

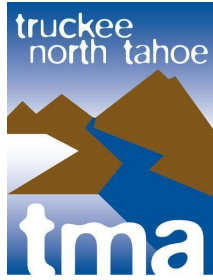
Dear Esteemed Hotel and Property Management Staff,

As trusted lodging professionals, we value your commitment to ensuring exceptional experiences for your guests, and we believe that TART Connect is a valuable resource for your guests' transportation needs. For those unfamiliar with the service, TART Connect is North Lake Tahoe and Truckee's free, on-demand microtransit service, which provides curb-to-curb rides within service zones upon request. TART Connect makes it easier than ever for riders to reach their desired destinations, whether headed to the beach, exploring the mountains, or visiting local businesses.

Here are some key features and benefits of TART Connect:

- **Convenient and Easy to Use:** TART Connect offers on-demand microtransit. Users are encouraged to download the app on their iPhone or Android and request curb-to-curb rides to anywhere within their current service zone, with service in as little as 15 minutes. TART Connect vehicles have bike racks and ADA-accessible vehicles to meet rider needs.
- **Multiple Service Zones:** Truckee TART Connect is now offering service throughout Truckee. North Tahoe TART Connect operates in three zones along the shore of Lake Tahoe and includes service connecting North Lake Tahoe to Olympic Valley and Northstar, California. Riders who are traveling outside of their service zones are encouraged to connect to TART bus services.
- **Great Service Hours:** In peak periods, Truckee TART Connect operates from 6:30 am to midnight daily, while North Shore TART Connect operates from 8:00 am to midnight daily to accommodate your travel needs whether you are headed to work, to the beach, or out to dinner.
- **Environmental Benefits:** TART Connect's shared ride model promotes sustainable transportation practices and reduces traffic congestion in the region.

We encourage you to inform your guests about the convenience and accessibility of TART Connect as they plan their adventures in Truckee and North Lake Tahoe. They can easily access detailed route information and schedules by downloading the TART Connect App on their iPhone or Android or visiting the TART website at www.tahoetruckeetransit.com.



We value your partnership and are dedicated to providing excellent service to your guests. Please contact the Truckee North Tahoe Transportation Management Association with any questions, requests for TART Connect rack cards, or TART Connect magnets that can be placed in rooms and rentals. Our team is here to support you and ensure your guests have a remarkable experience exploring the beauty of Truckee and North Lake Tahoe.

Thank you for your support. Scan the QR code to download the app today!



Warm regards,

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