



PRESS RELEASE

For Immediate Release

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From: El Dorado County Transit Authority
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2011 Apple Hill® Shuttle Experiences 59% Increase In Ridership!

Placerville, CA, November 2, 2011 – El Dorado Transit’s annual Apple Hill® shuttle service provided a record 24,130 passenger trips in October. The free Apple Hill® Shuttle operated from 10:00AM to 5:00PM each of the first four weekends in October. Multiple shuttle buses provided regular service to thirty (30) popular destinations along the Apple Hill® scenic route. Parking was provided at Schnell School in Placerville and the Placerville Ranger Station on Eight Mile Rd. in Camino to help reduce traffic congestion getting to and from area attractions.

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 grow in popularity steadily since it began operating in 1988. In 2010 the shuttle provided 15,192 passenger trips over just seven days of service; the most of any previous year to that point. This season’s numbers represent a 59% increase in total ridership, smashing the previous record.

“We are very pleased to see more and more visitors beginning to discover that the shuttle is the most convenient way to see Apple Hill® during the busy harvest season,” said Mindy Jackson, Director of El Dorado Transit. “We would also like to acknowledge Caltrans and the El Dorado County Department of Transportation for their efforts to help reduce traffic congestion and promote safety for visitors. Their help was vital to the overall success of the shuttle service.”

El Dorado Transit plans to apply for grant funding to operate the shuttle again in the fall of 2012.

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