Media Release

Launch of new app *Transit* improves rider experience with real-time bus tracking, trip planning and more

For Immediate Release

(July 21, 2022)—A new app, called *Transit,* is making the Midland and Penetanguishene public transit user experience better. The free mobility app provides riders with real-time information about their bus – including arrival times, exact location and information about delays or changes.

Transit also helps riders with trip planning, so they know when and where to get the right bus to their destination. Transit is available to download for iPhone and Android at www.transitapp.com or visiting the Transit page at either https://www.midland.ca/Pages/transit.aspx or https://www.penetanguishene.ca/en/residents/Transit.asp .

"With the launch of *Transit*, we're able to provide our customers with convenient, real-time information about their bus rides and routes," says Stewart Strathearn, Mayor of Town of Midland. "*Transit* gives our riders the information they need, when they need it. It's a 'Win-Win' - an innovative solution that is free for users and for the municipalities."

Mid-Pen Transit Service looks for innovative ways to improve the rider experience. While researching, they found a Canadian company offering *Transit*, the leading transport app in North America. A few months later, they had set up the vehicle tracking and mapping readying the app for Mid-Pen Transit users. Over the coming months, even more helpful features may be added.

---more---

Media Release

"If you've ever waited and wondered when your bus would arrive or if it was running late, you'll understand why we are so excited about launching *Transit*," says Jim Reichheld, Supervisor of Fleet, Facilities & Asset Management. *"The app provides the opportunity for us to make real-time insights available to our transit users. No more waiting and wondering. Just use the app and you'll know."*

"The *Transit App* will be a game changer for the Mid-Pen Transit ridership experience that will enhance the connectivity between our system and those throughout Simcoe County," says Bryan Murray, Director of Public Works.

"We are thrilled to introduce a digital app that our transit community can utilize and are confident that this new technology integration will enable riders to travel more conveniently than ever before" said Mayor Doug Leroux, Town of Penetanguishene.

Upon launching the app, Mid-Pen Transit riders will see nearby options and departure times in big text and bright colours. Users can easily navigate the region, aided by accurate real-time bus Expected Times of Arrival or ETAs, trip planning, step-by-step navigation, and crowdsourced real-time information with Transit's GO feature.

By endorsing *Transit* as its official app, Mid-Pen Transit Service joins hundreds of other public transit agencies across North America that have partnered with the app. Transit counts millions of active users in more than 200 cities worldwide, and is now available for Mid-Pen Transit Service riders.

For additional information and an instructional video, users may visit the Transit page at either https://www.midland.ca/Pages/transit.aspx or https://www.penetanguishene.ca/en/residents/Transit.asp .

###

Contacts:

Sarah Marshall
Communications & Technology Coordinator
Town of Penetanguishene
smarshall@penetanguishene.ca

Angela Grenier
Manager, Customer Experience
Town of Midland
agrenier@midland.ca

Stephen Miller
Communications
Transit
617-440-4690 (voice or text)
media@transitapp.com

-more-

About Mid-Pen Transit: *Midland-Penetanguishene Transit Service* is a shared service providing public transit on fixed routes within the Town of Midland and the Town of Penetanguishene.

About Transit: *Transit* solves the urban commute in more than 200 cities worldwide. Users can easily navigate public transit with accurate real-time predictions, simple trip planning, step-by-step navigation and quick, easy payments. The app also integrates additional transport modes — bikesharing, scooters, carsharing and ridehail — so users can mix-and-match their options with transit to determine the best way to get from A to B. The company is based in Montréal, QC. Learn more by visiting www.transitapp.com.

For a press kit, including additional visuals, visit www.transitapp.com/press.