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CMRTA Rolls Out A New and Improving Transit System

New System, New Direction Benefits Riders and Community with Enhanced Service

Columbia, S.C. (July 26, 2010) –The Central Midlands Regional Transit Authority (CMRTA) and members from the Richland County Council and the City of Columbia today announced a new and improving public transportation system that aims to provide enhanced service and benefits for riders and the community.

Working to get changes in place immediately, the CMRTA has already worked to capitalize on as many cost-neutral changes as possible, including new route changes, a new system map and redesigned route maps, making traveling and navigating the Midlands an easy experience.

The CMRTA has also developed a partnership with Piggly Wiggly grocery stores to sell bus passes at six area locations in Richland County.

Additionally, representatives from the CMRTA outlined a plan to implement long-term changes that include:

- Expanding service to more than 90 percent of Richland County;
- Increasing frequency on major routes to no more than a 15 minute wait time
- Providing ‘Bus-on-Demand’ service on flex routes in smaller buses that travel in neighborhood circulators; and,
- Offering more direct routes and additional transfer points to provide quicker, more convenient, service.

During the announcement, CMRTA Board Chair and Richland County Councilwoman, Joyce Dickerson expressed the importance of having an efficient and fully funded transit system in the Midlands.

“Public transportation is a vital, quality of life resource that is needed in our community. It is something that must be permanent so to enhance the offerings of our community today, tomorrow and for generations to come.” said Dickerson. “It would be an injustice, and significantly crippling to our citizens and our community’s economic future, if there was no transit system.”

CMRTA board member and Columbia City Council member Dr. Belinda Gergel noted that riders and the community at large will benefit from this new and improving public transportation system, stating “the changes today are just the beginning.”

“We’ve listened to the needs of the community and have been working to design a new and improving public transit system,” Dr. Gergel continued. “With the support of our community, we can continue to

build a system that benefits our residents, businesses and visitors and enhances economic development – for many years to come.”

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.

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