



TRANSIT NEWS

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Space Coast Area Transit Hits Millionth Rider Mark

For the first time in the 34 year history of public transit in Brevard County, Space Coast Area Transit will serve over one million fixed route passenger boardings in a one year period of time. If estimated passenger counts follow projections, the historic event will occur between 7:30 and 8:30 am on Monday, September 24, most likely on the Cocoa Beach trolley at Shepard Park. The millionth rider will receive a gift bag prepared by Space Coast Area Transit's marketing vendors; Central Florida News 13, *Florida Today* Newspaper, Clear Channel Outdoor and Space Coast Advertising. Additionally, the millionth rider will receive a complimentary pass to ride any of the 13 Space Coast Area Transit bus and trolley routes at no charge during the next year. Space Coast Area Transit staff will be appearing at different bus stops during the day to thank riders for using public transportation.

"We have experienced an 11% increase in ridership this fiscal year," stated Jim Liesenfelt, Transit Director, "the increase was due to the addition of the evening and Saturday service that was launched this past March." The new service was the largest expansion in bus service in Brevard County in 15 years. "Prior to the increased service, one of the biggest concerns our citizens voiced to the County Commission was that bus service needed to operate later in the evenings in order to be a viable means of work transportation. The customers have used the service faithfully and I'm looking forward to thanking them for their patronage. Even though only one person will get to be the millionth rider, we want them to know that they're all worth a million to us!" Liesenfelt said.

Space Coast Area Transit provides fixed route bus service on 13 routes with 19 buses operating Monday through Saturday and 3 routes on Sunday. Space Coast Area Transit has implemented a trip planner on its RideSCAT.com website to assist passenger with their transportation needs. Passengers can access a map and text directions from their front door, to the closest bus stop, to their final destination and back again. For maps, schedules or information, contact Space Coast Area Transit at 633-1878.

For further information, contact Jim Liesenfelt at 635-7815 x 231.