

## **MEDIA RELEASE**

**For Immediate Release**

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### **FAMILY TRAVEL PROGRAM INTRODUCED IN SUNSHINE COAST TRANSIT SYSTEM**

**SUNSHINE COAST, B.C.** – Until December 31, 2010, BC Transit and the Sunshine Coast Transit System will pilot a Family Travel Program for residents of Sunshine Coast. The Family Travel Program allows up to four youths, aged 12 and under, to ride transit for free with a parent or guardian who has a valid monthly pass or annual pass.”

“BC Transit is committed to providing value to our customers,” said Manuel Achadinha, President and CEO of BC Transit. “This program is another way we can offer families an affordable transportation solution.”

“The Sunshine Coast Regional District and BC Transit are working together to make transit sustainable in British Columbia,” said Shirley Bond, Minister of Transportation and Infrastructure. “As a result of their partnership families in Sunshine Coast communities will have greater incentive to take public transit, an affordable and convenient alternative to driving a car.”

In May 2010, the Sunshine Coast Regional District approved a fare increase for monthly passes in the Sunshine Coast Transit System. The decision to implement a pilot Family Travel Program was made at the same time to encourage monthly pass use and make it convenient and affordable for families to take transit. The Family Travel Program is offered by three other BC Transit communities: Victoria, Fort St. John and Kelowna. The program is not expected to have a significant impact on transit revenue.

The Sunshine Coast Transit System provides service to the Langdale ferry, Gibsons, Highway 101, Roberts Creek, Sechelt and Halfmoon Bay. Funding for the transit system is cost shared between the Sunshine Coast Regional District and BC Transit. Decisions about fares are made by the Sunshine Coast Regional District.

For routes, schedules and general inquiries, please call the local BC Transit operator at (604) 885-6899 or visit [www.bctransit.com](http://www.bctransit.com).