

FOR IMMEDIATE RELEASE

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SYVT Ridership above National Average

Solvang, CA – According to the American Public Transportation Association, public transportation systems nationwide only reported a 1.1 percent increase in ridership during the first quarter of 2007. In July 2007, ridership aboard Santa Ynez Valley Transit (SYVT) exceeded 3,200 riders, translating to a 2 percent growth over the previous month. Local ridership trends double those of the nationwide norm, demonstrating a strong patronage of SYVT services.

The summer travel season always brings an influx of tourists into the Santa Ynez Valley. Oftentimes, visitors travel a great distance via tour buses, chartered vehicles, and the like. As such, these people do not have access to a personal vehicle once in-town. Due to its convenience and cost savings, many locals and visitors are electing to use SYVT to travel to regional attractions. Currently, two fixed-routes operate between Solvang and Los Olivos.

"Summer is an exciting time in the Santa Ynez Valley, as both locals and visitors come to enjoy the attractions the area has to offer," commented Solvang City Manager, Brad Vidro. "SYVT has realized increased ridership, as many of these folks are taking advantage of the local public transportation services available to them."

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.

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