



NEWS RELEASE

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‘Rover’ public transportation system surpasses 2 million mark in ridership *City Service has risen steadily to 271,047 riders in FY 2015-16*

FOR IMMEDIATE RELEASE: August 18, 2016

MURFREESBORO, Tenn. – Rover, the City’s public transportation system, recently surpassed a significant milestone—the 2 million mark in ridership. Rover officially began service in April 2007.

“While the names and faces have changed over the past decade, Rover continues to provide excellent customer service,” said Assistant Transportation Director Nellie Patton. “Thanks to all the staff, management, and patrons for continuing to utilize and support Rover as we anticipate serving our next million riders.”

Rover began as an idea in the minds of Murfreesboro’s progressive city leaders in 2006. Due to the growth of the City, the U.S. Census Bureau designated the City of Murfreesboro a Small Urban City following the 2000 U.S. Census count. As such, Murfreesboro was eligible to receive Small Urban Funding from the Federal Transit Administration (FTA). The available federal funding set in motion the Rover Public Transit System.

The City of Murfreesboro Transportation Department held open workshops to take public comment for the startup of public transit service. The focus of these workshops was to take comments and suggestions pertaining to where and how the service would operate.

A public contest was held to determine a name for the new system. A name-the-transit-system contest involved the community and promoted the transit system in a fun and creative way to both traditional and non-traditional users of public transit. The contest resulted in a unique and creative name. The Transportation Department worked with Sterling Communications and Art Growden Creative to develop a graphic identity for the Rover Public Transit System.

Beginning operation in April 2007, ridership for that first full year-of-service was 118,659. Since then, ridership has gradually risen to 271,047 in FY 2015-2016. Total ridership from April 2007 thru June 2016 was 2,007,318.

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Rover continues to provide excellent service to those in the community who need an alternative to personal vehicle transportation. The City of Murfreesboro would like to recognize three Rover employees who have remained with Rover since its inception: Lesia McCluskey, Rover Operator Supervisor, and Full-Time operators Don Murphree and Rebecca Herman.

All routes except for the West Side Loop originate and transfer at the Rover Transit Center at the northeast corner of Walnut and Burton Street. The West Side Loop bus utilizes a transfer point on Gateway Boulevard for those patrons wishing to travel on the West Side of Murfreesboro. Rover buses operate five days a week, Monday-Friday, 6 a.m-6 p.m.

For more information on the Rover Public Transit System, including the Rover Route Guide, visit the City Transportation webpage at <http://www.murfreesborotn.gov/index.aspx?NID=248>.

Rover Route Guides are also available at City Hall, Linebaugh Public Library, MTSU, the Murfreesboro Housing Authority and on Rover buses.

For City News online, visit www.Murfreesborotn.gov.

Photo attached captions:

1. *Rover Black & White Logo.jpg*
2. *Rover Bus.jpg*