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Fairfield County Commissioners Announce New Brand for Transit System

LANCASTER, OH — During the State of the County, the Fairfield County Commissioners announced they were engaging the community and inviting residents to participate in the “Brand the Bus” initiative to find a new name for the transit system. They wanted a name that would highlight the benefits that Lancaster-Fairfield Public Transit provides its passengers, whether it’s getting them to their jobs, medical appointments, or other essentials in life that necessitates transportation.

After a process that included more than 70 submissions, a name was selected that ties together all of the aspects of the local transit system: The Link.

“The Link is a name that perfectly reflects what our transit system does,” said Fairfield County Commissioner Steve Davis. “We link people to their jobs, we link them to local stores, we link them to their medical appointments, and we link them to the entire community.”



Governance of the transit department shifted from the City of Lancaster to Fairfield County in July of this year. The rationale for the transfer was to better serve the entire county while keeping a focus on serving employers to help remove the transportation barrier for individuals entering the workforce.

The County collected name suggestions from August 26-September 27. They narrowed it down to three options which included: Fairfield County Link, Fairfield County Connect and Fairfield County Ride. Voting for the final names started on October 7 during the Fairfield County Fair and ended on October 19. The official name will be Fairfield County Transit but the name people will see on the buses and bus stops will be The Link. A grant was secured that will cover the rebranding costs.

"As a newly established county department, we enjoyed hearing from residents and seeing the creativity from the community," said Transit Director Aaron Kennedy. "The response from the community has been positive, and we hope everyone has enjoyed the process. We want the

transportation system to be accessible to all, so we felt strongly about engaging the community in the Brand the Bus process. I believe the new name will be something easy to remember and our branding efforts will raise awareness of the services we offer to more people in the community.”

All finalists will receive a complimentary ad (birthday, graduation, etc.) on one bus for one month.

For additional information, see the latest episode Commissioner Connect video with Commissioner Steve Davis: https://youtu.be/O_NmI0Vykc?si=TkBN-I5pjW52ZoRn

Founded in 1800 (three years before Ohio became a State), Fairfield County was the 8th county formed in the Northwest Territory. Today, more than 900 employees serve, connect, and protect the more than 158,000 citizens of Fairfield County, providing high-quality services and outstanding customer service at exceptional value to taxpayers. Fairfield County fosters economic and fiscal sustainability and works to enhance the County's reputation as a high performing, learning, and caring organization. For more information about the county, its services and employment opportunities, please visit <https://www.co.fairfield.oh.us/>

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