



For Immediate Release:

June 23, 2011

Merced County Transit Expands Current Half Fare Program

Merced, CA - Merced County Transit (TheBus) is pleased to announce that it is expanding its half fare ridership program for seniors (60+) and ADA-certified persons. Previously, eligible passengers could ride for half-price on urban area fixed-route buses Monday through Friday between 10:00 am and 2:00 pm, and all day Saturday. Beginning July 1, 2011, the same passengers can ride any of the fixed routes all day long for half the regular fare.

The new program provides seniors and disabled customers with a low-cost, convenient alternative to the more expensive Dial-A-Ride transportation. By using fixed-route buses, these passengers will only pay a fraction of the cost of a typical Dial-A-Ride trip. In addition to cost savings, fixed-route buses offer passengers more flexibility by eliminating the need to make reservations ahead of time. Passengers can travel when they want and change their travel plans as they wish without having to schedule a Dial-A-Ride trip.

In order to receive the reduced rate, eligible passengers will need to present proof of age (driver's license, DMV-issued identification card, or Medicare card with proof of identification) or an ADA eligibility card.

Merced County Transit operates fixed-route services Monday through Friday from 7:00 a.m. to 6:00 p.m. and Saturday from 9:30 a.m. to 5:30 p.m. Merced County Transit is a joint powers authority composed of the cities of Atwater, Dos Palos, Gustine, Livingston, Los Banos, and Merced, as well as the County of Merced. The program is administered by the Merced County Association of Governments (MCAG) Transit Joint Powers Authority (TJPA) of Merced County.

For route and schedule information, call (209) 725-3813 or visit www.mercedthebus.com.