



News Release

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Driven by Community: Transit Services Celebrates Record Ridership



FREDERICK, MD – Transit Services of Frederick County is proud to celebrate a record-breaking year, serving over 928,650 riders during Fiscal Year 2025, from July 1, 2024, through June 30, 2025. This record-breaking year reflects the agency's dedication to accessible, community-centered transportation, driven by innovative initiatives and a fresh new look. While fare-free service has played a key role in increasing ridership, Transit also attributes this success to expanded outreach and refreshed marketing efforts over the past year.

"This isn't just about numbers—it's about people," said Roman Steichen, Director of Transit Services. "Every ride represents someone getting to work, school, medical care, or a favorite community event. We're honored to play such an important role in the daily lives of people in Frederick County."

In FY25, Transit launched a full rebrand designed to modernize its image and strengthen its relationship with riders. The rebrand introduced updated visuals, refreshed messaging, and community-driven campaigns to keep Transit top of mind as a practical and enjoyable way to get around Frederick County.

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Through expanded social media presence and creative outreach efforts, Transit connected with new audiences and reinforced its role as an essential service for all community members and visitors.

“Public transit works best when it feels approachable and convenient for everyone,” said Mary Dennis, Communications Manager for Transit. “By focusing on better ways to connect with our community—whether through a new look, clear and inviting language, or an expanded social media presence—we’ve been able to meet riders where they are.”

Looking ahead to Fiscal Year 2026, Transit Services of Frederick County remains dedicated to connecting more people, more opportunities, and more communities. Building on the success of this milestone year, Transit will continue working to create a transit system that is accessible, reliable, and reflective of the needs of the Frederick County community.

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