



CaliforniaTransit  
Association

# TRANSIT CALIFORNIA

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## In This Issue

Persistent Progress

On Board With

Member News Library

## Cover Story

### Transit Trends

Despite the profound impact COVID-19 has had on public transit ridership, a steady core remains that rely heavily on public transit to get them to critical destinations.

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## Featured Story



### Persistent Progress

Public transit agencies manage to continue with pre-pandemic expansion plans and help their communities push through obstacles.

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## On Board With...



### Alicia Trost

Coined one of the "realest social media managers in public transportation" for breaking the government communications mold, Trost's communications strategy centers around transparency and an engaging tone intentionally crafted to elicit affinity for BART and all transit.

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## Member News Library



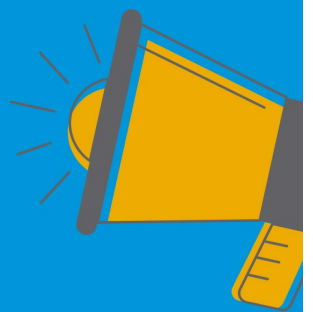
The **SFMTA** adapts its public process to meet the moment, **Sunline Transit Agency** holds its 5th Annual student art contest, and the **MTS** Board approves a diversion program for fare violators.

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## Latest COVID-19 Impact on Your Transit System

[#SaveCATransit](#)



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