



Food Drive

NFTA and BNMC are partnering to help the Food Bank of WNY collect non-perishable food items to help feed those in need. The Food Bank provides support to as many as 135,000 individuals in any given month.

Items can be dropped off in the lobby at 640 Ellicott St.

Everyone who donates has a chance to win a Year Supply of Milk from Upstate Farms.

Enter to Win !

Please place your name on your donation bag as shown below:

Name: _____

Work Site/Location: _____

Contact Phone No.: _____



Pre-Event Promotion

Press Conference: August 1, 10 a.m.

A media advisory was sent out on July 31 for the press conference to launch Metro's Givin' and Groovin' bus at the downtown bus terminal at 181 Ellicott Street on August 1, 10 a.m.

Press release was available to all for the mobile Givin' and Groovin' food drive.

Representatives from The Food Bank of WNY, Erie County Fair, Tops Markets, BNMC were in attendance as well as various media and NFTA and Metro staff.

Program and participants were as follows:

Helen Tederous, NFTA Public Affairs Director – Emcee

Kim Minkel, NFTA's Executive Director

Catherine Schick, Community Relations Manager, Food Bank of WNY

Marty Biniasz, Marketing Manager, Erie County Fair

Ribbon Cutting (Kim Minkel and Catherine Schick)

The press event was broadcasted on Facebook Live, where it reached 299 people and received 120 video views.

Earned media (refer to "In the News" section for full print articles):



Pre-Event Promotion

Social Media Engagement: July 31

The Food Drive was announced on all social media platforms (Facebook, Twitter and Instagram). Through social networking and our interactive community partners, the Food Bank of WNY and Erie County Fair, we were able to reach more individuals. The following analytics were achieved through shares on Facebook and retweets on Twitter:



3,240
people reached



2,724
impressions made

Note: "Sharing" a post on Instagram has to be done manually or through third-party apps and in this case not applicable.

Associated Activities

NFTA held an authority wide internal food drive July 25 - August 7.

Media Advisory



Contact:

Helen Tederous

716-349-0001

Helen_Tederous@nfta.com

MEDIA ADVISORY

NFTA to launch the maiden voyage of the “Giving and Grooving” bus to benefit the Food Bank of WNY

What: The Niagara Frontier Transportation Authority will launch its Stuff A Bus Food Drive to benefit the Food Bank of WNY at a media conference. Come see the new “Giving and Grooving” bus themed around the NFTA’s 50th year anniversary celebration.

Who: The Food Bank of WNY, NFTA Metro officials and the spectacular Giving and Grooving Bus.

Why: Hunger remains a serious problem throughout Western New York. The Food Bank of WNY is the primary hunger-relief organization in our community, providing nutritious food and supporting as many as 135,000 people in any given month throughout Erie, Niagara, Cattaraugus, and Chautauqua counties.

When/Where: Tuesday, August 1, 2017, 10:00 a.m.
NFTA headquarters, exterior lot at downtown bus terminal (off Ellicott Street)
181 Ellicott Street, Buffalo

Donate: Non-perishable food donations are welcome and can be placed on the “Givin and Groovin” bus immediately following the press event. Great photo opportunities available.

Parking: Pull into the bus lot at 181 Ellicott and you will be directed where to park.

Press Release



FOR IMMEDIATE RELEASE

Contact:

Helen Tederous

716-349-0001

Helen_Tederous@nfta.com

***NFTA to launch the maiden voyage of the
“Giving and Grooving” bus to benefit the Food Bank of WNY***

Special themed bus goes on the road to collect canned goods for those in need

BUFFALO, N.Y. - The Niagara Frontier Transportation Authority announced today that it is partnering with the Food Bank of WNY, Upstate Farms and the Erie County Fair to help collect food for those in need.

The NFTA will launch its mobile “Givn’ and Groovn” Metro stuff-a-bus outreach program on Tuesday, August 1. The theme is in honor of the NFTA’s 50-year anniversary. The Giving and Grooving bus will be moving around town on a mission to collect as many canned goods and non-perishables as possible. Anyone 18 or older who donates food items and helps stuff the bus will be eligible to enter to win a grand prize of a year-long supply of milk from Upstate Farms.

The “Givn’ and Groovn” Bus” locations and times are as follows:

Tues.	Aug. 1	181 Ellicott St.,- Bus Lot	9 AM – 12 PM
		The Park @ Virginia & Ellicott (BNMC)	1-4 PM
Weds.	Aug. 2	Southgate Plaza Transit Center	9 AM.-1PM
Thur.	Aug. 3	Tops Markets @ Robinson/NF Blvd	9 AM – 1 PM
Fri.	Aug. 4	Tops Markets @ Mid-City Plaza, N. Ton.	9 AM-1PM

“Hunger unfortunately remains a serious problem throughout Western New York, affecting not just our inner cities but our rural and suburban communities as well. We are grateful to our friends at the NFTA, the Erie County Fair and Upstate Farms for holding this food drive to help the Food Bank of WNY provide nutritious food to our neighbors in need,” said Marylou Borowiak, President & CEO for the Food Bank of WNY.”

“We are thrilled to help the Food Bank of WNY, and do what we do best, utilize our public transportation for the good of our community.” Kimberley Minkel, Executive Director, NFTA.

The Food Bank of WNY is the primary hunger-relief organization in Western New York, providing nutritious food and support to as many as 135,000 individuals in any given month throughout Erie, Niagara, Cattaraugus and Chautauqua counties.

The NFTA will present the collected items to the Food Bank on August 9, opening day of the Erie County Fair. The winner of the year-long supply of Milk from Upstate Farms will also be announced at this time.

For official NFTA “Givn’ and Groovn” Sweepstakes rules, you can visit nfta.com. NFTA Metro will also have a bus display at the Erie County Fair, near Gate 5 on August 17 and 18. There will be additional photo opportunities, raffles and giveaways.

ABOUT THE NFTA

The NFTA is a regional multi-modal transportation authority responsible for airport and surface transportation in Erie and Niagara counties. NFTA/NFTM businesses include a bus, rail and paratransit system, the Buffalo Niagara International Airport and the Niagara Falls International Airport.

In 2016, a J.D. Power study ranked the Buffalo Niagara International Airport second highest in customer satisfaction for medium sized airports in North America.

In the News



NFTA, Foodbank team up for 'Givin' & Groovin' bus

BUFFALO, N.Y. -- The Food Bank of Western New York is getting out in the community this summer with the NFTA to make sure families in need don't go hungry.

The Givin' and Groovin' bus is a moving donation center.

It will drive around the area to help collect non-perishable food items for the food bank.

Many people think of donating during the colder months and holidays, but the need is just as great this time of year.

"In any given month, the food bank serves as many as 135,000 individuals throughout Cattaraugus, Chautauqua, Erie, and Niagara counties," says Catherine Schick, of the Food Bank of WNY.

The bus will be at the Southgate Plaza Transit Center Wednesday, the Tops Markets on Robinson Road and Niagara Falls Boulevard Thursday, and at the Tops Markets at Mid-City Plaza in North Tonawanda on Friday. Each stop is slated for 9 a.m. - 1 p.m. All donors will be entered to win milk for a year from Upstate Farms.

For more information visit: <http://metro.nfta.com/Programs/Givingroovin.aspx>.

In the News



NFTA sends out bus to collect food for those in need

BUFFALO, N.Y. (WIVB) — There will be an NFTA bus going around collecting food for those in need this week.

The NFTA is partnering with the Food Bank of WNY, Upstate Farms and the Erie County Fair for this year's "Givn' and Grov'n" outreach program.

The goal of the program is to collect as many canned foods and non-perishables as possible.

"Hunger unfortunately remains a serious problem throughout Western New York, affecting not just our inner cities but our rural and suburban communities as well," Marylou Borowiak, President & CEO for the Food Bank of WNY, said. "We are grateful to our friends at the NFTA, the Erie County Fair and Upstate Farms for holding this food drive to help the Food Bank of WNY provide nutritious food to our neighbors in need."

Donors who are 18 years old or older will be eligible to win a year-long supply of milk from Upstate Farms.

Here are the times and places the bus will be:

Tuesday

- 181 Ellicott St., – Bus Lot – 9 a.m. until 12 p.m.
- Virginia St. and Ellicott St. – 1-4 p.m.

Wednesday

- Southgate Plaza Transit Center – 9 a.m. until 1 p.m.

Thursday

- Tops Markets at Robinson Rd. and Niagara Falls Blvd. – 9 a.m. until 1 p.m.

Friday

- Tops Markets at Mid-City Plaza in North Tonawanda – 9 a.m. until 1 p.m.

In the News

[BN]

NFTA bus collecting food for needy this week

The Niagara Frontier Transportation Authority on Tuesday launched a new food drive called "Givn' and Groovn' " to help people in need.

A special Givn' and Groovn' bus will travel to designated stops four days this week, collecting as many canned goods and nonperishables as possible. Donors ages 18 and older will be eligible to enter to win a yearlong supply of milk from Upstate Farms, the NFTA said.

The scheduled stops are:

9 a.m.-noon Tuesday at 181 Ellicott St.

1-4 p.m. Tuesday at Virginia and Ellicott streets.

9 a.m.-1 p.m. Wednesday at Southgate Plaza Transit Center, West Seneca.

9 a.m.-1 p.m. Thursday at Tops Markets at Robinson Road and Niagara Falls Boulevard, North Tonawanda.

9 a.m.-1 p.m. Friday at Tops Markets at Mid-City Plaza, North Tonawanda.

NFTA is partnering with the Food Bank of Western New York, Upstate Farms and the Erie County Fair. For more information, visit nfta.com.

Event Photos



Please visit our Facebook page for more photos.

NFTA's Social Media Following

546 Likes

558 Followers



Followers/Likes As Of: 7/31/17

56 Followers

759 Followers

FYI: Likes vs. Followers

The *like* counter is the number of people that have liked your Facebook business page.

When someone *follows* your page, it means that your Facebook page posts will appear on their personal Facebook feed. Followers have the option to “Unfollow” your page, but still like your page. (This is similar to personal Facebook accounts. You can “Unfollow” someone you are “friends” with and no longer see their posts in your feed – but still stay “friends” with them.)

NFTA's Social Media – Posts

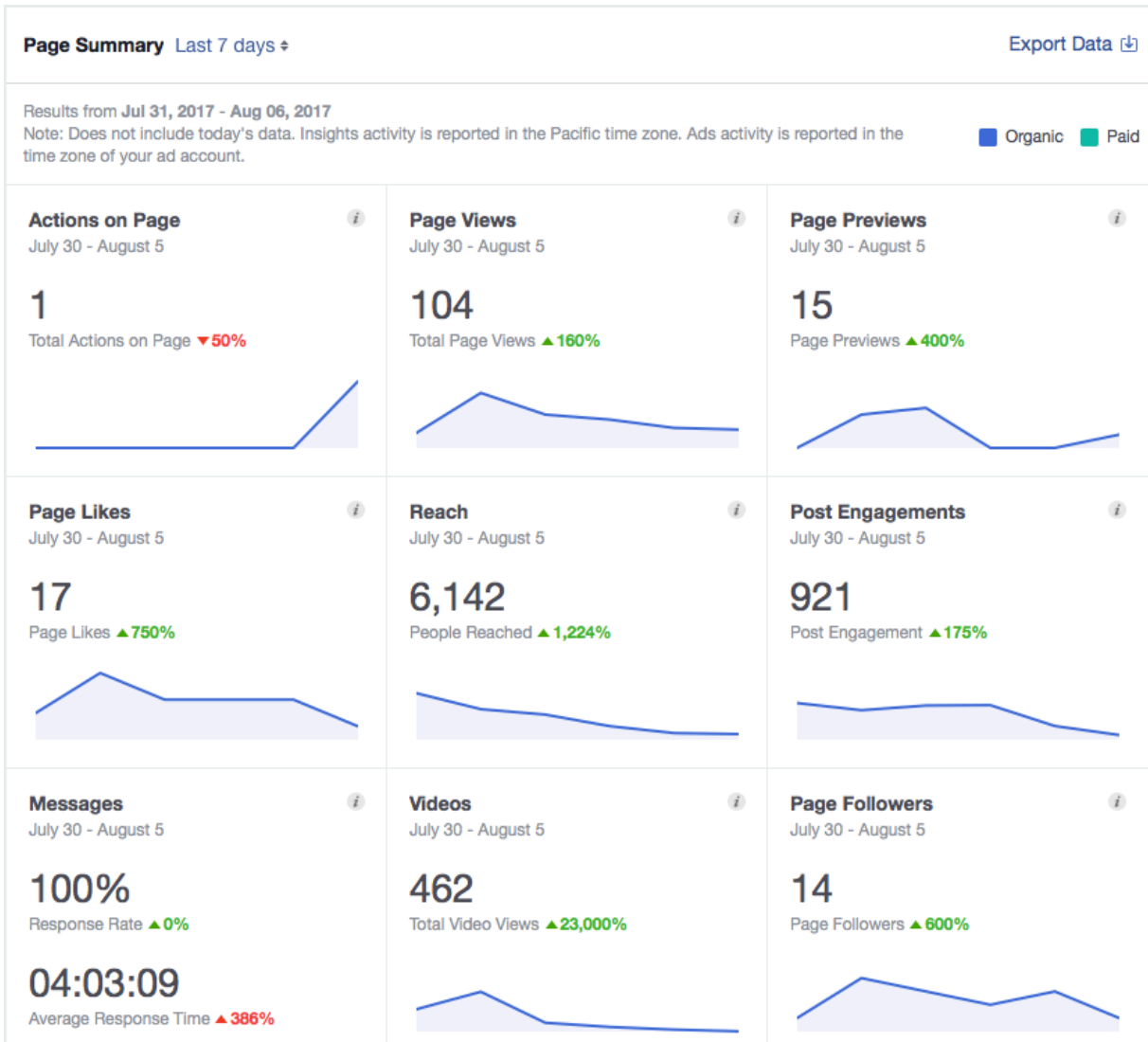


Givin' and Groovin' Food Drive Social Media Calendar
July 31- August 10

Key: FACEBOOK ●
 TWITTER ●
 INSTAGRAM ●

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
31	1	2	3	4
Food Drive Schedule ●●● Bus Wrap Install ● (video)	Kick-off Facebook Live ● Grand Prize ●● Announcement photos ● BNMC (2) ●● Weds. location ●●	Southgate location ●●● Donation incentive ●● Thurs. location ●●●	Tops location ●● NFTA team ● Donation incentive ● (photo) Tops shoutout ● Fri. location ●●	Donation incentive ● Tops 2 location ●●● Tops 2 donation photo ●●
7	8	9	10	11
Loading bus photo ●●●		Bus/Donations to ECF ●● Facebook Live ● Upstate Winner ●● Fair Bear/Bus ●	Thank You ●	

Social Media – Analytics



Social Media – Analytics



July 31

Post Details

Reported stats may be delayed from what appears on posts ✕

NFTA

July 31 at 1:00pm · 🌐

👍 Like Page

NFTA-Metro is partnering with [The Erie County Fair](#) and [Upstate Farms](#) in a food drive to support the [Food Bank of WNY](#). Bring your non-perishable items to Metro's Givin' and Groovin' Bus and be entered to win a grand prize, provided by [Upstate Farms](#). Stay tuned for more details.

3,240 people reached

👍 Upstate Farms, Caity Behm and 4 others

🗨️ 2 Shares

[Boost Post](#)

👍 Like
💬 Comment
➦ Share

3,240 People Reached

26 Reactions, Comments & Shares

17 Like **6** On Post **11** On Shares

1 Love **0** On Post **1** On Shares

2 Comments **0** On Post **2** On Shares

6 Shares **2** On Post **4** On Shares

82 Post Clicks

25 Photo Views **0** Link Clicks **57** Other Clicks ?

NEGATIVE FEEDBACK

6 Hide Post **2** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Social Media – Analytics



August 1

Post Details

Reported stats may be delayed from what appears on posts



NFTA

August 1 at 1:00pm · 🌐

Like Page

And the grand prize is ...

Thank you [Upstate Farms](#) for providing our Givin' and Groovin' Grand Prize! We've officially kicked off our food drive in support of the [Food Bank of WNY](#) today through Friday, August 4.

Ballots for entry are available on the Givin' and Groovin' Bus when your donation is made.... [See More](#)



1,305 people reached

Boost Post

Jim Pease, Lisa Mesch and 7 others

1 Share

Like Comment Share

1,305 People Reached

40 Reactions, Comments & Shares

29 Like 9 On Post 20 On Shares

1 Love 0 On Post 1 On Shares

0 Comments 0 On Post 0 On Shares

10 Shares 1 On Post 9 On Shares

54 Post Clicks

5 Photo Views 1 Link Clicks 48 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post 1 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Social Media – Analytics



July 31

Post Details

Video **Post** See metrics for all videos

NFTA July 31 at 8:00pm ·

Thanks to NFTA and Metro staff for bringing our Givin' and Groovin' Bus to life!

01:27

778 People Reached

342 Video Views

34 Reactions, Comments & Shares

25 Like	13 On Post	12 On Shares
1 Wow	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	2 On Post	6 On Shares

94 Post Clicks

24 Clicks to Play	0 Link Clicks	70 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,800 people.

778 people reached **Boost Post**

14 2 Shares

Like Comment Share

Social Media – Analytics



August 2

Post Details

Reported stats may be delayed from what appears on posts



NFTA
August 2 at 9:41am ·

Like Page

We're at Market In The Square! Bring your canned goods for the Food Bank of WNY before 11 a.m. to receive admission tickets to The Erie County Fair!



585 People Reached

17 Likes, Comments & Shares

10 Likes | **6** On Post | **4** On Shares

4 Comments | **1** On Post | **3** On Shares

3 Shares | **1** On Post | **2** On Shares

47 Post Clicks

20 Photo Views | **0** Link Clicks | **27** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post | **0** Hide All Posts
0 Report as Spam | **0** Unlike Page

Reported stats may be delayed from what appears on posts


Social Media – Analytics



August 3

NFTA August 3 at 9:11 am · 🌐 Like Page

NFTA team ready to get their groove on at [Tops Friendly Markets](#) on Robinson Rd. We'll be collecting non-perishable food donations until 1 p.m.



438 people reached Boost Post

4 1 Share

Like Comment Share

438 People Reached

23 Reactions, Comments & Shares

16 Like	3 On Post	13 On Shares
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3 Love	1 On Post	2 On Shares
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0 Comments	0 On Post	0 On Shares
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4 Shares	1 On Post	3 On Shares
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31 Post Clicks

12 Photo Views	0 Link Clicks	19 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Social Media – Analytics




August 9

NFTA
August 9 at 8:20am · 🌐

Groovy baby! The Givin' and Groovin' Bus is full of donations! We're headed to [The Erie County Fair](#) this morning to present the donations to the [Food Bank of WNY](#)! Did you miss a chance to donate? You still can, bring a canned good to the Fair today and you get in for free!

We also have our [Upstate Farms](#) sweepstakes winner! Stay tuned for the Live announcement at the Fair!



1,256 People Reached

34 Reactions, Comments & Shares

22 Like
7 On Post 15 On Shares

2 Love
0 On Post 2 On Shares

1 Comments
0 On Post 1 On Shares

9 Shares
2 On Post 7 On Shares

40 Post Clicks

5 Photo Views
0 Link Clicks 35 Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Social Media – Analytics



August 9

NFTA was live.
August 9 at 11:41am · 🌐

Metro's Givin' and Groovin' Bus has arrived at The Erie County Fair!



17:04

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,200 people.

323 people reached [Boost Post](#)

Michael Moore, Nelly Oyola and 3 others 1 Share

Like Comment Share

Performance for Your Post

323 People Reached

97 Video Views

7 Likes, Comments & Shares

6 Likes	6 On Post	0 On Shares
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0 Comments	0 On Post	0 On Shares
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1 Shares	1 On Post	0 On Shares
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21 Post Clicks

2 Clicks to Play ⓘ	0 Link Clicks	19 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Social Media – Analytics



August 10

NFTA
August 10 at 12:00pm · 🌐

Thank you to everyone who participated in our Givin' and Groovin' food drive, we collected 1,302 pounds of food for the **Food Bank of WNY!** In addition, we received cash donations which all together will provide 1,535 meals to people in need! Groovy baby!

Congratulations again, to Laura our Upstate Farms sweepstakes winner!

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,200 people.

283 people reached [Boost Post](#)

👍 Celeste Kubisty, The Erie County Fair and 2 others

👍 Like 💬 Comment ➦ Share

283 People Reached

6 Reactions, Comments & Shares

3 Like	3 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
1 Comments	0 On Post	1 On Shares
1 Shares	0 On Post	1 On Shares

19 Post Clicks

16 Photo Views	0 Link Clicks	3 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Social Media – Analytics



August 2



Metro Bus & Rail
@NFTAMetro

Tomorrow @TopsMarkets on Robinson Rd. drop off your donations for the @FoodBankofWNY before 11 a.m. for a pair of tix to the @ErieCountyFair

12:00 PM - 2 Aug 2017

5 Retweets 6 Likes



1 Reply 5 Retweets 6 Likes



Tweet your reply



Sam_I_Am @SamSamuel56 · Aug 2

Replying to @NFTAMetro @TopsMarkets and 2 others

What do we drop off? Canned goods? Non perishables?

2 Replies 2 Retweets 2 Likes



Metro Bus & Rail @NFTAMetro · Aug 2

Yes - you can bring non perishables to @TopsMarkets /Robinson on 8/3. there are @ErieCountyFair giveaways going to benefit @FoodBankofWNY!

1 Reply 2 Retweets 4 Likes



Tweet activity



Metro Bus & Rail @NFTAMetro

Tomorrow @TopsMarkets on Robinson Rd. drop off your donations for the @FoodBankofWNY before 11 a.m. for a pair of tix to the @ErieCountyFair



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Impressions	3,179
Total engagements	25
Detail expands	9
Likes	6
Retweets	5
Profile clicks	4
Replies	1

Social Media – Analytics



August 3

Metro Bus & Rail
@NFTAMetro

Thanks for the donation! We hope you enjoy the @ErieCountyFair!
@TopsMarkets @FoodBankofWNY



7:22 AM - 3 Aug 2017


3 Retweets 7 Likes



Tweet activity



Metro Bus & Rail @NFTAMetro
Thanks for the donation! We hope you enjoy the @ErieCountyFair!
@TopsMarkets @FoodBankofWNY
pic.twitter.com/wdafwnr5JP

 **Reach a bigger audience**
Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	2,142
Total engagements	36
Media engagements	19
Likes	7
Profile clicks	4
Retweets	3
Detail expands	2
Link clicks	1

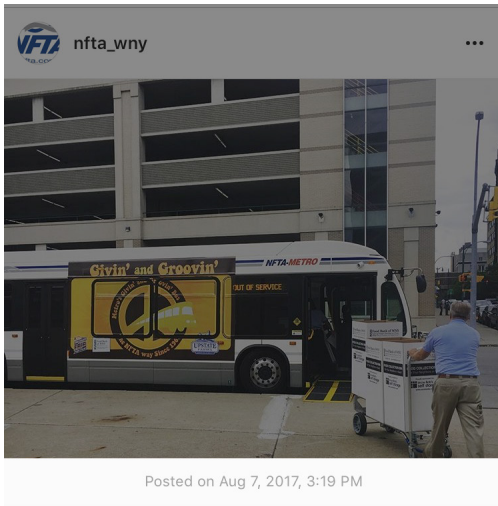
Social Media – Analytics



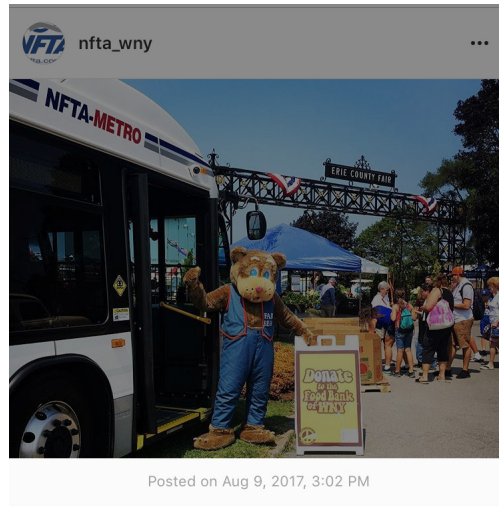
5 Likes	0 Comments	1 Saved
71 Impressions	37 Reach	6 Engagement



10 Likes	0 Comments	0 Saved
66 Impressions	40 Reach	10 Engagement



13 Likes	0 Comments	0 Saved
59 Impressions	37 Reach	13 Engagement



13 Likes	0 Comments	0 Saved
63 Impressions	44 Reach	13 Engagement

NFTA's Social Media Following

565 Likes

↑ +19

579 Followers

↑ +21



Followers/Likes As Of: 8/10/17

61 Followers

↑ +5

769 Followers

↑ +10

FYI: Likes vs. Followers

The *like* counter is the number of people that have liked your Facebook business page.

When someone *follows* your page, it means that your Facebook page posts will appear on their personal Facebook feed. Followers have the option to “Unfollow” your page, but still like your page. (This is similar to personal Facebook accounts. You can “Unfollow” someone you are “friends” with and no longer see their posts in your feed – but still stay “friends” with them.)

NFTA Collects 1,300 Pounds of Food Thanks to the “Giving and Grooving” Bus

Source: Niagara Frontier Transportation Authority (NFTA) Aug 29, 2017

http://www.masstransitmag.com/press_release/12363588/nfta-collects-1300-pounds-of-food-thanks-to-the-giving-and-grooving-bus



Givin' and Groovin' Metro stuff-a-bus.

Photo credit: NFTA

The Niagara Frontier Transportation Authority announced the impressive results of its food drive that garnered 1302 pounds of food to help those served by the Food Bank of WNY.

The NFTA launched its mobile “Giving’ and Grooving” Metro stuff-a-bus outreach program on Tuesday, August 1. The theme was in honor of the NFTA’s 50-year anniversary. The Giving and Grooving bus moved around town on a mission to collect as many canned goods and non-perishables as possible.

“Hunger unfortunately remains a serious problem throughout Western New York, affecting not just our inner cities but our rural and suburban communities as well. We are grateful to our friends at the NFTA, the Erie County Fair and Upstate Farms for holding this food drive to help the Food Bank of WNY provide nutritious food to our neighbors in need,” said Marylou Borowiak, President & CEO for the Food Bank of WNY.”

“We are thrilled to help the Food Bank of WNY, and do what we do best, utilize our public transportation for the good of our community.” Kimberley Minkel, executive director, NFTA.

The Food Bank of WNY is the primary hunger-relief organization in Western New York, providing nutritious food and support to as many as 135,000 individuals in any given month throughout Erie, Niagara, Cattaraugus and Chautauqua counties.

Transporter

The NFTA Transportation Reporter

Wednesday, August 23, 2017

NFTA Metro Groovin' at the Erie County Fair



NFTA Metro was out at the Erie County Fair on August 17-18. The Fair hosted an estimated 1.2 million visitors over the 12-day event and held record temperatures for many of those days.

Metro's display designed in celebration of NFTA's 50th anniversary included our 1967 Summer of Love themed Givin' and Groovin' Nova Bus as well as participation by NFTA staff and our transit police and K9 units.



There were a lot of fun things to do at our display. Both adults and children were excited to board and even "drive" the Metro bus while listening to our special themed *G&G Metro Radio*.

Fairgoers also had the opportunity to check out our TAPD police vehicles including the 1985 retro-fitted patrol car.



We want to thank everyone who came out to see us and for sharing in some "groovy" transportation-related fun. Stay cool cats – we will see you all again next year!