

# **backgrounder**



## **“Click n’ Ride” Online Trip Planner**

- In November 2005, Mississauga Transit was the first transit system in the GTA to offer online trip planning capabilities to customers through “Click n’ Ride”.
- Mississauga Transit’s “Click n’ Ride” online trip planner was recognized by the Ministry of Government Services in September 2006 with a “Servicing Ontario Citizens Award” for the use of information technology which brings significant improvements in service or service delivery to customers.
- “Click n’ Ride” enables customers to develop their own transit trip plan online 24 hours a day, 7 days a week.
- Users can customize their trip plans based on a number of factors:
  - ✓ origin and destination points
  - ✓ address
  - ✓ key landmarks
  - ✓ day of the week
  - ✓ departure and arrival times
  - ✓ quickest route
  - ✓ most accessible route
  - ✓ least number of transfers or least amount of walking.
- All “Click n’ Ride” information is printer friendly and has email capability.
- “Click n’ Ride” can provide complete bus stop schedules for every stop on a route as well as the entire system.
- By being available 24 hours a day, 7 days a week, the “Click n Ride” trip planner will increase customer self-serve travel options during and after normal customer call centre operating hours.
- Developed with Giro Incorporated, a world leader in the provision of computer assisted productivity tools, “Click n’ Ride” was developed over a one-year period.
- In the first nine months of operation, Mississauga Transit’s “Click n’ Ride” site experienced 550,778 user visits and averages 2,000 per day.
- During September 2006 the number of user visits to the “Click n’ Ride” site increased 25 per cent in conjunction with Mississauga Transit’s “Click n’ Ride” iPod Contest for Mississauga secondary school students.
- For more information, visit: [www.mississaugatransit.com](http://www.mississaugatransit.com).