



For Immediate Release
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Lompoc Transit Lends a Helping Hand to Senior Community

Lompoc, CA – City of Lompoc Transit (COLT) has made additional efforts in its dedication to providing convenient and affordable transportation to the communities of Lompoc, Vandenberg Village, and Mission Hills; this time, to the senior community. COLT recently teamed up with the Lompoc Department of Motor Vehicles in an outreach effort to better facilitate the needs of local seniors.

COLT's market research revealed many seniors feel they lose their freedom and independence when they learn they should no longer drive. With that in mind COLT's marketing arm devised a campaign to assist local seniors in their transition from personal vehicle to the freedom and independence of mobility through public transportation.

“Our goal is to make utilizing public transportation as easy and convenient as possible for our local seniors,” commented Richard Fernbaugh, City of Lompoc Aviation/Transportation Administrator. “By implementing our senior outreach program we look forward to seeing more of our seniors experiencing the freedom COLT has to offer.”

The market research efforts showed when seniors learn they shouldn't be driving it is a very different and emotional time. To make the transition to public transit easier, COLT staff designed a pamphlet for the DMV to distribute to any senior taking the license test.

The senior pamphlet describes and illustrates how utilizing public transportation can be a convenient and fulfilling experience. Each pamphlet also provides information on tips for riding, the many benefits public transportation has to offer, and includes a list of the many places COLT provides service to and from. With each senior pamphlet, a free ride pass is included for those seniors using COLT for the first time.

COLT's five fixed-routes and demand-response services operate Monday through Friday, from 6:30 am to 8:00 pm. Saturday service operates 9:00 am to 5:00 pm. Information about City of Lompoc Transit is available at (805) 736-7666 or online at www.lompoctransit.com.

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