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NORTHERN VIRGINIA TRANSPORTATION COMMISSION

# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

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## NVTC TO HEAR UPDATE ON PUBLIC TRANSIT RIDERSHIP
## Commissioners will also see a preview of a public transit marketing campaign launching next week

Arlington, Va. - The Northern Virginia Transportation Commission will hear about recent trends in public transit performance and ridership in Northern Virginia and see a preview of a public transit marketing campaign, which launches next week, at its monthly meeting this Thursday.

**State of Northern Virginia's Transit**

Staff will present an update on transit performance and ridership during fiscal year 2026. Focusing on the Northern Virginia transit providers--Arlington Transit (ART), City of Fairfax CUE, Alexandria DASH, Fairfax Connector, Loudoun County Transit, Metro and Virginia Railway Express, the analysis looks back at transit ridership and service over the past fiscal year and beyond. The presentation highlights how today's transit riders use existing services by analyzing ridership over time, the breakdown of transit use by mode and weekly transit trends. NVTC also hosts the NoVaTransit Data Dashboard.

**NVTC Launches "Connection" Marketing Campaign**

Commissioners will see a preview of an NVTC-led marketing campaign centered around the of connection: the transit network that connects the region and the people, places and moments riders are connecting to. The campaign, launching Tuesday, September 8, is made possible through a generous grant from the Department of Rail and Public Transportation.




**Meeting Time and Location**

The Commission Meeting will be held Thursday, September 3 at 7 p.m. in the first floor conference room at 2300 Wilson Boulevard, Arlington, Virginia 22201. The meeting will be streamed live on YouTube. Full meeting materials are available online. We are accepting public comment on the meeting agenda until 3 p.m. on Thursday. Complete the online form to share your feedback.

# # #

*NVTC works to ensure that businesses and residents are served by a high capacity, high quality network of transit systems that allows the region to thrive. It funds and promotes transit in the counties of Arlington, Fairfax and Loudoun and the cities of Alexandria, Fairfax and Falls Church. NVTC supports five local bus systems (ART, CUE, DASH, Fairfax*

*Connector, Loudoun County Transit), Metro and the Virginia Railway Express. Visit **NoVaTransit.org** to learn more.*

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