

GRTC Welcomes New Director of Communications & Marketing

RICHMOND, VA (June 24, 2022) – GRTC is pleased to announce that Mike Frontiero, a veteran community engagement, marketing, and communications leader from the non-profit field, has joined GRTC as the agency's new Director of Communications and Marketing. He will report to the Chief Development Officer Adrienne Torres and be tasked with developing and managing all components of marketing, advertising, and public/media relations to continue to build the transit agency's brand and further secure positive publicity for public transportation options in central Virginia.

With more than 30 years of experience, Frontiero brings a wealth of knowledge and experience to the agency. From 2015 to 2019, he led communication efforts to build the Canopy at Ginter Park, a \$55 million housing development in Richmond. GRTC Chief Executive Officer Julie Timm says, "Frontiero brings an impressive background and confidence in communication strategy experience to focus on our internal staff, riders, and external stakeholders. His history of cultivating communities to support grassroots efforts is admirable, and we could not be more excited to have him join our GRTC Family."

Frontiero served as Director of Communications for Union Presbyterian Seminary from 2015



until 2022. While serving as director, he was responsible for various communication campaigns totaling over \$100 million and led rebranding efforts for the school, which resulted in a 40% increase in visibility. "As a longtime Richmond resident and advocate of public transit, I look forward to leveraging my strategic skills to help GRTC improve mobility and access throughout central Virginia."

He steps into an agency that has been nationally recognized for its zero-fare program and innovative approach to public transportation options. Ridership in the region has returned to pre-pandemic levels on its local routes, which only a handful of agencies have accomplished. He is enthusiastic about building campaigns behind the expansion of bus shelters in the region and the possibility of expanding our hallmark BRT, the Pulse. Frontiero's first day with GRTC was June 13, 2022.