



# MEDIA ALERT

For immediate release: January 23, 2012

## PSTA Announces Record Ridership in December!

*Who:* Pinellas Suncoast Transit Authority (PSTA)

*What:* Sets new record for ridership

*When:* December 2011

*How:* Due to an increase in ridership of 9% over December 2010

Transit ridership in Pinellas County reached an all-time high of 1,097,842 rides in the month of December. This is a jump of more than 9% over the same period in 2010. Agency officials attribute part of the gain to the popularity of the new Central Avenue Trolley and new Jolley Trolley service for the Clearwater Marine Aquarium. Transit officials here and across the nation know that many factors affect ridership. In Pinellas County, those include the economy, fuel prices, tourism and changes in bus service.

In the near future, PSTA is hoping to expand bus service, increasing access to public transit service to our community. An ongoing “Alternatives Analysis” study recently released a draft proposal that would introduce light rail service in Pinellas County. This too would vastly enhance public transit access and would spur economic development along the lines.

“Historically, public transit ridership in Pinellas County is always highest during the springtime peak of tourism season. So to see this record patronage in December shows how our community values and supports public transit,” says PSTA’s CEO Brad Miller.

To learn how to plan a trip and ride PSTA you can visit the agency website at [www.PSTA.net](http://www.PSTA.net) or you can call the PSTA InfoLine at (727) 540-1900.

For interviews or additional information, please contact:

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The Pinellas Suncoast Transit Authority is the public transit provider for Pinellas County carrying more than 13.1 million riders a year. PSTA operates nearly 40 bus and trolley routes with a fleet of 188 vehicles. To learn more about the services offered by PSTA, or for schedule and fare information, passengers are invited to call the PSTA InfoLine at (727) 540-1900, or visit [www.PSTA.net](http://www.PSTA.net). PSTA is an equal opportunity employer.