

#NoVaRides encourages people to ride the bus or train to work

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## Northern Virginia Transit Systems

### Roll Out “#NoVaRides”

#### *12-week campaign will encourage people to ride transit*

(Arlington, Va.) With Metrorail cars rolling again on the Yellow and Blue lines south of Reagan National Airport, it is time to remind commuters in Northern Virginia that #NoVaRides. The Northern Virginia Transportation Commission (NVTC) and five transit partners have joined forces to create their first-ever joint marketing campaign, designed to encourage Northern Virginians to take transit.

#NoVaRides not only encourages people to ride Metrorail, but all of Northern Virginia’s public transit systems: [Alexandria Transit Company](#) (DASH), [Arlington Transit](#) (ART), [Fairfax City City-University Energysaver](#) (CUE), [Fairfax Connector](#), [Loudoun County Transit](#), [OmniRide](#) and [Virginia Railway Express](#) (VRE). The Virginia Department of Rail and Public Transit (DRPT) provided 80% of the funding for the campaign. NVTC, the Potomac and Rappahannock Transportation Commission, VRE, the City of Alexandria, and Arlington and Fairfax counties matched the remaining 20%.

"As commutes worsen in the fall, we think it's important for citizens to know all of their transit options so that they make informed decisions. Metro and our Virginia local governments have made significant investments in our transit systems to improve customer experiences and we hope that citizens will take advantage of our bus and rail systems," said Matt Letourneau, Chair of the Northern Virginia Transportation Commission and Dulles District Supervisor for Loudoun County.

The #NoVaRides campaign will launch on Monday, September 16, 2019. The 12-week campaign consists of radio ads read live on-air by traffic reporters at WTOP and WAMU. Banner advertisements will appear on the websites of WTOP, WAMU and DCist, which is owned by WAMU. Ads also will be visible on Facebook, Twitter, Instagram, LinkedIn and Waze. A 15-second campaign video will play both in the lobby of and during movie previews at eight selected theatres.

The ads will direct riders to [novarides.org](http://novarides.org), where they will find links to Northern Virginia's bus and rail systems. An embedded transit

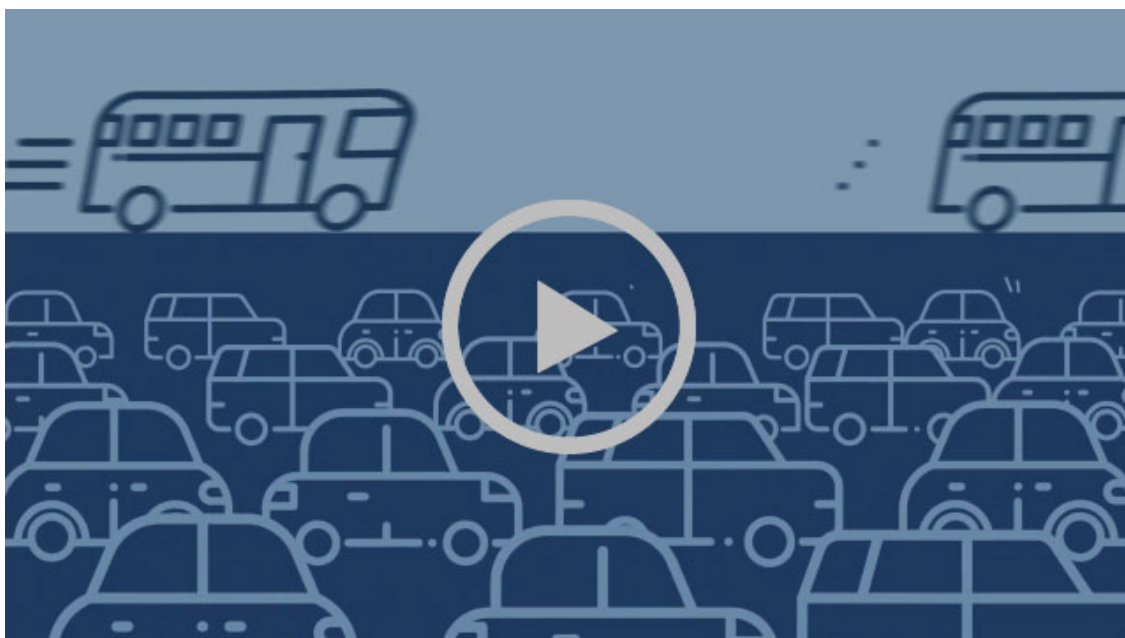
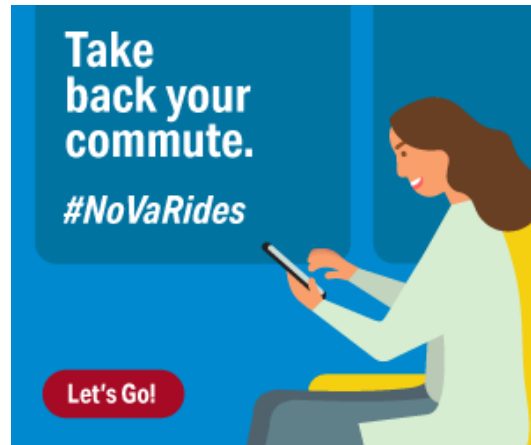
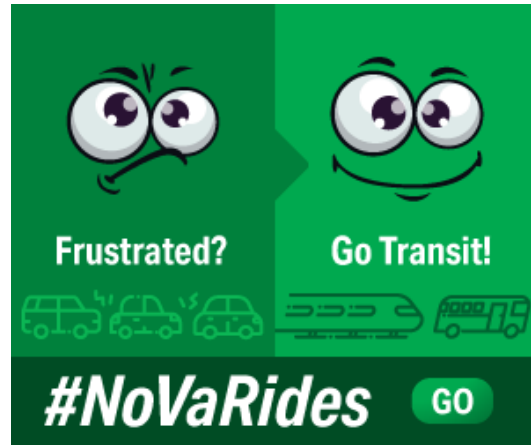
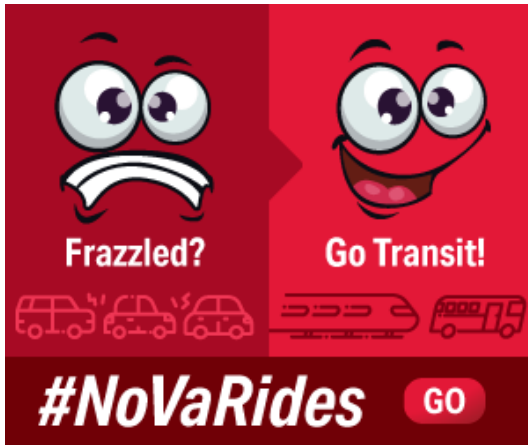
### News Release

For Release: September 12, 2019  
 Matt Friedman  
 571-471-9516 (mobile)  
[mathewfriedman@novatransit.org](mailto:mathewfriedman@novatransit.org)

*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), WMATA (Metrorail/Metrobus) and the Virginia Railway Express. Visit [www.NoVaTransit.org](http://www.NoVaTransit.org) or call 703-524-3322 to learn more.*

planning tool will make planning any commute easy.

The #NoVaRides campaign kickoff coincides with Virginia's [#TryTransit](#) Week, September 16-20, and the Washington, D.C. region's [#CarFreeMetroDC](#), September 21-23.



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Click here to watch the video ad for #NoVaRides

**Click here to download the ads**

**NoVaRides.org**

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Northern Virginia Transportation Commission · 2300 Wilson Boulevard · Suite 620 · Arlington, VA 22201 · USA

