Go Opening”

**Social Media:**

The Rapid, Grand Rapids, MI  
Blogs - “www.getonboard.org”

**Group 3:** public transportation systems with more than twenty million annually passenger trips

**Print:**

Metropolitan Transit Authority of Harris County Texas, Houston, TX  
Poster – “Changing the Art of Travel”

**Electronic:**

Bay Area Rapid Transit, Oakland, CA  
Internet Homepage - “www.bart.gov”

**Campaign:**

Metropolitan Transportation Authority, New York, NY  
Public Relations /Awareness Campaign or Educational Campaign - “MTA - If You See Something, Say Something”

**Special Event:**

Maryland Transit Administration, Baltimore, MD  
Public Relations/Awareness Special Event- “MTA Civility”

**Social Media**

Regional Transportation District, Denver, CO  
Viral Video - “Lessons in Light Rail Courtesy”

**Group 4:** manufacturers, suppliers, consultants

**Print:**

**Veolia Transportation, Silver Spring, MD**  
**Newsletter - “Veolia International Newsletter – Exchange”**

**Electronic:**

New Flyer Industries, Winnipeg, MB  
Internet Homepage – “iBus Company Intranet”

**Campaign:**

Motor Coach Industries, Schaumburg, IL  
Promotional Campaign - “MCI in Motion 2010”

**Special Event:**

Bombardier Transportation, Saint Bruno, QC  
Public Relations/Awareness Special Event -PATH –“The Olympic Line Vancouver’s 2010 Streetcar”

**Social Media:**

VPSI, Inc., Troy, MI  
Blogs - “www.van-pools.com”