



## PRESS RELEASE

### For Immediate Release

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From: El Dorado County Transit Authority  
Matt Mauk, Transit Services Assistant  
(530) 642-5383, Extension 201

### **2009 Apple Hill® Shuttle Experiences 25% Increase In Ridership!**

Placerville, CA, November 17, 2009 – El Dorado Transit’s free parking shuttle service to Apple Hill® provided a record 15,058 passenger trips during October 2009. The Apple Hill® Shuttle operated from 10:00AM to 5:00PM each of the first four weekends with free parking provided at Schnell School in Placerville and the Placerville Ranger Station on Eight Mile Rd. in Camino. The shuttle buses offered service every 15 to 20 minutes stopping at thirty (30) popular destinations along the Apple Hill® scenic route.

The Shuttle was sponsored by the El Dorado County Air Quality Management District, the Apple Hill® Growers Association and El Dorado Transit. The service has continued to steadily grow in popularity since it began in 1988. Last year the Shuttle provided 12,054 passenger trips over four weekends, the most of any previous year to that point. This season’s numbers represent about a 25 percent increase in total ridership over last.

“More and more visitors are beginning to discover that the most convenient way to see Apple Hill® is on the Shuttle,” said Mindy Jackson, Director of El Dorado Transit. El Dorado Transit plans to apply for grant funding to operate the shuttle again for the fall 2010 season.

For further details on all of El Dorado Transit’s services call (530) 642-5383 or visit our website at [www.eldoradotransit.com](http://www.eldoradotransit.com). # # #