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SYVT Improvements Drive Upswing in Ridership

Solvang, CA – Santa Ynez Valley Transit (SYVT) continues to see an upswing in ridership as the Fall season comes to a close in the Santa Ynez Valley. In preparation for the 2008-09 fiscal year, SYVT has implemented a number of improvements to better serve residents and visitors alike.

During October 2008, SYVT saw a 16 percent increase in ridership compared to September 2008 figures. This translates to nearly 4,000 riders utilizing alternative transportation throughout the Valley. October's impressive ridership can be attributed to a number of service improvements undertaken by SYVT to improve the quality of service available in the Valley. One of the major service improvements was the installation of new bus shelters along stops in Solvang and Buellton. In addition, 2 new gas-powered vehicles were added to the current fleet, replacing 2 outdated diesel models. These improvements highlight SYVT's commitment to providing which are rider-centric transportation options.

"SYVT saw over 39,000 riders during fiscal year 2007-08 and we are well on our way to surpassing that figure for this fiscal year," commented Solvang City Manager, Brad Vidro. "SYVT continually strives to improve the travel experience of residents and visitors utilizing the SYVT service. This ridership increase is a direct reflection of these efforts."

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.