

**For Immediate Release**

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## **YARTS sees record ridership for July**

**MERCED, Calif., Thursday, August 11, 2011** – Yosemite Area Regional Transit System (YARTS) surpassed a record 12,000 passengers in July 2011, more than any other month in the 11 year history of the service.

YARTS provides year round, regularly scheduled public transit service into Yosemite National Park and the gateway communities.

According to Hub Walsh, Merced County Supervisor and Lee Stetson Mariposa County Supervisor, both members of the YARTS Board of Commissioners, the marketing program led by YARTS and the National Park Service played an important factor in making July ridership so successful. July's schedule included two extra runs from El Portal to Yosemite Park to encourage more visitors to voluntarily use an alternative to driving into the park. For August, the two extra runs have been lengthened to run from Mariposa to Yosemite Park to make it even easier to use the system as an alternative to driving.

"The increased ridership is important at a time when visitation is high resulting in intermittent traffic congestion in the park," said Yosemite National Park Superintendent Don Neubacher. "The National Park Service will continue to be an active partner with YARTS to expand ridership in future months."

"We like to say, you could drive, but why?" says Vikki Bauer, Chair of the YARTS Board and Mono County Supervisor. "It's worth it to take away the challenge and stress of driving and enjoy the beauty of the trip in full focus."

For more information regarding YARTS visit <http://www.yarts.com> or call (877) 989-2787.

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YARTS is a Joint Powers Authority with Mariposa, Merced and Mono Counties as members and contracts with Merced County Association of Governments (MCAG) for management, planning and administrative services. MCAG Executive Director, Jesse Brown also functions as the Executive Director of YARTS.