

NEWS RELEASE

For Immediate Release

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Customer Information: 250.782.4636

Website: www.bctransit.com

DAWSON CREEK TRANSIT SERVICE IMPROVEMENTS

DAWSON CREEK – On February 6, 2012, a number of improvements to the Dawson Creek Transit System will take effect.

Service improvements include the addition of a new route – Route 3 Central – which will now service a variety of destinations including Driver House, the Senior Citizens' Hall, the Co-op Mall and Dawson Mall. The changes are a direct result of customer input received by BC Transit in the spring of 2011 through open houses and customer surveys.

"In partnership with the City of Dawson Creek, we are pleased to provide this expanded and improved service," said Manuel Achadinha, President and CEO of BC Transit. "BC Transit is committed to providing the best value for our customers and the communities we serve."

An online "Sneak Peak" has been available since December 2011, giving customers an opportunity to see the new route and view the schedule changes. Highlights include additional trips and earlier and later service. Large information poster boards are also posted at City Hall, the Co-op Mall, the Senior Citizens' Hall and Driver House. BC Transit also solicited customer feedback for future consideration via an online survey in December.

"The City of Dawson Creek is pleased that BC Transit has responded to the concerns expressed by the local ridership and looks forward to the implementation of these changes," said Mike Bernier, Mayor of the City of Dawson Creek. "The City is also encouraged by the continued positive working relationship with BC Transit to collectively ensure the service best meets the needs of our community and our residents."

"Transit service should be shaped by the local community," said Transportation and Infrastructure Minister and Peace River South MLA Blair Lekstrom. "This is a great example of how public input places the customer first in service delivery."

More information on the Dawson Creek Transit System can be found at www.bctransit.com.

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