

Free bus service increases BlueGo ridership

STATELINE – Free buses at the end of December helped BlueGo increase its ridership by 39 percent compared to 2011 for the same month.



Curtis Garner, who runs the South Shore bus system, called the 131,545 passenger trips in December “extraordinary”.

He gave a presentation to the Tahoe Transportation District board on Feb. 8. TTD oversees the entire transit operation.

BlueGo provided free rides on two routes Dec. 22-Jan. 6 as spare the air days.

The ski shuttles saw an increase in ridership of 42 percent in December. In addition to the buses being free during the holidays, it helped that the fresh snow was being measured by the foot and not in inches.

“It shows ridership responds when it’s free,” TTD Executive Director Carl Hasty said.

– *Lake Tahoe News staff report*