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CMRTA TO INTRODUCE NEW DIMENSION OF CONVENIENCE TO TICKET PURCHASING

Columbia, S.C. – Starting in January, the Central Midlands Regional Transit Authority will offer a new and convenient way to buy tickets on the bus. Single ride passes and 10 ride passes will be available for purchase on buses and the 10 ride pass will cost \$10, which will offers riders a cost savings of \$5 verses purchasing 10 individual rides at \$1.50 each.

The new sales channel will increase the overall timeliness and reduce wait lines on the buses. Fares will be deducted automatically and accelerate the overall accessibility of the CMRTA by reducing cash purchases on buses.

“We feel like we’ve found a way to expedite the overall transit experience and save our riders money,” said Mitzi Javers, executive director of the CMRTA. “We hope this to be a stepping stone to continuing to make the experience more convenient.”

The 10 ride pass can be purchased on buses and at the Transit Center, on the corner of Laurel and Sumter St., but hopefully it won’t stop there. “Ideally we would love for the passes to become available at a variety of locations,” added Javers, “but for now we’re just happy to offer riders a convenient way to get a great deal.”

About the CMRTA:

Established in October 2002, the Central Midlands Regional Transit Authority (CMRTA) is committed to providing safe, dependable and accessible public transit service to the heart of the Midlands, serving Columbia, Cayce, West Columbia, Forest Acres, Arcadia Lakes, Springdale, St. Andrews and Harbison. For more information about the CMRTA, visit www.goCMRTA.com.