

## In This Issue

Youth Movement

Picture This

New Bus Design

## Cover Story

### Youth Movement

Transit agencies are stepping up their outreach to young riders as reports show that reductions in vehicle miles traveled are being spearheaded by those in the 18-to-34 demographic.

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## Featured Story



### Picture This

With Instagram's rising star status, transit agencies are seeing the potential for enhancing their social media toolkit and reaching out to customers in a unique way.

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## On Board With...



### Felicia Friesema

Foothill Transit's Director of Marketing and Communications talks about the agency's new exterior bus designs, one of a number of initiatives undertaken in conjunction with Foothill's 25th anniversary.

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## Buyers' Guide



From air brakes to ZEBs, our Business Members have what you need. >

## Member News Library

Several new initiatives at **AC Transit** contribute to a marked boost in ridership, **Santa Clara Valley Transportation Authority** awards a construction contract for the first of three new BRT projects, and **SunLine Transit Agency** welcomes a new General Manager.

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