



VISALIA
A BETTER WAY OF LIVING



Visalia Transit

SEQUOIA SHUTTLE

City Council
December 15, 2025



PURPOSE

- 1 Rates and Fees
- 2 Ridership Statistics
- 3 Ticket Sales
- 4 Local Transit Funds (LTF)
- 5 Other Funding
- 6 Recommendations

Gateway Shuttle Rates and Fees (Round Trip/Person)

- 2007: \$10.00
- 2008: \$15.00
- 2019: \$20.00 (\$16.00 with 20% Group Discount)
- 2025: \$15.00
- 2026: \$15.00 (\$5.00 Visalia Resident Discount?)

Ridership – Gateway Shuttle

	2018	2019	2021	2022	2023	2024	2025
May	1,130	1,135	0	541	0	731	723
June	3,309	1,426	0	1,801	0	1,667	2,037
July	4,452	1,839	0	1,938	196	1,985	2,250
August	3,630	1,491	0	2,625	235	1,842	2,278
September	967	284	0	533	724	202	72
Total	13,488	6,175	0	7,438	1,155	6,427	7,360

Gateway Shuttle

2024

Expenses	Revenue	LTF Cost
\$401,157	\$34,218	\$366,939
Tickets Sold	Fare	Ticket Sales
3,391	\$20	\$34,191

2025

Expenses	Revenue	LTF Cost
\$544,516	\$57,939	\$486,577
Tickets Sold	Fare	Ticket Sales
4,056	\$15	\$57,902

Historical LTF Support

2019	\$451,956
2022	\$304,306
2023	\$403,143
2024	\$366,939
2025	\$486,577

Potential Funding Opportunities

- FTA Section 5311(f) History
 - * Rural Transit & Intercity Bus
- City General Fund (Not Recommended)
- Visalia Tourism Marketing District Contribution
- TCAG Measure R Public Transit Funds
- Transient Occupancy Tax

Other Considerations

New \$100 per individual park fee for international visitors 

* International visitors comprise 16% of Gateway Shuttle riders

2026 FIFA World Cup North America 

* Los Angeles
(June 12th–July 10th)

* San Francisco
(June 13th–July 1st)

Recommendations:

- Authorize Gateway Shuttle for the 2026 Season;
- Authorize \$15.00/Person Round Trip Fare with \$5.00/Person Discount for Visalia Residents;
- Authorize Use of LTF Funds For Gateway Shuttle, and to Pursue Other Funding Opportunities
- City Council Meeting Report by October 2026

Questions & Discussion



VISALIA

