



**VISALIA**  
A BETTER WAY OF LIVING



**VISALIA**  
TRANSIT

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
<b>Total</b>	<b>13,488</b>	<b>6,175</b>	<b>0</b>	<b>7,438</b>	<b>1,155</b>	<b>6,427</b>	<b>7,360</b>



# 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

