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BRAMPTON TRANSIT AWARDED FOR ZÜM LAUNCH

BRAMPTON, ON: Brampton Transit has been recognized for the launch of Züm, Brampton's first Bus Rapid Transit (BRT) service, and for the marketing strategy related to the Züm launch, by both the Canadian Urban Transit Association (CUTA) and the Toronto chapter of the International Association of Business Communicators (IABC).

"Züm is providing an absolutely vital service to riders throughout Brampton and the GTA," said Brampton Mayor Susan Fennell. "As we plan for the launch of our second Züm line along Main Street this fall, we are excited to continue serving the needs of our riders and our growing community."

"We are extremely proud of the work that went into launching our new BRT service and we are pleased that our colleagues in the industry have taken notice and recognized Züm with these prestigious awards," said Sue Connor, Executive Director of Brampton Transit.

Award Details

On May 25, 2011, Brampton Transit was presented with an Excellence Award for overall Marketing Communications and a Merit Award for Special Events at the IABC's OVATION Awards Ceremony in Toronto.

Brampton Transit received an Exceptional Performance/Outstanding Achievement Award from CUTA for the Züm Launch at an awards ceremony in Regina on May 31, 2011 during the Association's Annual Conference.

Marketing Züm

An extensive marketing, communications and promotions campaign was implemented prior to the Züm launch in September 2010. The campaign featured strong grassroots community engagement and focused on building awareness and excitement for the BRT service, as well as educating the public on the benefits of Züm.

Through a wide range of communication initiatives, including appearances at nearly 100 community events and activities, Brampton residents engaged with Züm and were able to tour the vehicles, ask questions about the service and interact one-on-one with Brampton Transit staff.

In the month leading up to the Züm launch, transit staff were also on site at all Brampton Transit terminals to hand out information about the launch of Züm, system-wide service improvements, the move to the new Bramalea Terminal as well as answer any questions or concerns from riders.

The Brampton Transit website was re-designed to promote Züm and highlight enhancements to the overall customer experience offered by the new BRT service. A social media strategy on Twitter, YouTube and Facebook, as well as a targeted media relations campaign and eye-catching advertisements also helped build anticipation and excitement for the Züm launch.

Results

The ultimate measure of a successful BRT launch is increased ridership. Due to Brampton Transit's focus on effectively marketing the new service, residents have demonstrated a high level of interest in Züm, resulting in substantial ridership growth.

Overall year-to-date ridership growth was at an all-time high in 2010, increasing by 12.6 per cent, which is more than four times the national industry average of three per cent growth. In total, 13.8 million riders used Brampton Transit in 2010, resulting in an increase of more than 1.5 million riders, compared to 2009.

During the first six months of Züm service, Brampton Transit's total ridership increased by 16 per cent. Ridership in March 2011 was up 26.5 per cent along the Queen Street corridor (Züm and Brampton Transit's conventional services), compared to the same time in 2010. This helped Brampton Transit set a new all-time monthly ridership record with 1.398 million riders. The previous all-time monthly record was set in November 2010 with 1.393 million riders thanks to a 21.5 per cent increase along the Queen Street corridor.

Based on these results, the Züm launch can be seen as a great success. Not only are existing riders benefiting from the quality of the new BRT service, but it's also clear that Züm has helped to attract new riders to Brampton Transit.

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About Brampton: The 11th largest city in Canada, Brampton has a successful, well-diversified economy and is home to more than 8,000 businesses. The City continues to retain a Triple 'A' credit rating by Standard & Poor's, reflecting its successful economy and debt-free position. Brampton celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak more than 70 different languages. Offering more than 6,000 acres of parkland, Brampton takes pride in being known as the Flower City of Canada. Brampton has been designated as an International Safe Community by the World Health Organization. For more information visit www.brampton.ca

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