



DURHAM REGION TRANSIT COMMISSION

NEWS RELEASE

Oct. 3, 2019

Transit Executive Committee: ridership updates

WHITBY, ON – Yesterday afternoon, the Durham Region Transit Executive Committee received ridership updates for various Durham Region Transit (DRT) services offered across the Region.

DRT fare incentives and service expansion contributed to significant ridership growth:

- ✓ Year to date ridership is up 1.8 per cent, with July ridership seeing a strong increase of 9.3 per cent above 2018.
- ✓ The Kids ride free incentive, a pilot program launched May 1 and is still ongoing, contributed to strong growth in child ridership over the summer months, with July ridership doubling for children ages 12 and under.
- ✓ Offered for the second year, the 2-for-1 summer youth pass incentive for July and August led to a 12 per cent increase in the number of youth pass sales compared to 2018.
- ✓ The Y10 youth pass helped more than 480 students start the 2019 school year off right by saving \$20 a month, contributing to an increase of 45 per cent in total youth pass sales from 2018. The Y10 promotion continues through to June 2020.
- ✓ In the first month of the On Demand service expansion into Brock Township, DRT experienced a 375 per cent increase in trips delivered.

DRT is also gathering feedback from customers and residents to help shape the future

of transit in rural Durham with the Rural Transit Review. An online survey closed September 30 and focus groups will be held later this month in Brock, Clarington, Scugog and Uxbridge.

Visit **durhamregiontransit.com** to learn more about current and upcoming fare incentives that help visitors and residents of the Region get where they need to go safely, reliably and affordably.

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Media inquiries:

DURHAM REGION TRANSIT COMMISSION

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