



## DURHAM REGION TRANSIT COMMISSION

# NEWS RELEASE

**Dec. 5, 2019**

### Durham Region Transit General Manager's Report updates

**WHITBY, ON** – Members of the Durham Region Transit Executive Committee (TEC) gathered at Regional Headquarters on Wednesday, Dec. 4 to review the last General Manager's Report of 2019. In addition to receiving a budget status update projecting Durham Region Transit (DRT) will remain within the approved budget at year's end, TEC approved DRT's fare strategy report.

The five-year fare strategy positions DRT to establish a predictable and simplified framework that leverages the PRESTO electronic fare payment system to enhance the customer experience.

The report recommends that the fare strategy further incentivize PRESTO use for DRT customers, establish a single cash fare consistent with agencies throughout the Greater Toronto and Hamilton Area (GTHA), eliminate paper passes and tickets, advance a fare framework based on the standard adult fare, and to further investigate fare product opportunities such as loyalty passes, daily and/or weekly PRESTO-based solutions.

"Providing easy to understand fare structures encourages residents and visitors to use and garner great value from DRT," states Regional Chair John Henry. "To ensure the best transit system for Durham Region in the future, we need to meet the diverse needs of customers, ensuring innovation, access and affordability for all transit riders."

In addition to the fare strategy, DRT also reported increased ridership throughout the network, including a 2.9 per cent increase in October month-over-month, and a year-to-date increase of 3 per cent. On Demand use in the municipalities of Brock, Scugog and Uxbridge continues to grow significantly: October ridership increased by 930 per cent compared to October 2018, with a year-to-date increase of 300 per cent.

"The increase in ridership throughout DRT highlights an appetite to continue expanding access to public transit for our residents," says Shaun Collier, Mayor of Ajax and Transit Executive Committee Chair. "We are eager to see future service and ridership growth with

DRT throughout 2020 and beyond.”

“It’s an exciting time for DRT,” adds Bill Holmes, General Manager. “With the fare strategy in place for 2020 and beyond, and positive ridership growth throughout our network, there’s a lot to be proud of and encouraged by. We hope to see continued growth in the years ahead.”

To learn more about existing DRT service and schedules, or to review details of the upcoming Dec. 9 service enhancements, visit **[durhamregiontransit.com](http://durhamregiontransit.com)**.

– 30 –

Media inquiries:

**DURHAM REGION TRANSIT COMMISSION**

Shelley Pollock – Marketing and Communications

905-668-7711 ext. 3701 or [shelley.pollock@durham.ca](mailto:shelley.pollock@durham.ca)

If this information is required in an accessible format, please call 1-866-247-0055.