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ICE riders on the rise

Airdrie, AB – Ridership is up 23 per cent in May on the City of Airdrie’s Intercity Express (ICE) regional transit service to Calgary. Customer feedback influenced changes to the service, which came into effect on May 2, 2011.

"Travelling to Calgary on the ICE is easy and economical, especially with the new service changes," says Sheena Marston, legal assistant and new ICE rider. "I enjoy the comfortable ride and the ability to open the windows for fresh air on the way home."

The revised ICE service includes direct express service to downtown Calgary on all three morning buses and direct service back to Airdrie in the afternoon. A new shared park & ride lot located at the Ron Ebbesen Arena in East Airdrie connects commuters with Route 901.

"After conservatively estimating a 10 per cent growth in ridership based on the changes, we are delighted with the 23 per cent increase," said Chris MacIsaac, Airdrie Transit Coordinator.

As fuel prices escalate and parking costs rise, ICE offers the best transportation value for commuters to Calgary with a roundtrip cost of \$10. Monthly passes and ticket booklets provide further savings for the daily commuter with roundtrips as low as \$7.

Launched in October 2010, the ICE service provides regional public transit service in the Calgary Region. For more information on the ICE service including where to purchase monthly passes and tickets, visit www.airdrietransit.ca or call 403.948.8875.

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