

December 20, 2011

11-044

BRAMPTON TRANSIT RECOGNIZED AT NATIONAL CONFERENCE

BRAMPTON, ON: Brampton Transit and the City's Information Technology divisions are the proud recipients of a 2011 Distinction Award for its SmartBus - Intelligent Transportation System implementation. The award was recently presented at the Government Technology Exhibition and Conference (GTEC) 2011 national conference in Ottawa.

GTEC 2011 is a national forum on the use of technology to improve government services and operations. The Distinction Awards recognize innovation, excellence, and leadership in service delivery in Canada's public sector. The initiative was awarded in the Municipal Category for Excellence in Public Service Delivery.

"Once again, Brampton is showing leadership in providing our residents the tools to improve their quality of life," says Mayor Susan Fennell. "I would like to congratulate everyone involved for their excellent work and commitment on this initiative."

In September of this year, Brampton Transit in partnership with the City's Information Technology division launched SmartBus technologies along the city's second bus rapid transit line, Züm Main Street. Additionally, riders can now readily get next bus information online, via email or by phone, by simply keying in a four-digit bus stop number. These three new technology channels provide riders with instant access to real-time next bus information available for all Brampton Transit bus stops.

"Brampton Transit riders have positively responded to our next bus technology, which really allows them to be in control of their trip," says Suzanne Connor, Executive Director of Brampton Transit. "More and more, people are making the smart choice to travel on transit, and I know that our customers appreciate having all of our bus schedule information at their fingertips."

Since 2000, the City has been recognized five times at the GTEC conference.

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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