



Pittsburgh Regional Transit

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PORT AUTHORITY REBRANDS AS PITTSBURGH REGIONAL TRANSIT

FOR IMMEDIATE RELEASE - Port Authority of Allegheny County is now Pittsburgh Regional Transit (PRT), a name and brand that better reflects the services, values, and location of who we are and what we do every day.

The new brand reflects a more modern transit agency that aims to improve and simplify public transportation in our region. The name PRT - pronounced "part" - indicates where we operate and the services we provide.

"For decades, the name Port Authority has led people to jokingly ask where the boats are, so to have a name and brand that reflects the agency and its work is significant. In Katharine's short tenure with the now Pittsburgh Regional Transit, the team has embraced technology, sought innovative ways to transform their services, and continues to look for ways to serve the greater community. Now, the name reflects that same vision for our future."

Board Chair Jeffrey W. Letwin called the rebrand a "monumental day in the history of the organization."

"This is more than just a new name and a new look. This marks the start of a new era and a new direction for our agency and our region," Letwin said.

Today's announcement is the culmination of several years of work. The rebranding process began in 2018 and included gathering input from a wide range of employees, riders, and external stakeholders. Although the effort was put on hold at the start of the pandemic, it was revisited late last year to ensure the input they provided still rang true.

"Our new name acknowledges that we're not just part of the community; the community is a part of us," said PRT CEO Katharine Kelleman. "Our goal moving forward is to be a reflection of our incredible, vibrant community."

Public information and materials such as schedules, brochures, the website, and signage will be redesigned in various stages consistent with the PRT brand over the next year. Vehicles will initially receive decals and a wholly new design as they are purchased.

For PRT print and digital materials, please visit [this link](#).

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