



News Release

TRANSPORTATION AND ENVIRONMENTAL SERVICES
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GRT Names Future Electronic Fare Card

Waterloo Region, ON – Grand River Transit (GRT) customers will be tapping into a new way of paying for transit next year – with the EasyGO Fare Card!

The name, EasyGo Fare Card, was chosen because it complements GRT's existing EasyGO brand of products including Trip Planner, Next Bus Text, Next Bus Call, Real-time Desktop Map and Mobile App – which all make taking transit easy.

The EasyGO Fare Card is an electronic smart-card that will be used on the new fare collection system, expected to launch in late 2016.

The card is compact (no larger than a credit card), reloadable, secure and convenient. All GRT fare products will continue to be available for purchase, but will be loaded and stored on the EasyGo Fare Card. This will make it easier to connect to all transportation services operated by the Region of Waterloo. Customers will be able to travel on GRT conventional buses, MobilityPLUS, BusPLUS, Kiwanis, ION Bus Rapid Transit and the future ION Light Rail Transit all with the same card.

The EasyGo Fare Card will also provide GRT with more accurate and timely ridership and revenue counts and reduce the time it takes to board buses and the future ION Light Rail Transit.

“Bringing an electronic fare system to Grand River Transit has been a long time coming,” says Eric Gillespie, Director of Transit Services, “This is an exciting time for us and our customers and while we are confident the EasyGO Fare Card will transform how we pay for transit, the roll out is complex and will take time.”

GRT will begin the transition to the EasyGO Fare Card by first replacing its existing fare collection system. This will include the installation of new fare boxes this winter. Operator training, public awareness and education campaigns will also take place to help familiarize everyone with this new and easier way of paying for transit.

Information on the EasyGO Fare Card and updates on the project as it progresses can be found at www.grt.ca

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