



**FOR IMMEDIATE RELEASE**  
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## **Redlands Students Get a Lift from Omnitrans**

**San Bernardino, CA** – With their traditional school bus service cancelled, many high school students across Redlands will be climbing aboard Omnitrans buses instead when classes begin on Wednesday August 11, thanks to free ride offers from the transit agency.

Working in partnership with the Redlands Unified School District, Omnitrans distributed flyers in high school students' registration packets this summer that included transit bus route information and free ride offers. Each student received a coupon for a free one-day pass good through August 20<sup>th</sup> plus a mail-in offer for a free student 7-day pass.

“We’ve gotten requests from nearly 200 students wanting the free 7-day pass” said Wendy Williams, Omnitrans Director of Marketing. “Most of the requests are from Redlands High School students, but students from REV, Citrus Valley and Orangewood also responded.”

Redlands USD contacted Omnitrans in early 2010 after the district eliminated school bus service to high schools. The District sent an Omnitrans survey to families of affected students in the spring to gauge awareness and interest. Among the 290 responders, over 90 percent knew that school bus service would be cut and two-thirds said the change would impact them. Over half of parents surveyed said their children relied on school buses to get to school and 44 percent said they would plan to use Omnitrans during the 2010-11 school year.

Omnitrans is prepared for the new student riders, and extra buses will be on standby.

“We’re always happy to help students, and we’re confident they will find that Omnitrans is a reliable, convenient and economical way to get to school each day,” Williams said.

(more)



Four Omnitrans bus routes cover the Redlands USD. Route 9 serves Redlands High; routes 8 and 9 serve Redlands East Valley; route 15 serves Citrus Valley and routes 15 and 19 serve Orangewood. Regular bus fares are \$1.50 for a one-way trip or \$4 for an all-day pass. Students are eligible for discounted 7-day passes at \$11 and 31-day passes at \$35. Passes are sold online at [www.omnitrans.org](http://www.omnitrans.org) and at local Circle K stores.

Personalized trip planning is available at [www.omnitrans.org](http://www.omnitrans.org) or by calling 1-800-9-OMNIBUS (1-800-966-6428).

*Founded in 1976, Omnitrans is the public transit agency providing 50,000 passenger trips each weekday across the San Bernardino Valley. Omnitrans is governed by a 20-member board representing the 15 cities served by Omnitrans and San Bernardino County.*

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