

News Release ♦ News Release ♦ News Release ♦ News Release

FOR IMMEDIATE RELEASE

Contact: Rich Sampson, Communications Director
202.247.1921
sampson@ctaa.org

**Rogue Valley Transportation District Honored with CTAA's
2017 Urban System of the Year Award**

Detroit, Mich. – June 13, 2017. Rogue Valley Transportation District (RVTD) of Milford, Ore., was named today the 2017 Outstanding Urban System of the Year by the Community Transportation Association of America (CTAA) at its annual EXPO – held this year in Detroit, Mich. – in recognition for its efforts to cultivate local support for its innovative and responsive mobility options.

The award, presented annually at the Association's national EXPO, honors a CTAA member in an urban area that has distinguished itself both in the level of service it provides and innovative ways of doing business. Elaine Wells of the Association's Board of Directors and Executive Director of Ride Connection in Portland, Ore., noted that not only did RVTD successfully make the case to voters to invest in the system, but also has been a key driver of new CTAA members in their state.

“After a 2014 levy failed, this community rallied together and overwhelmingly demonstrated its support for this vital system just two years later. “



Transit For All

800.891.0590
www.ctaa.org
1341 G Street NW
Suite 250
Washington, DC
20005

“Aside from its remarkable turnaround at the polls, the agency is an active member of CTAA’s Small Urban Network and is a key driver of new CTAA members in my state of Oregon. They prioritize innovation – just recently rolling out their TouchPass electronic fare collection system for smart cards and mobile apps – and not only train pedestrians and bicyclists how to use their buses but also skateboarders. Their scope ranges from non-emergency medical transportation to plans for BRT service on their highest-performing route.”

The Community Transportation Association, established in 1989, is a national non-profit, membership association committed to removing barriers to isolation and improving mobility for all people. The Association provides informational resources, technical assistance, training and certification, and many additional resources to communities, transportation providers, and other groups to increase mobility and improve the quality of community and public transportation.

RVTD is the public transportation provider in the Rogue Valley. Its routes serve Medford, Ashland, Central Point, Talent, Phoenix, White City, and Jacksonville. RVTD's mission is to provide quality public transportation, viewed by residents and visitors as a realistic and viable alternative to the personal automobile, and to thereby improve the quality of life in the Rogue Valley.