



# News Advisory

## Blue Water Area Transportation Commission

2021 Lapeer Avenue Port Huron, MI 48060

810.987.7373 fax 810.987.2431 [www.bwbus.com](http://www.bwbus.com)

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### FOR IMMEDIATE RELEASE

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CONTACT: Jim Wilson, General Manager, 810.987.7373

**125,000+ Riders!**

### **Local Buses Hit All-Time Ridership Record** **During First Month Of Fare Hike**

PORT HURON — Despite the start of a five-cent fare increase, Blue Water Area Transit marked an all-time ridership record of 125,719 riders last month (October 2014). The new milestone continues a six-year trend that started in 2008 when the agency broke its monthly record for the first time in 27 years.

“We are glad to see that our riders have stayed with us, even with our fare increase,” says Jim Wilson, general manager, BWAT. “More and more people are finding that they can rely on our service and save a lot of money.”

“When more people ride the bus, everyone benefits with cleaner air and less traffic congestion,” adds Anita R. Ashford, Blue Water Area Transportation Commission Board vice chair and Port Huron City Council member.

BWAT’s new record comes at a time when national ridership is also rising. American riders took more than 2.7 billion trips on public transportation, representing a 1.1 percent quarterly increase during the second quarter of 2014, according to the American Public Transportation Association.

BWAT increased bus fares by five cents on October 1st. The regular fare went up from 75 to 80 cents to ride local fixed-route and dial-a-ride buses, as well as commuter route buses to and from Macomb County. Youth fares (6-17 years old) increased from 60 to 65 cents and fares for seniors (60+) and riders with disabilities increased from 35 to 40 cents.

The charge for monthly passes is still \$25 and the fare for the agency’s Trolley Tour is still ten cents. Children (5 and younger, accompanied by an adult) still ride free of charge.

Blue Water Area Transit continues a proud tradition of innovation in public transit that has served

— more —

Port Huron for more than a century. The agency started producing its own compressed natural gas in 1996 and now ranks as Michigan's largest producer of the alternative fuel. It also runs the state's largest fleet of natural gas fueled buses.

Port Huron was one of the nation's first communities to operate an electrified trolley system in the 1880s and one of the first to operate motor coaches when they became popular in the 1930s. Following an eight-year hiatus, the current bus service began in September 1976. Since then, BWAT has carried more than 26 million riders.

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