

# City of Vacaville

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## **FOR IMMEDIATE RELEASE**

**Wednesday, July 30, 2008**

**Contact: Brian McLean, 449-5330; City Coach, 449-6000**

## **CITY COACH TO HOLD SALE ON MONTHLY PASSES IN SEPTEMBER Temporary price reduction credited to 30-minute routes, ridership increases**

Bucking a trend in Solano County, California, and the nation, Vacaville's City Coach will hold a sale on its Monthly Pass, dropping the price by \$7 in September – just in time for the start of school – and continuing the sale through February 2009.

Already the lowest-cost monthly bus pass in the county, this is another opportunity for new riders to take advantage of a great public transit system while at the same time saving money. The decreased cost will be in effect through February 2009. During that time the price of an adult monthly pass will fall from \$45 to \$38; Youth Passes will drop from \$28 to \$21; and Senior Passes will cost \$18.

Brian McLean, Transit Manager for the City of Vacaville, pointed to one of several factors that led to the decision to cut the cost of all monthly passes.

"The switch to 30-minute bus headways has helped to increase ridership" McLean said. "More frequent bus service provides greater convenience for transit customers, which has lead to more people using the bus to get around Vacaville. Our customers no longer have to wait a full hour before the next bus arrives, which provides a greater level of flexibility in how they use public transit."

Since making changes to the entire City Coach transit system in April of 2007, ridership activity on City Coach increased 25 percent.

McLean said other factors leading to increased ridership – and decreased operating costs - are a determined focus on customer satisfaction, and overall efficiency and productivity of transit operations.

(More)

<b>Fare</b>	<b>Old Price</b>	<b>Sale Price</b>
Adult Monthly Pass	\$45	<b>\$38</b>
Senior Monthly Pass	\$25	<b>\$18</b>
Youth Monthly Pass	\$28	<b>\$21</b>

*(Prices good Sept. 2008-Feb.2009)*

Bus passes can be purchased at: City Hall (Finance Department), Ulati Cultural Center, Three Oaks Community Center, McBride Senior Center and Lucky stores.

For route information or to have a friendly dispatcher create a personalized trip plan call transit dispatch at 449-6000. For more information about City Coach, visit the website at [www.citycoach.com](http://www.citycoach.com).

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