



RURAL ONTARIO
INSTITUTE

Vision, Voice and Leadership



OHCC • CCSO

ACCELERATING RURAL
TRANSPORTATION SOLUTIONS

CASE STUDIES



What are we hoping to learn?


SCAN OF RURAL TRANSPORTATION INITIATIVES

- Invitation to participate in survey
- Received submissions
- Case studies selected from the responses
- Draft report generated
- Entries need to be validated by informants
- Report will be finalized and published online

CRITERIA FOR CASE STUDIES

- Sufficiently established to assess results
- Serves broader population than agency clients
- Diverse mix of locations and types of initiatives
- Serves rural Ontario
- Not-for profit operation
- Willingness of a key informant to provide information

CASE STUDY COMPONENTS

- a) Community Profile
 - b) Local Transportation Issues
 - c) Initiative Background
 - d) Current Operations
 - e) Impacts: social, health, economic
 - f) Future Considerations
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CASE STUDY REPORTS

3 full colour, print and online documents:

1. Summary Interim Report to be distributed at the forums
2. Individual Case Study provided to each of 10 key informants
3. Full Report will include all the case studies, plus introduction, analysis and conclusions

1. DESERONTO TRANSIT

- Established in 2007
- Operated by the Town of Deseronto, and guided by a Transit Board
- Transit Administrator oversees all operations and is employed by the Town
- Two community buses and two mini-vans
- Two routes with four regularly scheduled service runs each



2. THE RURAL OVERLAND UTILITY TRANSIT (T.R.O.U.T.)

- Launched in 2010
- Expansion of existing 'handi-bus' service for seniors
- Combined fixed route and specialized service
- 4 community buses travel on three out-of-town routes and one within town
- Operated by Community Care North Hastings



3. COLLINGWOOD-WASAGA BEACH AND COLLINGWOOD-BLUE MOUNTAINS TRANSIT LINKS

- Collingwood-Wasaga Link was started in August 2011 as a pilot
- Now an integral component of their public systems with seven-days-a-week operations
- Collingwood-Blue Mountains Link launched in Nov 2013, as a pilot funded through a public private partnership
- Both Links have higher than expected ridership; to and from education and work are primary destinations



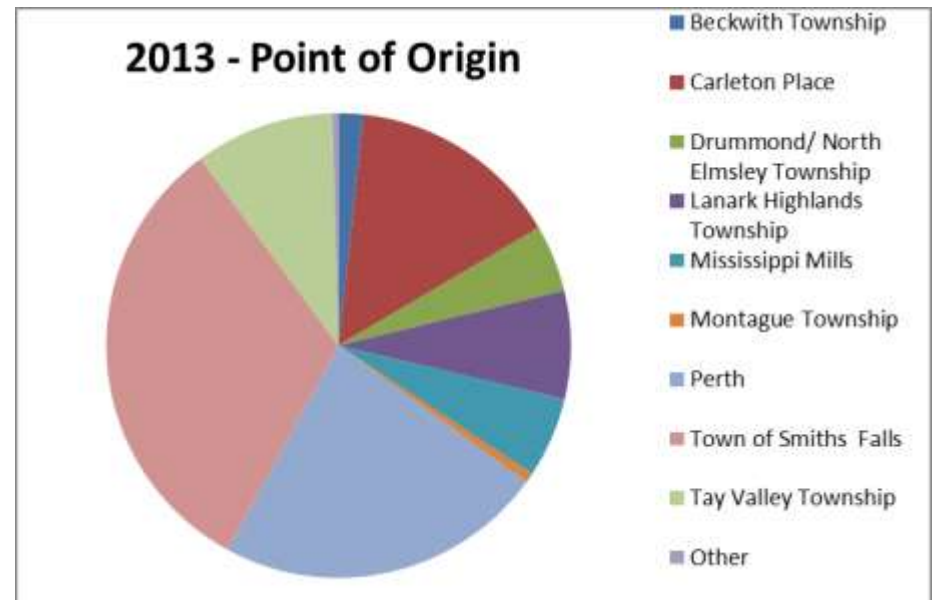
4. SAUGEEN MOBILITY AND REGIONAL TRANSIT (S.M.A.R.T.)

- Registered charity and government not-for-profit organization (GNPO) owned by the participating municipalities within Bruce and Grey counties
- Provides non-emergency medical, employment and social transportation to individuals and groups with physical and/or mental challenges in eight municipalities
- Fares cost \$.30/km plus \$2.00 within the service areas and \$18.00 outside the service area



5. LANARK TRANSPORTATION INITIATIVE

- Provides transportation to eligible residents of Lanark County and the Town of Smiths Falls to travel to and from medical and other specialized services
- Eligibility is determined through an agency (e.g. Ontario Works or ODSP,) or if they are unable to access other transportation because of physical or financial limitations
- Uses both paid drivers in agency vehicles and volunteer drivers using their own vehicles



6. NORTHUMBERLAND TRANSPORTATION INITIATIVE

- One of three integrated components
- On-demand service available to anyone who resides in the county
- Seven vans with paid drivers
- Operates four days a week between 8am-6pm



Figure 1: Northumberland County



Community Care
Northumberland



7. RIDE NORFOLK

- Established in 2011
- Operated by the Community Services Department of Norfolk County
- Overseen by the Ride Norfolk Transportation Committee
- Public Transportation Coordinator is employed by the County
- One accessible bus provides public transportation within Norfolk County, under contract with a transportation service
- Fixed route service from 8:00 a.m. to 6:00 p.m., Monday to Friday, with a different route each day
- Fares cost \$2.00 for in-town rides and \$6.00 each way when travelling between towns



8. EASYRIDE

- Established in 2008
- Shared by five Community Support Agencies across Huron and Perth Counties
- Central dispatch
- Initially funded through the South West LHIN's Aging at Home Strategy
- Fleet of partner agencies provide frequent and flexible door-to-door service
- Eligibility criteria and registration required



9. CORRIDOR 11 BUS

- Serves the 125 km. stretch of Highway 11 that runs between Huntsville at the north end and Barrie at the southernmost destination.
- Provides a coordinated transportation option for Muskoka residents
- Operated by Hammond transportation, under contract with the District Municipality of Muskoka.

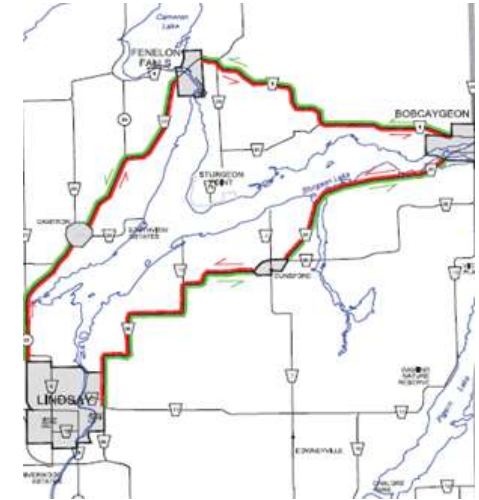


Muskoka now has a reliable, affordable transportation option that fills a historical gap for essential services such as medical appointments or to educational opportunities

*Rick Williams, Commissioner of Muskoka Community Services.
Media Release, March 27, 2013*

10. DIAL-A-RIDE KAWARTHA LAKES

- Bus service connects Lindsay, Dunsford, Bobcaygeon, Fenelon Fall and Cameron
- Operated by Niagara Classic Transport, under contract with the City of Kawartha Lakes, using three buses
- 10 scheduled stops in two loops; one travelling clockwise and one travelling counter-clockwise
- Operates daily from 7:00 a.m. to 7:00 p.m.
- Fares are \$5.00, with children under 5 riding for free
- Service is available to the general public, with additional stops along the route for registered customers



RURAL TRANSIT

IMPACTS


Social:

- Meeting & interacting with people
- Engaging in local affairs
- Recreation and entertainment


Health:

- Access to medical services
- Access to physical activity & healthy food
- Mental health enriched

Economic:

- Access to employment, training/education, child/elder care
 - Local purchasing of goods & services; employment
 - Reduced car use
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PRELIMINARY FINDINGS

- Universal vs. specialized service
 - Quality of life issue
 - Gas tax funding
 - Differing organizational structures
 - Sustainability enhanced by multiple funding sources
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Questions?

Discussion?



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