



For Immediate Release
August 3, 2007

Contact: Monty Cox
City of Visalia
Transit Manager
(559) 713-4100

Visalia City Coach To Launch Service Changes

Visalia, CA – Beginning August 11, 2007, Visalia City Coach (VCC) will implement new transit routing changes. VCC has been providing convenient and affordable transportation for over 25 years throughout Visalia, Goshen, Farmersville, and Exeter.

Marketing efforts have recently been made to enhance the services VCC offers the surrounding communities. Among these, a year long employer outreach campaign began in January. Employer outreach efforts focused on familiarizing employees with the benefits and convenience of utilizing nearby transportation services via the distribution of transit information directly to employer facilities.

During May, Visalia City Coach and the City of Visalia sponsored *Dare to Spare*. The two-day event prompted residents and commuters to take advantage of the benefits alternative mode of transportation, including public transportation, bikes, and walking, have to offer. Many community members showed their support by utilizing the combination of bikes and buses to complete their commute.

With the implementation of new transit service changes, Visalia City Coach patrons will be able to optimally utilize the local transit system. Routing changes were made based on public opinion and the increasing need for transit throughout the area.

“As a public service, customer satisfaction is our top priority,” commented City of Visalia, Transit Manager, Monty Cox. “These service adjustments are an extension of our continuing efforts to provide our customers with service that best suits their needs.”

Changes include extending Sunday transit service, enhancing route stops along Routes 1, 2, 4, 5, 6, 7, and 10 to accommodate new service areas, and adjusting service schedules to optimally facilitate the community’s transit needs.

For detailed information about these changes, customers are encouraged to visit www.rideVCC.com or contact a customer service representative at (559) 713-4100.

Visalia City Coach provides transportation via 9 fixed-routes in addition to its curb-to-curb paratransit services for seniors and persons with disabilities. For more information about VCC call (559) 713-4100 or visit www.rideVCC.com.

Enclosed: Service Adjustments Frequently Asked Questions

###