



Date: July 9, 2008

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Press Release

**Transportation Authority Sponsors**  
**Way to Go! Expo**  
**to Encourage Transportation Alternatives**  
**Santa Rosa Downtown Market to Host 3<sup>rd</sup> Annual Event with SCTA**

**Santa Rosa** – The Sonoma County Transportation Authority (SCTA) is hosting the **Way to Go! Expo**, August 13 from 5:00pm until 8:30pm at the Wednesday Santa Rosa Downtown Market in Old Courthouse Square. The Expo will showcase transportation options that will save money, pollute less, and help create a healthier community. Everyone is invited to this educational and fun, free event.

The SCTA is a countywide public agency responsible for transportation planning and funding transportation projects. This year marks the third annual **Way to Go! Expo**.

Showcasing alternatives to solo driving gasoline-powered cars, the fair will offer information about transit, paratransit, bicycling, walking, alternative fuels, car sharing, alternative cars, scooters, carpooling, personal transporters, and trains, as well as information about why people seek transportation alternatives. Reasons include saving money, increasing their health, improving the environment, reducing greenhouse gas emissions, and greater convenience.

“The **Way to Go! Exp** is a great ‘one-stop-shop’ for anyone who wants to find ways to combat rising gas prices,” said Sonoma County Supervisor Mike Kerns, Chair of the SCTA. “The Expo will give everyone a chance to see what alternatives we have available in the community and hopefully encourage people to think about the trips they take and how they can make them more efficiently.”

The expo will include displays and demonstrations of scooters, buses, bicycles, mini-cars, cycles, alternative-fueled cars and more; a wealth of information; opportunities to talk directly with transit operators and service providers, and the chance to talk with an array of organizations interested in transportation sustainability.

There will also be a raffle and giveaways for adults and children. Santa Rosa CityBus will be celebrating their 50<sup>th</sup> anniversary at the expo with cupcakes and balloons

The public is invited to take the Universe Walk ---an enlightening walk from the beginning of time to the present. It is eye-opening!

**Event Summary**

Event: **Way to Go! Expo**  
What: TRANSPORTATION ALTERNATIVES FAIR  
When: WEDNESDAY, AUGUST 13, 2008: 5:00 PM to 8:30 PM  
Where: SANTA ROSA DOWNTOWN MARKET  
In OLD COURTHOUSE SQUARE  
Mendocino Avenue between 3<sup>rd</sup> and 4<sup>th</sup> streets  
Cost: FREE  
Who: EVERYONE IS INVITED  
Sponsor: SONOMA COUNTY TRANSPORTATION AUTHORITY  
[www.sctainfo.org](http://www.sctainfo.org)  
Co-Hosts: SONOMA COUNTY TRANSPORTATION AUTHORITY  
SANTA ROSA DOWNTOWN MARKET  
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