
ACCELERIDE – BRAMPTON RAPID TRANSIT INITIATIVE

The AcceleRide bus rapid transit initiative evolved from the recommendations of Brampton's Transportation & Transit Master Plan (TTMP), approved in October 2004. The TTMP defines a long-term, 30-year balanced transportation strategy for managing the implementation of a transportation network that meets the demands of projected population and employment growth, with an emphasis on enhancing the role of transit. An important element of the TTMP is a Strategic Transit Framework that proposes the implementation of high-order transit services along major corridors to sustainable travel demand management.

The fast pace of growth in Brampton is an opportunity to lead development by implementing efficient and effective transit services so that new residents have a viable transportation alternative to their cars from the time they move in. Brampton is confident that the AcceleRide BRT initiative is a positive first step to meeting its transportation challenges in a sustainable manner, and to building an integrated GTA transportation network.

Brampton's Bus Rapid Transit plan and the AcceleRide initiative play an important role in supporting sustainable development, a strong economy and improving the residents' quality of life:

-Improved mobility – AcceleRide complements the existing and emerging inter-regional transit network in the GTA, and will help to manage traffic congestion, reduce auto dependence, and improve access to jobs.

-Growth Management and Sustainable Development – AcceleRide supports shared local, provincial and federal objectives to curb urban sprawl and encourage intensification and sustainable development. Through greater investment in public transit, the BRT plan will help to manage aging infrastructure by decreasing reliance on roads. The flexibility of BRT allows for cost-effective, incremental growth of a system can respond to changes in employment, land use, community patterns and technology, that can be integrated with other regional initiatives, and that can respond to funding opportunities as they arise.

-Environmental Benefits – AcceleRide will help to reduce energy consumption and improve air quality through reduction of greenhouse gas emissions, helping to meet Canada's Kyoto targets.

-Economic Development – AcceleRide will improve public transit in the GTA Golden Horseshoe – the largest global marketplace in the country – and promote the efficient movement of goods and services for the economic benefit of all.