

A photograph of a rural road intersection. On the left, there is a railroad crossing sign with two white 'X' marks and two black circular lights. A utility pole with power lines is on the right. The background shows trees and a house. The sky is overcast.

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# Public Transportation in Rural Ontario

Queen's Business Consulting

# Agenda

1. Background & Rural Challenges
2. Transportation Models
3. Recommendations & Implementation
4. Conclusion



Background

Models

Implementation

Conclusion

# What's the problem?

- Lack of infrastructure
- Disconnect from vital services
- Economic development
- Continued Aging of Rural Population



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# Demographics

1. Seniors
2. Disabled Persons
3. Medical Patients
4. Low Income Families & Individuals
5. Preschool Children
6. Youth



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# Our Project

- Current:
  - Rural VISIONS (South Frontenac)
  - Rural Routes (North & Central Frontenac)
- Challenge:
  - Amalgamate to single service provider



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# Potential Models

- Recommendation:
  - Volunteer-based model
    - Flexible
    - Low-cost
  
- Other Models Considered
  - Bus model
  - Van pool



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# Challenges with the Model

1. Sustainable external funding
2. Building a volunteer base
3. Accessibility



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# Making it Work

- Flexible Pricing Models
  - Agencies
  - Out-of-pocket riders
  - Low income individuals
  
- Extend financial means test
- Unified model across County



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# Making it Work

- Volunteer Remuneration:
  - Balance LHIN, client, and volunteer needs
  - Different types of rides across the county
- Developed a hybrid model
  - Different pay rates for different parts of the ride



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# Making it Work

- Building volunteer community
- Plan for sharp increase in capacity needs
- More analysis of ride data
- Financial planning tool



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# Conclusion

- Financial *sustainability* is key to success
  - Future includes integration of *technology*
  - *No silver bullet*
- 
- *Working together, we can make it work!*



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