

Media Relations Contact:
Morgan Lyons, DART
Dee Leggett, DCTA
Joan Hunter, The T

July 9, 2010

North Texas Transportation Agencies to Reward Users for Telling Their Story

DART, DCTA and The T Want to Hear Your Story

Working together to promote the benefits of public transportation, Dallas Area Rapid Transit (DART), the Denton County Transportation Authority (DCTA) and the Fort Worth Transportation Authority (The T) want customers to share their stories on how they stopped talking out of their tailpipes and started using public transportation.

The North Texas transportation agencies are asking commuters to submit short videos or written stories through the end of July online at www.StopTalkingOutOfYourTailpipe.com.

Entries should explain how and why participants started using public transportation or, how and why participants got their employers to help pay for their rides. Employers either purchase the passes for their employees or provide a subsidy so employees can purchase the passes at a discount.

Each agency will review the submissions and post qualified entries to its website and Facebook page. Winners will be selected by each agency's staff and receive prizes such as luxury hotel stays at the Worthington in Fort Worth and dinner at Vidalia's, or the Hotel Palomar Dallas and dinner at Central 214, and regional transit passes.



The North Texas transit agencies' Stop Talking Out of Your Tailpipe contest is designed to promote transit use by inviting customers to share their reasons for riding. It's also an opportunity for employees to thank their employers for helping provide their ride and encourage others to ask their employer to offer Employer Transit Benefits programs.

The contest is part of a national effort to promote transit ridership and encourage support for expanded transit choices. Winning entries will be shared with other transit agencies around the country to help educate commuters and policymakers on the benefits of transit: job creation, helping

the environment, energy conservation and improved quality of life.

Visit www.StopTalkingOutOfYourTailpipe.com to submit an entry and review the contest details and rules.



[High resolution JPG](#)

From left to right: On Friday, July 9, Bill Velasco, Chairman of the Board, Dallas Area Rapid Transit; Dick Ruddell, President/Executive Director, Fort Worth Transportation Authority and Gary Thomas, President/Executive Director, Dallas Area Rapid Transit, were on hand at CentrePort/DFW Airport Station to thank customers for riding the Trinity Railway Express. Morning rush hour customers were treated to cookies and gifts from area businesses.