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NEWS RELEASE

DATE: February 26, 2003
RELEASE DATE: Immediate Release
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TIDE SHUTTLE TO ADJUST HOURS OF OPERATION

Low Ridership Results in New Hours of TIDE Shuttle Service.

SANTA MONICA, CA. - - The Big Blue Bus has announced that as of March 9, 2003 the TIDE Shuttle will adjust its hours of operation. The new hours of operation will go into effect on March 9th, along with other minor service changes scheduled for the Big Blue Bus. The new hours are Sunday thru Thursday from Noon to 8 PM, and Friday and Saturday from Noon to 10:00 PM. The TIDE Shuttle will continue to operate every 15 minutes. The TIDE Shuttle operates between the Third Street Promenade and Main Street in Santa Monica.

The decision to adjust the hours of operation of the TIDE was approved by action of the City Council on February 25th, 2003. The overall two-hour per day reduction represents only a small fraction of the overall service of the TIDE. "We have found that since late 2001 ridership has been dropping. Currently, after 8 PM ridership drops by 50 percent compared to the rest of the service day," says Joe Stitcher, Customer Relations Manager of the Big Blue Bus. "We will continue to evaluate ridership levels and should we see increases, we can extend service levels".

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