

EXHIBIT SUMMARY SHEET

Applicant: El Dorado County Transit Authority

Contact Person: Matt Mauk, Transit Services Assistant

Address: 6565 Commerce Way, Diamond Springs, CA 95619

Telephone#: (530) 642-5383 ext. 201 **Fax# (optional):** (530) 622-2877

Project Budget	AB2766 Funds	\$ Matching Funds	In-Kind Match	Total Project Costs
Materials	\$	\$	\$	\$
Personnel	\$3,227	\$	\$4,616	\$7,843
Other	\$121,707	\$6,400	\$3,000	\$131,107
TOTAL	\$124,934	\$6,400	\$7,616	\$138,950

Alternative Project Budget	AB2766 Funds	\$ Matching Funds	In-Kind Match	Total Project Costs
Materials	\$	\$	\$	\$
Personnel	\$1,613	\$	\$2,308	\$3,921
Other	\$60,853	\$3,200	\$1,500	\$65,553
TOTAL	\$62,466	\$3,200	\$3,808	\$69,474

Estimated Emission Reductions/Costs-Effectiveness	As Proposed	Alternate Funding Level
Useful Life of Project (years)	2	1
Total Lifetime Emissions Reduced (lbs. of ROG, NO _x , PM-10)	1,156 lbs.	572 lbs.
Annualized Cost-Effectiveness (total project costs)	\$125.65/lb.	\$125.04/lb.
Annualized Cost-Effectiveness (AQMD Funded project costs)	\$112.97/lb.	\$112.43/lb.

Brief Project Description: Apple Hill® Shuttle 2011 and 2012 (alternative budget is for 2011 only). Weekend shuttle service to the Apple Hill® area during the month of October; includes funding traffic control measures on US Highway 50 in Camino.

REQUEST FOR PROPOSAL CONTENTS CHECKLIST

Applicant: El Dorado County Transit Authority

Please complete and attach this checklist with your application.

- X Exhibit Summary Sheet – page 1
- X Request for Proposal Contents Checklist – page 2
- X Authorization Letter/Resolution – pages 3-5
- X Project Description – page 6-7
- X Project Organization/Background – page 8
- X Emission Benefits/Cost Effectiveness – pages 9-12
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- X Funding Request/Cost Breakdown – page 14
- X Matching Funds – page 15
- X Schedule of Deliverables/Self-Monitoring Program – page 16
- X 2 Copies of Proposal

Appendix A Excerpts from: Methods to Find the Cost-Effectiveness of Funding Air Quality Projects, May 2005 and Emission Factor Tables, March 2010.

Appendix B Sample of Project Report

Appendix C Letters of Support

Appendix D Samples of Paid Advertising/Articles



EL DORADO TRANSIT

6565 COMMERCE WAY
DIAMOND SPRINGS, CA 95619-9454
(530) 642-5383
FAX (530) 622-BUSS
www.eldoradotransit.com

March 23, 2011

Air Pollution Control Officer
El Dorado County Air Quality Management District
2850 Fairlane Court
Placerville, CA 95667

Re: AB2766 Motor Vehicle Emission Reduction Project 2011-2012
Apple Hill Shuttle, October 2011 and 2012

To Whom It May Concern:

The El Dorado County Transit Authority (El Dorado Transit) is submitting an application for AB2766 Motor Vehicle Emission Reduction Project funding for 2011-2012. El Dorado Transit Resolution No. 11-06 (copy attached), authorizes the submission of the application.

Contact person: Matt Mauk, Transit Services Assistant
El Dorado County Transit Authority
6565 Commerce Way
Diamond Springs, CA 95619
Phone: (530) 642-5383 Extension 201
Email: mmauk@eldoradotransit.com

The El Dorado County Transit Authority will administer the project.

The El Dorado County Transit Authority will provide a weekend shuttle service within the Apple Hill® area during the month of October 2011 and 2012. The proposed project budget includes funding for the provision of traffic control measures on US Highway 50 in Camino. An alternate project budget for a single year (October 2011) is provided for your consideration. This project will provide an alternative to traveling by automobile and will reduce automobile congestion and the associated emissions.

We appreciate your consideration regarding our proposal and request that this project be approved for funding.

Sincerely,

A handwritten signature in black ink that reads "Mindy Jackson".

Mindy Jackson
Executive Director



6565 COMMERCE WAY
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(530) 642-5383
FAX (530) 622-BUSS
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**EL DORADO COUNTY TRANSIT AUTHORITY
RESOLUTION NO. 11-06**

RESOLUTION OF THE BOARD OF DIRECTORS OF
THE EL DORADO COUNTY TRANSIT AUTHORITY
TO SUBMIT A PROPOSAL FOR
ASSEMBLY BILL 2766 (AB 2766)
MOTOR VEHICLE EMISSION REDUCTION PROJECTS

WHEREAS, the California Clean Air Act requires local air pollution control districts to reduce emissions from motor vehicles; and

WHEREAS, AB 2766, codified in California Health and Safety Code section 44223, authorizes districts to impose a fee of up to four dollars upon certain registered motor vehicles within the district, and the Governing Board of the El Dorado County Air Quality Management District (EDC AQMD) has imposed said fee; and

WHEREAS, said legislation requires the EDC AQMD to use said funds for activities related to reducing air pollution from motor vehicles and for related planning, monitoring, enforcement, and technical studies necessary for the implementation of the California Clean Air Act of 1988; and

WHEREAS, El Dorado County Transit Authority (EDCTA) is an eligible applicant for AB 2766 projects; and

WHEREAS, the EDC AQMD has published a request for proposals for Fiscal Year 2011/12 AB 2766 eligible projects;

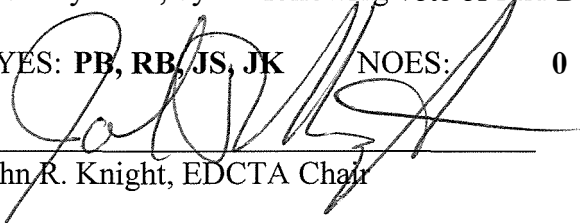
BE IT HEREBY RESOLVED AND ORDERED, that the Executive Director is hereby authorized and directed to submit proposals for Assembly Bill 2766, Motor Vehicle Emission Reduction Projects, and to execute all documentation resulting from these applications, and to execute all necessary actions to carry out the purpose of this resolution;

BE IT FURTHER RESOLVED, that the Transit Services Assistant Matt Mauk be the contact person at the El Dorado County Transit Authority, 6565 Commerce Way, Diamond Springs, California 95619, (530) 642-5383 extension 201;

BE IT FURTHER RESOLVED, that El Dorado County Transit Authority will make all reasonable efforts to include matching funds in the proposed project budget for Fiscal Years 2011/12 and 2012/13.

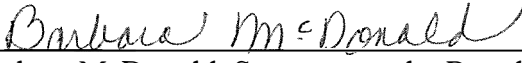
PASSED AND ADOPTED BY THE GOVERNING BOARD OF THE EL DORADO COUNTY TRANSIT AUTHORITY at a regular meeting of said Board, held on the 3rd day of February 2011, by the following vote of said Board:

AYES: **PB, RB, JS, JK** NOES: **0** ABSTAIN: **0** ABSENT: **DM**



John R. Knight, EDCTA Chair

ATTEST:



Barbara McDonald, Secretary to the Board

PROJECT DESCRIPTION

Objectives

El Dorado Transit in collaboration with the Apple Hill® Growers Association proposes to provide a shuttle along the Apple Hill® scenic drive on weekends during October 2011 and October 2012. If approved for full funding, the Apple Hill® Shuttle project will significantly reduce traffic congestion; lower emissions related to cold starts and provide a safe comfortable ride through the Apple Hill® area. The shuttle project will provide a regional mitigation to traffic congestion on rural roads in Camino and relief to State Highway 50 west of Placerville and in Camino.

The proposed project budget includes funding for two (2) years of shuttle service, 2011 and 2012. Due to the timing of the grant cycle, there is a short turn around between contract award and project execution. As a result, planning and promotion of the shuttle service is delayed until just a few months before the service is due to begin. With full funding as proposed, staff will gain the necessary lead time to begin planning, developing inter-agency agreements for traffic control and promoting the shuttle service in subsequent years. If funded for two (2) years this grant cycle, El Dorado Transit will apply for the 2013 Apple Hill® Shuttle in 2012.

The El Dorado County Transit Authority (El Dorado Transit) is an experienced shuttle operator and has provided an Apple Hill® Shuttle annually from 1988 through 2000 and 2003 through 2010, as well as annual shuttle service for the El Dorado County Fair. The 2010 Apple Hill® Shuttle provided a record 15,192 passenger trips, despite the loss of one (1) day of service due to inclement weather. Ridership is directly influenced by the weather therefore, on inclement weekends, El Dorado Transit reserves the right to cancel or reduce service.

Scope of Work

El Dorado Transit in collaboration with the Apple Hill® Growers Association will provide a shuttle along the Apple Hill® scenic drive on weekends during October 2011 and October 2012. The shuttle will be a continuous loop between at least two (2) parking facilities and several Apple Hill® ranches, farms and wineries. Parking will be provided through agreements with the Placerville Union School District for use of the Louisiana Schnell School parking lot and with the U.S. Forrest Service for use of the Placerville Ranger Station facility. Additional parking facilities may be explored if necessary. The shuttle will operate from 10:00 a.m. until 5:00 p.m. Saturdays and Sundays, weather permitting. The shuttle buses will board passengers at each safe location about every fifteen (15) to twenty (20) minutes depending upon traffic.

If funded, this project will include \$18,860 per year for the provision of traffic control measures on US Highway 50 in Camino to coincide with the shuttle services. The traffic control will be a coordinated effort through the California Department of Transportation

(Caltrans), El Dorado County Department of Transportation (DOT) and the California Highway Patrol (CHP). Traffic control will include the closure of up to three (3) exits from eastbound US Highway 50 onto Carson Road in Camino, during peak traffic times. US Highway 50 serves as the primary ingress and egress route for visitors traveling to the Apple Hill® area. During peak times, such as weekends in October, extremely high traffic volume leads to stop-and-go congestion and creates unsafe driving conditions on US Highway 50 and connecting surface streets. Vehicles attempting to turn left from eastbound lanes wait in long lines and eventually cross westbound lanes where the posted speed limit for opposing traffic is 65 miles per hour. The closure of left hand turns from eastbound US Highway 50 and diversion of traffic to existing interchanges will significantly improve traffic flow and safety, mitigate traffic congestion and reduce emissions from excessive vehicle idling.

An alternative project budget is included in this proposal which provides for shuttle operations and traffic control measures for October 2011 only. El Dorado Transit will provide the following for each year funded:

- At least six (6) 45 passenger buses
- Support staff: transit drivers, transportation supervisors, coordinators, dispatchers and project manager
- Approximately 350 hours of passenger service between two (2) off-site parking locations and approximately thirty (30) ranches, farms and wineries throughout the Apple Hill® area
- Coordination of information provided Apple Hill® Growers Association
- Press releases, advertising and website notification
- Agreements with local agencies for parking facilities
- Public liability insurance coverage
- Associated overhead costs
- Portable restroom at parking facilities where necessary
- Shuttle signage and installation of signs at safe stops along scenic route

Apple Hill® Growers Association will provide matching funds and in-kind advertising, for each year funded, as follows:

- Matching funds - \$3,200 per year funded
- Cider Press; a ranch marketing publication with a distribution of 200,000 throughout the states of California and Nevada
- Shuttle information to be included on all Apple Hill® maps (an additional 200,000 distributed)
- Apple Hill® Growers Association website to include information on the shuttle

Caltrans, DOT and CHP will provide sufficient equipment and personnel to provide traffic control measures on US Highway 50 and connecting surface streets in Camino, during peak traffic times.

PROJECT ORGANIZATION/BACKGROUND

Project Organization

El Dorado Transit will administer the El Dorado County Air Quality Management District (AQMD) contract; off-site parking agreements with the Placerville Union School District and US Forrest Service, public liability insurance, vehicle maintenance and support, shuttle vehicles, drivers and appropriate support staffing to assure public safety. For each year funded, El Dorado Transit will collaborate with Caltrans, DOT and CHP for the provision of traffic control measures to coincide with shuttle operations.

Background

El Dorado Transit has provided public transportation services for the Western Slope of El Dorado County since 1975. Established as a Joint Powers Agency with the County of El Dorado and the City of Placerville, El Dorado Transit provides public transportation to the community in the form of local fixed routes; curb-to-curb Dial-A-Ride; Sac-Med non-emergency medical transportation; complementary paratransit in Placerville; commuter routes from Placerville to downtown Sacramento; commuter routes to the Sacramento Light Rail in Folsom and contracted transportation for social service agencies. El Dorado Transit provided 398,104 passenger trips during Fiscal Year (FY) 2009/2010.

Sixty-nine (69) employees provide transportation services fourteen and one-half (14 ½) hours a day, Monday through Friday, and limited weekend hours. All components necessary to provide public transportation are housed within the Transit Operating Base and Maintenance Facility at 6565 Commerce Way Diamond Springs, California. El Dorado Transit maintains and schedules a fleet of sixty-one (61) vehicles, including wheelchair accessible mini-vans; lift-equipped buses with capacity ranging from twenty-two (22) up to fifty-seven (57) passengers, one (1) mobile mechanics' truck and seven (7) staff vehicles. In-house services include operations; dispatching and scheduling; trip planning; vehicle maintenance; transit planning; marketing and full administrative support.

El Dorado Transit management, drivers and staff have a distinguished level of commitment and competence in providing efficient public transportation to the residents of the Western Slope of El Dorado County. Eighteen (18) Transit Drivers received safe driving commendations for FY 2009/2010. Management and supervisory employees have completed the accredited Paratransit and Transit Management Program.

El Dorado Transit is an experienced shuttle operator. El Dorado Transit has provided an Apple Hill® Shuttle each year from 1988 through 2000 and 2003 through 2010. The agency also provides annual shuttle service for the El Dorado County Fair. The 2010 Apple Hill® Shuttle provided a record 15,192 passenger trips over seven (7) days. Ridership is directly influenced by the weather therefore, on inclement weekends, El Dorado Transit reserves the right to cancel or reduce service.

**Emission Benefits/Cost Effectiveness
(Proposed 2 year Project Budget)**

VANPOOLS AND SHUTTLES

Subcategory: (4c) Transit Operations (new service, shuttles, fuel subsidies)

Air District Name: El Dorado County APCD

Local Government Name: Not Applicable

Project Name: Apple Hill Shuttle, October 2011 and 2012

Description: Shuttle service from two (2) off-site parking lots to scenic Apple Hill during weekends in October 2011 and 2012. Shuttle will utilize six (6) ULEV deisel vehicles at peak times with capacity for up to forty-five (45) passengers each. Service will be provided Saturdays and Sundays in October from 10 a.m. to 5 p.m. Project includes provision of traffic control measures on US 50 in Camino to coincide with shuttle operations.
(Issues/Comments)

Implementing Agency: El Dorado County Transit Authority **Private Agency:** No

FUNDING:

MVFees Funding:	\$124,934	MSRC Funding:	\$0
Moyer Funding:	\$0	CMAQ Funding:	\$0
Other CoFunding:	\$14,016		

Capital Recovery Factor:	0.52	Annual Auto Trips Reduced:	4,143
Project Analysis Period:	2 years	Annual Auto VMT Reduced:	317,381

Annual Operating Days (D):	8	days
Daily Ridership (R):	2,496	trips (riders)/day
Annual Van VMT:	5,691	annual miles traveled
Adjustment (A):	0.83	<i>This factor equals the portion of riders who are NOT vanpool-dependent.</i>
Replaced Auto Trip Length (L):	22.90	miles in one direction of trip
Adjustment (AA):	0.75	<i>This factor equals the portion of riders who drive to the vanpool service.</i>
Auto Access Trip Length (LL):	5.00	miles in one direction of trip

EMISSION FACTORS:	Auto Trip End Factors	Auto VMT Factors	VanVMT Factors
ROG :	1.023 <i>grams per trip</i>	0.277 <i>grams per mile</i>	0.17 <i>grams per mile</i>
NOx :	0.462 <i>grams per trip</i>	0.324 <i>grams per mile</i>	0.40 <i>grams per mile</i>
PM10 :	0.016 <i>grams per trip</i>	0.221 <i>grams per mile</i>	0.26 <i>grams per mile</i>

EMISSION REDUCTIONS:	Pounds per Year	Tons per Year
ROG:	201	0.10
NOx:	226	0.11
PM10:	151	0.08
Total:	578	0.29

COST-EFFECTIVENESS OF:

**Emission Benefits/Cost Effectiveness
(Proposed 2 year Project Budget)**

VANPOOLS AND SHUTTLES

Subcategory: (4c) Transit Operations (new service, shuttles, fuel subsidies)

Motor Vehicle Fees and/or Moyer Funds:	\$112.97	per pound	\$225,949	per ton
CMAQ Funds:	\$0.00	per pound	\$0	per ton
All Funding Sources:	\$125.65	per pound	\$251,297	per ton

**Emission Benefits/Cost Effectiveness
(Alternative 1 Year Project Budget)**

VANPOOLS AND SHUTTLES

Subcategory: (4c) Transit Operations (new service, shuttles, fuel subsidies)

Air District Name: El Dorado County APCD

Local Government Name: Not Applicable

Project Name: Apple Hill Shuttle, October 2011

Description: Shuttle service from two (2) off-site parking lots to scenic Apple Hill during weekends in October 2011.
(Issues/Comments) Shuttle will utilize six (6) ULEV deisel vehicles at peak times with capacity for up to forty-five (45) passengers each. Service will be provided Saturdays and Sundays in October from 10 a.m. to 5 p.m. Project includes provision of traffic control measures on US 50 in Camino to coincide with shuttle operations.

Implementing Agency: El Dorado County Transit Authority **Private Agency:** No

FUNDING:

MVFees Funding:	\$62,466	MSRC Funding:	\$0
Moyer Funding:	\$0	CMAQ Funding:	\$0
Other CoFunding:	\$7,007		

Capital Recovery Factor:	1.03	Annual Auto Trips Reduced:	4,143
Project Analysis Period:	1 years	Annual Auto VMT Reduced:	317,381

Annual Operating Days (D):	8	days
Daily Ridership (R):	2,496	trips (riders)/day
Annual Van VMT:	5,691	annual miles traveled
Adjustment (A):	0.83	<i>This factor equals the portion of riders who are NOT vanpool-dependent.</i>
Replaced Auto Trip Length (L):	22.90	miles in one direction of trip
Adjustment (AA):	0.75	<i>This factor equals the portion of riders who drive to the vanpool service.</i>
Auto Access Trip Length (LL):	5.00	miles in one direction of trip

EMISSION FACTORS:	Auto Trip End Factors	Auto VMT Factors	VanVMT Factors
ROG :	1.016 <i>grams per trip</i>	0.273 <i>grams per mile</i>	0.17 <i>grams per mile</i>
NOx :	0.461 <i>grams per trip</i>	0.320 <i>grams per mile</i>	0.40 <i>grams per mile</i>
PM10 :	0.016 <i>grams per trip</i>	0.221 <i>grams per mile</i>	0.26 <i>grams per mile</i>

EMISSION REDUCTIONS:	Pounds per Year	Tons per Year
ROG:	198	0.10
NOx:	223	0.11
PM10:	151	0.08
Total:	572	0.29

COST-EFFECTIVENESS OF:

**Emission Benefits/Cost Effectiveness
(Alternative 1 Year Project Budget)**

VANPOOLS AND SHUTTLES

Subcategory: (4c) Transit Operations (new service, shuttles, fuel subsidies)

Motor Vehicle Fees and/or Moyer Funds:	\$112.43	per pound	\$224,861	per ton
CMAQ Funds:	\$0.00	per pound	\$0	per ton
All Funding Sources:	\$125.04	per pound	\$250,085	per ton

WORK STATEMENT

<u>TIME LINE</u>	<u>PHASE</u>
July, 2011/12	Contract execution between the El Dorado County AQMD and El Dorado Transit
Aug.-September, 2011/12	*Distribution of the Cider Press and Apple Hill Map including Shuttle information and acknowledgement of AB2766 Funding *Press Releases and advertising regarding Apple Hill® Shuttle including acknowledgement of AB2766 Funding Design and procurement of signage Planning of operations and staff training Information and promotion of Shuttle included on El Dorado Transit and Apple Hill® websites Execute agreements necessary for use of shuttle parking facilities Collaboration with transportation partners to provide traffic control measures
October, 2011/12	Provide weekend shuttle service from 10:00 a.m. to 5:00 p.m. October 1 st through October 23 rd utilizing at least six (6) vehicles. Parking for passengers and coordination of the shuttle service to take place at two (2) off-site locations in Placerville and Camino
December, 2011/12	Final Reports and Billing to the El Dorado County AQMD

If fully funded, the above schedule and deliverables will be performed for the 2011 and 2012 Apple Hill Shuttles. In 2012 shuttle service will be provided weekends, from October 6 through October 28, 2012. The alternative project proposal is for the 2011 shuttle service only.

*Samples of promotional information and paid advertising are included in Appendix D.

FUNDING REQUEST/BREAKDOWN OF COST

El Dorado Transit is requesting allocation of \$124,934 or an alternative of \$62,466 in AB2766 DMV Surcharge funds to this project. This funding will provide for shuttle service during October 2010 and 2011, all related training, maintenance, advertising and informational materials. Shuttles will operate from 10:00 a.m. to 5:00 p.m. on weekends, utilizing six (6) transit vehicles. This project will include provision of traffic control measures on US Highway 50 in Camino for each year funded.

Breakdown of Project Budget (2 Years)

Item/Service	Total Cost	Source
Shuttle Service Operations	\$88,636	AB2766, Apple Hill® Growers Association
Additional Labor and Maintenance	\$5,078	AB2766, El Dorado Transit
Training (Coordinators and Driving Staff)	\$2,766	AB2766
Advertising and Informational Materials	\$4,750	AB2766, Apple Hill® Growers Association
Traffic Control Measures	\$37,720	AB2766
Estimated Total Project Cost	\$138,950	
AB 2766 Funding Request	Not to Exceed \$124,934	

Breakdown of Alternative Project Budget (1 Year)

Item/Service	Total Cost	Source
Shuttle Service Operations	\$44,318	AB2766, Apple Hill® Growers Association
Additional Labor and Maintenance	\$2,538	AB2766, El Dorado Transit
Training (Coordinators and Driving Staff)	\$1,383	AB2766
Advertising and Informational Materials	\$2,375	AB2766, Apple Hill® Growers Association
Traffic Control Measures	\$18,860	AB2766
Estimated Total Project Cost	\$69,474	
AB 2766 Funding Request	Not to Exceed \$62,466	

MATCHING FUNDS
(Amounts Shown are Per Year Funded)

Item/Service	Matching Funds	Source
Operational Costs and Advertising	\$3,200	Apple Hill® Growers Association
Matching Funds	\$3,200	

IN-KIND MATCH

Item/Service	In-Kind Match	Source
Advertising in Cider Press/Apple Hill Map	\$1,500	Apple Hill® Growers Association
Additional Labor and Maintenance	\$2,308	El Dorado Transit
Total In-Kind Matching Funds	\$3,808	

The Apple Hill® Growers Association (AHGA) will make a monetary contribution to the operations cost of the shuttle in the amount of \$3,200 per year funded.

The AHGA will contribute ad space in the Cider Press and Apple Hill Map commercially valued at a minimum of \$1,500 per annual publication. AHGH and El Dorado Transit will provide shuttle information on its website. A letter of support from the AHGA, including a commitment of matching funds, is included in Appendix C.

El Dorado Transit will commit an in-kind contribution sufficient to offset additional labor and maintenance costs, directly associated with the project, in the amount of at least \$2,308 per year funded. El Dorado Transit will include sufficient funds in its 2011/12 and 2012/13 Operating Budgets to offset the above costs.

SCHEDULE OF DELIVERABLES/MONITORING PROGRAM

DELIVERABLES:

Weekend shuttle service within the Apple Hill® area and all related maintenance, training, advertising and informational materials. Provision of traffic control measures on US Highway 50 in Camino.

PROPOSED DATES:

October 1 through 23, 2011
October 6 through 28, 2012

MONITORING:

Detailed accounting of staff time, vehicle service time, mileage and passenger boarding statistics related to shuttle services will be recorded and compiled by El Dorado Transit staff throughout the contracted service period. El Dorado Transit will submit one (1) project report to the El Dorado County AQMD on the overall usage and passenger boarding statistics. A sample form of the 2010 Apple Hill® Project Report is included in Appendix B for review.

Where applicable, El Dorado Transit will provide documentation of any invoices from, or payments made to, collaborating agencies for the provision of traffic control measures.

APPENDIX A

El Dorado County Transit Authority

Excerpts from:

**Methods to Find Cost-Effectiveness of Funding Air Quality Projects, May 2005
Emission Factor Tables, March 2010**

Methods to Find the Cost-Effectiveness of Funding Air Quality Projects

*For Evaluating
Motor Vehicle Registration Fee Projects
and
Congestion Mitigation and
Air Quality Improvement (CMAQ) Projects*

May 2005

California Environmental Protection Agency

 **Air Resources Board**



Vanpools and Shuttles

Project definition: Projects are commuter vanpools; tourist or shopping shuttles; or rail feeders to work sites, homes, or schools. Services are operated by transit agencies, local governments, transportation management associations (TMAs), private businesses, etc. In most cases, the shuttle service must reduce long-distance auto trips or be a cleaner vehicle in order to reduce emissions cost effectively.

How emissions are reduced: Emission reductions result from the decrease in emissions associated with auto trips replaced by the vanpool or shuttle service after adjusting for the increase in emissions associated with the shuttle vehicle itself and auto access trips.

Need to know:

Funding dollars

Number of operating days per year

Average daily ridership of new service (usually less than 100% occupancy)

Average length of auto trips replaced

Percent of riders who drive to the vanpool or shuttle service

Daily VMT for the new shuttle service

Inputs	Default	Units	Comments
<i>For the Vanpool/Shuttle</i>			
Funding Dollars (Funding)		dollars	
Effectiveness Period (Life)	1	years	Years project is funded.
Days (D)	250	days (of operation)/year	Suggested defaults are weekday vanpools - 250 days, weekday shuttles - 260, daily services - 365 days, school services - 180 to 200 days
Ridership (R)		total trips (riders)/day	One-way trips by riders (or number of boardings) per day
Annual Van/Shuttle VMT (Van VMT)		annual miles	
<i>For Auto Travel Reduced</i>			
Adjustment (A) on Auto Trips	0.83		This factor equals the portion of riders who did NOT previously use transit, vanpools, or carpools. The default (0.83) is the adjustment for long-distance, commuter vanpool service. For new rail feeders, use 0.3 for the adjustment factor A.
Auto Trip Length (L)	35	miles one direction/trip	Suggested defaults are vanpools - 35 mi., shuttle trips - 16 mi.

Inputs	Default	Units	Comments
<i>For Auto Travel Added to Access Vanpool/Shuttle</i>			
Adjustment (AA) for Auto Access to and from vanpool/shuttle	0.75		Enter the percentage of riders who drive to the vanpool/shuttle service. The default (0.75) is for long-distance vanpools. For rail feeders, use 0.5..
Trip Length (LL) for Auto Access to and from vanpool/shuttle	5	miles one direction/trip	The default (5 mi) is for long-distance van pools. For rail feeders, use 2 mi.

Emission Factor Inputs for Auto Travel

	Default	Units	Default	Units
	Auto Trip End Factor		Auto VMT Factor	
ROG Factor	1.719	grams/trip	0.470	grams/mile
NOx Factor	0.721	"	0.602	"
PM10 Factor	0.014	"	0.218	"

For auto emission factors, see Emission Factors Menu, Tables 3 and 3A. For projects with a 1-year life, use Table 3A. For projects with a life of 2-20 years, use Table 3. Defaults are for a 1-year project (2004), Table 3A.

Emission Factor Inputs for Van/Shuttle Travel

	Example	Units
	Van VMT Factor	
ROG Factor	0.14	grams/mile
NOx Factor	0.20	"
PM10 Factor	0.27	"

To select emission factors for van / shuttle travel:

- For model years 1995-2003, refer to Table 7, "Medium-Duty Emission Factors for Vanpools/Shuttles".
- For model years 2004+, refer to Table 2, "Cleaner Vehicle Emission Factors".

Example is for a medium-duty van (weight 8,501 - 10,000 lbs), certified as an ultra-low-emission vehicle (ULEV), model year 2004.

Formulas	Units
Annual Auto Trip Reduced = [(D) * (R) * (A)]*[1-(AA)]	trips/year
Annual Auto VMT Reduced = [(D) * (R) * (A)]* [(L) - (AA)*(LL)]	miles/year
Annual Emission Reductions (ROG, NOx, and PM10) =	lbs/year
$\begin{aligned} &[(\text{Annual Auto Trips Reduced}) * (\text{Auto Trip End Factor}) \\ &+ (\text{Annual Auto VMT Reduced}) * (\text{Auto VMT Factor}) \\ &- (\text{Van VMT}) * (\text{Van VMT Factor})] / 454 \end{aligned}$	

$$\text{Capital Recovery Factor (CRF)} = \frac{(1 + i)^n (i)}{(1 + i)^n - 1}$$

where: i = discount rate (Assume 3 percent)
 n = project life

$$\text{Cost-Effectiveness of Funding Dollars} = (\text{CRF} * \text{Funding}) / (\text{ROG} + \text{NOx} + \text{PM10}) \quad \text{dollars/lb}$$

Note: The Federal Highway Administration requests that emission reductions from CMAQ projects be reported as kilograms/day. The conversion is
 $(\text{lbs per year}) / [(2.2) * (365)] = \text{kilograms/day}$

Suburban Vanpool/Carpool Park-and-Ride Lots **(Method Variation)**

Provision of park-and-ride lots may encourage the formation of vanpools and carpools. The emission reduction benefits from park-and-ride lots can be calculated using the above Vanpools and Shuttles methodology plus the following calculation to estimate Ridership (**R**).

$$\text{Ridership (R)} = (\text{Parking}) * (\text{Lot Utilization}) * (2 \text{ commute trips/day})$$

Where:

Parking is the number of parking spaces for a new parking lot or the number of added spaces to an existing lot. **Lot Utilization** is the estimated lot utilization rate from monitored data OR use 0.75 as a default. Also, when using the vanpool/shuttle methodology for park-and-ride lots, the default for Adjustment (**AA**) for Auto Access to and from vanpool/shuttle should be 0.9 instead of 0.5.

Long-Distance Commuter Vanpools

This project subsidizes 10 long-distance commute vanpools. On average, each vanpool carries 11 people to work. The average distance to work is 48 miles. The vans used are 2004 model year ULEVs, 8501-10,000 lbs.

Inputs to calculate cost-effectiveness:

Funding Dollars (Funding): \$33,000

Effectiveness Period (Life): 1 year

Days of use/year (D): 250

Daily Ridership (R): 11 passengers * 10 vans * 2 ways = 220 riders or trips/day

Annual Van VMT (Van VMT): 240,000 (If you don't know the van mileage, you can estimate it:
10 vans * 2 ways * 250 days * 48 miles one-way = 240,000)

Adjustment (A) on Auto Trips: 0.83

Auto Trip Length (L): 48 miles in one direction

Adjustment (AA) on Auto Trips for Auto Access to and from vanpool: 0.75

Trip Length (LL) for Auto Access to and from vanpool: 5 miles one-way

Emissions Factors for Auto Travel (From Table 3):

	Auto Trip End Factor	Auto VMT Factor
ROG Factor	1,719 grams per trip	0.470 grams per mile
NOx Factor	0.721 "	0.602 "
PM10 Factor	0.014 "	0.218 "

Note: Used 1-year (2004) emission factors from Table 3A since project life is 1 year, and "Commuter" auto trip end factors are used since this project reduces commute trips.

Emissions Factors for Van Travel (From Table 2, ULEV, 8501-10,000 lbs.):

	Van VMT Factor
ROG Factor	0.14 grams per mile
NOx Factor	0.20 "
PM10 Factor	0.27 "

Calculations:

$$\begin{aligned}
 \text{Annual Auto Trips Reduced} &= [(D)*(R)*(A)]*[1-(AA)] \\
 &= [250 * 220 * 0.83]*[1-0.75] \\
 &= 11,413 \text{ annual auto trips reduced} \\
 \text{Annual Auto VMT Reduced} &= [(D) *(R)*(A)] * [(L) - (AA) * (LL)] \\
 &= [250 * 220 * 0.83] * [48-0.75*5] \\
 &= [45,650] * [48-3.75] \\
 &= 2,020,013 \text{ annual auto VMT reduced}
 \end{aligned}$$

Vanpools and Shuttles, Continued. . .

EXAMPLE

Annual Emission Reductions = (lbs. per year)

[(Annual Auto Trips Reduced) * (Auto Trip End Factor)

+ (Annual Auto VMT Reduced) * (Auto VMT Factor) - (Van VMT)*(Van VMT factor)]/454

ROG: [(11,413 * 1.719) + (2,020,013 * 0.470) - (240,000 * 0.14)]/454 = 2,060 lbs. per year reduced

NOx: [(11,413 * 0.721) + (2,020,013 * 0.602) - (240,000 * 0.20)]/454 = 2,591 lbs. per year reduced

PM10: [(11,413 * 0.014) + (2,020,013 * 0.218) - (240,000 * 0.27)]/454 = 828 lbs. per year reduced

Capital Recovery Factor (CRF) = $\frac{(1+i)^n(i)}{(1+i)^n - 1}$ = 1.03
(From Table 8)

where n = project life (1 year)
and i = discount rate (3%)

Cost-Effectiveness of Funding Dollars = (CRF * Funding) / (ROG + NOx + PM10)
= (1.03 * 33,000) / (5,479) = \$6.20 per lb.

FOR CMAQ PROJECTS ONLY:

Once emissions reductions have been calculated, add them together

(2,060 + 2,591 + 828 = 5,479) and convert emissions reductions to kg/day:

$$\frac{\text{lbs. reduced per year}}{2.2 \text{ lbs./kg} * 365 \text{ days/year}} = \frac{5,479}{2.2 * 365} = 7 \text{ kg/day}$$

Methods to Find the Cost-Effectiveness of Funding Air Quality Projects

***For Evaluating
Motor Vehicle Registration Fee Projects
and
Congestion Mitigation and
Air Quality Improvement (CMAQ) Projects***

Emission Factor Tables
March 2010

California Air Resources Board

**Table 2 Cleaner Vehicles Emission Factors (2004 - 2008)
For Light-Duty and Medium-Duty Vehicles (Chassis Certified)
Based on LEV II Exhaust Emission Standards**

Baseline Vehicles

Low-emission light-duty and medium-duty vehicle (LEV) emission factors in grams per mile with 120,000 mile durability					
Weight (lbs.) ¹	ROG	NOx	PM10 ²		CO
			Exhaust	Total ³	
Up to 8500	0.08	0.06	0.01	0.21	3.87
8501-10,000	0.20	0.20	0.12	0.32	6.40
10,001-14,000	0.23	0.40	0.12	0.32	7.30

Cleaner Vehicles

Ultra low-emission light-duty and medium-duty vehicle (ULEV) emission factors in grams per mile with 120,000 mile durability					
Weight (lbs.)	ROG	NOx	PM10		CO
			Exhaust	Total	
Up to 8500	0.05	0.06	0.01	0.21	1.93
8501-10,000	0.14	0.20	0.06	0.26	6.40
10,001-14,000	0.17	0.40	0.06	0.26	7.30

Super ultra low-emission vehicle (SULEV) factors in grams per mile with 120,000 mile durability Partial zero emission vehicle (PZEV) with 150,000 mile durability Advanced technology zero emission vehicle (AT-PZEV) with 150,000 mile durability					
Weight (lbs.)	ROG	NOx	PM10		CO
			Exhaust	Total	
Up to 8500	0.01	0.02	0.01	0.21	1.00
8501-10,000	0.10	0.10	0.06	0.26	3.20
10,001-14,000	0.12	0.20	0.06	0.26	3.70

Zero-emission light-duty and medium-duty vehicle (ZEV) emission factors in grams per mile					
Weight (lbs.)	ROG	NOx	PM10		CO
			Exhaust	Total	
All weights	0	0	0	0.20	0

Source: Based on California Vehicle Exhaust Standards ("LEV II") for chassis certified vehicles. Factors represent a weighted average of emission standards over a 120,000-mile life; the first 50,000 miles are assessed at the 50,000-mile standard, and the remaining 70,000 miles are assessed at the 120,000-mile standard. The SULEVs exhaust standards apply over the full 120,000 mile life. PZEVs and AT-PZEVs must comply with SULEV standards over 150,000 miles and have near zero evaporative emissions. AT-PZEV must also make use of additional "ZEV-enabling" clean technology such as alternative fuel, electric drive, or other advanced technology systems. The PM exhaust factors are based on total PM standards. Tire wear and brake wear factors are based on EMFAC2007, version 2.3 (Nov 1, 2006). The road dust portion of the PM10 factor is based on U.S. EPA's Compilation of Air Pollutant Emission Factors (AP-42, January 1995). Silt loading and vehicle weight data used as inputs to EPA's equation are from Improvement of Specific Emission Factors (BACM Project No. 1), Final Report, Midwest Research Institute, March 1996. Vehicle trip reductions may have little, if any effect on road dust emissions from high volume facilities thought to be in equilibrium, i.e., the dust is fully entrained due to the heavy traffic. The road dust PM10 factor, however, may be multiplied times total VMT reductions as it has been scaled down to reflect emissions from lower-volume local and collector roads only.

¹ Gross vehicle weights can be associated with passenger capacity as follows: 5751-8500, roughly 8 passengers; 8501-10,000, roughly 10-15 passengers; 10,001-14,000, roughly 20 passengers or more.

² PM10 factors are based on standards for diesel vehicles only. There is no applicable standard for gasoline vehicles; gasoline vehicles are known to emit significantly less PM10.

³ Total PM10 factors include motor vehicle exhaust, tire wear (0.008 g/m), brake wear (0.013 g/m), and entrained road dust (0.184 g/m).

Table 3 Average Auto Emission Factors

(Fleet of Light-Duty Passenger Vehicles, Light-Duty Trucks and Motor Cycles)

Analysis Period or Project Life	1-5 Years (2008-2012)	6-10 Years (2008-2017)	11-15 Years (2008-2022)	16-20 Years (2008-2027)
ROG				
VMT (g/mile)	0.277	0.231	0.200	0.180
commute trip ends (g/trip end)	1.023	0.860	0.738	0.646
average trip ends (g/trip end)	0.762	0.644	0.555	0.488
NOx				
VMT (g/mile)	0.324	0.263	0.220	0.189
commute trip ends (g/trip end)	0.462	0.380	0.315	0.267
average trip ends (g/trip end)	0.444	0.368	0.307	0.260
PM10				
VMT (g/mile)	0.221	0.221	0.221	0.222
running exhaust only (g/mile)	0.016	0.017	0.017	0.017
tire and brake wear (g/mile)	0.020	0.020	0.020	0.020
road dust (g/mile)	0.184	0.184	0.184	0.184
commute trip ends (g/trip end)	0.016	0.017	0.017	0.017
average trip ends (g/trip end)	0.009	0.009	0.009	0.009
CO				
VMT (g/mile)	3.365	2.758	2.338	2.044
commute trip ends (g/trip end)	8.784	7.381	6.274	5.427
average trip ends (g/trip end)	6.289	5.270	4.472	3.862

Source: EMFAC2007, V2.3 (Nov 1 2006), statewide average annual emissions

RTS runs use humidity 50%, temperature 75 degrees F.

PM10 Road Dust (paved) emission factor of 0.184 is based on US EPA's Compilation of Air Pollutant Emission Factors

(AP-42, January 1995).

March 2010

Table 3A Average Auto Emission Factors

(Fleet of Light-Duty Passenger Vehicles, Light-Duty Trucks and Motor Cycles)

Analysis Period or Project Life	1 Year 2008	1 Year 2009	1 Year 2010
ROG			
VMT (g/mile)	0.332	0.302	0.273
commute trip ends (g/trip end)	1.189	1.100	1.016
average trip ends (g/trip end)	0.885	0.819	0.756
NOx			
VMT (g/mile)	0.391	0.354	0.320
commute trip ends (g/trip end)	0.535	0.498	0.461
average trip ends (g/trip end)	0.511	0.477	0.444
PM10			
VMT (g/mile)	0.220	0.220	0.221
running exhaust only (g/mile)	0.016	0.016	0.016
tire and brake wear (g/mile)	0.020	0.020	0.020
road dust (g/mile)	0.184	0.184	0.184
commute trip ends (g/trip end)	0.015	0.016	0.016
average trip ends (g/trip end)	0.008	0.008	0.009
CO			
VMT (g/mile)	4.032	3.668	3.325
commute trip ends (g/trip end)	10.113	9.422	8.747
average trip ends (g/trip end)	7.259	6.753	6.261

Source: EMFAC2007, V2.3 (Nov 1 2006), statewide average annual emissions

 RTS runs use humidity 50%, temperature 75 degrees F.

PM10 Road Dust (paved) emission factor of 0.184 is based on US EPA's Compilation of

 Air Pollutant Emission Factors (AP-42, January 1995).

March 2010

APPENDIX B

El Dorado County Transit Authority

Sample Form of Project Report

AB2766 PROJECT REPORT

Project Name: Apple Hill® Shuttle 2010

EDCAQMD Contract Number: 005-DMV-10/11-BOS

Reporting Period October 1, 2010 through October 31, 2010

DAYS/DATES	PASSENGER BOARDINGS
Saturday, October 2, 2010	1,453
Sunday, October 3, 2010	1,407
Saturday, October 9, 2010	2,922
Sunday, October 10, 2010	2,775
Saturday, October 16, 2010	3,780
Sunday, October 17, 2010	1,442
Saturday, October 23, 2010	1,413
Sunday, October 24, 2010	Cancelled due to weather
TOTALS: 7 DAYS	15,192

SAMPLE

AB2766 PROJECT REPORT

Project Name: Apple Hill® Shuttle 2011/12

EDCAQMD Contract No. : ____-DMV-11/12-BOS

Reporting Period: October 1, 2011 through October 31, 2010

Expense	Total Cost
Service Operating Costs	TBD
Coordinator Expense	TBD
Training	TBD
Marketing	TBD
Additional Overhead	TBD
Traffic Control (CalTRANS/DOT)	TBD
Totals	\$ -

APPENDIX C

El Dorado County Transit Authority

Letters of Support



2828 Easy Street Suite 1 | Placerville CA 95667 | tel: 530.642.5260 | fax: 530.642.5266 | www.edctc.org

March 28, 2011

Air Pollution Control Officer
El Dorado County Air Quality Management District
2850 Fairlane Court
Placerville, CA 95667

To Whom It May Concern,

The El Dorado County Transportation Commission (EDCTC) supports the El Dorado County Transit Authority (EDCTA) request for AB 2766 grant program funds to continue operation of a shuttle in the Apple Hill® region during October 2011 and 2012. The Apple Hill® Shuttle has been in operation each year during the fall since 1988, with the exception of 2001 and 2002 due to lack of funding. The shuttle's ridership has increased steadily, including 2009 to 2010 wherein ridership went up from 15,058 for eight (8) days of service to 15,192 over seven (7) days of service.

As the Regional Transportation Planning Agency for El Dorado County, EDCTC strives to improve transportation options for area travelers. One of the overall goals identified in the EDCTC Regional Transportation Plan is to provide effective, convenient, coordinated transit service that serves employment centers, activity centers and facilities, and offers a viable option to single occupant vehicle travel. The weekend shuttle will provide a convenient, pleasant alternative to traveling by automobile, which typically places visitors in heavy traffic, waiting for available parking in overcrowded lots. EDCTA's 2011 application request's funding for two (2) years of shuttle service.

The proposed Apple Hill Shuttle project includes \$18,860 per year for the provision of traffic control measures on US Highway 50 in Camino. US Highway 50 serves as the primary route for visitors traveling to the Apple Hill® area. During peak weekends in October, extremely high traffic volume leads to stop-and-go congestion and creates unsafe driving conditions on US Highway 50 and connecting surface streets. Vehicles attempting to turn left from eastbound lanes wait in long lines and eventually cross westbound lanes where the posted speed limit for opposing traffic is 65 miles per hour. The closure of left hand turns from eastbound US Highway 50 and diversion of traffic to existing interchanges will significantly improve traffic flow and safety, mitigate traffic congestion and reduce emissions from excessive vehicle idling. Two (2) years of funding will provide for enough lead time for planning, promotion, and development of inter-agency agreements for traffic control.

We strongly recommend that the El Dorado County Air Quality Management District approve the EDCTA grant for the implementation of this project. The shuttle and associated traffic control measures meet the objectives of the grant program and will greatly enhance travel and safety in the Apple Hill® area.

Sincerely,


Kathryn Mathews, AICP
Executive Director

Cc: Mindy Jackson, Executive Director
El Dorado County Transit Authority

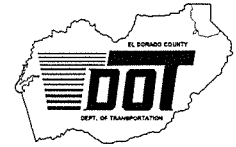


MAINTENANCE DIVISION
2441 Headington Road
Placerville CA 95667
Phone: (530) 642-4909
Fax: (530) 642-9238

JAMES W. WARE, P.E.
Director of Transportation

Internet Web Site:
<http://edcgov.us/dot>

MAIN OFFICE
2850 Fairlane Court
Placerville CA 95667
Phone: (530) 621-5900
Fax: (530) 626-0387



March 25, 2011

Air Pollution Control Officer
El Dorado County Air Quality Management District
2850 Fairlane Court
Placerville, CA 95667

To Whom It May Concern,


The Department of Transportation supports the El Dorado County Transit Authority (El Dorado Transit) request for AB 2766 grant program funds to continue operation of a shuttle in the Apple Hill[®] region during October 2011 and 2012. The Apple Hill[®] Shuttle has been in operation each year during the fall since 1988, with the exception of 2001 and 2002 due to lack of funding. The shuttle's ridership has increased steadily, including 2009 to 2010 wherein ridership went up from 15,058 for eight (8) days of service to 15,192 over seven (7) days of service. This represents a 15% increase in average daily ridership.

The weekend shuttle will provide a convenient, pleasant alternative to traveling by automobile, which typically places visitors in heavy traffic, waiting for available parking in overcrowded lots.

The Apple Hill[®] Shuttle offers passengers the convenience of reduced drive times between orchards, ranches and wineries, subsequently reducing congestion and lowering emissions related to cold starts. By providing alternative transportation to this area, the shuttle reduces traffic congestion on the rural roads of Camino in addition to providing congestion relief to State Highway 50 east of Placerville.

We strongly recommend that the El Dorado County Air Quality Management District approve the El Dorado Transit grant for the implementation of this project. The shuttle meets the objectives of the grant program and will greatly enhance travel through Apple Hill[®] and the surrounding area.

Sincerely,


James W. Ware, P.E.
Director of Transportation



Still Finding Gold In El Dorado County

March 28, 2011

Air Pollution Control Officer
El Dorado County Air Quality Management District
2850 Fairlane Court
Placerville, CA 95667

To Whom It May Concern,

The El Dorado County Chamber of Commerce fully supports the El Dorado County Transit Authority (EDCTA) request for AB 2766 grant program funds to continue operation of a shuttle in the Apple Hill® region during October 2011 and 2012. The Apple Hill® Shuttle has been in operation each year during the fall since 1988, with the exception of 2001 and 2002 due to lack of funding. The shuttle's ridership has increased steadily, including 2009 to 2010 wherein ridership went up from 15,058 for eight (8) days of service to 15,192 over seven (7) days of service. This represents a 15% increase in average daily ridership.

The El Dorado County Chamber of Commerce is an organization of businesses and individuals devoted to preserving the quality of life in El Dorado County by advocating and promoting a strong, healthy and diverse business community. With programs designed to expand our existing business base and to attract new, clean industry, the Chamber helps to ensure that the business opportunities and quality of life we know today may be sustained through future generations. The weekend shuttle will provide a convenient, pleasant alternative to traveling by automobile, which typically places visitors in heavy traffic, waiting for available parking in overcrowded lots.

The Apple Hill® Shuttle offers passengers the convenience of reduced drive times between orchards, ranches and wineries, subsequently reducing congestion and lowering emissions related to cold starts. By providing alternative transportation to this area, the shuttle reduces traffic congestion on the rural roads of Camino in addition to providing congestion relief to State Highway 50 east of Placerville.

We strongly recommend that the El Dorado County Air Quality Management District approve the EDCTA grant for the implementation of this project. The shuttle meets the objectives of the grant program and will greatly enhance travel through Apple Hill®.

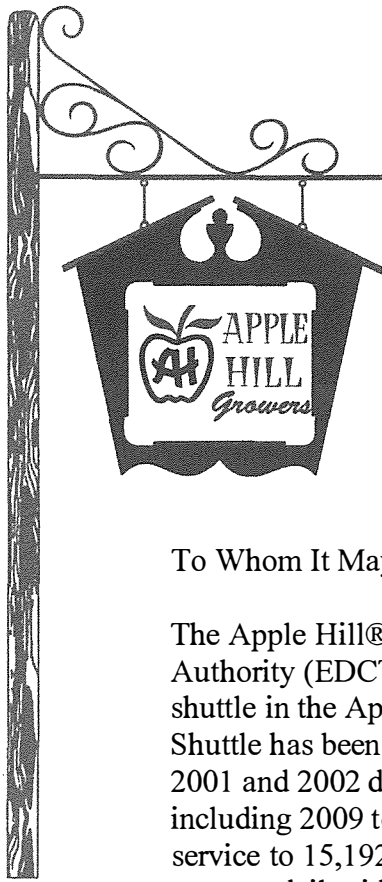
Sincerely,

Laurel Brent-Bumb, ACE
Chief Executive Officer
El Dorado County Chamber of Commerce

EL DORADO COUNTY CHAMBER OF COMMERCE

542 Main Street, Placerville, California 95667

(530) 621-5885 (800) 457-6279 Fax (530) 642-1624 11-0607 E 34 of 41



March 28, 2011

Air Pollution Control Officer
El Dorado County Air Quality Management District
2850 Fairlane Court
Placerville, CA 95667

To Whom It May Concern,

The Apple Hill® Growers Association fully supports the El Dorado County Transit Authority (EDCTA) request for AB 2766 grant program funds to continue operation of a shuttle in the Apple Hill® region during October 2011 and 2012. The Apple Hill® Shuttle has been in operation each year during the fall since 1988, with the exception of 2001 and 2002 due to lack of funding. The shuttle's ridership has increased steadily, including 2009 to 2010 wherein ridership went up from 15,058 for eight (8) days of service to 15,192 over seven (7) days of service. This represents a 15% increase in average daily ridership.

The weekend shuttle will provide a convenient, pleasant alternative to traveling by automobile, which typically places visitors in heavy traffic, waiting for available parking in overcrowded lots. The Apple Hill® Shuttle offers passengers the convenience of reduced drive times between orchards, ranches and wineries, subsequently reducing congestion and lowering vehicle emissions related to cold starts. By providing alternative transportation to this area, the shuttle reduces traffic congestion on the rural roads of Camino in addition to providing congestion relief to State Highway 50 east of Placerville.

We strongly recommend that the El Dorado County Air Quality Management District approve the EDCTA grant for the implementation of this project. The shuttle meets the objectives of the grant program and will greatly enhance travel through Apple Hill®.

As in previous years, the Apple Hill® Growers Association not only supports the EDCTA request for AB 2766 grant program funds, but it also partners with EDCTA by providing funding from the Apple Hill® Growers Association budget to help continue the operation of the Apple Hill® shuttle in 2011 and 2012.

Sincerely,

Christa K. Campbell
President, Apple Hill® Growers Association

APPENDIX D

Samples of Paid Advertising/Articles

**Sources: 2010 Cider Press,
Mountain Democrat, Advertising Proof, Published September 25 - October 14, 2010
El Dorado Transit Press Release, September 23, 2010**

APPLE HILL[®] "CIDERPRESS"

Fun for the whole family
Don't miss our listing of
kids' activities. Page 6

New in 2010 – Apple
Blossom Festival starts a
new tradition. Page 12

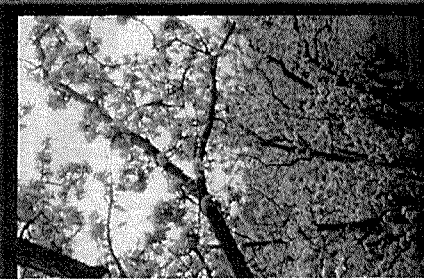
Christmas Tree 101
A Guide to Christmas
Tree Varieties. Page 36



Your Official Guide to

Apple Hill[®]

2010



Different Reasons for Different Seasons

I a Free Ride From Exits 48 and 54!

know about the free Apple Hill Shuttle Service? The Apple Hill® and El Dorado Transit have teamed together for a number of years to provide an alternative to driving your own car.

This service has been a great success, setting a record for the last several years. The additional bus routes on the map of this publication. The shuttle will take advantage of a parking area at the US Forest Ranger Station on Eight Mile Camino* and will service the

This new route will greatly enhance the opportunity to serve visitors traveling from the Reno/Tahoe area and reduce traffic congestion.

eastern ranches. Along with the GREEN route, servicing western ranches (accessed through the parking lot at Schnell School on Schnell School Road in Placerville),** visitors have shuttle stop options for both the western and eastern ranches.

The hours of operation will continue to be 10 AM until 5 PM (weather permitting) and the busses will run October 2nd and 3rd, 9th and 10th, 16th and 17th, and 23rd and 24th. However, there will be no shuttle service on October 30th

and 31st this year. The routes will continuously follow the Apple Hill® Scenic Drive and allow visitors to easily exit at their favorite ranches, as well as to discover new farms along the way. Many mem-

ber ranches have bus stops at their ranch entrance, but if there isn't one at the farm you want to visit, simply ask the driver to let you off. When you want to continue your journey, just hail the next passing bus. Buses are scheduled to arrive every 15 minutes. The western route will utilize four buses, driving counterclockwise on the GREEN (western) loop. Two shuttle buses will follow the RED (eastern) loop, traveling counterclockwise. Transfer points between the two routes are at Honey Bear Ranch and Rainbow Orchards, and at Larsen Apple Barn on Sundays only.

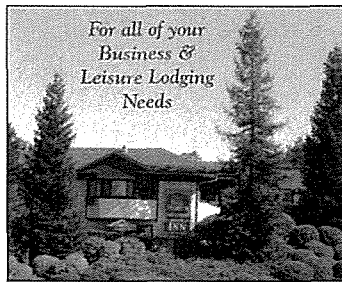
The Apple Hill® Shuttle is sponsored in part by the El Dorado County Air Quality Management District, El Dorado Transit and the Apple Hill® Growers Association. The shuttle service is free and allows visitors to relax in air-conditioned comfort and "leave the driving to El Dorado Transit".

Please see SHUTTLE BUS, page 37

BEST WESTERN Placerville Inn



fully Renovated Rooms & Suites
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Lounge with fireplace
Open 24 hours
Room Red Hawk exit 44a
Service for guests of the area
Downtown Placerville Room
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and Meeting Facilities
Daily



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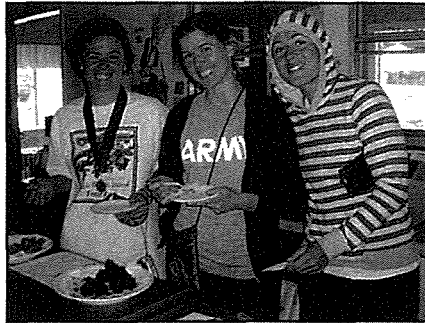
4600 Missouri Flat Rd.
Placerville • (530) 622-2640



Apple Blossom Festival Recipe Tasting and Activities

Cellar #17 opened their kitchen sitors were able to taste apple des- comment on recipes for an upcom- pa's Cellar cookbook, including a recipe for bread pudding (page 34.)

Orchards #10 featured Plein-aire capturing the beauty of the apple s. Other participating ranches a quilt show, wedding ideas, wine pairings and kids' activities.



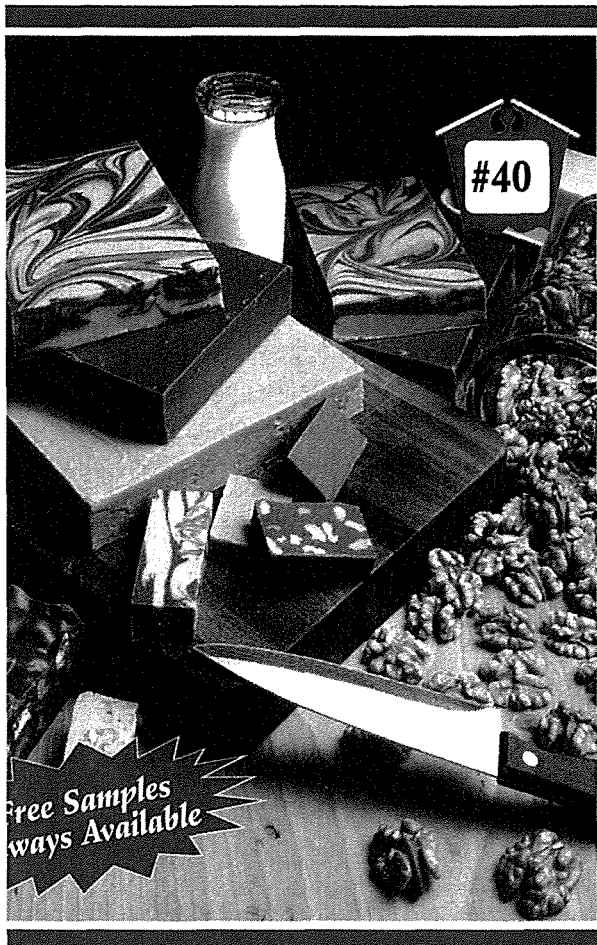
E BUS

continued from page 31

her details and the latest shuttle information, check Hill@ Website at www.applehill.com And then enjoy o Apple Hill@ the "hassle-free" way. g for the shuttle's eastern (RED) loop at the US Forest rger Station is accessed from the west by taking the e (#54) exit off Highway 50 and turning right at the nto Eight Mile Rd. The Ranger Station is on your short way up Eight Mile Rd. If approaching from the

east, take exit #54 (it is called the Camino exit from this direc- tion). At the stop sign make a left, drive under the freeway and you'll be on Eight Mile Road. Signs will show the way!!

**Parking for the shuttle's western (GREEN) loop at Schnell School is accessed by taking the Schnell School Road exit (#48) off Highway 50 in Placerville. Schnell School (and its large parking lot) is on Schnell School Road just north of Highway 50. Again, signs will show the way!!



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65 DIFFERENT FLAVORS OF FUDGE

Handmade Chocolates & Truffles

Homemade Jams

Over 15 Kinds of Candy Coated Apples

Candy Making Workshops

Featuring Marilyn Thomas'

Sour Cream Pies

All Grown Here!

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Blackberries & Blueberries*

Choose & Cut Christmas Trees

2860 High Hill Rd. Placerville, CA 95667

(530) 644-3492

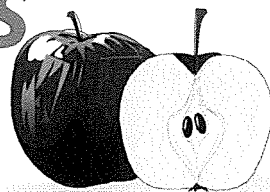
TOLL FREE: **1-866-FUDGE4U**
(383-4348)

Open 7 Days A Week: Labor Day Weekend thru Mid-Dec.

Open Fri-Sat-Sun 12-5pm, Mid-June thru August

www.fudgefactoryfarm.com

**VISIT THE
ORCHARDS
IN
OCTOBER**



FREE APPLE HILL[®] SHUTTLE

WEEKENDS - 10AM to 5PM

October 2nd-24th

Free Parking - Shuttles Every 15-20 Minutes

Take Hwy 50 to Placerville

Exit #48 at Schnell School Road

 **or Take Hwy 50 to Camino**

Exit #54 at Cedar Grove

Follow the signs to FREE PARKING

*Sponsored by the El Dorado County Air Quality Management District
the Apple Hill Growers[®] and El Dorado Transit*



EL DORADO TRANSIT

For details call (530) 642-5383 or visit us at www.eldoradotransit.com



PRESS RELEASE

For Immediate Release

Date: September 23, 2010
From: El Dorado County Transit Authority
Matt Mauk, Transit Services Assistant
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FREE Apple Hill Shuttle-Weekends in October

Placerville, CA, September 23, 2010 – El Dorado Transit will once again operate the FREE Apple Hill® Shuttle, every Saturday and Sunday from 10am to 5pm, October 2nd through October 24th. Shuttle parking will be available at two parking areas; Schnell School in Placerville and the U.S. Forest Service Placerville Ranger Station, just off Highway 50, on Eight Mile Road in Camino. The Apple Hill® Shuttle is the ideal way to visit some of El Dorado County's most popular orchards, ranches, wineries and family attractions, during the peak of the harvest season, without the headaches of traffic and parking. El Dorado Transit operates buses every 15-20 minutes from two (2) satellite parking lots just off US 50 in Placerville and Camino. Visitors get on and off the shuttles as many times as they like at any designated Shuttle stops throughout Apple Hill®. Coordinators at the parking lots can supply visitors with maps and all the information needed to make the most of an Apple Hill® visit.

Directions to the Shuttle:

From Folsom/Sacramento and points west: US Highway 50 East to Placerville, Exit #48-Schnell School Road and follow the signs

From Lake Tahoe/Reno and points east: US Highway 50 West to Camino, Exit #54-Cedar Grove and follow the signs

The Apple Hill® Shuttle is sponsored by the El Dorado County Air Quality Management District, the Apple Hill Growers Association and the El Dorado County Transit Authority.

For more information on the Apple Hill® Shuttle or any of El Dorado Transits other services call (530) 642-5383 or visit us online at www.eldoradotransit.com. # # #