



Regional Transportation Organization reveals new look

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The Spokane Regional Transportation Council (SRTC) recently launched a new brand and website, making its information and data more approachable to the Spokane County community.

“SRTC’s logo and website have been updated to reflect the bright approach we’re bringing to transportation planning in the Spokane region,” said SRTC Executive Director, Lois Bollenback. “The new website is intended to be more welcoming and I look forward to seeing how these new tools enable SRTC to better connect with, and serve members of our community.”

www.srtc.org not only looks different but has improved navigation and organization of information. With a variety of planning studies and data, website visitors can now look for transportation information, via planning categories, that summarize relevant studies conducted by SRTC. Additionally, there are more opportunities to find public events, participate in surveys and public comment periods, as well as attend meetings.

“Leading this project has been a great joy, and I am proud that we gave SRTC a new look that reflects the mission and values of the organization. We hope this new website encourages people to learn more about their transportation system and share their needs.,” SRTC project leader Savannah Creasey said.

The new SRTC logo represents SRTC’s pride in calling Spokane County home and the organization’s commitment to advocating and collaborating on transportation planning. The outline of the logo reflects the shape of Spokane County and the image includes iconic landmarks: the Clock Tower, Mount Spokane, the rolling hills of the Palouse and the curve of I-90 across the region.

These visual elements reflect how SRTC bridges urban and rural communities through transportation, which enhances regional cohesion, connects communities and helps build a brighter future for Spokane County.

People can explore the new website at www.srtc.org. Feel free to share your impressions via email to contact.srtc@srctc.org.

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About the Spokane Regional Transportation Council (SRTC)

SRTC is the lead transportation planning agency for Spokane County. Important planning and funding decisions are made by the Board of Directors, which is comprised of elected officials and local leaders. SRTC provides data, plans, funding and more. Visit SRTC’s [about page](#) to learn more.

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