

Public Service Announcement

December 16, 2014

City of Edmonton

City of Edmonton rolls out "ETS Live To Go" app

The City of Edmonton and Edmonton Transit System (ETS) have launched the newest tool in the *ETS Live* suite of mobile applications: *ETS Live To Go*.

Using a smartphone, *ETS Live To Go* enables transit users to:

- Get real-time information for ETS Smart Bus routes
- Avoid waiting in the cold—find real-time departures
- Use current location to find nearby stops and see departures instantly
- Save favourite bus stops, addresses, or landmarks for convenience
- Use personal contacts to find nearby bus stops

"We've heard from our customers that they want real-time information on their buses from the convenience of their smartphone, and today we are meeting that need," said Lorna Stewart, Director of Customer Experience and Innovation at ETS.

"We've watched the launch of this technology in other municipalities, and we know it takes time to properly match the technology to our users' needs and fully connect it with the new advantages that Smart Bus and Smart Fare will offer," said Stewart. *Live To Go* is the next step in our pursuit of these advantages."

The *ETS Live To Go* phone app can be downloaded from either the iTunes or Google Play stores, and is fully supported on either platform. App users are invited to share their thoughts about the app on the ETS Facebook page facebook.com/takeETS.

The launch of this app is part of the Open City initiative, supporting active participation between the City of Edmonton and citizens.

For more information:

About *ETS Live* and *ETS Live to Go*, visit edmonton.ca/etslive

About [Open City](#)

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