



PRESS RELEASE

For Immediate Release

November 28, 2006

Contact: Kala Quintana
703/ 524-3322 ext. 104
Mobile: 703/597-4970
kala@nvtdc.org

NORTHERN VIRGINIA TRANSIT SCHEDULES IN THE PALM OF YOUR HAND RIGHT WHEN YOU NEED THEM THE MOST!

***FREE ELECTRONIC SCHEDULES AVAILABLE FOR DOWNLOAD TO WEB
ENABLED CELL PHONES AND HAND-HELD COMPUTERS IN WINDOWS, PALM
OS AND OTHER POPULAR FORMATS***

Arlington, VA – The Northern Virginia Transportation Commission (NVTC) and its regional transportation partners Arlington ART, Fairfax City CUE, Alexandria DASH, Fairfax Connector, Falls Church George, Loudoun County LC Transit, Metrobus, PRTC OmniRide and OmniLink, and VRE are launching a new ad campaign to promote their free electronic schedules which are available for download to web enabled cell phones, Personal Digital Assistants (PDA's), SmartPhones, hand-held computers and other mobile devices.

Starting the week of November 27, transit riders will begin to see new posters on local buses and ads on rail systems promoting this free service. Commuters can go to www.commuterpage.com/handheld to register and download schedules.

Local commuters who sign up for this free service can also get [Commuter News](#) along with the up-to-date transit schedules delivered to their mobile device, wherever they are. Commuters can check bus schedules on their web-enabled cell phone while they're out on the town or keep up with transportation issues on their Palm Pilot or Pocket PC during their commute. It's the information commuters need, when they need it, where they need it.

[Schedules](#) are now available for Northern Virginia [Metrobus](#) routes, selected Metrobus routes in D.C. and Maryland, [Virginia Railway Express \(VRE\)](#), and these Northern Virginia local bus services: [ART](#), [CUE](#), [DASH](#), [Fairfax Connector](#), [Falls Church George](#), [Loudoun County Transit](#), and [PRTC OmniRide and OmniLink](#). (These schedules are

also available for desktop computers or laptops on the CommuterPage.com@ [Schedules for Northern Virginia Transit Systems page.](#))

This innovative program was originally implemented by Arlington County with a grant from the Virginia Department of Rail and Public Transportation approximately three years ago, as an effort to encourage and promote transit ridership and to provide schedule information on the go.

Working closely with Arlington County, the Northern Virginia Transportation Commission expanded the program to include all local bus and Virginia Railway Express (VRE) routes in Northern Virginia. Since 2003, the popularity of the e-schedules has grown exponentially from just 2,000 schedule requests from January to June in 2003 to over 83,000 requests during the same six month period in 2006.

“Word of mouth and promotion at the local level has been instrumental in the growing popularity of the e-schedules. We are hoping the new *‘Information In the Palm of Your Hand’* ad campaign will generate even more excitement and use,” said Kala Quintana, Director of Public Outreach for NVTC. “We believe that if we can provide a greater sense of control and accessibility for commuters, then we make it easier for our current customers to access information and attract new riders. We hope that with free commuter tools like the e-schedules, more people will be willing to give transit a try,” said Quintana.

WMATA has also tested the popularity of the e-schedules on select Metrobus routes in the District and Maryland. “We are consistently getting requests from riders asking that we expand this service,” said Chris Hamilton, Arlington County Commuter Services Manager.

The Washington Metropolitan area suffers from the nation’s third worst congestion. During the past four years bus ridership throughout all of Northern Virginia has risen by 43%.

For more information contact the Northern Virginia Transportation Commission by going to www.thinkoutsidethecar.org.

NVTC is the leading source of information about public transportation issues in Northern Virginia.

NVTC is a regional agency with the mission of managing traffic congestion, restoring clean air, boosting the economy and improving the quality of life for all of Northern Virginia’s citizens through effective public transit and ridesharing networks. NVTC includes the counties of Arlington, Fairfax and Loudoun and the cities of Alexandria, Fairfax and Falls Church covering over 1,000 square miles with a population of 1.6 million. The agency manages over \$120 million of state and federal grant funds each year for public transit and serves as a forum for its board of 20 state and local elected officials to resolve issues involving public transit and ridesharing. For information about NVTC, please visit www.thinkoutsidethecar.org or call 703-524-3322.

NVTC