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Transportation
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Tourism 5-28-87

Beach Shuttle

Cranks Up Again

TO PROVIDE relief for beach-bound tourists stuck in the nerve-frazzling traffic of Ocean Street, the city is sponsoring a beach shuttle for the third consecutive year. The program, which is costing the city \$25,800 this year, began last weekend and will continue Saturdays, Sundays and holidays through Labor Day weekend.

The shuttle's vital information is as follows: every 15 minutes from 11 a.m. to 5 p.m. (through 6:30 on July 4 and Labor Day weekends), buses will depart from the county government center parking lot.

Along their round-trip route, the buses will make stops at the Metro transit center, the Ideal Fish Co. (at the base of the wharf), Casa del Rey retirement home (across the street from the Boardwalk), the Cooper House, and River Street. The cost (round trip) is 50 cents, and children under 12 ride free.

Last year, some 23,000 riders took advantage of the shuttle, according to public works official Matt Farrell. Contrary to what might be expected, 53 percent were local residents; 47 percent out-of-towners. Other results were more predictable: 78 percent were day-trippers; 75 percent were destined for the Boardwalk; and 89 percent listed the avoidance of parking problems as the number one reason for taking the shuttle.

—Kevin Hanson