

**2009 AdWheel First Place Winners:**

\*Grand Winners marked in **red** font.

**Group 1-**

**Print :**

**Advertisement Promotion**

“Go Green...Purchases Bus Tokens and Passes”

**Butler Transit Authority**

Butler, PA

**Billboard/Outdoor Advertising**

“Briefcase/Beachbag”

**Northern New England Passenger Rail Authority**

Portland, ME

***Direct Mail***

*“Student Discount Passes Direct Mailer”*

***Butler Transit Authority***

*Butler, PA*

**Passes & Tickets**

“2009 Summer Youth Bus Pass”

**Jackson Public Transportation Co., Inc.**

Jackson, MS

**Promotional Materials**

“Dump the Pump Fuel Your Wallet Promotional”

**Monroe County Transit Authority**

Scotrun, PA

**Schedule Notice/Timetable**

“JATLAN 2009 Bus Schedule”

**Jackson Public Transportation Co., Inc.**

Jackson, MS

**Electronic :**

**Radio Advertisement or Public Service Announcement**

“JATLAN – Got Gas...Didn’t Think So”

**Jackson Public Transportation Co., Inc.**

Jackson, MS

**Television Advertisement or Public Service Announcement**

“The Wheels on the Bus Go Round and Round”

**Los Alamos County, Atomic City Transit**

Los Alamos, NM

***Video Presentation***

*“Draft EIS for the Honolulu High-Capacity Transit Corridor Project”*

***City and County of Honolulu Department of Transportation***

*Honolulu, HI*

**Campaign:**

**Public Relations/Awareness or Educational Campaign**

“Pocono Pony”

**Monroe County Transit Authority**

Scotrun, PA

***Promotional Campaign***

*“Train to Maine”*

***Northern New England Passenger Rail Authority***

*Portland, ME*

**Shoestring Campaign**

“Seniors...Save Money...Ride Free”

**Butler Transit Authority**

Butler PA

**Special Event:**

***Promotion Special Event***

*“Dump the Pump Fuel Your Wallet Special”*

***Monroe County Transit Authority***

*Scotrun, PA*

## Group 2

### **Print:**

#### **Advertisement Advocacy/Awareness**

“Project SafePlace”

#### **Sunline Transit Agency**

Thousand Palms, CA

#### **Advertisement Promotion**

“CARTA Christmas Elves Gift Pass Promotion”

#### **Charleston Area Regional Transportation Authority**

Charleston, SC

#### **Annual Report**

“Access Paratransit Annual Report”

#### **Access Services**

Los Angeles, CA

#### **Billboard/Outdoor Advertising**

“Mountain Metropolitan Transit 2009 Summer Haul”

#### **Mountain Metropolitan Transit Authority**

Colorado Springs, CO

#### **Brochure**

“It’s Your Ride”

#### **Rock Island County Metropolitan Mass Transit District**

Moline, IL

#### **Direct Mail**

“Ute Pass Express Direct Mail”

#### **Mountain Metropolitan Transit Authority**

Colorado Springs, CO

#### **Map**

“Mountain Metropolitan Transit Z-Card”

#### **Mountain Metropolitan Transit Authority**

Colorado Springs, CO

**Newsletter**

*"CMRTA Commuter Connection"*

**Central Midlands Regional Transit Authority**

Columbia, SC

***Passes & Tickets***

*"Ride for Change Fare Media"*

***Knoxville Area Transit***

*Knoxville, TN*

**Poster**

*"Mountain Metropolitan Transit 2009 Earth Day"*

**Mountain Metropolitan Transit Authority**

Colorado Springs, CO

**Promotional Materials**

*"CATA Holiday Card and Ornament Promotion"*

**Centre Area Transportation Authority**

State College, PA

**Schedule Notice/Timetable**

*"Ute Pass Express Schedule"*

**Mountain Metropolitan Transit Authority**

Colorado Springs, CO

**Transit Card**

*"Mountain Metropolitan Transit 2009 Summer Haul Pass"*

**Mountain Metropolitan Transit Authority**

Colorado Springs, CO

**Illustrated Vehicle**

*"Emalee Buses Save Something Green"*

**Rock Island County Metropolitan Mass Transit District**

Moline, IL

**Electronic:**

**Radio Advertisement or Public Service Announcement**

“Elves are Talking Radio Spot”

**Charleston Area Regional Transportation Authority**

Charleston, SC

***Television Advertisement or Public Service Announcement***

*“Go Ahead TV Spot”*

***Red Rose Transit Authority***

*Lancaster, PA*

**Video Presentation**

“TRANSPO – Simple, Easy, Smart”

**South Bend Public Transportation Corp.**

South Bend, IN

**Internet Home Page**

“www.gogreenmetro.com”

**Rock Island County Metropolitan Mass Transit District**

Moline, IL

**Campaign:**

**Public Relations/Awareness or Educational Campaign**

“Save Something Green PR Campaign MetroLink”

**Rock Island County Metropolitan Mass Transit District**

Moline, IL

**Promotional Campaign**

“Maryland rabbitExpress”

**York County Transportation Authority dba rabbittransit**

York, PA

***Shoestring Campaign***

*“rabbittransit Green Campaign”*

***York County Transportation Authority dba rabbittransit***

*York, PA*

**Special Event:**

**Public Relations/Awareness Special Event**

*"ART Takes a Bus Ride Go Green, Go Sam Trans"*

**San Mateo County Transit District**

San Mateo, CA

***Promotion Special Event***

*"Mountain Metropolitan Transit 2009 Earth Day"*

***Mountain Metropolitan Transit Authority***

*Colorado Springs, CO*

**Group 3**

**Print :**

**Advertisement Advocacy/Awareness**

*"TransitTalk.com Print"*

**GRTC Transit System**

Richmond, VA

**Advertisement Promotion**

*"Career and Safety"*

**Corpus Christi Regional Transportation Authority**

Corpus Christi, TX

**Annual Report**

*"GRTC Transit System 2008 Annual Report"*

**GRTC Transit System**

Richmond, VA

**Billboard/Outdoor Advertising**

*"Cheap and Easy"*

**Omnitrans**

San Bernardino, CA

**Brochure**

*"FAX Bus Rapid Transit Brochure"*

**City of Fresno Department of Transportation**

Fresno, CA

## **Direct Mail**

“Time to Decide on Expanding Mass Transit”

### **Sound Transit**

Seattle, WA

## **Map**

“University of Washington & Downtown Tacoma”

### **Pierce Transit**

Lakewood, WA

## **Newsletter**

“Connections Stakeholder Newsletter “

### **Fort Worth Transportation Authority**

Fort Worth, TX

## **Passes & Tickets**

“Passes”

### **Greater Dayton RTA**

Dayton, OH

## **Poster**

“Go Hawks”

### **Sound Transit**

Seattle, WA

## **Promotional Materials**

“Hybrid Bus Education Direct Marketing”

### **CityBus of Greater Lafayette**

Lafayette, IN

“OxyGene Trading Cards”

### **Community Transit**

Everett, WA

## ***Transit Card***

*“More Reasons to Ride Bus Ad Series”*

### ***Omnitrans***

*San Bernardino, CA*

**Illustrated Vehicle**

“The T 25<sup>th</sup> Anniversary Bus Wrap”

**Fort Worth Transportation Authority**

Fort Worth, TX

**Electronic:**

*Radio Advertisement or Public Service Announcement*

*“Fare Increase Radio Ad”*

*San Joaquin Regional Transit District*

*San Joaquin, CA*

**Television Advertisement or Public Service Announcement**

“Long Beach Transit TV Commercial”

**Long Beach Transit**

Long Beach, CA

“2008-2009 Seahawks”

**Sound Transit**

Seattle, WA

**Video Presentation**

“TransitTalk.com Viral Video”

**GRTC Transit System**

Richmond, VA

**Internet Home Page**

“www.The-T.com”

**Fort Worth Transportation Authority**

Fort Worth, TX

**Campaign:**

*Public Relations/Awareness or Educational Campaign*

*“Major Route Changes”*

*Corpus Christi Regional Transportation Authority*

*Corpus Christi, TX*



“Metrolink K-9 Campaign”  
**Southern California Regional Rail Authority**  
Los Angeles, CA

**Promotional Campaign**

“Gas Relief Campaign”  
**York Regional Transit /Viva**  
Richmond Hills, ON

**Shoestring Campaign**

“GA\$P!”  
**C-TRAN**  
Vancouver, WA

**Special Event:**

**Public Relations/Awareness Special Event**  
*“GBT Earth Day 2009”*  
***Greater Bridgeport Transit Authority***  
*Bridgeport, CT*

**Promotion Special Event**

“2008 TECO Line Streetcar Fest”  
**Hillsborough Area Regional Transit Authority**  
Tampa, FL

**Group 4 –**

**Print:**

**Advertisement Advocacy/Awareness**

“Good People. Tough Jobs”  
**San Francisco Municipal Transportation Agency**  
San Francisco, CA

**Advertisement Promotion**

“San Diego This Week”  
**San Diego Metropolitan Transit System**  
San Diego, CA

**Annual Report**

“We Move People - 2008 Annual Report”

**Washington Metropolitan Area Transit Authority**

Washington, DC

**Billboard/Outdoor Advertising**

“Opposites Campaign”

**Los Angeles County Metropolitan Transportation Authority**

Los Angeles, CA

**Brochure**

“Pocket Guides”

**Los Angeles County Metropolitan Transportation Authority**

Los Angeles, CA

***Direct Mail***

*“New. Sleek. Door Hanger/Direct Mailers”*

***San Diego Metropolitan Transit System***

*San Diego, CA*

**Map**

“Go Metro Map”

**Los Angeles County Metropolitan Transportation Authority**

Los Angeles, CA

**Newsletter**

“GO Life – Winter 2009”

**GO Transit**

Toronto, ON

**Passes & Tickets**

“Green Pass Series”

**Los Angeles County Metropolitan Transportation Authority**

Los Angeles, CA

“ EASY Card Fare Media -Easy Card and Easy “

**Miami-Dade Transit**

Miami FL

**Poster**

“Clean Up Your Act Poster”

**Capital Metro**

Austin, TX

**Promotional Materials**

“Bike Bonanza”

**Utah Transit Authority**

Salt Lake City, UT

“Weathering the Storm Together”

**Metropolitan Transit Authority of Harris County**

Houston, TX

**Schedule Notice/Timetable**

“RTC Transit Guide”

**Regional Transportation Commission**

Las Vegas, NV

**Transit Card**

“MTA - Arts for Transit”

**Metropolitan Transportation Authority**

New York, NY

**Illustrated Vehicle**

“i-Ride Bus Wraps”

**Capital Metro**

Austin, TX

**Electronic:**

**Radio Advertisement or Public Service Announcement**

“Houston Texans Gameday”

**Metropolitan Transit Authority of Harris County**

Houston, TX

**Television Advertisement or Public Service Announcement**

“Healthier Planet. Healthier You.”

**Valley Transportation Authority**

San Jose, CA

**Video Presentation**

“Quickline Coming Soon Teaser”

**Metropolitan Transit Authority of Harris County**

Houston, TX

***Internet Home Page***

*“www.translink.ca”*

***Translink Transit Authority***

*Burnaby, BC*

**Campaign:**

***Public Relations/Awareness or Educational Campaign***

*“Transit Secure”*

***Translink Transit Authority***

*Burnaby, BC*

**Promotional Campaign**

“BART...and You’re There”

**San Francisco Bay Area Rapid Transit**

San Francisco, CA

**Shoestring Campaign**

“Downtown the Easy Way”

**TriMet**

Portland, OR

“Valley Metro Find Your Match Campaign”

**Valley Metro**

Phoenix, AZ

**Special Event:**

***Public Relations/Awareness Special Event***

*“PATH Office of Emergency Management Drill”*  
**Port Authority of NY/NJ**  
*New York, NY*

**Promotion Special Event**

“Culture Campaign”

**San Francisco Municipal Transportation Agency**  
San Francisco, CA

**Group 5 –**

**Print:**

**Advertisement Promotion**

“Michivan Commuter Vanpools: Edible WOW”

**VPSI, Inc.**

Troy, MI

“ Metro NY and AM NY Cover Wrap”

**Transit Center, Inc.**

New York, NY

**Brochure**

“Streetcars Brochure”

**Parsons Brinckerhoff**

New York, NY

***Newsletter***

*“ NOTES”*

***Parsons Brinckerhoff***

*New York, NY*

**Electronic:**

**Radio Advertisement or Public Service Announcement**

“Nothing Could Be Finer”

**SR Concepts**

Charleston, SC

**Video Presentation**

*“Bombardier’s ECO4 Video and Interactive”*

**Bombardier Transportation**

*Montreal, QC*

**Internet Home Page-**

“www.novabus.com “

**Nova Bus**

Saint-Eustache , QC

“www.ExerciseTheRight.com”

**TransitCenter Inc.**

New York, NY

**Campaign:**

***Public Relations/Awareness or Educational Campaign***

*“Stimulus Funding Primer”*

***Motor Coach Industries***

*Schaumburg, IL*

**Promotional Campaign**

“Talk About a Great Economic Stimulus Package”

**SR Concepts**

Charleston, SC

**Special Event**

***Public Relations/Awareness Special Event***

*“New Flyer Earth Day Campaign”*

***New Flyer Industries***

*Winnipeg, MB*

**Promotion Special Event**

“ MCI Customer First Program”

**Motor Coach Industries**

Schaumburg, IL

