

NEWS RELEASE

FOR IMMEDIATE RELEASE

April 9, 2014

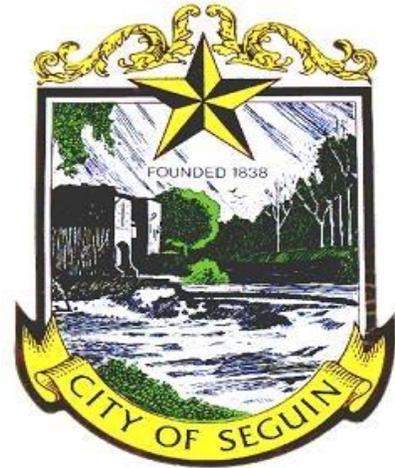
Media Contact:

Scott Packard, Public Information Officer

(830) 386-2590 (o)

(830) 560-6270 (c)

spackard@seguintexas.gov



Connect Seguin Ridership Growing ***System Offers Exceptional Value***

SEGUIN, Texas – The number of people using Connect Seguin, the city’s fixed route public transit system, continues to grow. During its first ten months of operation, average daily use increased approximately 350%.

“When you consider the fact that Connect Seguin is an exceptional value, it’s not surprising that use is growing,” Seguin Public Information Officer Scott Packard said. “This system offers the lowest fares in town. People are noticing.”

Alamo Regional Transit recently provided the City of Seguin with a status update on the system. According to ART statistics, average daily ridership was 12.4 when Connect Seguin started in May of 2013. That number increased to 42.8 by February 2014. The ten-month average is 25 riders per day and 480 riders per month.

Connect Seguin’s route includes 20 stops, five of which account for 86% of riders. The busiest boarding areas are Jefferson Tower and the Housing Authority, accounting for 1,525 riders (34% of total) during the first ten months of operation. The second busiest boarding area is HEB, accounting for 948 riders (21% of total) during the same period. The Walmart stop

accounted for 866 riders (20% of total) during the first ten months. Underutilized stops include ZDT, with a ten-month total of 76 riders (1.7% of total.)

“This information is important to us because it shows what areas are working well and what areas may need to be examined more closely,” Packard continued.

According to ART statistics, 72% of all riders are senior citizens and 70% of riders ride from 9am to 3pm. Connect Seguin is funded by the Alamo Area Council of Governments (\$123,000) and the City of Seguin (\$64,350.) The regular fare is \$1. Students and senior citizens receive a 50% discount.

For more information on Connect Seguin, including a route map, go to www.seguintexas.gov, click “Residents”, then “Community Links.” Information may also be obtained in person at City Hall or by calling Alamo Regional Transit at 866-889-7433

About the City of Seguin

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational, and employment opportunities. Seguin’s robust diversified economy features a steelmaker, a manufacturer of automotive parts and plants making roadside mowing equipment and building materials. In 2009, Seguin was proud to be selected by Caterpillar as the site of a major new engine manufacturing facility.

###