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**The CMRTA Unveils New Route Changes That Helps Riders  
Navigate the Midlands**

*New Route Changes and Improvements Make Travel Easier and More Convenient*

**COLUMBIA, S.C. (Friday, July 9, 2010)** – The Central Midlands Regional Transit Authority (CMRTA) is reminding riders, and the community, that starting this Monday, July 12 they will be implementing new changes to the current route system, making traveling and navigating the Midlands faster, easier and more user-friendly.

Combining less utilized routes and increasing frequency on higher used routes, the CMRTA has begun working to execute many recommendations from a recent comprehensive operational analysis study.

By incorporating these changes into the overall plan of the transit system, the CMRTA was able to make numerous route changes to offer riders more frequent service, better on-time performance, additional weekend routes and extended areas of service on weekday routes.

“Our main priority has, and will always be, the riders and our service to the community,” says Mitzi Javers, Executive Director of the CMRTA. “We want to make it as easy as possible for individuals riding the transit system to accomplish their everyday tasks.”

To support these changes, the CMRTA has also created new route guides and a new system map. The redesigned system map will be easier to read, provide necessary information for riders and be generally more easy to use.

Javers sees these changes as just the beginning for the new and improving CMRTA. “We have been able to successfully utilize the recommendations provided in the comprehensive operational analysis study and will be implementing additional improvements over the next few weeks and months. We are excited about the future of the CMRTA and its contributions to the community.”

To see a complete listing of all route changes, please visit [www.goCMRTA.com](http://www.goCMRTA.com) or call 803.255.7100.

**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. For more information about the CMRTA, visit [www.goCMRTA.com](http://www.goCMRTA.com).

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