

## **Mobility Milton 2010: A Marketing Program to Encourage Transit Use in Milton**

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### **1.0 Summary**

Mobility Milton 2010 is a Council endorsed marketing strategy promoting sustainable transit participation in the Town of Milton through a series of market-focused initiatives. With support and consultation from the Milton Transit Advisory Committee, community partners and champions, initiatives were developed, implemented and monitored. Program results yielded positive ridership growth, public perception and environmental awareness, leading to the enhancement of a sustainable public transportation system.

The key to the success of Mobility Milton 2010 was the development of simplistic, yet effective initiatives that were goal driven, and could be replicated and applied to other transit systems of varying scales. All initiatives aligned with the Town of Milton's strategic corporate direction of establishing a community that is **Engaging, Balanced and Connected**, as well as Milton Transit's vision statement:

*Milton Transit provides a safe, reliable, accessible and cost-effective public transportation system that promotes sustainable neighbourhood connectivity, personal mobility and independence.*

### **2.0 Environmental Scan**

Established in 1857, the Town of Milton is located within the Region of Halton on the western edge of the Greater Toronto and Hamilton Area (GTHA), in southern Ontario. Milton attracts several visitors and new residents each year due to its natural, rural, and urban beauty. Milton's progressive approach to planning and design has contributed to the development of a creative, dynamic, and multicultural community for live, work and play. The Town of Milton has also adopted innovative transit oriented design policies and marketing initiatives to help support municipal public transportation development.

Milton's location in the GTHA is economically advantageous, with substantial transportation linkages to major municipalities and regional destinations. Over the past several years, Milton has experienced rapid residential, retail and industrial/employment sector growth, and is considered to be one of Canada's fastest growing municipalities,

with a 2010 population exceeding 85,000. In lieu of Provincial *Places to Grow* policy and regional growth planning estimates, Milton's population target is 238,000 persons by 2031. The ongoing challenge for the Town of Milton is to accommodate this projected growth while balancing service delivery needs and expectations.

### **3.0 Program Description**

An integral component to delivering sustainable public transportation services is the ability to design, implement and measure successful marketing and communication strategies. As a result, the Town of Milton has continued to encourage public transit use through various initiatives dedicated to raise public awareness and participation. *Mobility Milton 2010: A Marketing Program to Encourage Transit Use in Milton* builds on conventional ridership growth concepts through the implementation of innovative business strategies designed to not only increase transit ridership, but also establish synergistic corporate partnerships and community engagement opportunities for the delivering and enhancing current and future transit services.

Several program objectives have been identified:

- enhancing the awareness of sustainable transportation alternatives (i.e. Milton Transit services);
- promoting benefits of public transit;
- engaging residents in community events;
- balancing the needs of various transit markets;
- connecting customers to destinations more effectively; and
- increasing transit ridership.

Mobility Milton 2010 delivers a series of initiatives that contribute to significant ridership growth recorded in 2010. Program success was achieved by outlining goals and expectations for each initiative, developing an effective marketing/communication strategy and establishing both champions and good working relationships with community partners.

#### **3.1 Service-Related Initiatives**

Various service-related initiatives were developed to further enhance conventional transit services provided in the Town of Milton. Each program was developed through Milton Transit Advisory Committee consultation, focusing on achieving positive performance and effective communication strategies.

##### Free Trial Transit Service

In an effort to stimulate customer interest and passenger ridership, transit service to the newly developed Scott and Harrison neighbourhoods in Milton was subsidized by the Town during the initial month of implementation, effective March 8 to April 9, 2010. The

program was marketed through a comprehensive campaign that included service bulletin mail-outs/ad-mail to potential catchment areas as well as local media advertising, facility posters and website notices (Appendix 1). Service was marketed toward an adult commuter who connects to regional transportation services at the local GO Transit station, providing transportation services to Toronto. During the initial fare-free period, approximately eight (8) passengers per service hour were observed.

Since the initiative was implemented, this route currently represents one of the highest performing routes on the Milton Transit system, surpassing twenty-one (21) passengers per service hour in the AM peak period, with continued focus to regional transportation connections. The introductory investment proved beneficial and allowed new customers an opportunity to try Milton Transit services, and determine if those services met their needs prior to commitment.

### Senior's Month Program

In recognition of Senior's Month, Town subsidized fare-free transit service was offered to seniors on Wednesdays in the month of June 2010. A total of 170 passengers participated in the program for all five (5) Wednesdays in June. Serving the senior's market, this program is aligned with the Milton Transit vision to promote personal mobility and independence. Sponsorship opportunities for further replication of this program have been solicited for 2011.

### Passenger Appreciation Day

Passenger Appreciation Day is an innovative and unique event recognizing passenger commitment and loyalty to Milton Transit services. The event also provides participating Town Council members an opportunity to witness direct and face-to-face public feedback on Milton Transit services. Passenger Appreciation Day was held on September 10, 2010 and included the following activities and promotions:

- Fare-free transit all day
- Mayor and Councillor bus ride-along in the morning (to provide promotional items and answer face-to-face customer inquiries)
- Complementary hot beverages and treats served at the Milton GO Station, the main terminal for Milton Transit services

During Passenger Appreciation Day, approximately 1,070 transit boardings were observed, resulting in approximately 45% more boardings than an average service weekday in 2010.

### Downtown Farmer's Market Information Centres

Milton Transit services, fares, service enhancements and other related information have been communicated through various outlets, including transit-specific community information booths on Saturdays at the Downtown Farmer's Market. Three (3)

information events were held in 2010 (June 26, August 7, and October 9 respectively). The information centres facilitated the distribution of transit marketing materials and Community Connection Maps. Increased transit brand, community exposure and awareness at the Downtown Farmer's Market provided an additional opportunity for staff to field public inquiries and feedback related to public transit services in Milton.

### **3.2 Special Event Transit Service**

Programs related to the provision of special event transit services provide an opportunity to showcase service potential on weekends and holidays (currently not provided). Additional benefits of special event servicing include increased awareness of sustainable transportation options, transportation demand management, the Milton Transit brand, community participation and engagement and the reduced stress and greenhouse gas emissions of additional vehicular use/parking at the event. Two (2) dedicated special event services were provided in 2010:

#### Downtown Milton Street Festival Event Express Shuttle (June 5, 2010)

- Provided free shuttle service to the festival
- Partially sponsored by the development community (Mattamy Homes Ltd)
- 1,177 passenger trips were taken, 19 passengers per service hour
- Results represented approximately 214 automobiles removed from the road

#### Canada Day Event Express Shuttle (July 1, 2010)

- Provided free shuttle service to the Canada Day festivities
- Partially sponsored by the development community (Mattamy Homes Ltd)
- 1,886 passenger trips were taken, 33 passengers per service hour
- Results represented approximately 343 automobiles removed from the road

### **3.3 Student and Youth Engagement Initiatives**

Student and Youth Engagement Initiatives involve student-focused programming to entice increased Milton Transit participation. The importance of these initiatives is to make students and youth aware of sustainable transportation options, while participating in various Town of Milton programming.

#### Youth Week Pass Discount Program

In recognition of International Youth Week, Milton Transit provided a 25% discount on May Student Monthly Transit Passes in 2010. Based on sales outputs, 22 student passes were sold, representing an increase of 29% compared to May 2009 levels. Additionally, 698 passenger trips were taken with student passes during the month of May 2010. This result highlights an increasing participating student market that is committed to everyday use of Milton Transit services, representing an average of 32

passenger trips per student pass for the month. This initiative is planned to be implemented for a second time in 2011.

### 2 for 1 Summer Student Pass Program

The 2 for 1 Summer Student Pass Program is an initiative where customers who purchased a July Student Monthly Pass, received an August Student Monthly Pass for free. The program elicited 15 pass sales, representing 279 student pass trips taken in July and 160 trips taken in August. Since this initiative is a newly developed program implemented prior to recent service level changes in September 2010, further assessment of potential program benefits will be required in 2011 to investigate program performance.

### Read and Ride Program

The Read and Ride Program was implemented from July 5 to September 3, 2010, promoting the importance of literacy and public transit in Milton (Appendix 2). Through a partnership with the Milton Public Library, free transit was offered to youths 14 years of age and younger who registered for a library card or validated their existing card with a transit identifier (sticker). Approximately 571 library cards were registered/validated and 1,728 passenger trips were taken on Milton Transit services through this program, representing three (3) average transit trips per library card.

The Read and Ride Program was promoted through both Milton Public Library and Milton Transit sources, including news letters/bulletins, webpage updates, onboard posters, interior bus advertising as well as in-school correspondence (Appendix 3, 4).

Strategic collaboration between the Milton Public Library and Milton Transit is intended to bring a growth focus to Milton residents who benefit from access to summer reading programs and free public transportation. Investment in this youth program is seen as a precursor to future dedication and commitment to public transit use as a student and adult.

### Student Registration Days Information Centres

In order to communicate School Special service commencing in September 2010, staff collaborated with the Halton District and Catholic Secondary Schools in Milton to attend and provide transit information and promotional material at all student registration days held on August 30 to September 1, 2010. Information centres were established throughout each registration day local secondary schools, while providing an opportunity for students to inquire about system changes, and purchase fare media.

Information on scheduling and service changes proved to be beneficial for students who required transportation bussing. During the first month of dedicated School Special routing implementation, students aboard both AM and PM services represented approximately 8-10% of system wide boardings observed daily. In 2011, all School

Special transit service dedicated to secondary school bell times and student catchment areas have consistently exceeded bus seated capacity. Observed student monthly pass sales have increased two-fold since early 2010.

Further development and investment into student-focused transit service and subsequent communication programs will continue to increase system-wide student passenger distribution.

### **3.4 Community Outreach Initiatives**

Community outreach strategies involve engaging residents in various charitable causes, while promoting Milton Transit as a supportive community partner. Food collection events, such as Stuff-a-Bus campaigns during Easter, Thanksgiving and the Milton Santa Claus Parade, highlight community efforts and cooperation, facilitated by Milton Transit staff and local volunteers (Appendix 5). Establishing partnerships with the Milton Salvation Army has aided the development of process associated with donation collection and distribution. Through the generosity of Milton residents, these outreach initiatives have consistently surpassed expectations and have undoubtedly supported many families during various holiday seasons.

### **3.5 Other Partnership Programs**

Partnership strategies involve the cooperation and support of community leaders. These initiatives focus on corporate engagement and championing of Milton Transit ideologies and vision.

#### Welcome to Milton Program

Introduced in September 2010, the Welcome to Milton program is a leading-edge initiative to promote public transit to new residents of Milton. The concept is to provide opportunities for new residents to experience free public transit services with the added value of exposing residents to other Town services.

The program is sponsored by three (3) residential developers, including: Mattamy Homes, Fieldgate Homes and Del Ridge Homes for approximately eighteen (18) months. Sponsors valued the intent of the initiative as many home sales can be dependent on nearby local transit service that is reliable, and sustainable. With partnership and distribution support from the Milton Welcome Wagon, all new households receive a voucher that can be redeemed for a free monthly Milton Transit pass (for a month of their choice) at any Town-operated ticket agent. Because the program was recently introduced, further promotion and evaluation is to be required to assess customer participation and campaign performance.

The Welcome to Milton initiative is continuously updated and promoted through Welcome Wagon distributional contacts as well as ongoing Milton Transit publications.

## **4.0 Application and Summary**

Mobility Milton 2010 provides a menu of programs and services that could be offered and replicated by many Canadian municipalities of various scale. Selected programs are simplistic, and easy to communicate, yet comprehensive and strategic developed toward specific market targets to adequately and manageably measure program effectiveness. The strength of Mobility Milton 2010 is the central focus of developing programs that meet and exceed clearly outlined goals and objectives that were previously developed in consultation with key stakeholders.

Mobility Milton 2010 continues to develop and enhance sustainable urban transportation in the Town of Milton through strategic initiatives, partnerships and internal/external funding sources. The program not only contributes to transportation innovations, but also intrinsically promotes various other services available throughout the Town of Milton. While a growing population and constant development pressures will continue to provide ongoing challenges for service delivery, Mobility Milton 2010 strives to encourage services to residents through community partnerships and engagement.

## **5.0 Appendix List**

Appendix 1 – New Free Trial Service Ad-Mail

Appendix 2 – Read and Ride Program Launch

Appendix 3 – Read and Ride Bus Interior Advertising

Appendix 4 – Read and Ride Milton Public Library Newsletter

Appendix 5 – Santa Claus Parade Food Collection

# Milton Transit is Growing

## Effective March 8, 2010

In March, Milton Transit will expand service to Scott Neighbourhood during peak commuter hours and welcome a new service contractor...

### New "Scott Express" Service - Free for 30 Days!

A brand new transit route (Route 6) will connect the Scott/Harrison neighbourhoods on the west side of Milton with the GO Train station during peak commuter hours. The route will be bordered by Tremaine Rd. to the West, Bronte St. to the East, Main St. to the north and Dymott Ave. to the south. Residents can ride this new route for free from March 8 to April 9, 2010. See map on reverse side.

### Fare Increase

A fare increase will take effect on March 8 to offset rising operational and maintenance costs. Cash fares will go up by 25 cents along with minor increases for tickets and monthly passes with the exception of student passes which will remain at the same price.

## Transit Meetings and Events

### Public Input Session: March 10

1:00 - 3:00 pm, Milton Seniors' Activity Centre

6:30 - 8:30 pm, Milton Sports Centre

Join us for an information update and feedback session on:

- **New Transit Service Standards**

Transit Service Design Standards will make Milton Transit more convenient, cost-effective, comfortable and easy to use for customers, while ensuring safe, reliable and efficient service delivery.

- **Proposed Route Changes for September**

Provide feedback about a new two-way travel system, to be implemented in September, which will be faster and more direct for transit riders.

### Open House Celebration: March 13

#### Meet New Service Contractor PWTransit

2:00 - 4:00 pm, PWTransit, 420 Morobel Dr., Milton

(Located north of Steeles between Martin and Bronte Streets; parking is limited)

#### Looking for a ride to attend?

Milton Transit buses will pick up as follows:

1:30 pm GO Transit Station (Return rides approximately every 30 minutes)

Bring the whole family to welcome the new transit service contractor and celebrate the opening of their brand new transit storage and maintenance facility for Milton Transit buses. Enjoy facility and bus tours, along with children's entertainment and activities.



**New! 905-864-4141**

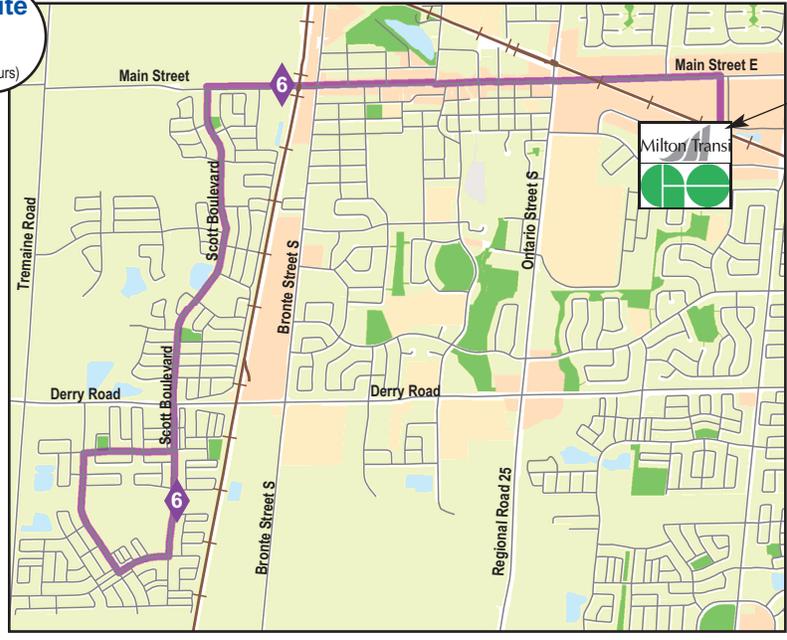
[transit@milton.ca](mailto:transit@milton.ca)

[www.milton.ca](http://www.milton.ca)

# Milton Transit is Growing

Effective March 8, 2010

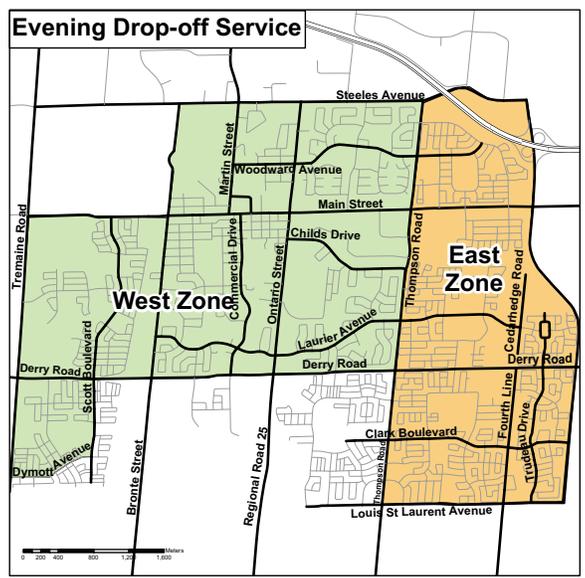
**New Transit Route**  
 **6** Scott Express  
 (Peak Commuter Hours)



GO Transit Terminal

## Evening Drop-off Service

- At 8:00 pm, when the last GO train arrives, passengers at the GO Station can board one of two buses to travel to their destination zone:
  - West Zone:** Bounded by Thompson Rd., Derry Rd., Tremaine Rd. and Steeles Ave.
  - East Zone:** Bounded by Thompson Rd., Louis St. Laurent Ave., James Snow Parkway and Steeles Ave.
- Upon boarding, the bus driver will create a route based on all requested drop-off locations. All regular fares apply.



### Maps, schedules and tickets available at:

- |                        |                                      |
|------------------------|--------------------------------------|
| Town Hall*             | Milton Seniors' Activity Centre*     |
| Milton Sports Centre*  | Milton Public Library (Main Branch)  |
| Milton Leisure Centre* | Milton Public Library (Beaty Branch) |

\*Monthly bus passes available at these ticket agents

**New! 905-864-4141**

[transit@milton.ca](mailto:transit@milton.ca)

[www.milton.ca](http://www.milton.ca)



# Read and Ride 2010

July 5 - September 3



**Riding Milton Transit for free this summer is as easy as 1, 2, 3...**

**1** Visit the library to obtain a transit sticker for your library card.  
(Must be 14 years of age or younger to participate.)

**2** Present your stickered library card on the bus.

**3** Ride the bus for free to the library to enjoy special summer reading programs, books, magazines, and more.  
Ride all over town for free, too!

## **Tell Us About Your Bus Ride to Win a Prize!**

Tell us about your Read and Ride bus experiences by submitting online comments at [www.milton.ca](http://www.milton.ca) for a chance to win an Indigo/Chapters gift certificate.

**Information:**

**905-864-4141**

## **Youth Summer Transit Promotions**

### **Transit Day Pass**

**Effective from July 2 onward**

Purchase a day pass and enjoy unlimited rides on Milton Transit all day long. The pass may be bought at any time and will be activated by the bus driver upon first use.

Cost: \$7

### **2 for 1 Summer Pass**

**July/August**

Buy a student monthly bus pass for July and receive an August pass for free!



[transit@milton.ca](mailto:transit@milton.ca)

[www.milton.ca](http://www.milton.ca)



# connect @your library®

The Milton Public Library is committed to nourishing growing minds, promoting the love of reading and providing a gateway that connects people, ideas and information.

## inside:

### Message from the CEO

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### Library Programs

Discover fun and educational programs available for children, teens and adults.

2-4

### For the Love of Reading

See details on book clubs and more.

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## Second Annual "Read and Ride Program"

Milton Transit and the Milton Public Library are joining forces once again this summer to bring the "Read and Ride Program" to Milton residents. The program provides free bus rides to children and youth to encourage them to travel to the library using environmentally-friendly Milton Transit for summer reading programs and to access an extensive selection of books, magazines, movies, music and more. System-wide transit trips will also be free for children and youth to help families connect with a variety of Milton experiences all summer long.

with a Milton Transit sticker on it. Stickers are available beginning June 21 at both locations.

For more information, contact: Town of Milton [www.milton.ca](http://www.milton.ca), 905-878-7252, x 2182 or the Library [www.mpl.on.ca](http://www.mpl.on.ca), 905-875-2665, x 3263.



Children 14 years and younger can ride Milton Transit free from **July 5 to September 3** when they show a valid Milton Public Library card

### Summer Preschool Drop-In Programs

Rise'n Shine	Family Storytime	Teddy Bear Time
Main - Wed 10 am July 7 - Aug 18	Main - Wed 11 am July 7 - Aug 18	Main and Beaty: Thu 6:45 pm July 8 - Aug 19
Beaty - Thu 10 am July 8 - Aug 19	Beaty - Thu 11 am July 8 - Aug 19	
Main and Beaty Every Sat 10 am	Main and Beaty Every Sat 11 am	
<b>Babies and toddlers up to 3 and caregivers</b>	<b>Children 3 - 6 parents welcome</b>	<b>Children 3 and up parents welcome</b>



**New this  
Summer**

### Safari Rangers

Fridays at 10:30 (July 9 - Aug 20) at Main Library  
Drop-in program for children 5 - 7 featuring read-alouds, games, crafts and activities





Leslie Fitch, CEO

## Message from CEO

Welcome to the summer edition of the Library's newsletter. We are very much looking forward to this summer in particular, since it is the first one in which Beaty Branch will be serving the public. There is much to do at the Library over the summer, but in particular, I urge you (if you are a teen) to participate in the 'Put Pen to Paper' writing contest. It has been my pleasure to be a judge for this event since its inception in Milton, and I'm very much looking forward to reading the 2010 entries.

## Auto Repair online @ your library®

Your comprehensive online guide to vehicle ownership and maintenance.

Repair information for thousands of vehicles, from 1945 to present.

Visit: [www.mpl.on.ca](http://www.mpl.on.ca) >  
Online Databases >  
Auto Repair Reference Center



## Children

▲ Main Library    ◆ Beaty Branch    ☆ both

### Summer Reading Club:

Get ready to travel to exciting places and discover wonders of the world on Library shelves.

# DESTINATION Jungle

### How does it work?

- Join and receive a Destination Jungle poster and booklet
  - Read books and earn points towards prizes
  - Every week there will be a special craft, contest or activity
- Full details and rules available when you register.*

### Different reading clubs for different reading levels:

#### Destination Jungle

(for children who can read on their own) Earn 8 points and kids win an invitation to the Wrap-up party.

#### Wrap-up Party:

▲ Mon Aug 23 ..... 2:00 - 3:30 pm

#### Junior Explorers

(for children 3 - 5 years old) Designed for early readers and pre-readers. Fill out your log book & win small prizes. Join the wrap-up party!

#### Wrap-up Party:

▲ Mon Aug 23 ..... 10:30 - 11:30 am

### Wednesday Specials (Beaty Branch: 10:30 am Main Library: 2:00 pm)

Cost: \$3 Register at desired location

- July 7 **Drumming workshop** with Mystic Drumz
- July 14 **Paddle up the Amazon** Explore jungle life of South America
- July 21 **Lego Competition**, Get creative with Lego
- July 28 **Jambo means hello**, visit an African jungle
- Aug 4 **Curious George**, Fun and games with our favourite little monkey
- Aug 11 **39 Clues**, Solve our Who-dun-it! Ages 8+
- Aug 18 **Diary of a Wimpy Kid**, fun & games

### Summer Book Club

#### Launch Party:

Featuring Magician, Ian Crawford  
Tickets: \$2. Available at both locations.  
▲ Mon July 5 ..... 2:00 pm



### Sleepover at Main Library

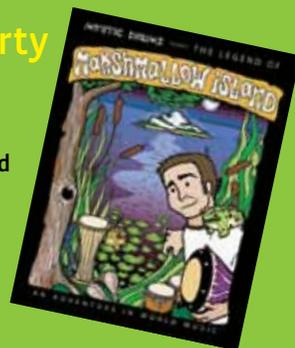
(ages 9-12)  
Enjoy a number of activities and treats.  
Cost: \$25. Pre-registration required.  
Number of participants limited.  
Thu July 22, 8:00 pm to  
Fri July 23, 8:00 am

## Why join TD Summer Reading Club?

- Encourages and strengthens the habit of reading for pleasure
- Creates life-long learners
- Increases children's reading skills
- Reduces summer learning loss

## Wrap-up Party

Mystic Drumz presents **Legend of Marshmallow Island**





# Teens

## Teen Summer Reading

**Teen Summer Reading is back!** Complete 24 hours of reading between June 1 and Aug 20. Weekly draws! Full details on Teen website. For ages 11 - 18



## Put Pen to Paper

Milton Public Library's annual short story contest for teens is back! Stories will be accepted from students who are currently enrolled in grades 6 -12. Stories accepted from May 1 - July 8. Submit online or in person. Full contest rules available in the Library and on the Library's Teen website.

## Teen Writing Workshops

Want to develop your fiction writing skills? Join us for this workshop! Writing exercises, share your work, and meet other young authors from around Milton.

- ▲ **Wed May 26** ..... 7:00 - 8:00 pm
- ◆ **Tue Jun 1** ..... 6:30 - 7:30 pm

## Teen Gallery Space

Main Library now has gallery space for Teen Artists to show off their work. Submission forms are available on the Library's Teen website.

## Youth Resume Workshop

Learn what it takes to put together a great resume with the help from Service Canada's Centre for Youth representative. Pre-register at Beaty Branch or call 905-875-2665 x 3293.

- ◆ **Thu June 3** ..... 6:30 pm

## High School Exam Time!

Both locations have tables for group study sessions and areas for quiet study. Take a study break and grab a granola bar from our information desks!

- ☆ **Sat June 19 - Sat June 26**



# New to Canada?

## Settlement Worker in the Library\*

Meet with a settlement worker to help you start your new life. Free.

- ▲ **May 26, June 9 & 23, July 14 & 28, Aug 11 & 25** ..... 10:00 - 4:30 pm

- ◆ **July 6 & 20, Aug 3, 17 & 31** ..... 10:00 - 4:30 pm

## The Canadian Citizenship Test: Get Ready! (Main Library)\*

This program includes practice tests, checking your application online, and lots more.

This program will run again in the fall.

Call Caren at the Halton Multicultural Council, 905-842-2486 x 233.

## ESL Conversation Circles at Beaty Branch\*

Build your confidence speaking English and meet new people weekly. Every Wednesday ..... 6:30 - 8:00 pm

Call the Halton Multicultural Council at 905-842-2486 x 241 for more information.

\*A joint initiative of Milton Public Library and Halton Multicultural Council (funded by CIC).



# Business & Careers

## Resume Help - FREE one-hour consultation

Develop a targeted and effective resume with a Career Information Specialist

- ▲ **Thu June 10** ..... 1:00 - 4:00 pm

Registration: Call The Centre at 905-693-8458 x 107 to book your appointment.

## HST for Small Businesses

We're hosting a Canada Revenue Agency and the Ontario Ministry of Revenue information seminar about this tax.

- ◆ **Wed June 9** ..... 2:00 - 4:30 pm
- ▲ **Wed June 16** ..... 6:00 - 8:30 pm

Free Registration: Call the Library at 905-875-2665 x 3263 or email: info1@mpl.on.ca

## Leadership Matters:

### Building Your Legal Know How

Learn about the implications of Canada Revenue Agency's Fundraising Guidance for not-for-profits and charities with Terrance Carter, Managing Partner of Carters Professional Corp.

**June class is full.** Please watch for another session this Fall.

## Marketing - \$20<sup>00</sup> per person

Learn about targeting, branding, market plans and promotions.

- ▲ **Wed June 9** ..... 6:30 - 8:30 pm

## Consultant-on-site Program\*:

**FREE one-hour consultation** Gain access to knowledgeable business consultants

- ▲ **Thu June 3** ..... 12 - 4:00 pm

**Please register in advance - Access Halton at 905-825-6000**

Calling all book club enthusiasts!

# For the love of Reading



## Featured Book Club Title

### Three Cups of Tea

by Greg Mortenson

The astonishing, uplifting story of one person's humanitarian campaign to use education to combat terrorism. Discuss it at your next book club meeting! Register your book club with us - you can borrow up to 10 copies and a leader's guide.



### June is Seniors' Month

Join the staff at Main Library and celebrate Seniors' Month.

Enjoy treats, a variety of draws, hear a short story and take part in some Wii gaming!

Fri June 18 ..... 10:00 am - 12:00 pm



### Learning Series:

## Card Making (adult class)

Come & enjoy an evening out at the Library. Learn how to make a variety of cards. Samples are on display at the Main Library.

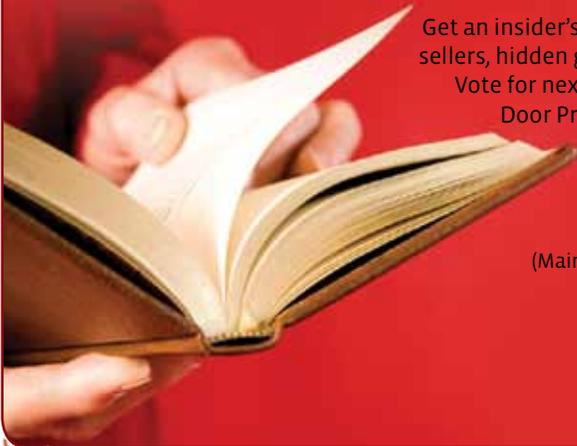
**Cost \$16.00/class (materials included)**

\* Please register at Main Library at least one week prior to the class.

**July 14, Aug 11, Sept 16**  
7 - 9 pm. Main Library

## AFTERHOURS @ your library

Featuring the Dewey Divas & Dudes Cost \$2



Get an insider's look at up-and-coming best sellers, hidden gems, and other great reads. Vote for next year's Book Club selection. Door Prizes, Dessert Bar, Mocktails.

**Mon June 14**

7:30 - 9:00 pm

(Main Library doors open at 7:00 pm)

Register by June 8  
905-875-2665 x 3263  
or email: info1@mpl.on.ca



## Get Fit @ your library

### Pedometers you can borrow, just like a book!

Count your steps - for healthy living we should walk 10,000 steps a day (2,000 to 4,000 at a brisk pace). See how active you are - you may surprise yourself.

*In partnership with the Halton Regional Health Department.*

## Milton Public Library

### LOCATIONS

**Main Library** ..... 45 Bruce St., Milton, ON L9T 2L5  
**Beaty Branch** ..... 945 Fourth Line, Milton, ON L9T 6P8

Phone ..... **905-875-2665**  
TTY ..... **905-875-1550**  
Website ..... **www.mpl.on.ca**

### HOURS

	MAIN LIBRARY	BEATY BRANCH
Monday	CLOSED	CLOSED
Tuesday - Thursday	10 - 9	10 - 8
Friday - Saturday	10 - 5	10 - 5
Sunday	1 - 5***	CLOSED

\*\*\*Closed Sundays until Sept 12

