



Legislation Text

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Presentation by John Andoh, Executive Director, updating the Board on the South Tahoe Area Transit Authority.

The South Tahoe Area Transit Authority (BlueGO)

BlueGO is a coordinated public/private transportation system for the South Shore region of Lake Tahoe that combines the resources of previously offered services under one management and one system, designed to streamline resources and offer an easy, convenient, personalized transit option to locals and visitors.

In the past, riders had to navigate a maze of various transportation services to figure out the most expeditious route to their destination. Now, customers can access comprehensive information from dedicated hotline phones, telephone information lines and a website. BlueGO now offers riders a seamless travel experience. With one centralized management in charge of coordinating all vehicles, software to track location and progress, and a host of different services from which to choose, riders benefit from improved timeliness, easy-to-use ride request options and an environmentally friendly service.

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 Transportation District, Tahoe Regional Planning Agency, The Ridge Resorts, MontBleu Resort Casino and Spa, Horizon Casino Resort, Harrah's Lake Tahoe, Heavenly Mountain Resort, Harveys Casino Resort and Lakeside Inn and Casino. Administrative support is provided by the Tahoe Regional Planning Agency.

BlueGO is the marketing name for the South Tahoe Area Transit Authority (STATA) and was formed on May 1, 1998 through the member agencies above signing what is called the ***Participation Agreement to Implement A Coordinated Transit System At South Lake Tahoe***. Bylaws for STATA were adopted and the Articles of Incorporation were filed in the State of Nevada in January of 2000. The implementation of BlueGO was through permit conditions imposed by TRPA to reduce vehicles miles traveled through various redevelopment projects that the City of South Lake Tahoe and Heavenly Mountain Resort was under taking in the late 1990's. Full implementation of BlueGO took place in September 23. Full consolidation of transit services took place in December of 2008.

STATA was formed as a Nevada non-profit public benefit corporation charged with the oversight and management of the Coordinated Transit System. STATA is legally qualified to conduct business in the State of California. STATA has an existing Operating Agreement with the Tahoe Transportation District (TTD) to operate transit services utilizing its authority in the south shore of Lake Tahoe.

STATA was previously known as the Coordinated Transit System Management Company (CTS-MCO) and TCAT, Inc (Tahoe Coordinated Area Transit). There are two other transit agencies in the State of California formed similar to STATA, the San Diego Transit Corporation and the Long Beach Public Transportation Company, both entities that have public agencies wholly controlling their stock

(Metropolitan Transit System and City of Long Beach respectively).

STATA is managed by a BlueGO Transit Administrator, with support staff from TRPA along with the BlueGO Transit Assistant, BlueGO Accountant and contractual legal services from Feldman Shaw & McLaughlin LLP. Three Board appointed committees provide direction and oversight to the transit system - a BlueGO Transit Advisory Committee, Operations and Maintenance Committee and Administration, Marketing and Finance Committee. There are 10 Board Members whom 9 can vote that provide policy direction to the overall transit system. Each member agency has one vote on the Board of Directors.

BlueGO has 18 fixed and flex routes, demand response, ski shuttles, seasonal trolley service and commuter express routes as part of its system on the west and south shore of Lake Tahoe and to the Carson Valley, including Carson City. BlueGO operates seven days a week 24 hours per day with headways ranging from 20 to 60 minutes. These services are provided under a contractual arrangement with MV Transportation, Inc of Fairfield, CA.

STATA operates 50 buses and most buses are powered by gasoline, bio diesel or compressed natural gas (CNG). Most buses are owned by the City of South Lake Tahoe, Heavenly Mountain Resort, Douglas County and the Tahoe Transportation District.

For additional information on BlueGO routes and schedules, please call (530) 541-7149 (TDD/TTY:711) or visit www.bluego.org <<http://www.bluego.org>>

For additional information on STATA, please call John Andoh, BlueGO Transit Administrator at (775) 589-5284 or email jandoh@trpa.org <<mailto:jandoh@trpa.org>>