



WacoTransit
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Big Ideas, Small Budgets

American Public Transportation Association- Marketing Conference

San Diego, California

March 1st, 2011

Background

- Location: 100 miles South of Dallas and 100 miles North of Austin
- Population: 160,000
- 9 Fixed routes, 5 Campus Shuttle routes
- Fleet Size: 20 buses, 32 Cutaways, 10 Minivans
- Bus Only System
- 120 Bus Benches, and 30 shelters throughout town.



Partnerships



Official radio Station
of Waco Transit



DASH (Downtown Area Shuttle)



Special Events

The BU Tailgater 2009

The free shuttle begins two hours before the game and runs approximately every 15 minutes. The tailgater can be boarded at Wreck's, Heritage Square and across from Heritage Quarters and will drop off at Tack Down Alley.

Baylor fans can help avoid the traffic congestion and parking fees by hopping aboard the BU Tailgater for each of the Bears home games.

Enjoy dinner at one of Waco's finest restaurants along the route before taking a cab home to Floyd Casey stadium.

We'll get you there and back, all you have to do is cheer on the bears!

For more information please contact Waco Transit System at 750-1900.

The BU Tailgater

Grande SQUARE

WTS Free Fare Day
Saturday, May 16th, 2009

Free shuttle to Waterpark and Zoo from 10:00 am - 6:00 pm

FREE Child's Admission into Waco Water Park and Cameron Park Zoo with paying adult and shuttle ride

Call 254-750-1900 for details

Free Fare Day

CENTRAL TEXAS Marketplace

6th Annual Holiday Tour of Lights
December 17th - 19th, 2010

MARS chocolate

The National

Grande

WTS

Waco Federal

OK Family

Frankie

MIX 92.9

HOLIDAY TOUR OF LIGHTS

Location: Central Texas Marketplace (Between 8th and Parkway)

Time: 6:00-9:00pm Friday, Saturday & Sunday

Cost: \$4 per person. For more info call 750-1900. Tickets go on sale MONDAY NOVEMBER 29th.

GENERAL INFORMATION

Tours: Our shuttle will depart the marketplace every 20 min starting at 6:00pm on Friday, Saturday and Sunday. One shuttle will be provided and one will be just for tourists. Tickets are available via our website and phone lines. Shuttle fees will be provided for your convenience.

Holiday Tour Of Lights

Christmas Trolley

- <http://www.youtube.com/watch?v=q2sYqRPogww>

8,000 LED Christmas Lights, 40 Man Hours, 5,000 Watt Generator, 600 Watt Stereo System