



SOUTHWEST COMMUNITY TRANSIT

Background

- 2010 - SCOR EDC identify and advocate for community transportation as part of overall Transportation Plan and need for SWO
- Communities across the Province started to develop in town services and express need for community transportation
- MTO to facilitate the Ontario Community Transportation Network (OCTN) through ROI.
- 2018-2019- SCOR EDC continues to host workshops and meetings to coordinate rural transportation to support economic development and foster stronger communities
- October 2019- SCOR EDC engages Dillon Consulting to facilitate next phase of inter-community connections
- Communities that receive CT Funding from Province – such as Grey County become more connected with wider group and information sharing becomes consistent
- Staff such as Stephanie Stewart take a leadership role within the operations group to continue to foster transportation

Project Specific Activities

- Communities become more connected by sharing information and reaching out to each other.
- Coordinated efforts are undertaken by several municipalities across the region connecting services
- SWO transportation meetings from May 2018, thru October 2019 – identify issues and opportunities to work together, operational information sharing, long term visioning
- Seek ways to leverage investments & create sustainable services
- Development of wider model for association and draft MOU February 2020 to May 7, 2020

Benefits of Wider Coordination

- Further goals of the coordination:
 - use of similar technology for services & potentially joint procurement process.
 - Coordinate marketing & promotions to leverage economies of scale
 - Common messaging, rather than competing with each other for ridership.
 - Common website for riders to obtain information on the systems (fares, stop locations, policies).
 - Joint procurement of transit advertising to generate an additional revenue source (on bus advertising, transit shelters and transit benches).
 - Similar fare structures and transfer policies between systems to allow riders to continue to travel.
 - Similar policies for accessibility to ensure a seamless service throughout Southern Ontario
 - Explore the use of Google Transit for trip planning throughout the service area.

- Town of Tillsonburg
- Strathroy Caradoc
- (Sarnia & London)
- GOST-Guelph
Owen Sound
Transportation
- Middlesex
- Perth
- City of Stratford
- Lambton Shores
- County of Brant
- Norfolk County

Success in Coordination

- Utilizing each member's strength and skill sets to benefit the wider group.
- Leverage expertise and resources
- Development of common systems and rider experience
- An example of this is Town of Tillsonburg and Ride Norfolk Marketing



**PARTNERS IN COMMUNITY
TRANSPORTATION**

ONLY TRAVEL WHEN NECESSARY

Our services are operating on their regular schedules until further notice. To support the health and well-being of our riders, our drivers, and our community, please adhere to the following measures:

- Riders should only use public transit for essential trips. If you have travelled outside the country, or feel unwell, DO NOT use our services.
- In respecting social distancing, both services have implemented max capacity seating on board the vehicles. In the event a bus is at "capacity", riders will need to wait for the next bus.

Note: The launch of T:GO's Inter-Community Transit Service has been postponed until further notice (service was set to launch April 1).

If you have questions or concerns, please reach out:



tillsonburg.ca/TGO
519-842-4TGO (4846)
transit@tillsonburg.ca



norfolkcounty.ca/transit
519-428-3178
transit@norfolkcounty.ca

Coordination Efforts Support Seamless System for riders

- Working with all of the Community Transit Project coordinators in Southern Ontario, the current objectives are to ensure: a seamless system from the perspective of the rider getting on the bus, where possible:

Similar style of vehicle

Similar decals on vehicle

Similar uniformed drivers

Similar fare structure and revenue management

Similar advertising and promotions marketing

Routes and schedules align where possible,

Similar fare structures and transfer policies between systems to allow riders to continue to travel

Development of bus stop signs.



Potential of Community Transit Network

SCT Network Map



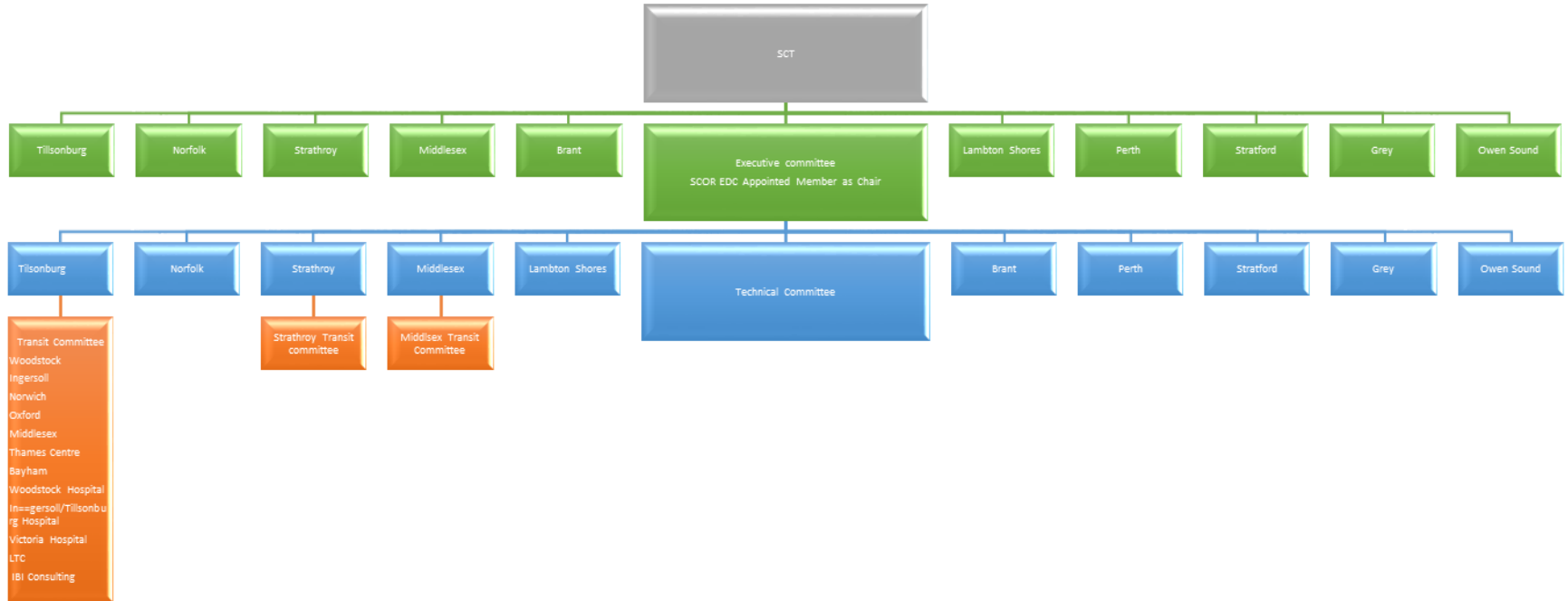
The Model

- While Municipalities continue to be able to function within the terms of their own agreements with the Province.
- Municipalities retain independent brand but also become part of a larger more powerful network brand
- Three levels of operation within the model:
 - Executive
 - Technical
 - Stakeholder

**first of its kind of collaboration in Ontario/Canada

- this is a big deal and something to be proud of! 😊

Model of Working Together



Further Coordination Efforts

- The group created a draft logo for consideration of the wider group



The Future of the Community Transportation

- Funding for Inter- Community Transit projects end March 2023.
- Projects are required to submit a sustainability plan to the Province prior to March 2023.
- Connecting the Southwest, MTO Draft Transportation Plan for Southern Ontario has suggested more opportunities for public transit.
- As a coordinated group, we believe can rely on one another for expertise, increased purchasing power where applicable, and support in policy development and consistent operations
- Powerful Advocacy for sustainable community transportation that works for our municipalities, communities and residents.



Questions?

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