



Press Release

FOR IMMEDIATE RELEASE

Operation Smog Alert returns as of June 1 Travelling with the STL will only cost \$1

Laval, June 1, 2016 — The Société de transport de Laval (STL) is re-launching **Operation Smog Alert**. This initiative encourages residents to use public transit on smog days during the summer.

First introduced in 2008, Operation Smog Alert reduces bus fares to \$1 on smog days as of June 1. This operation is designed to promote the use of public transit and cut down on the number of vehicles which are the main cause of air pollution in the city. The STL's cash fare is normally \$3.25 which makes the special \$1 smog day fare a major discount on the regular cost of riding the bus.

Operation Smog Alert goes into effect every smog day in the summer from June 1 to Labour Day (September 5, 2016). When the air quality goes below acceptable limits according to health standards, Environment Canada issues a smog warning.

"We are pleased to be re-launching the Smog alert program. This is an excellent opportunity for the people of Laval to make a difference and help the planet by choosing public transit" said David De Cotis, President of the STL's Board of Directors.

We estimate that this incentive could prompt 1,500 motorists to get off our roads in just one single day. This operation is good for the environment because it helps incite motorists to leave their vehicles at home on smog days.

As soon as the warning is issued in the afternoon, the STL puts its Smog Alert process into action and it will remain in effect throughout the following day. The reduced fare will be announced through the media, on the City of Laval's electronic signs and on the ministère des Transports, de la Mobilité durable et de l'Électrification des transports, roadside messaging boards on local highways.

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