

# Promoting Public Transit

## Meet the STL

### Information Brigade

The Information Brigade is the perfect addition to the many tools already provided by the STL. Readily available and well informed, the Information Brigade communicates directly with clients to answer questions about public transit.



*"The Information Brigade is on the ground in public locations across the city to speak with Lavallers on their terms."*

David De Cotis  
President of the STL's Board of Directors

**YOU MIGHT HAVE ALREADY SEEN THEM AT SPECIAL EVENTS OR AT THE TERMINUSES. THE INFORMATION BRIGADE'S UNIFORMS ARE IN THE STL'S COLOURS, SO THEY STAND OUT FROM THE CROWD!**



The Information Brigade will be riding the integrated school bus routes and visiting schools to explain the different types of fares and help students to travel wiser. At cultural and sporting events, they will be walking the crowds and meeting people to explain the advantages offered by public transportation over

travelling alone in cars. This summer, you're also sure to see the Information Brigade cycling through Laval's parks to promote our Cyclobus service. They will be meeting with new residents to inform them about the STL's services in their area. As the STL's proud ambassadors, they will be crossing the city, creating customized trips on their iPads to meet the needs of everyone they meet.

"Are you waiting for the number 61? Did you know that you can get the arrival times for all our buses in real time just by clicking here?" The Information Brigade is out wherever Lavallers are to be found.

In 2015, the Information Brigade proudly received a Leadership Award from the Canadian Urban Transit Association (CUTA) in recognition of this initiative's originality.

**ARE YOU A NEW RESIDENT OF LAVAL? GET READY FOR A VISIT FROM THE INFORMATION BRIGADE THIS FALL.**

Settling into a new city is a pivotal moment and it is the best time to make a change to the entire family's travel habits. This summer, members of the Information Brigade will be meeting with new residents of Laval to explain the various services provided by the STL and offer an information kit that includes OPUS occasional cards preloaded with two fares. This will provide new residents with the opportunity to learn the ropes of taking public transit in their new neighbourhood, identify local bus lines and shelters and find made-to-measure transit solutions for each member of the family. Yet another major benefit offered by public transit.



- For more information, visit [stl.laval.qc.ca](http://stl.laval.qc.ca) or contact our
- Customer Contact Center at 450 688-6520 and don't forget
- to keep in touch using STL Synchro.

