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North Texas Transportation Agencies to Reward Users for Telling Their Story

DART, DCTA and The T Announce Winners

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) have selected winning customer stories focusing how they stopped talking out of their tailpipes and started using public transportation.

Kevin Sharpe, an avid DART rider, won a luxury hotel stay at the Hotel Palomar in Dallas and dinner at Central 214. Sharpe's video can be viewed on YouTube at <http://bit.ly/tailpipevideo>. Fort Worth resident and full-time rider of The T Shonna Walker also won a luxury hotel stay at the Worthington in Fort Worth and dinner at Vidalia's. Aubra Thomas from Carrollton relies on DCTA's services and won a regional transit pass.

Or view Kevin Sharpe's video here:

[web-archive version includes media]

The winning entries explained how and why participants started using public transportation or, how and why they 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 reviewed the submissions and posted qualified entries to its website and Facebook page. Each agency's staff then selected winners.

The North Texas transit agencies' Stop Talking Out of Your Tailpipe contest was designed to promote transit use by inviting customers to share their reasons for riding. It was 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 was part of a national effort to promote transit ridership and encourage support for expanded transit choices. Winning entries have been 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.

For more information on Employer Transit Benefits programs or commuting, visit www.dart.org, www.dcta.net, or www.the-t.com.

To view the winning entries, visit [Dallas Area Rapid Transit](#), [Denton County Transportation Authority](#) and [The T's](#) Facebook pages.

