

Find Articles in:

[All](#)
[Business](#)
[Reference](#)
[Technology](#)
[Lifestyle](#)
[Newspaper Collection](#)

BNET's Business Owners: The new destination on the Web for entrepreneurs.

[Click here](#) for stories and advice from the trenches >>



- [Breaking News Public meeting on 'legal highs'](#)
- [Breaking News Businesses expand due to demand](#)
- [Breaking News Qualifier sends Hendry packing](#)
- [Breaking News Prime Minister makes dash to France as father Ian dies on holiday](#)

•
•
•
•

New plan could turn bus rides into cash:

0 Comments | [Charleston Daily Mail, Sep 6, 2010](#) | by [CASSIE SHANER](#)

MORGANTOWN - A new Mountain Line Transit Authority program will pay WVU students and employees up to \$5 a week for parking their cars in Westover and taking a bus downtown.

Mountain Line Transit Authority General Manager David Bruffy said the program, which began July 1, is designed to reduce traffic congestion by providing an incentive to encourage commuters to use public transportation.

It was inspired by a similar program Bruffy heard about at a sustainability conference in Charleston.

"Our biggest opportunity to address commuters is through WVU," Bruffy said.

Most Popular Articles

- [NOREEN: Apple becomes its worst nightmare](#)
- [Woman castrated man with her nails](#)
- [Dirtiest place on the planet](#)
- [Crocodile's wife Linda blooms as mum-to-be](#)
- [I DON'T WANT YOUR pounds 100m DAD ...JUST LET ME GIVE MY BABY BROTHER](#)

Most Recent Articles

To participate, WVU students and employees must register online and park - for free - at Mountain Line's Park & Ride lot on DuPont Road, where they can catch the bus from 6:55 a.m.- 5:35 p.m. each weekday.

A pass obtained from the driver can be redeemed for five roundtrip bus rides. WVU commuters must have the pass stamped each time they board the bus and turn it in at the end of the week.

Participants who have taken the bus downtown five times in at least five days will earn \$5 in Mountie Bounty, a debit program that allows WVU students and employees to make purchases on campus using their ID cards.

9/10/2010

New plan could turn bus rides into cas...

The Mountain Line Transit Authority has promoted the program through advertisements and other information provided on campus. Bruffy said no one has signed up for the program yet, but about eight people have requested passes to earn money.

WVU sophomore Emily Spickler, 19, of Shepherdstown, said the program is a good idea, but she probably won't take advantage of it.

"I would rather just drive myself downtown and deal with it," Spickler said.

Mallory Johnson, a 20-year-old junior from Huntington, lives near Arnold Hall and walks to WVU's downtown campus. But she said the program would be useful for students traveling between campuses.

"It seems like a good way to eliminate traffic," Johnson said.

If it's successful, the program could cost Mountain Line up to \$650 a week, but Bruffy said the boost in ridership could also lead to a boost in revenue. WVU students ride the bus for free, and the university pays Mountain Line \$18,500 for every 25,000 riders.

"If we're making 75 cents a ride, and we're only paying you 50 cents a ride, we're not going to lose out on that deal," Bruffy said. "The bus is going that way anyway, so it's not like we're incurring any additional expense."

There are 130 spaces available on a first-come, first-serve basis in Mountain Line's Westover Park & Ride lot. Bruffy said the program could eventually be expanded to provide parking in other areas, but it wouldn't likely be opened up to other community members.

Copyright 2010
Provided by ProQuest Information and Learning Company. All rights Reserved.

Advanced Search	<input type="text" value="Find Articles"/>	in	<input type="text" value="free and premium articles"/>	<input type="button" value="Search"/>
-----------------	--	----	--	---------------------------------------