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| **For Immediate Release** January 15, 2025 | **Contact: Lisa Bacot,  Florida Public Transportation Association** 850.445.8329 | [lisabacot@floridatransit.org](mailto:lisabacot@floridatransit.org) |

**Florida Public Transportation Association to Promote Transit Statewide**

**TALLAHASSEE —** Florida Public Transportation Association (FPTA), the state’s public transit trade group, is launching today a comprehensive statewide campaign aimed at promoting public transportation. The multimedia, multi-pronged effort will raise awareness of transit’s ability to provide greater mobility for Floridians.

“Our key message is ‘connection,’” Karen Deigl, FPTA’s chair and CEO/President of Senior Resource Association in Vero Beach, FL, said. “Transit connects people to so many things that are important in their lives, including family, fun, health, commerce, and adventure. Our goal is to help people discover how public transportation can expand their mobility options and improve their lives.”

The keystone of the campaign is a new website, [www.TransitConnectsFlorida.com](http://www.TransitConnectsFlorida.com), which will enable residents to “Find Your Ride” through a transit system matching tool. Site users will enter their home county, and the website will provide contact information for their local transit systems, which may include bus, train, and paratransit services.

FPTA will raise awareness of the new website through a multimedia advertising campaign that targets the 40 FPTA member markets located throughout the state. Ads will run on billboards, radio, digital streaming, and social media, promoting the various destinations to which transit connects, and driving people to [www.TransitConnectsFlorida.com](http://www.TransitConnectsFlorida.com) to learn more.

“Transit is good for Florida,” Deigl said. “Our public transportation systems increase mobility for residents and visitors, and transit creates a 5-to-1 economic return on investment for our communities. That’s why FPTA is working hard to raise awareness in increase ridership on Florida’s transit systems.”

FPTA’s advertising campaign is expected to run through the spring of 2025, while [www.TransitConnectsFlorida.com](http://www.TransitConnectsFlorida.com) is a permanent addition to the Florida transit toolkit.

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FPTA represents more than 40 urban and rural transit systems, including commuter railroads, heavy-rail commuter systems, and people mover systems. These services provide more than 155 million trips annually. As one of the nation’s most active state transit associations, FPTA plays a key role in advocating for, educating, and supporting public transportation across Florida.