

City of Vacaville

Public Information Office
650 Merchant Street
Vacaville, CA 95688
Phone: (707) 449-5371
Online at: www.cityofvacaville.com



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Contact: Brian McLean, Transit Manager, 449-5330

CITY COACH TO EXTEND MONTHLY PASS SALE THROUGH JUNE 2009 **Ridership, fare box collections increase in first 6 months of fiscal year**

While other transit agencies are cutting back service and increasing fares due to low ridership, Vacaville's City Coach continues to post ridership gains.

According to Brian McLean, Transit Manager for the City of Vacaville, ridership is up in every category in the first six months of Fiscal Year 2008-2009 compared to the same time period last year.

Adult ridership showed a 5 percent increase; youth ridership posted a 19 percent increase; and senior ridership jumped 39 percent compared to the same time last year.

"Overall ridership, including paid transfers, is up 20 percent," McLean said. "Right now at the half-year mark we are at 152,001 passengers, and it looks like we might break the 300,000 ridership barrier this year."

Increased ridership is translating into increased revenues as well. Overall fare collection has increased 17 percent over the same period last year, while onboard fares are up 9 percent and sales of passes have increased 47 percent.

McLean attributes ridership and revenue boosts to increased marketing efforts and the sale of monthly passes – a sale that was originally scheduled to end in February, but is now being extended through June.

"We took \$7 of the price of a monthly pass," McLean explained. "An adult monthly pass is now \$38; a youth pass is \$21; and a senior monthly pass is only \$18. These are the lowest cost monthly transit passes in Solano County."

Monthly passes are good for unlimited rides throughout the City Coach system for the month they are purchased.

For more information about City Coach, visit www.cityocach.com or call 449-6000.

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