

AGENDA ITEM 3 E
Information Item

MEMORANDUM

DATE: October 25, 2017

TO: El Dorado County Transit Authority
Transit Advisory Committee

FROM: Brian James, Planning and Marketing Manager

SUBJECT: Books on the Bus Promotion

REQUESTED ACTION:
BY MOTION, No action. Information item.

BACKGROUND

El Dorado Transit has partnered with First 5 El Dorado, the Cameron Park Library and the El Dorado Hills Library to present the “Books on the Bus” promotion. In the month of October, anyone who shows their El Dorado County Library card on the NEW El Dorado Transit Bus Route 70 will ride for free during the month of October 2017.

DISCUSSION

The new Route 70 provides hourly service in Cameron Park and El Dorado Hills Monday through Friday. Service locations include the Cameron Park and El Dorado Hills Libraries, Raley’s Shopping Center, Town Center, the Cameron Park CSD and Cameron Park Lake.

The mission of the First 5 El Dorado Hubs program is to build resiliency with families through collaborative, community-based prevention and early intervention services. The program gives members of the community access to resources that will benefit their families and their future. The program offers classes, groups, and activities for expectant parents and families with children ages 0-18, staffed by a team of family engagement, literacy and health specialists.

The Cameron Park Library and El Dorado Hills Library are Community Hubs. Community members are encouraged to participate in the Hubs program and to sign up for a Library Card that will help them gain access to available services that the libraries offer, including books to bring home on the bus.

As part of this program, 220 free ride vouchers were distributed by the libraries to help people that do not have transportation get to the libraries to obtain their library cards.

Once the promotion is completed at the end of October, final ridership statistics will be available.

FISCAL IMPACT

Uncollected fares of up to \$500 including free rides vouchers and passengers utilizing their library cards to board the bus.

BOOKS ON THE BUS



FREE BUS RIDES IN OCTOBER!

Show your El Dorado County Library card to the bus driver on the **NEW El Dorado TransitBus Route 70** in Cameron Park and El Dorado Hills and ride for **FREE** during October 2017.

Don't have a Library Card?

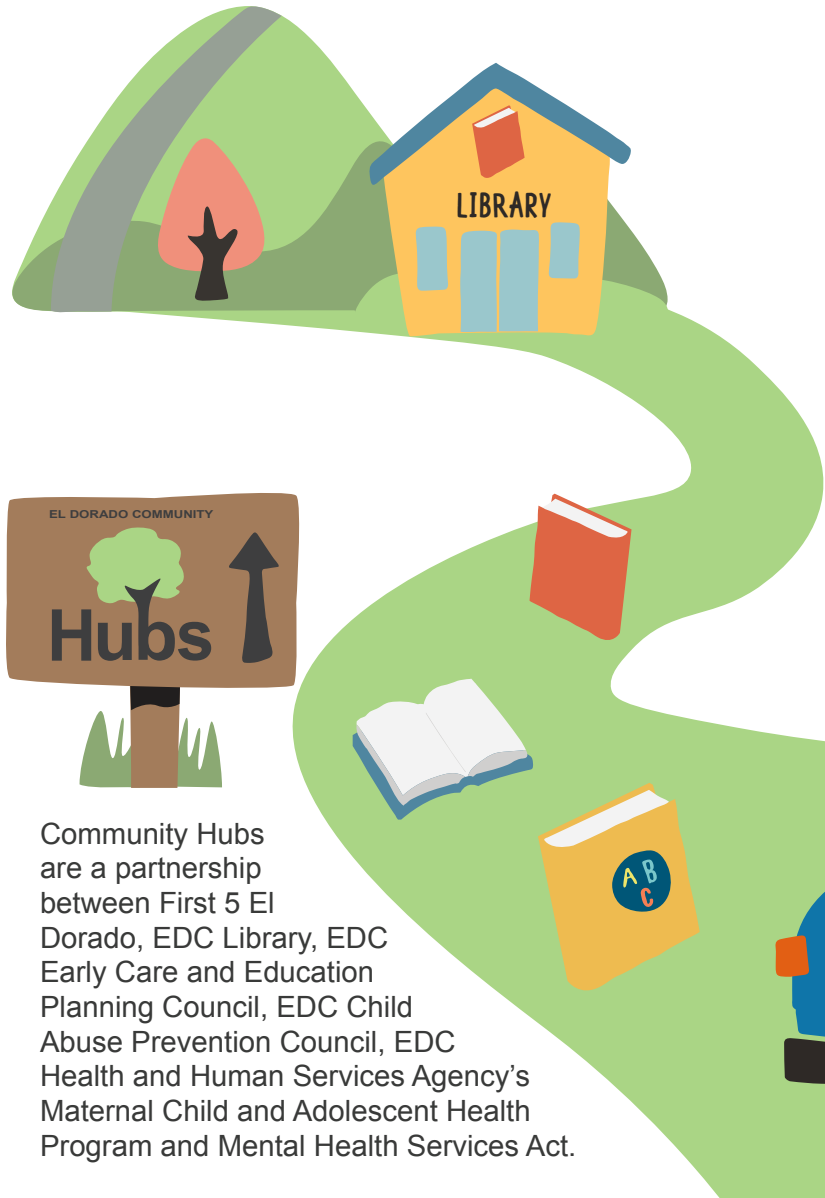
Visit or contact your local Library to sign up!

SERVICE TO THE LIBRARIES

The Bus Route 70 serves both the Cameron Park Library and El Dorado Hills Library every hour Monday - Friday

COMMUNITY HUBS

The El Dorado Hills and Cameron Park Libraries are Community Hubs! Find resources and activities for families with children ages 0-18. Get connected to health, parenting, and literacy resources by connecting with Hub staff today.



Community Hubs are a partnership between First 5 El Dorado, EDC Library, EDC Early Care and Education Planning Council, EDC Child Abuse Prevention Council, EDC Health and Human Services Agency's Maternal Child and Adolescent Health Program and Mental Health Services Act.

