



MIDDLESEX COUNTY

# CONNECT

A graphic for the "CONNECT" logo. It features a stylized road with green and yellow lanes curving through the word. A blue circle containing a white bus icon is positioned over the letter "O".

**CONNECTING PEOPLE, PLACES & EXPERIENCES**



## OVERVIEW

- ❑ Launched the inter-community transit service on September 21, 2020
- ❑ Funded by the Government of Ontario Community Transportation Grant Program  
2018 – 2023: \$1,500,000  
**2023 – 2025 (extended): \$927,944.62**
- ❑ Current service is focused on London, Thames Centre, and into neighboring Oxford County
- ❑ Arcadis IBI Group was retained in July 2022 to conduct a rural transit needs assessment study



## STRATEGIC PLAN 2021-2024



### STRATEGIC FOCUS

CULTIVATING  
COMMUNITY  
VITALITY



### GOAL

ADVANCE A DIVERSE,  
HEALTHY, AND  
ENGAGED  
COMMUNITY



### OBJECTIVE

CHAMPION AND  
ENCOURAGE  
ACTIVE  
TRANSPORTATION  
AND PUBLIC TRANSIT  
OPPORTUNITIES

**A SAFE, EFFICIENT AND CONNECTED TRANSPORTATION SYSTEM IS THE  
FOUNDATION FOR A HEALTHY, ENGAGED AND PROSPEROUS COMMUNITY**



# **TWO PART PRESENTATION**

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**1**

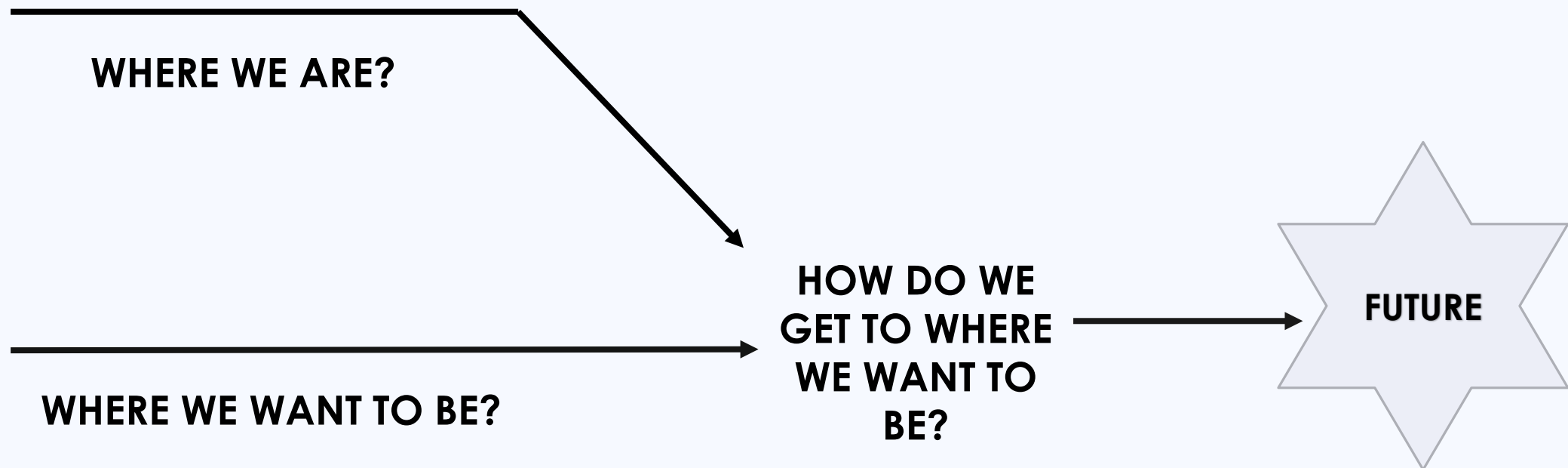
**EXISTING SERVICE  
REVIEW AND  
FINDINGS**

**2**

**NEW SERVICE  
RECOMMENDATIONS  
AND NEXT STEPS**



# **STRATEGIC CONCEPT**





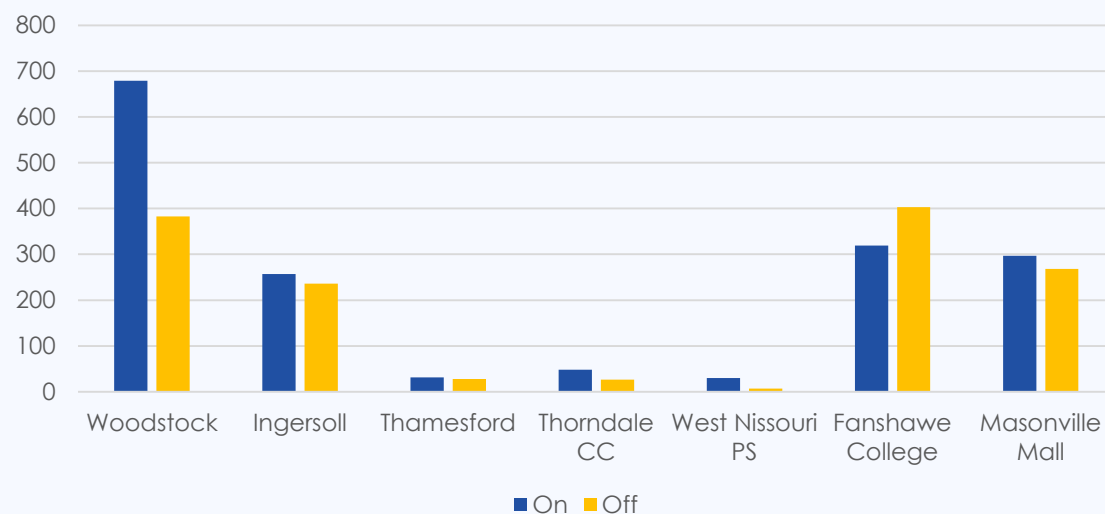
# **PART 1:**

## Existing Service Review And Findings

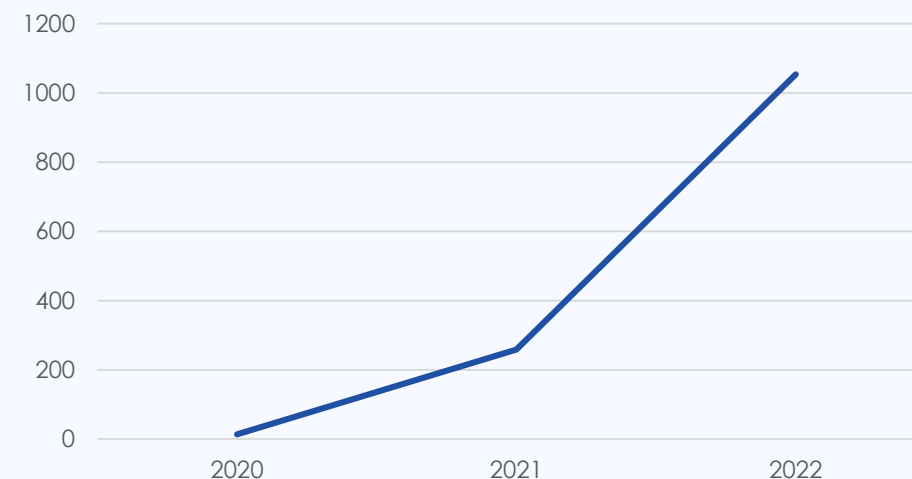
## ROUTE 1: OXFORD COUNTY → THORNDALE → LONDON

- ❑ Operates during peak hours Monday-Friday
- ❑ Average of 9.1 daily boardings in 2023
- ❑ Thamesford and Thorndale have minimal observed boardings

Boardings to date



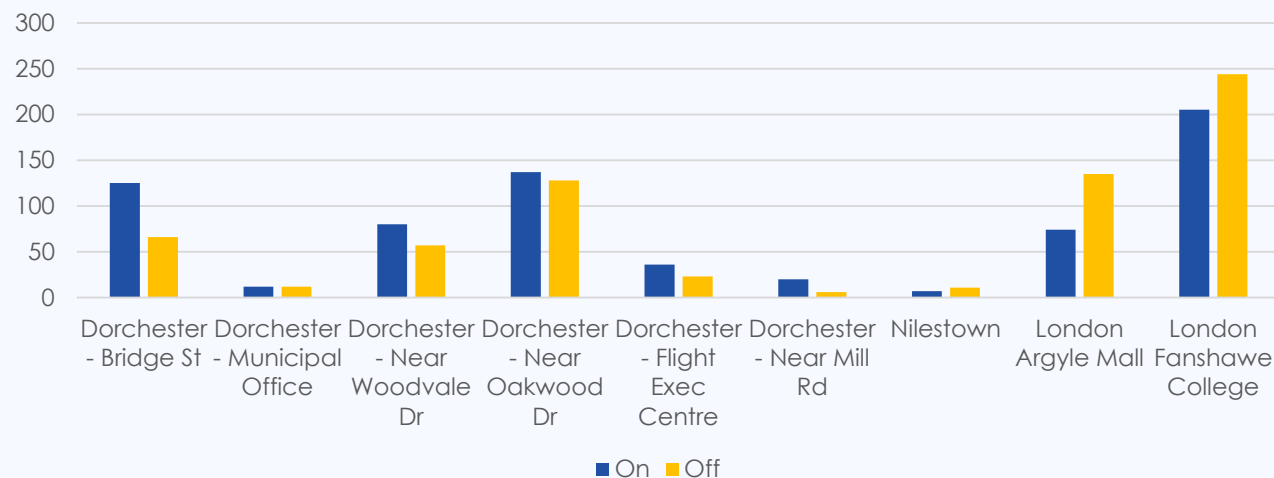
Increase in Ridership



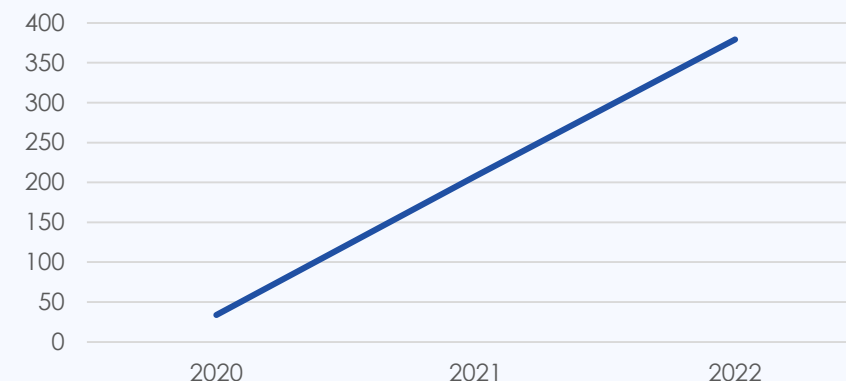
## ROUTE 2: DORCHESTER → LONDON

- ❑ Operates during peak hours Monday-Friday
- ❑ Low ridership, with an average 1.8 daily boardings in 2023
- ❑ The stops at Bridge St. and Oakwood Drive in Dorchester are the busiest
- ❑ The stops at Nilestown, Dorchester Municipal Office and near Mill Road have minimal observed boardings

Boardings to date



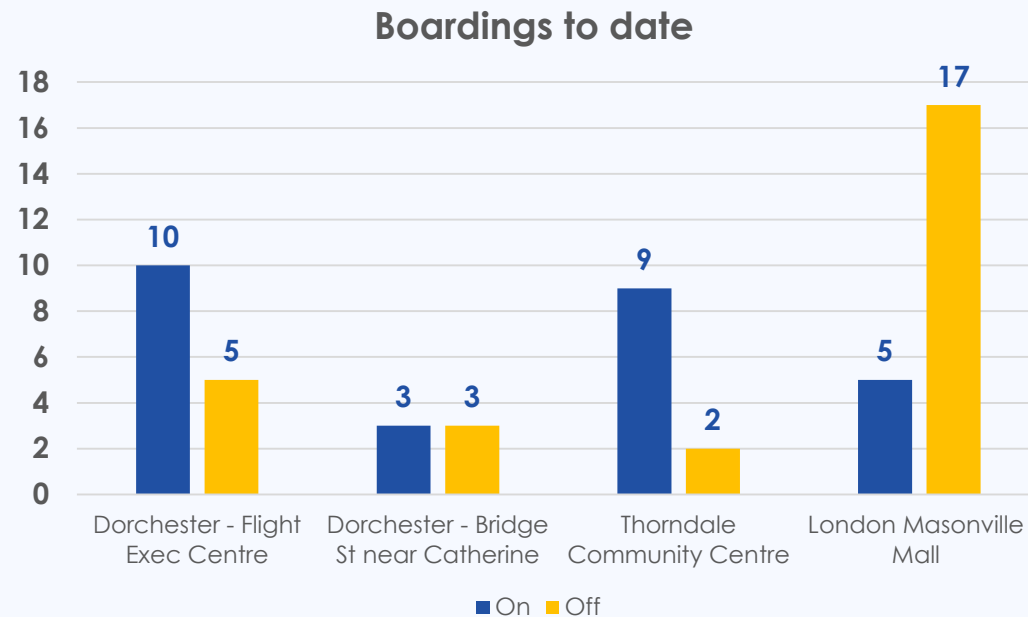
Increase in Ridership





## **ROUTE 3: THAMES CENTRE → LONDON**

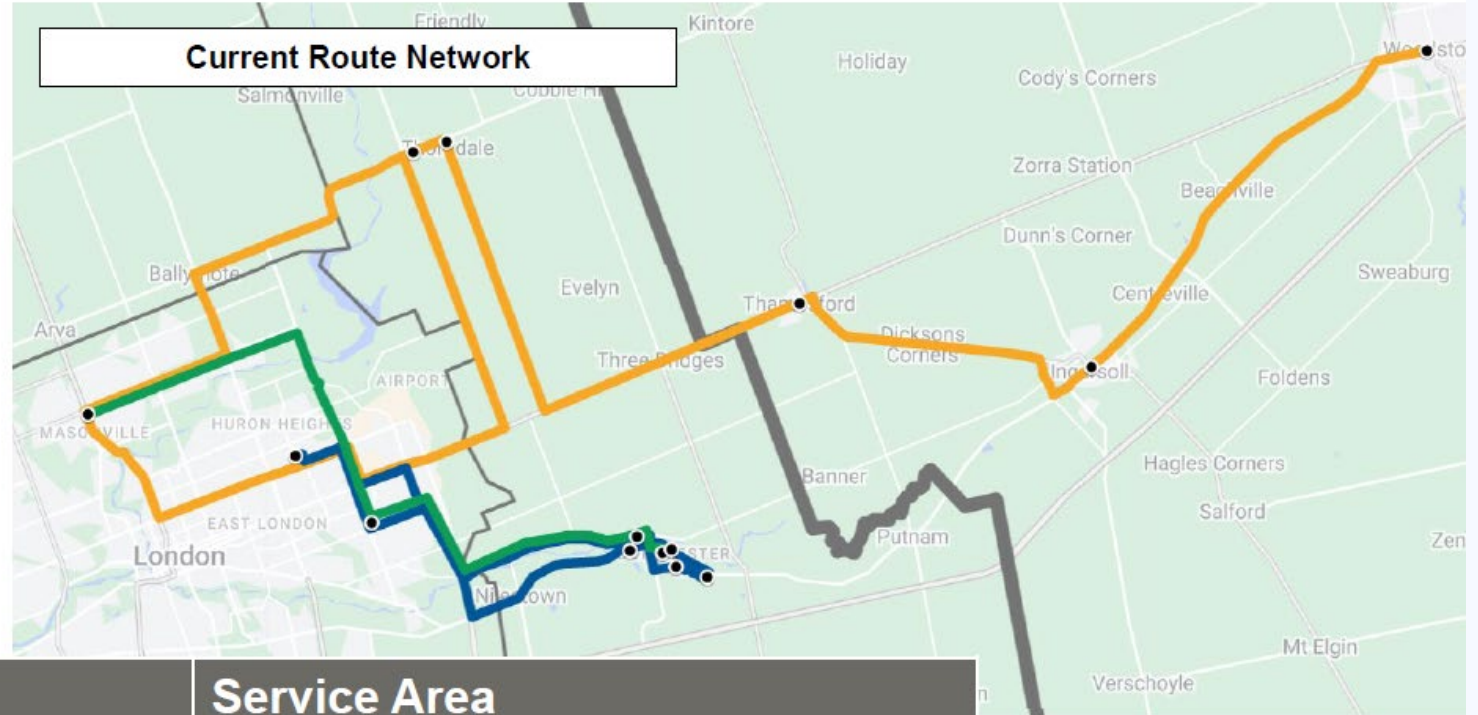
- ❑ Launched April 2021
- ❑ On-demand Saturday service between 11:00 a.m. - 3:00 p.m.
- ❑ Discontinued as of March 31, 2023 due to low ridership





## CHALLENGES

- ❑ COVID-19 impact on launch & ridership
- ❑ Indirect route design
- ❑ Low ridership, particularly in Thorndale and Thamesford

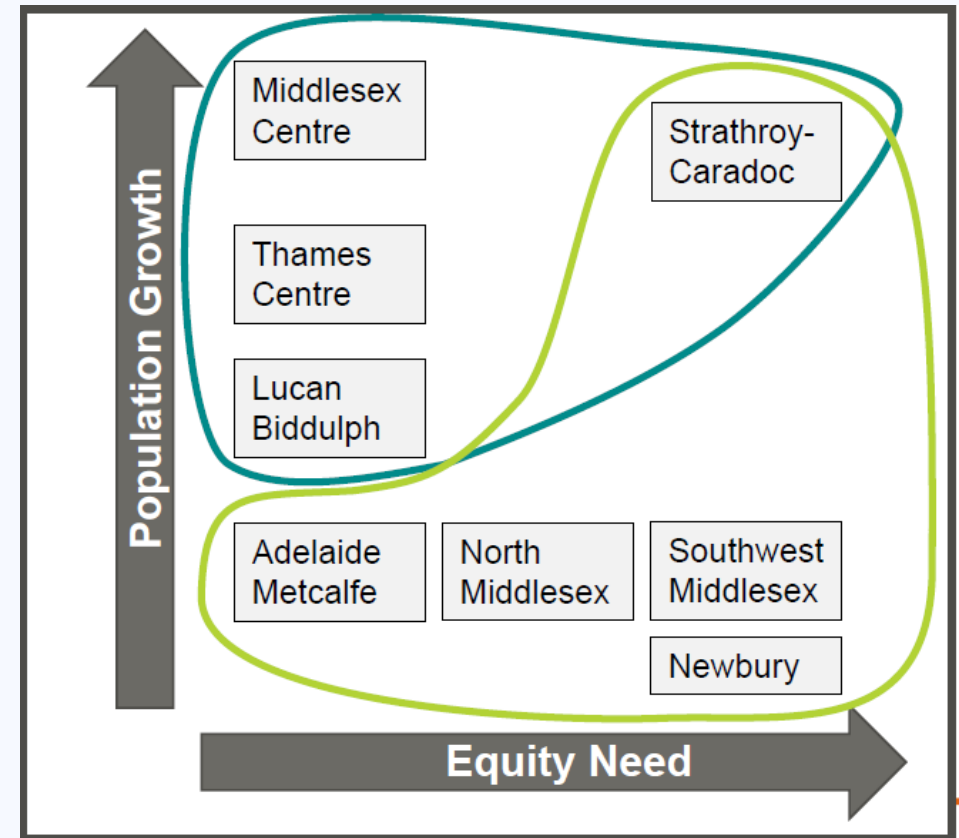


	Service Area
Route 1	London, Thorndale, Oxford County
Route 2	London, Dorchester
Route 3	London, Thames Centre



## OPPORTUNITIES

- ❑ Build on the momentum established over past years
- ❑ Shift resources from areas of extremely low ridership
- ❑ Prioritize areas with established medium to high ridership
- ❑ Employ modern transit technologies to efficiently service rural areas
- ❑ Prioritize areas with high ridership potential – areas of population growth and high equity need.
- ❑ Build on and improve service coordination via the Southwest Community Transit (SCT) initiative





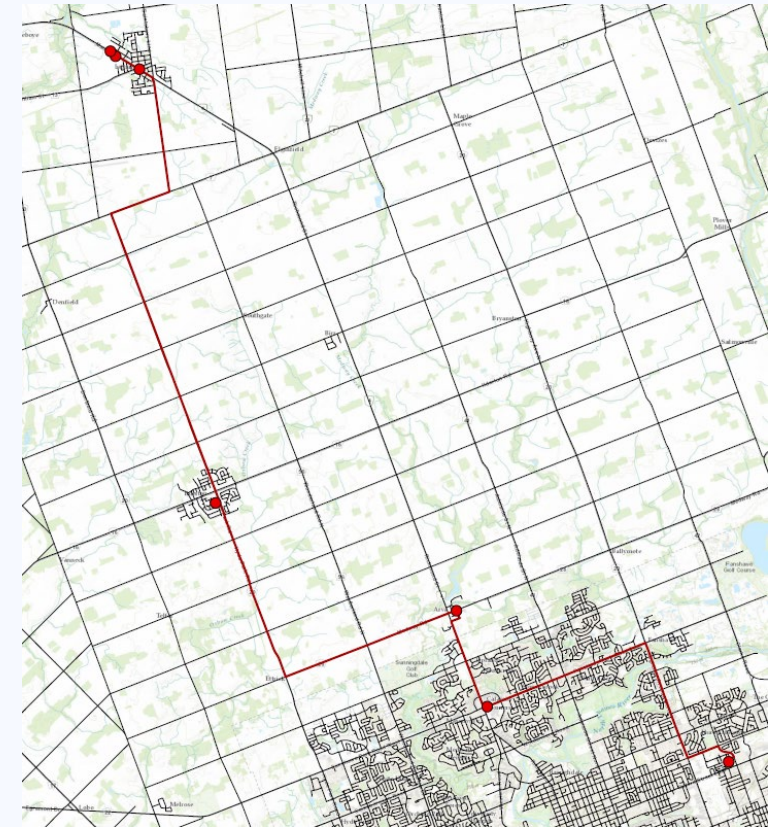
# **PART 2:**

## NEW SERVICE Recommendations and NEXT STEPS



## **NEW ROUTE 1: LUCAN → ILBERTON → ARVA → LONDON**

- ❑ 4 round trips per day (peak-hours on weekdays)
- ❑ Extend service to new areas of the County.
- ❑ Has a net change of +2,700 residents along its new alignment.
- ❑ Communities selected based on estimated travel demand patterns, proximity to the Masonville Mall transit hub, and public consultation feedback.
- ❑ Aligned with PC Connect Route 3 (London - St. Marys – Stratford) schedule in the peak commuting hours to allow passengers to transfer between the routes at Masonville Mall
- ❑ Complementary to Huron Shores Area Transit off-peak hour service in Lucan and London.

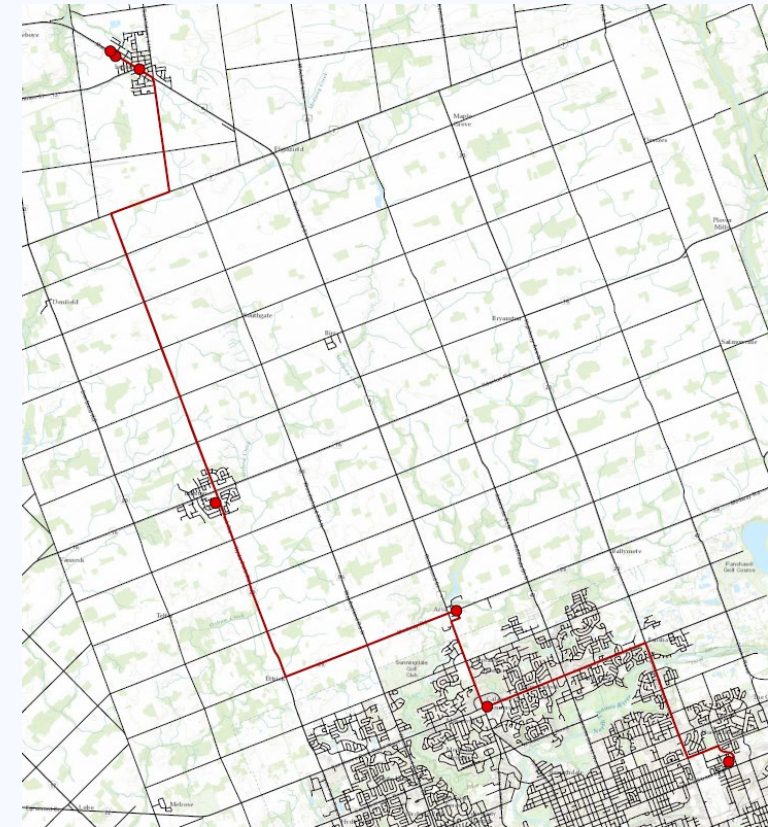






## ***NEW ROUTE 1: LUCAN → ILBERTON → ARVA → LONDON***

Community	Stop
Lucan	Main St. at Lucan Community Centre
	Main St. at Lucan Library/Municipal Office
	Main St. near William Street
Ilberton	Ilberton Library/Medical Centre
Arva	Medway Rd/Arva St
London	Fanshawe Park Rd. near Masonville Mall
	Fanshawe College





## NEW ROUTE 1: LUCAN → ILDERTON → ARVA → LONDON

### Route 1 Schedule

		AM RUN				PM RUN			
		To Lucan	To London	To Lucan	To London	To Lucan	To London	To Lucan	To London
Community	STOP	Run 1: 6:30 AM	Run 2 - 6:50 AM	Run 3 - 7:50 AM	Run 4 - 8:50 AM	Run 5 - 3:30 PM	Run 6 - 4:30 PM	Run 7 - 5:30 PM	Run 8 - 6:30 PM
Lucan	Main St. at Lucan Community Centre/Library	6:50 AM	6:50 AM	8:50 AM	8:50 AM	4:30 PM	4:30 PM	6:30 PM	6:30 PM
	Main St. near William Street		6:53 AM	8:47 AM	8:53 AM	4:27 PM	4:33 PM	6:27 PM	
Ilderton	Ilderton Library		7:09 AM	8:31 AM	9:09 AM	4:11 PM	4:49 PM	6:11 PM	
Arva	Medway Rd. / Arva St.		7:20 AM	8:20 AM	9:20 AM	4:00 PM	5:00 PM	6:00 PM	
London	Fanshawe Pk. Rd. near Masonville Mall	6:30 AM	7:30 AM	8:10 AM	9:30 AM	3:50 PM	5:10 PM	5:50 PM	6:50 PM
	Fanshawe College		7:50 AM	7:50 AM	9:50 AM	3:30 PM	5:30 PM	5:30 PM	



## **NEW ROUTE 2: OXFORD COUNTY → DORCHESTER → LONDON**

- ❑ Combines the most successful aspects of current Route 1 and Route 2, specifically:
  - ❑ Peak-hour connection between Woodstock and London
  - ❑ Transit access in the growing community of Dorchester
- ❑ 2-3 round trips per day (peak-hour on weekdays)
- ❑ Has a net change of +1,000 residents along its revised alignment.
- ❑ Offers a more direct connection between Woodstock and London
- ❑ Eliminates a large detour to service the communities of Thamesford and Thorndale that have minimal observed boardings







## **NEW ROUTE 2: OXFORD COUNTY → DORCHESTER → LONDON**

Community	Stop
Woodstock	Woodstock Transit Terminal
Ingersoll	Oxford St. Municipal Lot.
Putnam	Hamilton Rd./Putnam Rd.
Dorchester	Woodvale Dr/Foxhollow Drive
	Oakwood Dr/Byron
	Dorchester Terrace Retirement Residence (TBD)
	Flight Exec Centre
	Catherine St./Bridge St.
	Newton Ave./Ludwig St. (TBD)
London	Argyle Mall
	Fanshawe College
	Masonville Mall





## NEW ROUTE 2: OXFORD COUNTY → DORCHESTER → LONDON

### Route 2 Schedule

		AM RUN		PM RUN		
		To London	Dorchester to London	To Woodstock	To London	To Woodstock
Community	STOP	Run 1 - 6:30 AM	Run 2 - 8:40 AM	Run 3 - 9:50 AM	Run 4 - 3:00 PM	Run 5 - 4:45 PM
Woodstock	Woodstock Transit Terminal	6:30 AM		11:35 AM	3:00 PM	6:30 PM
	Oxford St. Municipal Lot.	6:50 AM		11:15 AM	3:20 PM	6:10 PM
	Hamilton Rd./Putnam Rd.	7:00 AM		11:05 AM	3:30 PM	6:00 PM
Dorchester	Woodvale Dr./Foxhollow Drive	7:06 AM	8:40 AM	10:59 AM	3:36 PM	5:54 PM
	Oakwood Dr./Byron		8:45 AM	10:54 AM	3:41 PM	5:49 PM
	Dorchester Terrace Retirement Residence (TBD)		8:50 AM	10:50 AM	3:45 PM	5:45 PM
	Flight Exec Centre		8:55 AM	10:45 AM	3:50 PM	5:40 PM
	Catherine St./Bridge St.	7:11 AM	9:00 AM	10:40 AM	3:55 PM	5:35 PM
	Newton Ave./Ludwig St. (TBD)	7:16 AM	9:05 AM	10:35 AM	4:00 PM	5:30 PM
London	Argyle Mall	7:30 AM	9:20 AM	10:20 AM	4:15 PM	5:15 PM
	Fanshawe College	7:40 AM	9:30 AM	10:10 AM	4:25 PM	5:05 PM
	Masonville Mall	8:00 AM	9:50 AM	9:50 AM	4:45 PM	4:45 PM



## SERVICE DESIGN

Service provided by **Voyago**

### VEHICLES

- ☐ 2 Elkhart Coach Buses equipped with an accessible wheelchair lift
- ☐ 20 Ambulatory Passengers
- ☐ 2 wheelchair spaces
- ☐ Front mounted bike rack
- ☐ AODA compliant

### FARES

- ☐ \$5 fare for all trips
- ☐ Children 5 and under, support persons, veterans: FREE
- ☐ Accept electronic card payments using Square technology





# SERVICE PROFILE

## Trip Destinations



Post-secondary  
institution



Workplace



Shopping Mall



Transit Hub



Retirement  
Residence



Grocery Store



Recreational Centre



Library



Medical Centre

## PROVIDE RESIDENTS WITH AFFORDABLE, ACCESSIBLE AND RELIABLE TRANSPORTATION TO:

- ✓ Commute to and from work and post-secondary institution
- ✓ Getting to and from shopping centres
- ✓ Connect to Transit Hubs
- ✓ Attend medical and specialist appointments
- ✓ Access social programs
- ✓ Getting to and from grocery store
- ✓ Travel within communities to visit family and friends
- ✓ Maintain an independent and active lifestyle



Wheelchair  
Accessible



Affordable

# APP TECHNOLOGY

TO BE IMPLEMENTED IN 2023



Offer trip booking experience through a user-friendly mobile app and web portal;



Increase ridership and improve customer access to ride booking capabilities and service information;



Improve customer service, rider experience, and efficiency;



Create a seamless customer experience through pre-booking, service alerts, fare payment and ride tracking;



Enable the creation of an integrated community transportation network in Southwestern Ontario.



Enable reporting capabilities outlining travel patterns, peak usage, volumes, and other key information and metrics





## **NEW ROUTES**

- ✓ ***PROVINCE HAS APPROVED THE CHANGES***
- ✓ ***NO IMPACT ON BUDGET***
- ✓ ***ACCESSIBILITY REVIEW COMPLETED***



## NEXT STEPS

### ☐ **Soft launch: Monday, May 29, 2023**

- ☐ Update website, Google transit data, marketing material and bus stop signage
- ☐ Update all community partners
- ☐ Implement app technology for our fixed route service and possible future on-demand options
- ☐ Continue communication and marketing effort to build brand awareness
- ☐ Continue community engagement efforts
- ☐ Promote advertising opportunities for local and regional businesses using ad kit
- ☐ Ongoing conversations and collaborative planning with other regional SCT members
- ☐ Utilization of service evaluation framework to adjust and monitor service accordingly

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

# QUESTIONS?

