



For Immediate Release

Contact: Beth Gibbons
Cell: 313.461.4523
Bgibbons@smartbus.org

SMART, more than just a bus service

SMART is teaming up with Mark Hackel, Macomb County Executive and Mickey Redmond, Color Analyst for Detroit Red Wings to show a whole new side to SMART – support of emergency preparedness. Partnering with local EMS staff from Richmond/Lenox EMS, SMART is demonstrating how it can support the community during a real emergency.

“Obviously when you look around the country, for example California, Florida and in Texas, disasters occur. You need to move personnel, citizens, or equipment quickly,” stated John C. Hertel, SMART General Manager. “What this event demonstrates today is that SMART has the ability to help in responding to a disaster and being able to do it quickly.”

For the people who ride SMART, they know it is more than just a bus. For 70% of our riders, SMART is a ride to work, and for 20% it’s how they get to school. For others, it’s a lifeline to get to dialysis or to their doctor’s appointments. For many, SMART is their route to independence. SMART bus services provide 2.1 million rides for seniors and the disabled annually, allowing them to maintain their independence and live their lives, even when they can’t drive themselves. Each year SMART Fixed Route, Connector and Community Transit services provide nearly 10 million rides, and that number is increasing – 11% this year alone!

On August 7th, the SMART 1 mil proposal will be the only transit issue on the ballot. This local funding allows SMART to continue to provide transit services throughout the region.

Mickey Redmond supports SMART and how it helps people in the community, ensuring everyone can make it to work or necessary medical appointments. “Because SMART is so important to so many, it’s important for you as citizens to get out and vote.”

Serving residents 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’s Fixed Route and small bus services connect people to employment and educational institutions, medical appointments and shopping centers. For routes and fare information, visit smartbus.org.

###