



BELOIT TRANSIT SYSTEM \* 1225 WILLOWBROOK RD \* BELOIT, WI 53511

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**FOR IMMEDIATE RELEASE**

**Contact:** Michelle Gavin, Director of Transit  
608-364-2870

**BELOIT TRANSIT SYSTEM**  
**ROUTE AND SCHEDULE CHANGES**  
*Effective Tuesday, December 27, 2016*

**November 30, 2016** - After extensive outreach efforts to engage the community and determine the needs and preferences of bus passengers, the Beloit City Council accepted a Transit Development Plan (TDP) to implement changes to existing BTS routes.

Director of Transit, Michelle Gavin, announces service changes effective December 27, 2016:

1. “Bi-directional travel” - Passengers in several areas will now be able to travel in both directions along many of the major corridors, significantly reducing travel time for many.

Other major changes include improved service to major destinations, such as the Eclipse Center, Beloit Public Library, major retailers, Beloit Memorial High School, Beloit Learning Academy, Beloit Clinic, and Beloit Memorial Hospital.

Bus service is also going to be concentrated more along major corridors in high density residential areas. The improvements are intended to reduce travel time for many passengers, without increasing costs.

2. A new website is being launched, which will include web-based interactive maps, trip planner, and Google Transit. These tools integrate Transit stop locations, route, schedule, and fare information to make trip planning much faster and widely available to users.
3. New bus stop signs that are higher visibility, and printed on both sides for easier stop identification for pedestrians, are being installed.

For more information, please contact Beloit Transit System at 608-364-2870 or [gavinm@beloitwi.gov](mailto:gavinm@beloitwi.gov)

**NON-DISCRIMINATION NOTICE**

*All services, routes and accommodation on Beloit Transit System (BTS) are offered without regard to race, color, or national origin, in accordance with Title VII of the Civil Rights Act of 1964. If you feel you have been discriminated against on the basis of race, color, or national origin in the services offered by BTS, you have the right to submit a complaint to the BTS management and/or Federal Transit Administration.*

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