

SRTA to treat New Bedford's residents with free service for the holidays thanks to "Try Transit" grant

"The Southeastern Regional Transit Authority (SRTA) announced that from November 25th through December 31st SRTA's bus and paratransit services would be free to all thanks to a grant included in the state budget and awarded by the Massachusetts Department of Transportation. The program is designed to encourage new customers to "Try Transit" by offering no cost trips to shop or dine at local businesses, visit with friends and family, and commute to work during the holiday season.

SRTA applied in partnership with all the Regional Transit Authorities in the Commonwealth to expand access to transportation this holiday season. "Eliminating barriers has helped grow service in the past and this holiday season will hopefully help ease the burdens of residents in our communities," said SRTA Administrator Erik Rousseau. "This is a great opportunity for those new to transit to give us a try."

Although primarily designed to attract new customers by easing access to services, "Try Transit" will of course also offer a financial reprieve to current riders during these times of high inflation. It is expected that the savings and increased mobility offered by SRTA's services will translate into increased spending at local shops and restaurants.

Questions regarding the "Try Transit" program should be directed to the Southeastern Regional Transit Authority at 508-999-5211 or info@srtabus.com. Happy Holidays!" -SRTA.