

# Celebrate transit with a selfie to #RideOakBus

by Michael Gregory  
Oakville Beaver Staff

Oakville Transit continues to see modest increases in ridership and, in 2014, the bus service topped three million rides for the first time in its history.

The milestone represents a 22-per cent increase in ridership since the transit system was revamped five years ago, according to the Town of Oakville.

“This significant increase in annual ridership validates the commitment council has made in supporting a safe, sustainable and accessible public transportation system,” said Mayor Rob Burton.

In 2014, ridership increased by 1.8 per cent as 53,784 more people rode the bus compared to the previous year's 2,961,712. By comparison, users rode Oakville Transit 2,914,553 times in 2012.

“We are delighted a growing number of residents are recognizing that Oakville Transit offers a green and convenient way to travel throughout town and make connections to neighbouring public transit systems,” Burton said.

The Town redesigned Oakville Transit in 2009 to adopt a grid-based route system, resulting in a bus service focused less around local GO stations and more on increases cross-town service.



Oakville Transit reached three million rides for the first time in its history in 2014.

**Oakville Beaver file photo**

Ridership numbers that year were 2,480,406. “Continual improvement is critical to maintaining rider loyalty and attracting new

riders,” said Barry Cole, director of Oakville Transit.

Oakville Transit recently completed a review to improve future service and later this year will roll out “an Intelligent Transportation System that will allow riders to access personalized, real-time bus location and arrival information from their computer or mobile device,” Cole said.

In November, the Town received \$2.3-million from the Province as part of the Ontario Gas Tax Program to improve public transit.

The funds in recent years have been used to

increase the size of the specialized care-A-van fleet by 50 per cent and upgrade infrastructure at over 100 bus stops to improve accessibility.

To celebrate the three-million milestone, Oakville Transit is encouraging riders to snap a selfie the next time they're on a bus for a chance to win one of three \$100 Presto cards.

The photos can be tweeted to @oakvilletransit with the hashtag #RideOakBus.

The contest started Monday and will continue until Sunday, Jan. 18.

Winners will be notified via Twitter by Tuesday, Jan. 20.

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