

City of Vacaville

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FOR IMMEDIATE RELEASE

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CITY COACH TO OFFER FREE FARE DAY AS THANK YOU TO CUSTOMERS

Vacaville City Coach, the transit system for the City of Vacaville, will be offering a Free Fare Day for all its riders on Monday May 4, 2009.

The Free Fare Day was created to thank riders for assisting City Coach with a recent on-board ridership survey the agency completed, said Brian McLean, Transit Manager for the City of Vacaville.

“Conducting surveys helps us guide the growth of our transit services,” McLean said. “Surveys also help us focus our efforts and resources to provide the best customer service possible. The response to our latest survey was overwhelming, and we wanted to show our appreciation to our riders for taking the time to help us.”

In the most recent round of surveys, riders told City Coach management that, among other things, they wanted more bus shelters and transit amenities throughout the City. As a result, City Coach staff has already begun to identify locations and make preparations for the installation of many new benches, bus shelters and other transit amenities along all City Coach routes beginning this summer.

“This is just another step in our efforts to continue to provide a high level of customer service and be responsive to our riders,” McLean said. “We’ve got more positive changes in store in the coming months based on what we learned from our surveys.”

Free Fare Day will take place on Monday, May 4 from 6:30 a.m. to 6:30 p.m. For more information about Free Fare Day or City Coach in general, visit the website at www.citycoach.com or call 449-6000.

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