

Yuba-Sutter Transit Newsletter

January 2009

Volume 20 – Number 1

-- MID-YEAR REPORT -- HISTORIC RIDERSHIP GROWTH TREND CONTINUES IN FY 2009

The first six months of the fiscal year are in the books and the mid-year performance report indicates that FY 2009 ridership will easily be yet another record breaking year – the 15th in the last 16 years. Systemwide ridership (July – December 2008) was up 71,567 boardings (16 percent) over the same period in 2007 to 522,511 passenger trips.

Based on this strong mid-year ridership figure and the expected response to the new fixed route buses and the January expansion of the local fixed route and rural route services, systemwide ridership is now expected to easily pass the 1 million mark for the first time in FY 2009.

The local fixed route service saw the most numerical growth through December with 49,151 more riders than last year (an increase of 14 percent). Ridership is up in all passenger categories in response to a number of service improvements over the last two years, but a significant portion is due to the hugely successful discount monthly youth pass program where area youth can purchase a pass for just \$5 a month. This grant funded program was to expire last month, but it has been extended through December 2009 with another grant from the Feather River Air Quality Management District.

The combined Sacramento Commuter and Middyay services carried 22,344 more riders than last year through December (up 36 percent) in response to both record fuel prices and the September 2007 expansion of the service to 21 weekday schedules. Since May 2008, supplemental service has been offered in both the morning and afternoon to provide additional seating capacity where it is most needed.

Even Yuba-Sutter Transit's limited rural services have seen phenomenal ridership growth through the first six months of the fiscal year. Ridership on the Foothill Route is up 82 percent; Live Oak Route ridership is up 47 percent; and, ridership on the Wheatland Route is up 165 percent. All of these rural routes were modified or expanded in January.

Based on these mid-year figures, systemwide ridership records will almost certainly be obliterated again this year with still more growth on these major services anticipated this spring.

Thanks for riding the bus!

EXTREME MAKEOVER: YUBA-SUTTER TRANSIT EDITION

Everyone has seen the green buses with the bright electronic destination signs and colorful, comfortable interiors, but did you notice the new logo on this newsletter? After 16 years with the same look, Yuba-Sutter Transit is undergoing a complete makeover in 2009 beginning with the updated logo that was introduced in December with the modern, low-floor buses; all new, full-color service information materials; and, updated driver uniforms.

As recommended in our 2008 transit plan, other makeover components will include a new and enhanced website; mid-life paint jobs for our six remaining fixed route buses; new and improved bus stop signs; and, expanded outreach and market research. The new look will be repeated in both the ten replacement Dial-A-Ride buses that will soon be ordered and new commuter buses that should not be far behind.

The makeover also includes the remodel and expansion of our operations and maintenance facility in Marysville. This long-planned and much needed project, to be completed in two phases in 2009 and 2010, is necessary to accommodate our current operation as well as to provide for growth well into the future.

Let us know what you think about the new look!

UPCOMING HOLIDAY SERVICE REMINDERS

Yuba-Sutter Transit will not be in service on **Monday, January 19th** in observance of **Martin Luther King, Jr. Day**. Service will also be suspended on **Monday, February 16th** in observance of **President's Day**. The administrative office will also be closed on both days.

All service will operate as scheduled and the administrative office will be open on **Thursday, February 12th** when many will observe the **Abraham Lincoln's Birthday** holiday.

Talking about holidays, don't forget that **Valentine's Day** is just around the corner on **Saturday, February 14th**. Would a bus pass or ticket book make a great gift for your transit riding friends or loved ones?

Call (530) 634-6880 for more information.

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JANUARY LOCAL AND RURAL ROUTE CHANGES IN EFFECT

A number of local and rural route, schedule and stop changes became effective on Monday, January 5th. New Ride Guides and rural route service brochures are now available on all buses or call 742-2877 to request copies by mail.

The most significant local fixed route service change is the operation of half hour weekday service on Route 2. The increased frequency, doubling of seating capacity and resulting on-time performance improvements are all expected to increase Route 2 ridership still higher as it did when Routes 1 and 3 were converted to half hour service in 2001.

The only local route and stop changes are on Route 5 which was modified in south Yuba City to reduce the length of the longest of the six local routes. South of Lincoln Road, Route 5 is now a large clockwise one-way loop with three new stops on Lincoln Road.

Significant schedule adjustments include a 13 minute change in Route 3 schedules to depart Yuba College at 15 minutes and 45 minutes after each hour. This change was designed to improve transfers between Routes 1 and 3 at the North Beale Transit Center and better space buses on North Beale Road. Because of the Route 3 change, Route 6 schedules were also adjusted by 12 minutes to depart Yuba College at 50 minutes past the hour to retain the timed transfers with Routes 1 and 3 at Yuba College.

The Live Oak Route now offers two round trips every Monday, Wednesday and Friday with all new schedules to allow half-day or full-day trips to and from Yuba City and Marysville. The Live Oak Route now stops at the Alturas & Shasta Terminal in Yuba City for better connections to the local fixed routes and the schedules even allow for same day service all the way to Sacramento.

The Foothill Route, which still provides two round trips every Tuesday, Wednesday and Thursday, has been streamlined to speed travel and eliminate the requirement for advance reservations. The route now has scheduled stops in Brownsville, Oregon House, Willow Glen and Loma Rica though service at other locations along the route will still be available by appointment. The Foothill schedules also now provide better connections to other routes including service to Sacramento, but service to Challenge, Dobbins, Browns Valley and District 10 has been eliminated.

The morning and afternoon schedules for the Wheatland Route have been adjusted slightly to regain a connection with the Sacramento service that was lost December 1st when those schedules were changed. As a result, the first Wheatland schedule will start 20 minutes earlier and the third schedule will start 10 minutes later. The Wheatland Route offers two round trips every Tuesday and Thursday.

Call 742-2877 for more information or check our website at www.yubasuttertransit.com as it will soon be updated with the new route and schedule information.

ALL 2008 PHOTO I.D. CARDS HAVE NOW EXPIRED

If you have a discount photo identification (I.D.) card with an expiration date of **December 31, 2008**, it has expired and must be replaced immediately. After a one month grace period ending January 31, 2009, these expired cards will no longer be accepted as proof of age or disability on Yuba-Sutter Transit buses. Hundreds of expired cards have yet to be renewed so check yours today!

Photo I.D. cards are issued to qualified seniors (age 62 and over) and persons with disabilities for proof of eligibility for Dial-A-Ride service and for discount fares that may be available on Yuba-Sutter Transit's services. These \$5 cards are valid for up to three years and renewals are free when exchanged for an expiring card. This free exchange policy will also expire on January 31st for the expired 2008 cards.

Discount photo I.D. cards are available only at the Yuba-Sutter Transit Administrative Office at 2100 B Street in Marysville. The office is open from 9:00 a.m. to Noon and 1:00 to 4:00 p.m. each weekday. Call Rose Menefee at (530) 634-6880 for more information.

BUS PASSES & TICKET BOOKS

Monthly passes and discount ticket books are sold at the following locations. Please note that some outlets do not carry all media and monthly passes are available only from the 24th of the month until the 7th of the following month. Passes are also available throughout the month during normal business hours in the Yuba-Sutter Transit office at 2100 B Street in Marysville. All passes and tickets are also available by mail. Call (530) 634-6880 for more information.

1. Bel Air Market Customer Service Center – **Yuba City**
Ticket Books / Monthly Fixed Route Passes / Sacramento
Commuter Passes & Punch Cards
2. Yuba Sutter Mall Service Counter – **Yuba City**
Ticket Books / Monthly Fixed Route Passes / Sacramento
Commuter Passes & Punch Cards
3. Walmart Register 18 Service Counter – **Linda**
Ticket Books / Monthly Fixed Route Passes / Sacramento
Commuter Passes & Punch Cards
4. Yuba College Cashier's Office – **Linda**
Ticket Books / Monthly Fixed Route Passes
5. Yuba-Sutter Transit Office – **Marysville**
Ticket Books / Monthly Fixed Route Passes / Sacramento
Commuter Passes & Punch Cards / Single Ride Tickets
for All Services

Yuba-Sutter Transit
2100 B Street

Marysville, CA 95901

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FAX: (530) 634-6888

Service Information: (530) 742-2877 / TTY 634-6889

Toll-Free Service Information: 511

Web Site: www.yubasuttertransit.com