



PRESS RELEASE

For Immediate Release

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From: El Dorado County Transit Authority
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El Dorado Transit to Provide Free Transportation on “Spare the Air” Days in 2010

Placerville, CA, June 30, 2010 – Summer has arrived, the weather is heating up and El Dorado Transit is pleased to announce that it will once again offer free fare on its local fixed route and Sacramento Commuter services for “Spare the Air” days in 2010.

During the summer smog season from May through October, the Sacramento Metropolitan Air Quality Management District (SMAQMD) monitors high atmospheric ozone levels in the region. When ozone pollution is forecast to reach unhealthy levels, a “Spare the Air” advisory is issued. In an effort to improve air quality throughout the region, El Dorado Transit and the El Dorado County Air Quality Management District sponsor the “Spare the Air” free fare program. On Spare the Air days, free transportation will be available on El Dorado Transit community bus route and Sacramento Commuter services. “The wider use of public transit and other alternative modes of travel are vitally important to improve air quality in our region.” said Mindy Jackson, Executive Director for El Dorado Transit. “We are pleased to work with the County Air Quality Management District to offer these free services and encourage everyone to experience the advantages of public transit.”

2010 represents the fourth consecutive year that El Dorado Transit has offered the program with statistics showing increased popularity and ridership system-wide. Five (5) “Spare the Air” days were declared during the 2009 summer smog season. Sponsorship of El Dorado Transit’s “Spare the Air” Free Fare project will come from a grant for motor vehicle emission reduction projects awarded by the El Dorado County Air Quality Management District in July, 2009. The overall goal of such projects is to reduce air pollution emissions from motor vehicles in the Sacramento Federal Ozone Nonattainment Area. The program is funded by DMV Surcharge Fees.

El Dorado Transit operates community bus service throughout the western slope of El Dorado County including the towns of Placerville, Cameron Park, Shingle Springs, Pollock Pines, Camino and Diamond Springs. In addition, El Dorado Transit offers weekday commuter routes directly to and from downtown Sacramento as well as connector service to the Iron Point Light Rail station in Folsom.

For more information about El Dorado Transit’s services or trip planning assistance call El Dorado Transit at (530) 642-5383 or visit our website at www.eldoradotransit.com. # # #