

For Immediate Release

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WTA'S 2008 RIDERSHIP UP 32%

BELLINGHAM, March 2, 2009— WTA's fixed route ridership increased by 32 percent in 2008. Boardings, or one-way trips, reached 4.7 million, up from 3.6 million in 2007. Fixed Route productivity, measured in riders per hour, increased by 21 percent.

Increases in ridership and productivity occurred on all route types: rural and cross-county routes, high frequency "Go Lines," routes serving Western Washington University (WWU), and non-WWU routes in Bellingham. Though high fuel prices likely contributed to increased ridership through September 2008, ridership did not decrease significantly in the late fall and winter, when fuel prices fell.

WTA expanded service in January of 2008. The expansion included the new Plum Line, with service every 15 minutes on Lakeway Drive between downtown Bellingham and Yew Street. The Gold Line was extended to include Barkley Village, Sunset Square, Bellis Fair Mall and Whatcom Community College. Sunday and evening service on two routes in Bellingham, as well as commuter express routes from Ferndale and Lynden were also added.

For route and schedule information, call 676-RIDE (7433) or visit www.ridewta.com .

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