

Ride Ready Pass Program Guide

Free Transit for Youth! Getting around Brandon just got a whole lot easier!

Beginning September 2026, the City of Brandon is introducing Ride Ready—a free transit program for youth.

Brandon Transit is committed to helping young people travel safely and independently, whether they're heading to school, work, extracurricular activities, or spending time with friends.



Once you receive your Ride Ready Pass, you'll enjoy free transit all year long. Simply renew your pass annually to continue using the program until you turn 18 years old.

Who is Eligible?

The Ride Ready program is available to:

- Youth 7 to 17 years of age who live in Brandon or the surrounding area.
- Registered high school students up to 21 years of age may also qualify.

Note:

- Children 6 years of age and under ride free when accompanied by a fare-paying adult and do not require a Ride Ready Pass.
 - Youth aged 7–17 (in some cases this will extend to age 21) must present their SMART Card with the Ride Ready sticker visible each time they board the bus.
 - Riders who are unable to present a valid Ride Ready Pass will be required to pay the applicable transit fare.
 - If a youth chooses not to participate in this program, regular transit rates will apply at time of boarding.
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How to Get Your Ride Ready Pass

1.) September 1 – October 31, 2026

- Students attending Brandon School Division (Grades 1–12) may obtain their Ride Ready Pass directly through their school by submitting a completed permission form.

2.) November 1, 2026 – August 31, 2027

- Ride Ready Passes will be available only at the:
 - Brandon Transit Info Centre (723 Rosser Avenue, Unit A)
 - **Hours of Operation**
 - Monday to Friday
 - 8:00 a.m. – 5:00 p.m.
 - Closed from 12:00 p.m. – 1:00 p.m.

- Closed on statutory holidays

Proof of Age

To receive your annual Ride Ready Pass, you must provide proof of age.

Acceptable identification includes:

- Student ID card
- Manitoba Health Card
- Driver's license
- Treaty Status Card
- Métis Card
- Passport
- Birth Certificate
- Any other government-issued identification showing your name and date of birth

The Operator may also request to see Student ID when you board the bus with a Ride Ready Pass. Ensure that you have it on hand.

Important Information

- Register Your Card
 - We strongly encourage all Ride Ready Pass holders to register their card.
 - If your registered card is lost, stolen, or damaged Brandon Transit can quickly deactivate the old card and issue you a replacement.
 - If an unregistered card is lost or stolen, you will be required to provide proof of age before another card can be issued.
 - You can register a card online (brandontransit.ca) or at the Info Centre.
- Lost or Stolen Cards
 - Any lost or stolen card that is reported to Brandon Transit will be hotlisted (deactivated). If someone attempts to use the card, it may be confiscated by a Bus Operator.
- Replacement Cards
 - Each youth is responsible for their Ride Ready Pass.
 - Cards are non-transferable and may only be used by the individual to whom they were issued.
 - If more than three replacement cards are required within a one-year period, a replacement fee may apply.
 - The fee will be based on the current approved replacement card rate.
- Misuse of the Program
 - Ride Ready Passes must only be used by the registered cardholder.
 - Improper use of the program may result in:

- Deactivation of the Ride Ready Pass
 - The rider being required to pay regular transit fares
 - Temporary suspension from the Ride Ready program for repeated misuse
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Class Pass Program

Brandon Transit will continue to offer the Class Pass Program for:

- Schools, daycares, educational organizations, youth groups, etc.

There is no cost to participate.

Why Book a Class Pass?

Booking your trip in advance allows Brandon Transit to:

- Help students learn how to safely plan and ride public transit.
 - Prepare for larger groups to help ensure everyone can travel together.
 - Notify educators of any planned detours or service disruptions that may affect the trip.
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School Transit Education

Brandon Transit is happy to visit Brandon School Division schools to teach students how to:

- Use their Ride Ready Pass
- Ride the bus safely
- Read schedules and plan trips
- Build confidence using public transit

To arrange a school visit, contact the Brandon Transit Info Centre at 204-729-2300.

Questions?

Brandon Transit Info Centre
723 Rosser Avenue, Unit A
Phone: 204-729-2300

We're here to help you get Ride Ready!