



**For Immediate Release**

Media Contact: Anni Katz, LTD PIO  
Email: [anni.katz@LTD.org](mailto:anni.katz@LTD.org)  
Phone: 646-734-1224

## **Lane Transit District**

### **LTD Wins Top Award For Recruitment Campaign**

EUGENE, Ore. ---(October 2, 2024)--- Lane Transit District (LTD) earned high honors in the public transportation industry, winning the Grand Award for “Best Marketing and Communications on Workforce Development.”

The recruitment campaign already won two first place awards in the 2024 AdWheel competition in February. [These awards recognize the marketing and communications efforts](#) of the members of the American Public Transportation Association (APTA).

LTD collaborated with [Eugene-based Turell Group](#) to share the stories of current and former employees to support [LTD’s recruitment and retention effort](#). “The success of this campaign speaks for itself. LTD is about to start training its next group of bus operators. This class is one of our largest since the pandemic,” said Eric Breitenstein, LTD’s Director of Marketing. “This award recognizes the attention and hard work LTD has put towards recruitment and we are honored.”

This year’s Grand Award was presented to LTD’s Chief Executive Officer Jameson Auten at APTA’s TRANSform Conference & Expo on October 1 in Anaheim, California.

The marketing campaign is part of an aggressive initiative to recruit an additional 100 bus operators to LTD’s ranks. Information about jobs with LTD is [online at LTD.org](#).

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### **About Lane Transit District (LTD)**

Lane Transit District (LTD) is a special district of the State of Oregon led by a seven-member volunteer board of directors appointed by Oregon’s governor. LTD’s budget is funded through a combination of fares, taxes paid by local employers and employees, and from state and federal sources. LTD lives its mission to connect our community by delivering more than 5 million annual passenger boardings from 30 fixed bus routes and two EmX Bus Rapid Transit lines. LTD’s paratransit service, RideSource, provides more than 250,000 trips annually for people with disabilities and Medicaid recipients. More information about LTD is at [www.LTD.org](http://www.LTD.org).