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Sunday, December 1, 2019



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No matter how you slice the data, Free Ride Day was a huge success

Additional riders by the tens of thousands climbed aboard transit for a day of free rides on Wednesday, October 2.

MTS Ambassadors and other employees were out at stations thanking passengers, and answering questions for riders. There was a lot of appreciation and MTS provided giveaways such as branded grocery bags and phone pop-sockets. Here are some quick on-the-ground takes from our employees:

- MTS Ambassador Rosita Oira was at the City College station. “We made a lot of patrons happy with the free rides and giveaways.”
- Ambassador Ernesto Garcia talked to more than 140 riders at the Fifth Avenue Station. “People kept asking me why the Trolley and buses were free today. One customer was trying to buy a day pass, but luckily I caught up to him and informed him it was free!”
- Ambassador Christine Carpenter was at Santa Fe Depot and assisted more than 50 riders with information. “Tourists were thrilled. There were a lot of happy people.”
- Ambassador Katherine Henry was at E Street Transit Center in Chula Vista. “A good day. Lots of happy people who normally don’t take transit took it today.”

MTS ridership increased by 30 percent and logged a total of 391,359 passenger trips on Free Ride Day.

The success of the day was due, in part, to the extensive partnerships across the county. All cities, the county, large employers, the Navy and universities worked in concert to encourage ridership. The day was also held in conjunction with California Clean Air Day and the San Diego Association of Government’s Rideshare Week. Lyft rideshare and Bird scooters also joined the day and offered discounts on first and last mile services.

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