



New Transit Options Now Available for Northumberland Workforce

Northumberland, ON (February 9, 2022)

The NMA and its partners have been working on a workforce commuter transit program - NMA Rides - for the past 3 months and are excited to announce the first transit shuttles available to Northumberland workers!

The first shuttle is supporting those on afternoon/midnight shifts within Cobourg. We know during the week, after 9pm, in Cobourg, there are no transit options and we find our workers who are on shifts, struggling to find their way to and from work. We also know, it's not just workers in the manufacturing industry but in retail, hospitality, health care, that work shifts and need transit options during different hours.

The current shuttle runs from 11:00 pm - 1:00 am - providing transit for those living and working in Cobourg.

Our second shuttle is supporting the workforce needs in Colborne. A shuttle has been created to transport workers living in Cobourg, to work in Colborne.

"Our Colborne employers are hiring, and as a community who needs a large workforce, the local population doesn't support these needs - we need to help those commuting in from outside our town" states NMA Executive Director Darla Price.

Our third shuttle again supports the workforce in Colborne but commuting from the east instead - Brighton to Colborne for the day shift.

"We are proud of the transit partnerships we have created over the past 3 months; we all have the same vision of providing options for our workforce and their commute, states technology partner Hop In Technologies. We're excited to be finding the gaps in our transit system and having the ability to create solutions not just for our manufacturing workforce but everyone in Northumberland".

The costs of the shuttle - their ride - are shared between the employee and specific pilot funding provided by the Eastern Ontario Leadership Council. Right now it's \$8 for a return trip from Brighton to Colborne. The costing model has been designed to keep the costs as low as possible for the rider - while continuing to build ridership that gets us to the breakeven point.

We encourage all employees to contact the NMA Rides program and find out how we can help make your commute more efficient and more accessible!

www.thenma.ca/nmarides

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