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FAYETTE AREA COORDINATED TRANSPORTATION UNVEILS NEW LOGO

Uniontown, PA - The Fayette County Office of Human and Community Services - Fayette Area Coordinated Transportation (FACT) officially launched its rebranding campaign Thursday.

Director Rudy Dutko joined the Fayette County Commissioners during their monthly meeting to unveil FACT's new logo, which will begin appearing on its buses, advertisements and other materials in the coming months. Dutko said he began the logo design process after being hired in July 2022.

"When I interviewed for the position, the commissioners mentioned the need to revitalize and modernize FACT by bringing it into the 21st century, so that really planted the seed," Dutko said. "It was quite a lengthy process, with many rough drafts and meetings, to get to where we are today."

The logo, which uses the same shades of blue and yellow as the Fayette County logo, was designed by West Media Group of Latrobe and is just the first of many changes coming to FACT in 2023. Soon, citizens will notice new print, radio and digital advertising; a new FACT jingle; modern video projects; social media campaigns and an updated website.

Dutko said the Pennsylvania Department of Transportation (PennDOT) saw an industry-wide "dip" in public transit usage following the onset of the COVID-19 pandemic and asked its county transit operators, including FACT, to take proactive measures to increase ridership.

"Our goal is to reintroduce ourselves to the community through a fresh look and new advertising mediums. We're trying to let the public know who we are and what we can do for them by reenergizing our organization," he said. "FACT has a very strong history. We've been here many years; we have a lot of great employees; and we've done a lot of great things, but we can always try to improve. Hopefully a new outlook will catch on with our riders and we can attract new people to the many valuable services we provide."

Dutko said a new logo was the perfect way to launch FACT's new image, because "first impressions matter."

"The first connection most people make with FACT is seeing our buses out on the roads in their communities," Dutko said. "When you see something over and over again, you eventually start to ignore it; but something new can catch your eye and, hopefully, pique your curiosity enough to visit our website or our Facebook and take a look at us through a new lens."

Commissioner Scott Dunn said the campaign aligns perfectly with Fayette County's reputation as a great place to live, work and play.

"This rebranding correlates with our commitment to move FACT forward, increase ridership and have a better impact on public transportation in the county," Dunn said.

Commissioner Vince Vicites said it's a great time to "jumpstart" the program and give FACT a whole new look.

"It's been a number of years since any major changes have taken place, so this rebranding process is necessary," Vicites said. "This will help increase ridership and take FACT to the next level. We have one of the best rural transportation programs in Pennsylvania, and we want to continue to make it the best it can be."

Commissioner Chairman Dave Lohr said Fayette County residents have relied on FACT for all their transportation needs - from medical appointments to shopping - for many years.

"But I'm always pushing the envelope, looking to grow and improve services," Lohr said. "With new leadership at FACT comes a fresh perspective, and the new logo reflects that fresh perspective as we move forward to better serve our residents and our communities."

FACT's mission is to provide Fayette County residents with safe, reliable and quality public transportation services designed to meet all needs and help improve quality of life regardless of age, income or mobility requirements. Transportation services include daily, fixed-route and shared-ride schedules.

To learn more about the Fayette County Office of Human and Community Services - Fayette Area Coordinated Transportation (FACT), visit www.FactBus.com or www.Facebook.com/FayetteCoFACT; or contact Rudy Dutko at rductko@hs.fayette.org, 724-628-7433.

To learn more about Fayette County, visit www.fayettcountypa.org.

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For more information, contact Kristi Kassimer Harper, Public Relations Specialist, at 724-437-4571, kkassimer@fayettcountypa.info or Kaylie Moore, Community Relations Coordinator, at 724-430-1200 Ext. 1611, kmoore@fayettepa.org.