

FOR IMMEDIATE RELEASE

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SYVT Enjoys Steady Increase in Ridership

Solvang, CA – Santa Ynez Valley Transit's (SYVT) ridership is consistently growing, paving the way for another successful Fiscal Year. According to the most recent ridership figures, SYVT experienced a 20 percent ridership gain when compared to July 2007. SYVT offers the communities of Buellton, Solvang, Santa Ynez, and Los Olivos convenient and affordable public transportation, and also provides connecting service to Santa Barbara every Tuesday and Thursday.

"With the close of summer, we look forward to an exciting new school year and the arrival of the fall season in the Santa Ynez Valley," commented Solvang City Manager, Brad Vidro. "Continued efforts will be made to provide reliable and easy-to-use public transportation for residents, throughout the Valley. Most recently, we've launched a campaign targeting seniors."

SYVT's senior marketing effort was implemented to focus on informing local seniors of the freedom and independence public transportation has to offer. A tri-fold, color pamphlet was designed and distributed to local senior centers in an effort to provide informative and helpful information on how to ride the bus, a list of senior-specific locations, and the benefits of using public transportation. Senior pamphlets can be found at the Solvang and Buellton Senior Centers.

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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