



For Immediate Release

November 21, 2023

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**MOUNTAIN EXPRESS BEGINS NEW SERVICE NOVEMBER 22, 2023 –
FIRSTTRACKS ONDEMAND SERVICE**

We are proud to introduce our first new winter service in over 20 years ... FirstTracks by Mountain Express! To keep our community connected, reduce greenhouse gas emissions, and reduce traffic on our roads, we are introducing a new service in North Mt Crested Butte.

Replacing the under-utilized Snodgrass/Columbine routes, FirstTracks is an OnDemand, fare free, public transportation service in North Mt Crested Butte. The new service will serve 100% of homes and provide 15-minute response times.

Beginning November 22nd, 2023, FirstTracks will pick you up at your front door, and transport you anywhere in the service area (see app for service area details) including Mountaineer Square. The service will run from 7:15AM to 12:15 AM and connect you to our Town Shuttle, the amenities of the CBMR base area or the Gunnison Valley RTA.

For more information, please visit our [website](http://www.mtnexp.org), www.mtnexp.org, and download the app (*available now in both the Google and Apple app stores!*) to schedule your ride today. To give feedback, receive further information or to ask questions, please call (970) 713-4070 or send an email to firsttracks@downtownerapp.com.

Your next adventure, on demand!

For detailed schedule and route information visit use Google Maps, check our website at www.mtnexp.org or call the Mountain Express at (970) 349-5616.

Thanks for riding FirstTracks!