

**December 4<sup>th</sup> 2018**

Dear SOUTHLAND / On-It Commuter Rider,

First off, I would like to thank you for being such loyal a customer of SOUTHLAND Transportation and utilizing our commuter services over the years. Your satisfaction is very important to us and we hope we have been successful in providing you with superb customer service and comfortable transportation to downtown Calgary. Safety is at the forefront of everything we do and our Safety Vision reminds us every day of our responsibility to you and your families.

As you may know, our last price increase was in December of 2013. Since then we have kept our pricing at a stable rate. The economy hasn't been optimal in Alberta over the last 5 years and despite mounting operating costs, we have managed to avoid a price increase.

Effective **January 1, 2019**, we are going to be raising the prices of our Monthly pass, Single Tickets, 10 Ticket Packs, and 20 Ticket Packs. This price increase is minimal (3.5% on a monthly pass) and something we must do in order to continue to provide you with the same quality service and to invest in our equipment.

New prices as of January 1, 2019 are as follows:

- Monthly Passes - **\$265 per month**
- Single Tickets - **\$15 per ticket**
- 10 Ticket Pack - **\$135 per pack**
- 20 Ticket Pack - **\$200 per pack**

I would like to thank you in advance for your understanding on this matter. If you have any questions or concerns please don't hesitate to contact me immediately.

Sincerely,



Craig Loose  
Regional Director, Southern Alberta