



News Release

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THE CTA AND CUBIC SELECT RUDD RESOURCES AS COMMUNICATIONS PARTNER FOR VENTRA

Chicago communications agency to manage digital media for Chicago's public transit payment system

CHICAGO, Ill. – Rudd Resources LLC has been selected by the Chicago Transit Authority (CTA) and Cubic Transportation Systems (Cubic) to support marketing and communications for Ventra, the regional public transit fare payment system that Cubic built and operates on behalf of the CTA, Pace Suburban Bus, and Metra Commuter Rail agencies in the Chicagoland area.

Through strategic counsel and content development, Rudd Resources will help communicate Ventra's benefits and values to riders who use Chicago's public transit system, which includes buses, rail trains and commuter trains. The marketing and communications support will include maintenance of Ventra's social media and website content, ideation and marketing for the Ventra brand, and customer communication and engagement.

Cubic Transportation Systems works to improve mobility in cities around the world. As a leading integrator of payment and information solutions for intelligent travel applications in the transportation industry, Cubic delivers account-based automated fare collection systems like Ventra to transit agencies around the globe. These systems allow travelers to choose smart and easy ways to travel and pay for their journeys and enable transit agencies to manage demand across the entire transportation network – all in real-time.

"Rudd's passion for people and communities is evident in their approach," said Nicole T. Wilson, senior program director at Cubic Transportation Systems. "Their passion combined with their track record and unique ability to bring fresh content and ideas inspired confidence that their support will help ensure that the voice of Ventra connects with current and prospective riders in meaningful ways, highlighting how the interagency system enables a smarter public transit experience throughout the region."

[Rudd Resources](#) is a full-service communications consultancy that handles assignments for corporate, philanthropic and nonprofit organizations. Its award-winning work advances people, ideas and communities.

"Our agency is thrilled to take on this assignment," said Kimberley Rudd, president of Rudd Resources. "We are transit riders, Ventra users and fans of technology that makes life easier for community members. This is a terrific opportunity to help shape the voice and reach of something we believe in."

Rudd Resources' Ventra account is led by Rudd Resources' Kimberley Rudd and Nicole A. Thompson, with support from Jessica Bee, Lili Silva, Cynthia Holloway and Kimberly Jones.

Based in Chicago, Rudd Resources' clients include Cummins Inc., Elevated Chicago, the Walton Family Foundation, Discover Financial Services and St. Bernard Hospital. The agency's work has been recognized with awards from the Publicity Club of Chicago, the American Planning Association - Illinois Chapter, and the Friends of the Chicago River. It is certified as a woman- and minority-owned enterprise in Illinois.