

NEWS RELEASE
FOR IMMEDIATE RELEASE

Contact: Mike Furnary
Director of Marketing
Tri Delta Transit
925-754-6622

Frequent Use Program Rewards Loyal Bus Riders

ANTIOCH, CA, July 13, 2010 – Eastern Contra Costa County bus passengers now earn free tickets when they ride Tri Delta Transit buses. Similar to loyalty programs offered by many coffee shops and eateries, Tri Delta Transit has introduced a frequent rider rewards program, which allows their customers to receive a free unlimited ride day pass after 10 day passes or one multi-ride punch pass is used.

“The program was started to reward loyal customers for their continued patronage and commitment to public transportation,” says Director of Marketing, Mike Furnary. “However, another reason for launching the program is to encourage current riders who regularly pay with cash to switch to discounted passes.” While the cost to ride the bus remains low, cash fares tend to be the most expensive way to purchase rides. Select discounted passes can save a customer as much as 50% depending on how frequently he/she rides. “By switching to day passes and taking advantage of the frequent rider program, a customer can save about \$21 in one month (30 days) compared to paying general public cash fares for round-trip rides. That’s a significant savings.”

The frequent rider rewards program works as follows:

- 1) Purchase and use 10 Tri Delta Transit day passes or complete one 20-ride punch pass.
- 2) Hold on to the used passes. Don’t throw them away.
- 3) Mail or bring the used passes, including return address information, to Tri Delta Transit’s Administrative Office, Attn: Frequent Rider Rewards, 801 Wilbur Ave. Antioch, 94509.
- 4) One free day pass is mailed to the customer.

Ridership on Tri Delta Transit buses hit an all time high when gas prices skyrocketed to more than \$4 per gallon in 2008. “For many it was their first time trying the bus,” says Furnary. “Many of those new riders quickly appreciated the benefits of using public transportation and continue to ride the bus today. We’re pleased to offer a program to reward their commitment and hope that it will encourage them to continue riding in the future.”

Tickets earned through Tri Delta Transit’s frequent rider rewards program are redeemable at their administrative offices by mail or in person. The program will be in effect for a minimum of six months. Official rules are available on their web site or may be obtained by mail upon request.

Tri Delta Transit operates 14 local bus routes weekdays, including Express Route 300 to BART and Commuter Route 390 to BART as well as 3 weekend routes, Delta Express luxury commuter service to Dublin BART and Hacienda Business Park in Pleasanton and a San Francisco 49ers home game shuttle to Candlestick Park. To learn which bus best meets your needs, or to apply for a 2 for 1 bus pass, visit www.trideltatransit.com or call Tri Delta Transit at 925-754-6622.

###