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Contact: Mark Carnopis
Community Relations Mgr.
Valley Regional Transit
(208) 846-8547 ext. 4215

FOR IMMEDIATE RELEASE

ValleyRide ridership numbers continue to grow

BOISE – The ValleyRide public bus system in the Treasure Valley continues to experience strong ridership gains during its current fiscal year.

For the first seven months of fiscal year 2009 (which began October 1, 2008), there were 852,442 passenger trips, an increase of 23.8 percent compared to the same period last year.

ValleyRide, the transportation division of Valley Regional Transit (VRT), provides fixed-line bus service in Boise, Garden City, Nampa and Caldwell, and intercounty service between Canyon and Ada counties.

Kelli Fairless, Executive Director of VRT, said public awareness of ValleyRide bus services in the Treasure Valley has grown. She attributes the increased awareness in large part to the installation of fixed-location bus stop signs in 2008 and the growth in public interest prompted by the rise and fall of fuel prices.

“Many transit systems experienced a decrease in ridership when gas prices began dropping,” Fairless said. “It is great news that ridership on ValleyRide buses has continued to climb even after gas prices dropped.”

The increases by service category:

- Boise fixed-line service: 731,534 boardings in FY 2009, an increase of 24 percent (590,064).
- Intercounty service: 75,858 boardings in FY 2009, an increase of 18.6 percent (63,981).
- Nampa/Caldwell service: 45,050 boardings in FY 2009, an increase of 30.4 percent (34,558).

The recent gains have extended an almost two-year trend of ridership increases. Overall, total ridership for all services increased by 16.7 percent in FY 2008 (1.24 million) compared to FY 2007 (1.06 million).

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