



MIDDLESEX COUNTY  
**CONNECT**

[www.middlesex.ca/ct](http://www.middlesex.ca/ct)

**CONNECTING PEOPLE,  
PLACES, AND EXPERIENCES**

## BACKGROUND



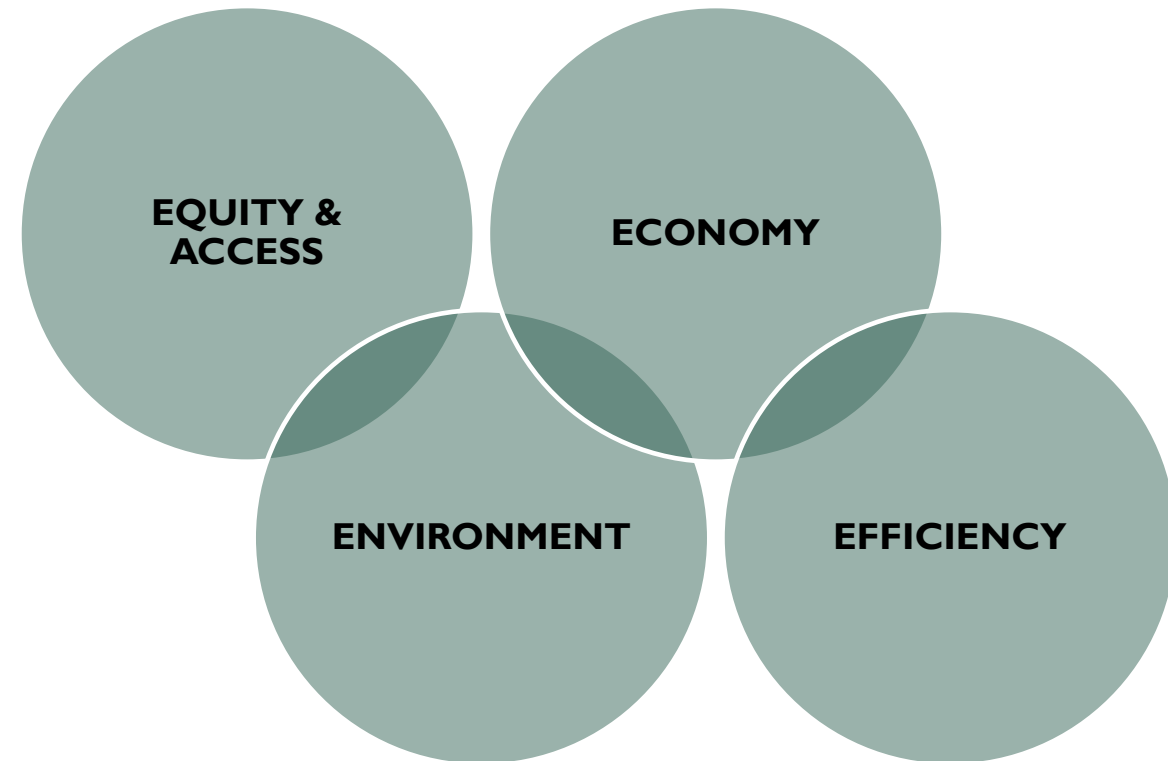
- ❑ Launched on September 21, 2020
- ❑ Funded by the Government of Ontario Community Transportation Grant Program:  
2018 - 2023: \$1,500,000.00  
2023 - 2025 (extended): \$927,944.62  
2024 - 2025 (additional): \$280,000.00
- ❑ Retained Arcadis IBI Group in July 2022 to conduct a County-wide transit needs assessment study
- ❑ Launched two adapted fixed routes on May 29, 2023, based on needs assessment



# SERVICE VALUE



- ❑ Addresses the challenge of housing affordability amid an increasing cost of living
- ❑ Facilitates mobility for youth and aging demographic
- ❑ Ensures accessibility to education, employment, and training opportunities
- ❑ Encourages and enables participation in the economy for more members of the population
- ❑ Promotes economic development
- ❑ Mitigates social isolation and enhances overall quality of life
- ❑ Facilitates access to hospitals and medical appointments



# SERVICE PROFILE



Service provided by **Voyago**<sup>™</sup>

## VEHICLES

- Elkhart Coach Buses equipped with an accessible wheelchair lift
- 16 seats with 2 wheelchair-accessible spots
- Front mounted bike rack
- AODA compliant

## FARES

- \$5 one-way for all trips
- Children 5 and under, support persons, and veterans ride free of charge
- Cash and credit/debit payment accepted on buses
- Pre-book and pay fare in advance on app



# COUNTY CONNECT APP



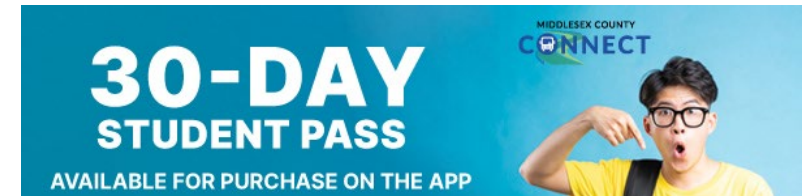
- Pre-book\* trip
- Pay fare in advance
- Purchase 30-day student pass
- Track bus location in real-time
- Receive service notifications

***\*Pre-booking trip is not mandatory***

**No smartphone? No problem**

**Web app:** [ride.blaisetransit.com](http://ride.blaisetransit.com)

**Phone:** 1-888-465-0783



# LIBRARY BUS PASS LOAN PROGRAM



- ❑ Launched Monday, October 16, 2023
- ❑ To encourage residents to give Middlesex County Connect a try
- ❑ Library patrons can borrow bus passes for free
- ❑ Individual and Family passes available at the library branches in Lucan, Ilderton, and Dorchester
- ❑ Unlimited FREE RIDES during a 7-day non-renewable loan period



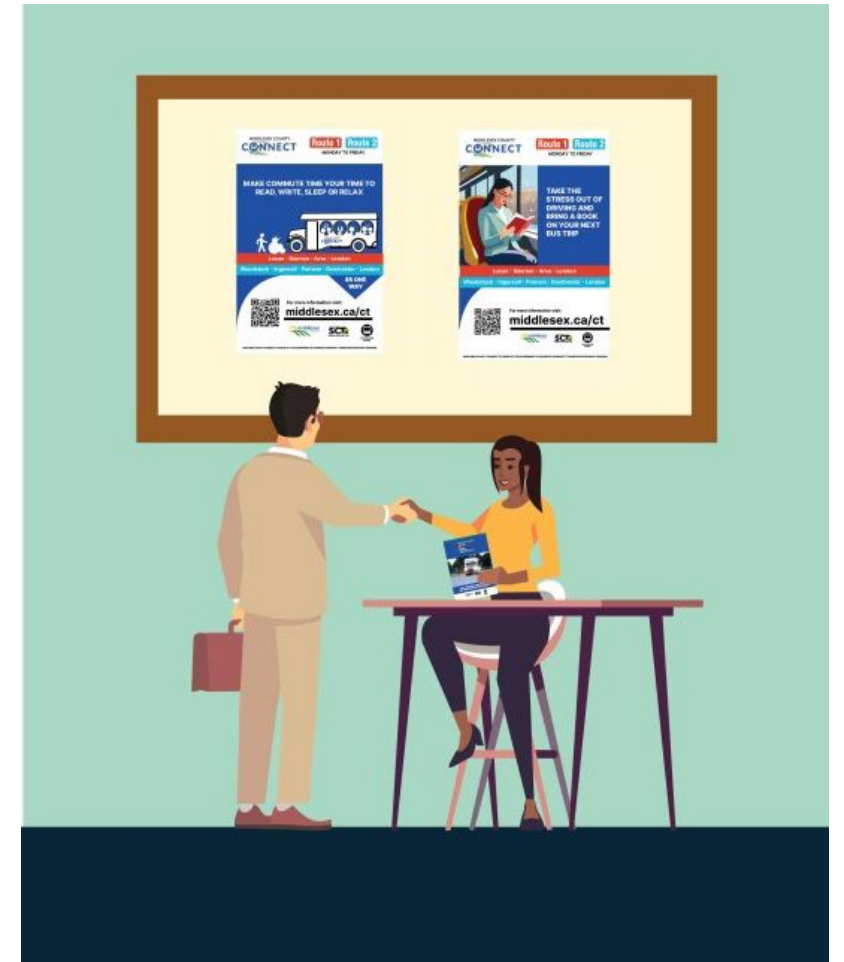
# EMPLOYER TOOLKIT



To support employers in promoting Middlesex County Connect to their employees

This comprehensive toolkit includes:

- ❑ An informative brochure detailing bus routes and schedules
- ❑ Eye-catching posters and engaging social media content highlighting the environmental and cost-saving advantages of public transportation
- ❑ Branded promotional items to enhance visibility
- ❑ Complimentary fare passes to encourage initial use



# YEAR-ROUND MARKETING



- Promotions during local events
- Promotions at Fanshawe College
- Information booths at local libraries
- Free student rides for back-to-school promotion in September
- Special holiday service offered in December





# PASSENGER STORIES



Ryan relies on Middlesex County Connect for his commute to work in Ingersoll. He finds the service not only convenient but also comfortable and affordable



Debbie relies on the bus to visit her grandchildren and is a regular rider of the service

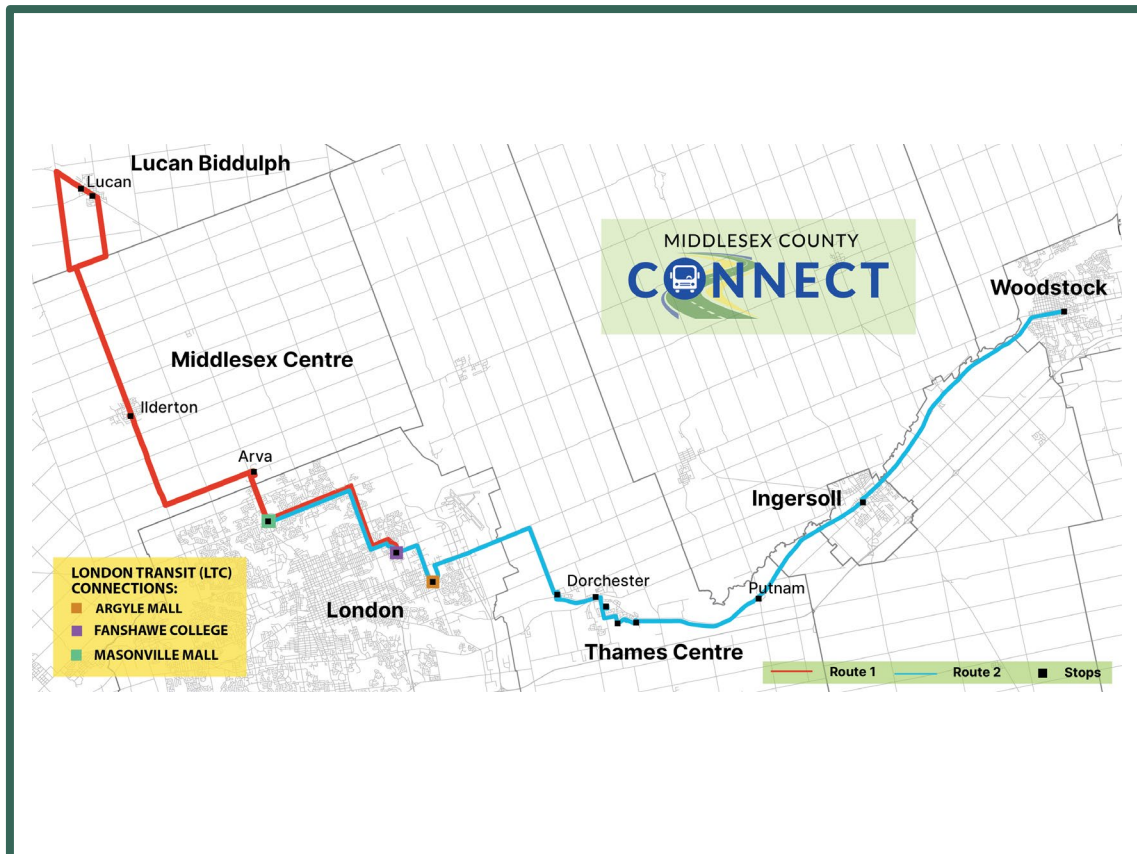


Kevin, residing car-free in the city, enjoys the countryside through the service. He often visits libraries in Lucan and Ilderton and explores stores in Lucan



Jocelyn and Andre were visiting Dorchester and used the service to get around, sightsee, and visit family

# CURRENT SERVICE

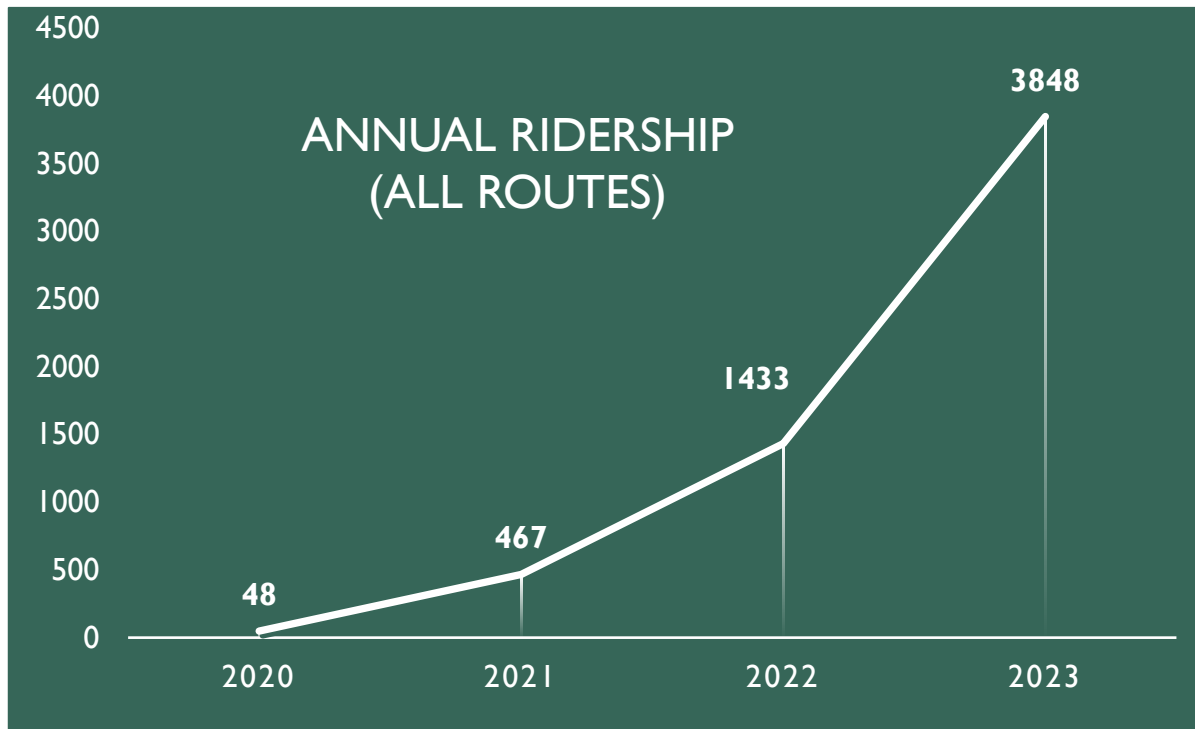


## ☐ Two Fixed Routes:

- ☐ Route 1: Lucan - Ilderton - Arva - London
- ☐ Route 2: Woodstock - Ingersoll - Putnam - Dorchester - London

## ☐ Peak-hour weekday service

# OUR NUMBERS



**169%**

RIDERSHIP INCREASE IN 2023

**40%**

MONTHLY BOARDINGS TO FANSHAWE COLLEGE ON ROUTE 2

**23%**

MONTHLY BOARDINGS TO FANSHAWE COLLEGE ON ROUTE 1

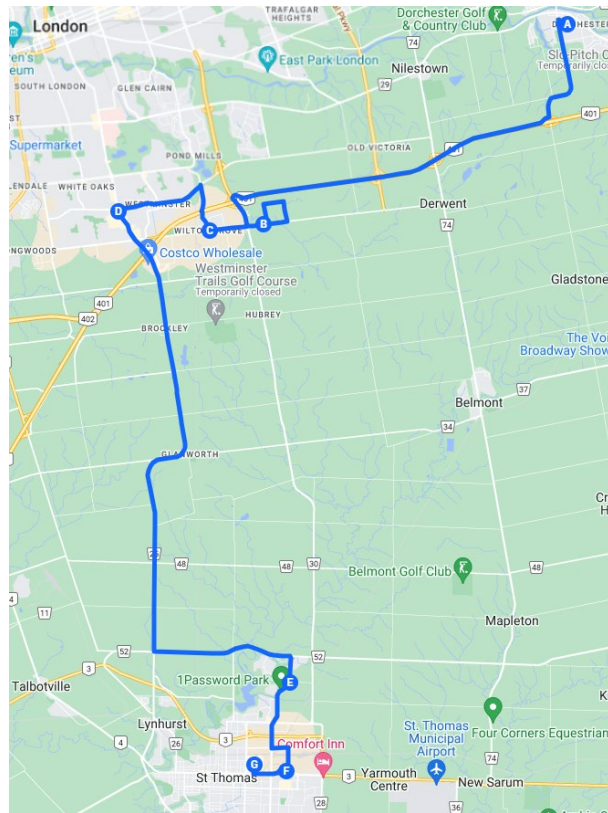
Note: The service launched during the COVID-19 Pandemic, rendering ridership data before 2023 heavily influenced by pandemic circumstances and not indicative of the service's true potential demand

# NEW ROUTE 3: DORCHESTER – LONDON – ST. THOMAS



- ❑ **Availability of Additional Funding:** Secured through the Province of Ontario Community Transportation Grant Program
- ❑ **Meeting Identified Needs:** Addressing the growing transportation demands of the community
- ❑ **Enhanced Connectivity:** Expands access to employment centres and connects residential areas with essential services and transit hubs currently not served by existing intercommunity transit routes
- ❑ **Capitalizing on Economic Growth:** St. Thomas is experiencing significant economic growth, notably with the construction of the Amazon fulfillment center and the Volkswagen EV plant
- ❑ **Ongoing Collaboration:** Continued collaboration with the City of London, City of St. Thomas, London Economic Development Corporation, and St. Thomas Economic Development Corporation

# NEW ROUTE 3




## Dorchester – London – St.Thomas Bus Route

- Launching Monday, April 8, 2024
- Fixed route operating four round trips daily from Monday through Saturday
- Bus Stops:
  - The FlightExec Centre – Dorchester
  - Wilton Grove Industrial Park - London
  - White Oaks Mall – London
  - Valleyview Home – St.Thomas
  - Gaylord Rd. at Michigan Blvd. – St.Thomas
  - Transit Hub - St.Thomas

# NEW ROUTE 3 – MONDAY TO FRIDAY SCHEDULE



## AM Schedule

	FlightExec Centre - Dorchester	Wilton Grove at Commerce – London	Wilton Grove at Pond Mills - London	White Oaks Mall – London	Valleyview Home – St. Thomas	Gaylord Rd. at Michigan Blvd. – St. Thomas	Transit Hub - St. Thomas
Trip 1 	6:10 AM	6:25 AM	6:32 AM	6:40 AM	7:05 AM	7:11 AM	7:15 AM
Trip 2 	8:15 AM	8:00 AM	7:55 AM	7:45 AM	-	-	7:20 AM
Trip 3 	8:20 AM	8:35 AM	8:42 AM	8:50 AM	9:15 AM	9:21 AM	9:25 AM
Trip 4 	10:25 AM	10:10 AM	10:05 AM	9:55 AM	-	-	9:30 AM

## PM Schedule

	FlightExec Centre - Dorchester	Wilton Grove at Commerce – London	Wilton Grove at Pond Mills - London	White Oaks Mall – London	Valleyview Home – St. Thomas	Gaylord Rd. at Michigan Blvd. – St. Thomas	Transit Hub - St. Thomas
Trip 1 	3:00 PM	3:15 PM	3:22 PM	3:30 PM	3:55 PM	4:01 PM	4:05 PM
Trip 2 	5:05 PM	4:50 PM	4:45 PM	4:35 PM	-	-	4:10 PM
Trip 3 	5:05 PM	5:20 PM	5:27 PM	5:35 PM	6:00 PM	6:06 PM	6:10 PM
Trip 4 	7:10 PM	6:55 PM	6:50 PM	6:40 PM	-	-	6:15 PM

# NEW ROUTE 3 – SATURDAY SCHEDULE

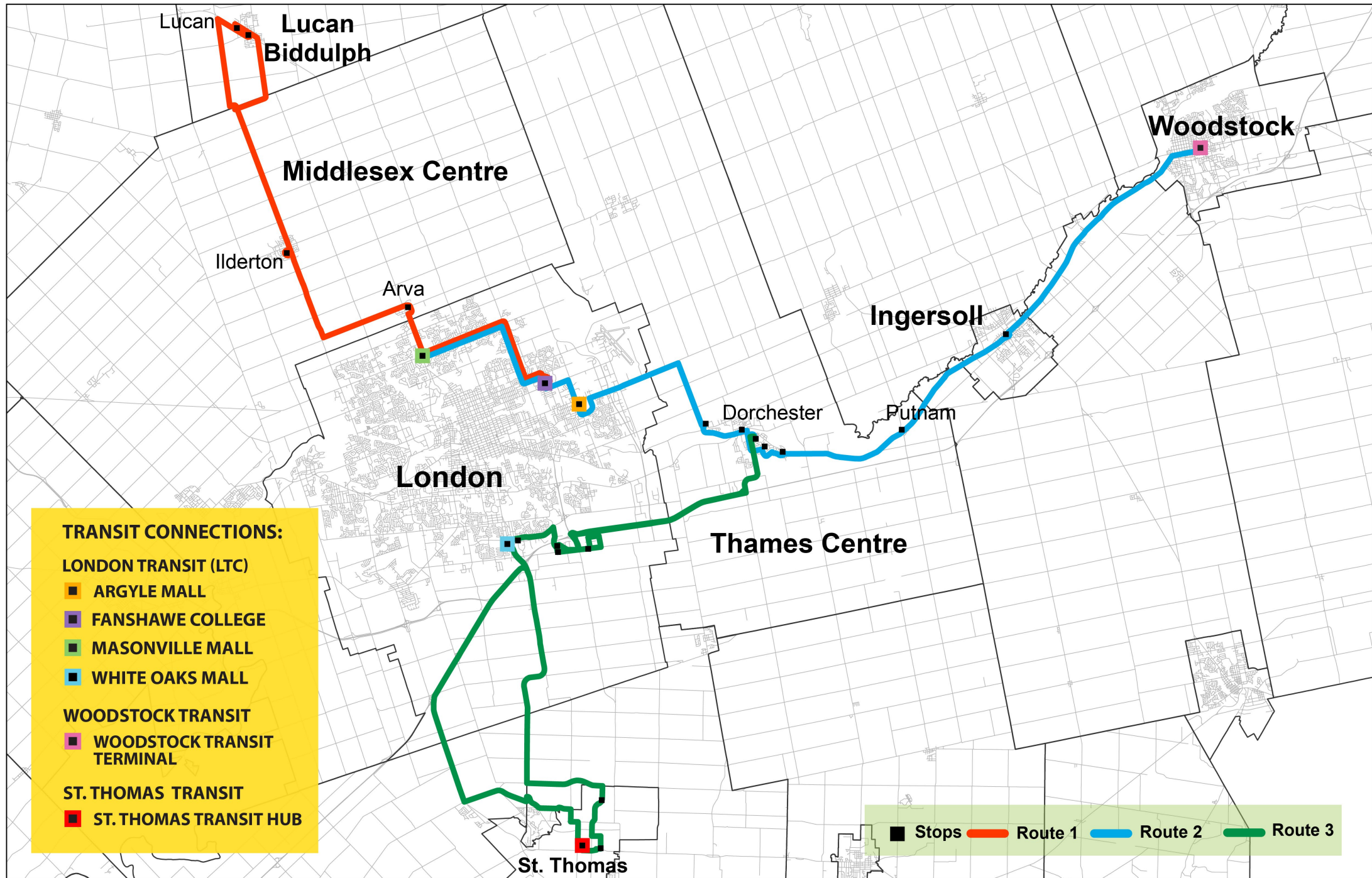


## AM Schedule

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Lucan

Lucan  
Biddulph

Middlesex Centre

Ilderton

Arva

London

Dorchester

Putnam

Thames Centre

Ingersoll

Woodstock

St. Thomas



## NEXT STEPS



- ❑ Applied for funding through the Rural Transit Solutions Fund to hire consultant to conduct a comprehensive evaluation of the Middlesex County Connect transit system, alongside its marketing initiatives and community engagement strategies
- ❑ Continue communication and marketing efforts to build awareness and ridership
- ❑ Promote advertising and sponsorship opportunities to local and regional businesses
- ❑ Engage in ongoing conversations and collaborative planning with other regional SCT members
- ❑ Advocate to the Province for the extension of the Community Transportation Grant Program to continue operations beyond March 31, 2025

**Increased partnerships and long-term financial commitment from all levels of government will be vital to the future of a transportation network in Middlesex County and surrounding areas**

# QUESTIONS?

