



Brampton

Media Release

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BRAMPTON TRANSIT WINS NATIONAL AWARD FOR ONLINE TRIP PLANNER

BRAMPTON, ON: Brampton Transit is the proud recipient of a 2008 Silver Medal Distinction Award for eRide, its innovative web-based trip planner. The award was presented at the GTEC 2008 national technology conference in Ottawa this week.

GTEC 2008 is a national forum on the use of technology to improve government services and operations. The Distinction Awards recognizes innovation, excellence, and leadership in service delivery in Canada's public sector. The eRide initiative was awarded in the Municipal Category for Service Delivery to Citizens and Businesses.

"Public transit is key to building a sustainable future. The City of Brampton has a strategic plan to enhance transit services for all our residents in this City. The eRide program is part of that innovative plan, and just one of the many continuous service improvements being made by Brampton Transit. I congratulate everyone involved for their excellent work on this initiative," said Mayor Susan Fennell.

Launched in November 2007, eRide is an easy-to-use, convenient tool that takes the guesswork out of planning a transit trip by calculating for riders their journey from start to finish, including walking and transfer times. What makes the system especially innovative is the inclusion of Canada's first interactive transit map that allows users to chart out their trip and see the exact route. It extends Brampton's transit service offering by enabling transit riders to produce accurate and detailed timetables and itineraries.

On the national level, Brampton Transit is experiencing a phenomenal growth in ridership with a 10 to 12 per cent increase annually: industry average being about three per cent.

"Keeping pace with the rapid growth, it is our aim to continuously provide a better transit experience for our customers. eRide is a key component of that goal." said Suzanne Connor, Director, Brampton Transit. "We strive to provide reliable, efficient and accessible service, making Brampton Transit the transportation mode of choice within the city."

"In addition to eRide, our soon-to-be-implemented SmartBus project will enhance our customers' experience even more. This new technology will allow customers to access real time information at transit centres, major transit stops as well as via the Internet and text messages," said Alex Milojevic, Manager, Business Strategies, Brampton Transit.

To plan a trip online, visit www.bramptontransit.com and click on eRide. Enter a street address, intersection, point of interest, or select a bus stop or landmark on the interactive transit map. Enter your preferences – such as quickest route or fewest transfers – and sit back as your trip is planned for you.

About Brampton: Brampton is the first city in the GTA and one of 10 in North America to be designated an International Safe Community by the World Health Organization in 2007. Home to more than 8,000 businesses, the City enjoys a Triple 'A' credit rating by Standard & Poor, reflecting its debt-free position, exceptional liquidity levels and excellent economy. The City of Brampton's 2008 operating budget is \$389.4 million and approved funding for its overall capital program stands at \$585.7 million. The City celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak over 70 different languages. Offering nearly 6,000 acres of parkland, Brampton takes pride in being the Flower City of Canada. For more information visit www.brampton.ca

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