



MEDIA RELEASE

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For Immediate Release

SLO Transit is Looking For Volunteers *Helping others expand their transportation options in San Luis Obispo*

SLO Transit is looking for enthusiastic volunteers to help new senior and disabled bus riders increase their mobility. Seasoned riders are being asked to help others become more familiar with public transit. As volunteer trainers, these seasoned bus riders will help new and potential riders become comfortable finding their way around San Luis Obispo on the bus.

According to John Webster, City Transit Manager, "Community volunteers have a wonderful opportunity to assist members of our community who are unfamiliar with public transit. For many of these new riders, friendly guidance is all they need to increase their confidence. A key step in this process is building a strong team of volunteers willing to help others."

To ensure that all new riders receive the assistance they seek, seasoned riders are being asked to become volunteer trainers. Once these trainers have received their training, they will be asked to commit only 4 to 6 hours a month mentoring new riders to become more familiar with SLO Transit. This training, *Expanding Transportation Options in San Luis Obispo*, is part of a new program offered throughout the community under a two-year grant from Caltrans using Federal Transit Administration (FTA) mobility enhancement funds. San Luis Obispo Transit is implementing this program in conjunction with Ridership Development Consultants (RDC).

"Many people are beginning to use public transportation in San Luis Obispo for the first time in their lives. These new transit riders can, sometimes, find the logistics of the routes, schedules, and fares to seem like a foreign language;" according to Fred Munroe from RDC. "Our goal is to make sure everyone wishing to use SLO Transit and bus services throughout the region, has the tools and assistance they need to remain mobile and active."

SLO Transit and its consultant, Fred Munroe of RDC, are looking for members of the community interested in becoming volunteer peer instructors in order to offer this training and assistance to as many interested current and potential transit riders as possible. Many community and senior citizen organizations have already expressed interest in participating to ensure the success of this training program

Those interested in volunteering to assist with outreach and peer instruction for this project should contact Fred Munroe with Ridership Development Consultants at 1-888-333-0661 or email him at Fred@RidershipDevelopment.com.

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