



EAST SHORE EXPRESS, NEW PILOT TRANSIT SERVICE

FROM INCLINE VILLAGE TO SAND HARBOR, BEGINS JUNE 15

June 6, 2012 (*South Lake Tahoe, Calif.*) – The Tahoe Transportation District along with the Nevada Division of State Parks, Nevada Department of Transportation, Nevada Highway Patrol and Washoe County School District are inaugurating (<http://www.tahoetransportation.org>) the East Shore Express, a pilot Park and Ride bus service from Incline Village to Sand Harbor Beach State Recreation Area, June 15 – Sept. 3.

The Park and Ride program is designed to decrease summer congestion and promote safety along the Nevada State Route 28 Corridor, while reducing environmental impacts. Over 70% of the pollutants harming Lake Tahoe's clarity and health come from the existing transportation system.

The East Shore Express will loop from the old Incline Village Elementary School to Sand Harbor, daily, June 15 through Sept. 3, every 20 minutes from 9:00 a.m. – 6:00 p.m. The old Elementary School (771 Southwood Blvd) will be the main parking, with overflow parking available on peak days at the new Elementary School (915 Northwood Blvd), and adjacent to the Incline Village Library (845 Alder Ave) at the Washoe County Services building. Tahoe Area Regional Transit (TART) passengers will also be able to connect to the East Shore Express at the TART stop located on Tahoe Blvd east of Village Blvd.

The round-trip fare is \$3 per person and \$1.50 for children 12 and under, seniors and disabled passengers. Fares include free admission to Sand Harbor. Passengers transferring from TART pay \$1 with submission of their TART transfer slip. The service will utilize a dedicated entrance at Sand Harbor to minimize traffic-related delays and will drop passengers at the Visitors Center near the main beach. Individual parking inside the State Park is \$10 per vehicle for Nevada residents and \$12 for out of state motorists.

More than 1 million visitors recreate annually in the SR 28 Corridor, but with limited parking in many areas, the situation has resulted in pedestrians crossing into busy travel lanes in both directions. In an effort to improve safety, the Nevada Division of State Parks announced walk-in visitation will be permanently suspended on June 16, 2012. Drop-offs and parking are illegal along the highway at Sand Harbor as well. The no parking zone encompasses approximately $\frac{3}{4}$ of mile in both directions from the park's main entrance. A multi-agency effort to increase enforcement of this no parking zone will be in place to prevent pedestrian injuries.

The East Shore Express is a component of the SR 28 Corridor Management Plan, a community-based action strategy outlining the goals, tactics and responsibilities for preserving and promoting the unique characteristics of this National Scenic Byway. The system is designed to improve safety, access for emergency vehicles, alleviate congested roadways and reduce vehicle emissions.

Funding of the two-year pilot program includes 60 percent from the Federal Transit Administration (FTA) 5311 grant through NDOT, with the balance from the U.S. Forest Service under the Southern Nevada Public Land Management Act (SNPLMA). The East Shore Express will utilize existing Tahoe Transportation District buses currently used for BlueGo operations.

To introduce the public to the project, TTD hosted an Open House at Incline Village, Wed., May 16, and addressed safety and congestion issues along the SR 28 Corridor. The forum offered information about the East Shore Express as well as updates on the North Demonstration Bikeway, a 3-mile off-road path between Incline Village and Sand Harbor. The East Shore Express Project will also help support the Incline business community with the potential for visitors using the park and ride lot to dine, shop and recreate within the business core.

Comments and contact information can be emailed to Derek Kirkland, Project Manager, at dkirkland@tahoetransportation.org or 775-589-5504.

Lake-Wide Transportation Project Updates

In addition to the East Shore Express, the Nevada Department of Transportation (NDOT) is constructing the roundabout to enhance safety at Mt. Rose Highway where SR 28 meets SR 431 at the west end of Incline Village. Also scheduled for completion is [America's Most Beautiful Bikeway - South Demonstration Project](#). The first mile of the 3.2-mile route between Stateline and Round Hill and is also part of an eventual 30+ mile segment of the Nevada Stateline to Stateline Bikeway along the east shore.

For details pertaining to the Tahoe Transportation District and its eight current projects around the Lake, visit www.TahoeTransportation.org or call 775-589-5500.

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Tahoe Transportation District

The Tahoe Transportation District (TTD) is responsible for the implementation and management of transportation projects and programs in the Tahoe Basin. The organization has facilitated many area safety infrastructure projects, including bicycle paths, roadway improvements, pedestrian thoroughfares, water quality and watershed improvements and public transit solutions.