



For Immediate Release

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## **SMART Flex Connects Dearborn Residents to Farmers Market**

June 4, 2021, Dearborn - SMART Flex, the new on-demand transit service powered by Via, is making it easy for the community to reach their local farmers markets, like in the city of Dearborn. Catching a trip on SMART Flex is easier than ever with the Dearborn service zone expansion and free rides to new users.

See SMART at The Dearborn Farmers Market on Friday, June 4, 2021 at 2 PM. Dearborn is kicking off its season at Wagner Park in downtown Dearborn and SMART Flex makes it simple for those looking to stop in on their lunch break or after their work day. Riders can easily book their trip on the SMART Flex mobile app to be picked up where they are and dropped off right at the market.

SMART Flex, which launched in March 2021, provides an additional layer of transportation to the community by reaching residents off of the fixed route paths. The intuitive app makes this new service easy to navigate while breaking down transportation obstacles. Using the SMART Flex mobile app, anyone within the Dearborn zone will be able to hail a vehicle directly from their smartphone or by calling the call center at (734) 212-8429. Via's advanced algorithms create quick and efficient trips by matching passengers and vehicles together in real time, and directing riders to a nearby "virtual bus stop" for pick up and drop off. The service will offer wheelchair-accessible vehicles and offer door-to-door service for those with limited mobility.

*Serving since 1967, SMART is southeast Michigan's only regional public transportation provider, offering convenient, reliable and safe transportation for Macomb, Oakland and Wayne Counties. SMART offers a family of transit services, including fixed route and small bus services as well as support for local transportation programs to connect people to employment and educational institutions, medical appointments and shopping centers. Through SMART's small bus programs, over one million rides are provided to seniors and people with disabilities annually. SMART is supported by federal and state funding, local contributions through a transit property tax millage from opt-in communities and bus fares. For routes and fare information, visit [www.smartbus.org](http://www.smartbus.org) or call Customer Service at 866-962-5515.*

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