



Brampton

Media Release

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BRAMPTON TRANSIT LAUNCHES ERIDE

An online trip planner that is easy to use offering the first ever interactive map

BRAMPTON, ON: Brampton Transit today launched eRide, a new and innovative web-based trip planner. This easy-to-use tool takes the guesswork out of planning a transit trip and calculates for riders their journey from start to finish, including walking and transfer times.

What makes this system so innovative, compared to other online trip planners, is the presence of Canada's first interactive transit map, which can be used to chart out the trip and see the exact route.

"It is part of our strategic plan to provide enhanced transit accessibility for all residents and workers in Brampton," commented Mayor Susan Fennell. "The key objective being that it is a realistic and attractive alternative to private automobiles for trips within and beyond Brampton. eRide is another tool to help us achieve this."

Brampton Transit has shown phenomenal growth. In October of this year Brampton Transit exceeded one million riders in one month, which is a first. This was a 15 per cent increase from October 2006 figures. In addition, mid-year figures from the Canadian Urban Transit Association show that Brampton Transit's ridership represents the highest increase in its "large system" category. The eRide system is developed by GIRO Inc.

"It is our aim to continually provide new and innovative solutions to ensure a better transit experience for our customers," said Suzanne Bass, Director of Brampton Transit. "eRide is a customer-focused, efficient and convenient service."

To plan a trip go to www.bramptontransit.com, click on eRide, enter a street address, intersection, point of interest or use the interactive transit map to select a bus stop or landmark; enter your preferences such as time, fewest transfers, quickest route etc; and sit back. The trip planner calculates the journey from start to finish; including walking time and fewest transfers and other various options. The planned trip can then be saved, printed or emailed. You can also view schedules for every stop on your chosen route – a Brampton Transit first.

To see a live demonstration of the online planner, riders can stop by at the following Brampton Transit Terminals:

Thursday, November 29
Friday, November 30
Monday, December 3

Downtown (Main St. and Nelson St.)
Bramalea City Centre
Shoppers World

3-6pm
6-9am
6-9am

About Brampton- Brampton was recognized in 2007 by the World Health Organization as an International Safe Community, the first in the GTA and one of only 10 cities in North America to receive this designation. With a diverse multicultural population representing more than 60 different cultures and 100 languages, the City is home to more than 8,000 businesses. Brampton provides a variety of recreational programs and facilities, offering more parkland than any City in the province and is the first winner of the National Communities in Bloom Competition winning bragging rights to being “the Best Blooming Community in Canada”. For more information visit www.brampton.ca

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Media Contact:

Gordon Smith
Manager, Media Communications
City of Brampton
Phone: 905-874-3426
gordon.smith@brampton.ca

Brampton City Hall, 2 Wellington Street West, Brampton, ON L6Y 4R2 Tel: 905-874-2000 Fax: 905-874-2149 www.brampton.ca TTY 905-874-2130

T H E C O R P O R A T I O N O F T H E C I T Y O F B R A M P T O N



Brampton

Backgrounder

Brampton Transit

Brampton Transit ridership is growing approximately five times the national average, according to Canadian Urban Transit Association. In 2006, there were 10,139,107 Brampton Transit riders, a 12.4 per cent increase over 2005. The national increase is 3.4 per cent. This 12.4 per cent increase in ridership follows a 30-per-cent increase in 2004 and 2005.

By the year 2031, the City of Brampton is expected to reach a population of 680,000; home to more than 290,000 jobs. The City is a key centre of growth within the GTA and Ontario.

Since 2005, Brampton Transit has increased service levels of over 25 per cent and has moved from a hub to a grid system. The service change altered 22 of the existing 30 routes with additional routes added to serve riders better. With the addition of 35 new low-floor buses, Brampton Transit has increased its accessible service to 58 per cent of its total trips.

Currently, Brampton transit has 21 fully accessible routes; connects with the GO Transit, Mississauga Transit, Presto, Toronto Transit Commission, TransHelp, and York Region Transit.

Brampton Transit is also participating in the GTA Fare Card system to provide seamless interregional travel.

To meet the growing demands, the City of Brampton has proposed a Brampton Rapid Transit (BRT) initiative to improve service in high demand corridors; encourage increased commuter use; and more effectively integrate Brampton Transit with other public transit networks throughout the GTA.

BRT involves a combination of measures intended to give buses priority over other vehicles in terms of travel time, through-traffic signal priority and/or design features of the roadway including, in some cases, provision of separate bus ways. BRT also involves enhanced passenger facilities, information, and transit vehicles.

AcceleRide, another BRT project, complements the ongoing initiatives and the City's longer-term "multi-modal" vision for transportation in the City.

AcceleRide will introduce separate, enhanced services to encourage commuter usage on Queen Street East/Regional Road 107 and Main Street. These two BRT corridors will be fully integrated with a citywide transportation transit network. In time, services will be expanded to other high demand corridors enhancing connectivity within and beyond Brampton's boundaries.

An estimated \$280 million is required to fully implement the AcceleRide BRT service. The first phase, along the Queen Street and Main Street corridors, will require an investment of \$110 million with subsequent phasing of the program costing an additional \$170 million.

BRT program costs include; (i) roadway infrastructure, intersection modifications and signal priority equipment; (ii) capital equipment, including new vehicles for expanded and re-branded service; and (iii) operating funds.

Since March 2003, the City of Brampton has invested \$2.4 million toward development and support of the AcceleRide initiative. On March 23, 2006, the Ontario Provincial Government announced a \$95 million commitment to the City's AcceleRide program. On March 6, 2007 the Federal Government announced up to \$95 million in capital funding for the AcceleRide project.

Keeping pace with the rapid growth, the City of Brampton is constructing a second facility at the existing Works and Transportation Sandalwood yard, in addition to its Clark Boulevard facility. The new centre will house a maintenance garage, a state-of-the-art Control Centre and the Call Centre. The Brampton Transit Sandalwood Facility is expected to open in Spring 2008.

For more information visit: www.brampton.ca/transit

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