

OPTAMIST

2010 AWARD WINNERS

Optism is needed like never before. Transit Funding has been reduced to 1980 levels and OPTA is remaining strong and vital due to you, our loyal members who operate the Ohio transit systems 24/7 every day of the year!

The Optimist Awards were judged by a small group of marketing professionals consisting of members of the Ohio Society of Assn. Executives. The awards were based on creativity, originality, best use of available funding and clarity of message.

The awards were announced at OPTA's May 19, 2010 awards banquet.

CATEGORY 1 - BEST MARKETING ON A SHOESTRING

Given the current economy, this category was a hard choice to judge. The committee was blown away by the creativity and lack of funds to produce first-class marketing brochures, videos, and events with no money! In this category we are pleased to announce Four Outstanding Achievements as follows:

OPTA "OPTAMIST" 2010 **Best Marketing On A ShoeString**

- 1. Metro RTA Akron**
Traffic Jam
Outstanding Achievement
- 2. Springfield City Area Transit**
SCAT It Just Makes Cents!
Outstanding Achievement
- 3. Greater Dayton RTA**
Wright Stop Plaza Transit Center Opening
Outstanding Achievement
- 4. Clermont Transportation Connection**
Our Growing Transit System
Outstanding Achievement

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CATEGORY 2 - BEST SPECIAL EVENTS

WOW....Impressive.....Way to Go were the words the committee used in judging the special events category. Their only regret, they wish they could have attended! The winners are:

OPTA "OPTAMIST" 2010 **Best Special Events**

Third Place

Cincinnati Metro
Green Means Go

Second Place

Toledo Area RTA
Join the Movement

First Place

Metro RTA Akron
Intermodal Transit Center Opening

CATEGORY 3 - BEST WEB SITE

Sign Me Up...I am ready to ride the bus! Easy to navigate and understand. This was a difficult decision!

OPTA "OPTAMIST" 2010 **Best Web Site**

Outstanding Achievement

Western Reserve Transit Authority
www.wrtaonline.com

First Place

Central Ohio Transit Authority
www.COTA.com

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CATEGORY 4 - BEST PRINT PIECE

Colorful...high energy....eye appealing.....the committee was sold on public transit!

OPTA "OPTAMIST" 2010 **Best Print Piece**

Outstanding Achievement

Laketrans

We're going where you're going.

First Place

Central Ohio Transit Authority

COTA - Billboard Campaign

CATEGORY 5 - CUSTOMER SERVICE AWARD

This award is presented to the customer service or call center representative who has best demonstrated skill and knowledge of their profession as measured by attendance, customer courtesy, call center metrics and attitude.

OPTA "OPTAMIST" 2010 **Customer Service Representative**

1. Judy Mosley

Central Ohio Transit Authority

Customer Service Representative

CATEGORY 6 - OPERATOR OF THE YEAR

This award is presented to the vehicle operator who has best demonstrated skill and knowledge of his profession as measured by safe operation, attendance, customer courtesy, on-time performance, attitude and appearance. PLUS I LOVE MY JOB AND I AM LOYAL!!!!!! WE HAVE A TWO WAY TIE!!!!!!

OPTA "OPTAMIST" 2010 **Operator of the Year**

1. Barry Sinks

Springfield City Area Transit

2. Malcolm Gatherwright

Southwest Ohio RTA/Metro

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CATEGORY 7 - LEONARD RONIS EXCELLENCE IN TRANSIT 2010

This award is presented to honor Leonard Ronis many years of service to public transportation. Leonard served as general manager of the Greater Cleveland RTA and President of APTA. He has also shown unwavering support of OPTA.

OPTA is honored to give this award to an individual who has dedicated 46 years of his life to public transit and shaping the Ohio Public Transit Assn.

OPTA "OPTAMIST" 2010 **Leonard Ronis Excellence in Transit**

Taras G. Szmagala, Sr.

CATEGORY 8 - TRANSIT SYSTEM OF THE YEAR FOR OUTSTANDING ACHIEVEMENT

OPTA "OPTAMIST" 2010 **Transit System of the Year**

Wilmington Transit System

"We will transport you".