



Tahoe's Smooth Movin' Shuttle!

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NEWS RELEASE

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BLUEGO OFFERS FREE RIDES AS SERVICE IMPROVEMENTS ARE LAUNCHED

WINTER SERVICE, NEW ROUTES, FARE ADJUSTMENTS, TAKE EFFECT BEGINNING NOVEMBER 21

Lake Tahoe, Stateline, NV – Rides on all of BlueGO's fixed routes, including express service, will be provided free of charge November 23 to 30, as the South Shore's public transportation system launches service improvements and adjusts fares, and winter ski shuttle service to Heavenly Mountain Resort begins for the season.

Additionally, BlueGO staff will be on hand in the days leading up to the effective date to help riders adjust to the changes by answering questions and offering assistance.

The service improvements amount to an overhaul of many of BlueGO's existing routes that as envisioned would make the system more efficient while extending fixed service to areas of the South Shore that currently have no public transportation. This is the first major restructuring of BlueGO since the system was created.

Fares will be waived for all riders on fixed and flex route service for the first effective week. In addition, riders who place a non-perishable food item in collection boxes that on BlueGO buses will in return receive free day passes valid until summer 2009. Food items collected will be distributed to Tahoe area charities providing meals for the needy during the holiday season.

Among the most significant service improvements, taking effect Sunday, November 23, are:

- New service connecting the South Shore to Meyers and Carson City.
- A frequent, dedicated bus route serving US Highway 50 as a whole, replacing the casino shuttle service.
- Expansion of BlueGO's on-call demand service to 24 hours.

BlueGO's cash fares will rise from \$1.75 to \$2. Senior fares will rise from 50 cents to \$1. Regular monthly passes that currently cost \$50 will cost \$70. Day Passes, tokens and 10 or 20 ride passes also will be available. Summer youth passes will cost \$45. These are the first fare increases for BlueGO since 2003.

The free ski shuttle begins, Friday, November 21 and remains largely unchanged from previous years.

For a full listing of the service changes and fare adjustments, and to see where the public training sessions will be held, please visit www.bluego.org or call (775) 589-5284. Also look for rider alerts and handouts at South Shore transit stations and on BlueGO coaches.

BlueGO is a service of the South Tahoe Area Transit Authority which consists of members representing the City of South Lake Tahoe, El Dorado County, Douglas County, Tahoe Regional Planning Agency, Tahoe Transportation District, Harrah's, Harveys, Lakeside Inn, MontBleu, Horizon, The Ridge Resorts and Heavenly Mountain Resort. Collectively, these partner agencies provide a coordinated transit system to reduce vehicle miles traveled on the south shore of Lake Tahoe and to improve the quality of life through the implementation and management of innovative transit solutions.

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