



Rural Transit Consultants
P.O. Box 1134, Solvang, CA 93464
805.688.7220 Fax: 805.688.1236
www.rtconsultants.org

**RURAL TRANSIT CONSULTANTS RECEIVES 2004 TRANNY AWARD FOR INNOVATIVE
PUBLIC TRANSPORTATION ACHIEVEMENT**
Avila Beach Area Receives Convenient Transportation Free to All Riders

Sacramento, September 2, 2004 – Rural Transportation Consultants (RTC) today announced that it was honored, along with the Avila Beach Community Foundation (ABCF), with the California Transportation Foundation (CTF)'s *2004 Tranny Award* for the Avila Beach Trolley Project. Jose Luis Moscovich, Executive Director, San Francisco Transportation Authority, presented the award on May 12, 2004. Boyd Horne, Executive Director of the Avila Beach Community Foundation, accepted the award on behalf of the Foundation and RTC.

For 15 years, the California Transportation Foundation (CTFFoundation@aol.com) has presented the Tranny Award to outstanding people, projects and programs, in recognition of excellence in public transportation solutions and services. Recipients of this year's Tranny Award include Caltrans Districts 4 and 5 for the San Francisco Bay Area Incident Response System and the Highway 101 Cuesta Grade Project in San Luis Obispo (SLO) County, Taylor Heavy Hauling for Truck Diesel Emissions Reduction in Sacramento, and others.

"RTC's contribution to this project is significant because of CEO Greg Meeks' expertise in both consulting and operational aspects of public transportation systems," states Horne. "We raised the money for the initial project funding, and RTC took care of everything from planning to stops, timing, route, community contacts, budgeting, and purchase and initial operation of the vehicle."

The Avila Beach community faced repeated turndowns when requesting public transportation connections to the local South County Area Transit (SCAT) service. The community organized support, obtained grant funding, and hired RTC to establish the Avila Beach Trolley. The trolley almost immediately logged over a hundred riders a day, in a community of 700. The trolley provides free transportation to riders and connects Avila Beach residents and tourists to the SCAT public transportation system.

When initial funding ended, the San Luis Obispo Council of Governments determined the service met their criteria for unmet public transit needs, agreeing to provide 90% funding for continuation of the service. The Avila Beach Community Foundation guarantees the remaining funding required by the State, but has not had to make further contributions as RTC arranged for advertising and donations to cover 10% of operating revenues.

Rural Transit Consultants has helped the ABCF to create one of the only two free public transportation systems in an unincorporated area in California. The other free system, in Cambria California, was also established by RTC using the same model. The planning phase of the projects were accomplished by Rural Transit Consultants, with the operations provided by RTC's subsidiary, Santa Ynez Valley Transportation Services.



Rural Transit Consultants
P.O. Box 1134, Solvang, CA 93464
805.688.7220 Fax: 805.688.1236
www.rtconsultants.org

The following organizations contribute to the success of the Avila Beach Trolley program: Air Pollution Control District of SLO County, Port San Luis Marine Institute, County of San Luis Obispo, Avila Valley Advisory Council, Avila Business Association, and San Luis Obispo COG.

#

About RTC

Rural Transportation Consultants specializes in developing public transportation systems in rural and unincorporated areas of the Western United States. RTC's consulting expertise encompasses needs assessment; planning; routing; vehicle purchasing, including alternative fuel vehicles; operations; marketing (web sites, signage, and brochures) for both fixed route systems and dial-a-rides. Based on this expertise, RTC provides consulting services to create turnkey, cost-effective transportation systems to COGs in rural and unincorporated areas. RTC's subsidiary, Santa Ynez Valley Transportation Services, is the operations division of Rural Transportation Consultants.

Company Contact

Greg Meeks, CEO
Rural Transit Consultants
(805) 688-7220
[greg @ gbmeeks.com](mailto:greg@gbmeeks.com)
www.rtconsultants.org

Editorial Contact

Ruth Danielson
Mulberry Street Marketing & PR
P.O. Box 2137
Pismo Beach, CA 93448
(805) 929.5120
[ruthd @ msmpr.com](mailto:ruthd@msmpr.com)