

**FOR IMMEDIATE RELEASE**  
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### **Santa Ynez Valley Transit Installs Information Units**

Solvang, CA – To encourage trial transit ridership among valley residents not normally considering transit, Santa Ynez Valley Transit (SYVT) has updated and installed regional information display units. The infopost displays are part of a campaign of public outreach which also includes new transit vehicles and revised system map and timetable brochures.

The updated infoposts provide current information related to each bus stop including timetables, system map, operating hours, and customer contact information. “Communication between residents of the valley and its public agencies is very important,” commented Solvang City Manager, Brad Vidro. “Information posts and brochures are a vital medium for us to convey our transit services to the general public, thus, it is in the best interest of the public that the maps and scheduled times are refreshed and up-to-date.”

Reflecting its commitment to excellent service, ridership onboard SYVT has already increased more than 5 percent in 2007. “This increase represents a positive reaction to

an ever-improving service offered by SYVT,” noted City Manager, Brad Vidro. “By listening to those suggestions offered by patrons and staff, we’ve been able to continuously modify and improve our services; we encourage and embrace this forward-thinking approach to public transportation.”

SYVT operates from 7:00 a.m. to 7:00 p.m., Monday through Saturday linking Santa Ynez, Solvang, Buellton, and Los Olivos. A single adult cash fare is \$1.50. Discounted rates are available to seniors, children, and persons with disabilities. For more information including routes and schedules, please call (805) 688-5452 or visit [www.syvt.com](http://www.syvt.com).

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