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FOR IMMEDIATE RELEASE:

The Southeastern Regional Transit Authority (SRTA) is pleased to announce a new pilot program, which will offer additional weekday service on the New Bedford/Fall River Intercity Route. Beginning August 17, 2015, service between Fall River and New Bedford will be every 30 minutes during the hours of 9:30am and 5:30 pm. The pilot program will help the reliability of the service, allow more flexibility for passengers, and give this major corridor the capacity to continue to grow.

According to Erik Rousseau, Administrator for SRTA, “Recent comprehensive changes in transit operations have resulted in continual and sustained increases in ridership. Since 2011, SRTA has actively engaged passengers in our processes to identify service and administrative changes that improve service for our passengers. The goal of transit authorities is to increase ridership. SRTA has worked hard to meet this goal by listening to its ridership and providing a comfortable, accessible and convenient service while improving the overall passenger experience. This commitment by the Authority has resulted in a 50% increase in ridership over the past 4 years. For the current fiscal year, the Authority projects at least an 8% increase. This vote of confidence by the ridership proves that SRTA is meeting its mission of providing a dependable, safe and affordable service with an improved passenger experience.”

New Bedford Mayor Jon Mitchell, Chairman of the SRTA Advisory Board, applauded the move toward pilot expansion as another step forward for both for SRTA and its passengers, “SRTA has entered a new era of professional operation and responsiveness to its passengers, and the new pilot expansion of the critical Intercity route is a good example of that.”

The Intercity Route running between Fall River and New Bedford has seen tremendous growth which has resulted in buses that are often crowded and running late. Growth of this magnitude can create new strains and challenges to be solved. The Southeastern Regional Transit Authority has been working to address this problem and is position to take action. As mentioned this service will be piloted for Fiscal Year 2016. This will allow an opportunity to evaluate whether or not this is a viable long term solution. The Authority is grateful for the support from the communities being served. SRTA hopes that this will continue to support economic development on the Southcoast.

For more information on SRTA’s new Pilot program, please call (508) 999-5211, or visit www.srtabus.com

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