



Northern Arizona Intergovernmental Public Transportation Authority

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NEWS RELEASE

As Gas Prices Rise, Verde Lynx Sees Record Ridership

Early in 2010, Verde Lynx advertised that unless gas fell below \$1.00 per gallon, commuting between Cottonwood and Sedona via Verde Lynx bus service was the most economical way to travel.

Now, with gas prices up sharply and expected to continue climbing, more commuters appear to be recognizing the advantages of riding the bus. Verde Lynx ridership increased dramatically over the past month.

NAIPTA forecasts that March ridership will set a new record with more than 3,000 trips on Verde Lynx. Buses running in the morning from Cottonwood to Sedona have recently carried capacity loads of passengers. In March of 2010 Verde Lynx averaged 6.35 passengers per hour, beating a low goal of 5.78 and approaching a high goal of 8.25. For the first 20 days of March 2011, Verde Lynx has averaged 9.98 passengers per hour, and is on track to post more than 3,000 trips for the month.

NAIPTA General Manager, Jeff Meilbeck says, "We are constantly tracking transportation trends in order to meet the transit needs in Northern Arizona. We're pleased to be able to provide an economical, environmentally-friendly means of commuting, particularly in these difficult financial times."

Verde Lynx operates 8 roundtrips per day, Monday through Saturday, and 3 on Sunday, with service beginning as early as 6 a.m. and going until evening hours. The fare for Verde Lynx is \$2.00 for each one-way trip, or \$40.00 per month for unlimited use. Free Park & Ride facilities are provided at Garrison Park in Cottonwood and at the Sedona Municipal Parking Lot. For more information and a complete schedule, visit www.verdelynx.az.gov.

NAIPTA is the transit agency in Northern Arizona operating the Mountain Line and Mountain Lift systems in Flagstaff, Cottonwood Area Transit (CAT) in Cottonwood, the Sedona RoadRunner in Sedona, and the Verde Lynx between Cottonwood and Sedona. NAIPTA also coordinates services with Mountain Campus Transit at Northern Arizona University Contact 928-779-6624 or www.naipta.az.gov for more information.

