



January 18, 2016

**Press Release: Town of Yarmouth Transit System Launching Monday February 1, 2016**

The Town of Yarmouth is pleased to announce the launch of our public Transit System with service commencing Monday, February 1, 2016.

The service will run Mondays to Fridays from 7:00 a.m. to 7:00 p.m. and Saturdays from 8:00 a.m. to 6:00 p.m. (excluding holidays) with sixteen (16) scheduled stops. The route starts at Sara Corning Way stopping during the 45 minutes loop at the Yarmouth Regional Hospital, NSCC Burrige Campus, Yarmouth Mall, Walmart, Superstore, Canadian Tire and ending at the Mariners Centre.

The Town's 14 passenger Transit Bus manufactured by Crestline Coach Ltd., Montreal, Quebec, is a low floor accessible vehicle with passenger front load bicycle rack and a quick release wheel chair ramp, ideally suited for the town's active and aging population.

Integrated into the Town's Transit System is Ontario based, BEA Transit Solutions' Smart Card Fare Technology with a twenty-first century approach to transit solutions. The Town of Yarmouth is one of the first transit providers in the Atlantic provinces to offer Smart Card Fare Technology, making it convenient for transit riders to purchase a pass anywhere and at anytime.

Yarmouth transit passengers have two convenient options to purchase their fare. They can purchase passes from a number of retailers located along the transit route, for pre-printed passes, or at Town Hall, Main Floor Reception, to purchase pre-printed passes and Smart Card Personal Passes.

Smart Fare Passes come in day, week, month or year periods. Passengers will be able to ride the service unlimited for the designated time on the pass. Customers who have purchased a Smart Card Personal Pass and registered the card may also reload their pass from the comfort of their home by either calling Town Hall Main Floor Reception or online using the BEA Smart Card website.

Costs of the passes are daily \$3, weekly \$15, monthly \$50 and yearly \$500 with HST included.

To find out more information about the service and to download brochures, please visit our website, [www.townofyarmouth.ca](http://www.townofyarmouth.ca). Brochures can also be picked up at Town Hall and retail locations starting January 25, 2016.

You may also contact Office of the Mayor: 902-742-8565