



Make Route 4 of More Value to North Middlesex Residents



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Huron Shores Area Transit
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Introduction

At the March 15, 2023 presentation of the “Huron Shores Area Transit Report 2022” to the Municipality of North Middlesex Council, a question arose as to whether Route 4’s route and schedule were meeting the needs of North Middlesex residents. Since Huron Shores Area Transit (HSAT) launched in December 2020, no follow-up research to the original public transit needs survey (completed 2018) or Feasibility Study (completed 2019) has been conducted.

Working with North Middlesex’s Economic Development & Communications Coordinator, Natalie Core, and the Chair of the Transit Advisory Committee, Glen Baillie, a survey was developed for riders and non-riders, distributed online and in paper form on the Route 4 bus and at two September public transit meetings. The survey was available for completion from April 3, 2023 to September 14, 2023.

The survey and two public meetings were promoted through various channels, including press releases sent to local media outlets such as the Lakeshore-Advance, London Free Press, Sarnia Observer, Middlesex Banner, Bayfield Breeze, myFM Exeter 90.5FM, and Blackburn Radio. Print ads were placed in the Middlesex Banner, and Facebook ads and posts were published on both HSAT and the Municipality’s social media and websites. As well, a notification was included in the Municipality’s newsletter, flyers posted on town bulletin boards, and a meeting notification postcard was mailed to all households in North Middlesex. Finally, a headliner ad displayed on the Route 4 bus.

Public Transit Meetings

THE CHALLENGE: Make Public Transit of More Value to North Middlesex Residents

Parkhill Meeting: Tuesday, September 12, 7pm, North Middlesex Community Centre

*Attendees: F. Labreche, M. Larmer, J. Chittick, R. Cook, T. Lewis, J. Sutherland, S. Sutherland, A. Cornelissen, L. Turner, G. Bender, B. Heaman, M. Heaman

Ailsa Craig Meeting: Wednesday, September 13, 7pm, Ailsa Craig Recreation Centre

*Attendees: C. Daigle, B. Irwin, H. Irwin, G. Detloog, J. Mombourquette, B. Ropp, D. Perquin

*Sign in was voluntary. Recorded attendees are those who provided contact information for follow-up. Approximately 20 people attended the Parkhill meeting and 15 people attended the Ailsa Craig meeting.

Meeting Agenda

- Overview of Huron Shores Area Transit, Service Area, Funding, Progress
- Route 4 Results
- Discussion / Feedback
- Next Steps

Overview of Huron Shores Area Transit (HSAT)

(See Appendix A for accompanying PowerPoint slides)

Over several years, business groups and social, health and wellness agencies identified affordable housing and public transit as challenges for a sustainable community.

Out of those meetings came a Task Force advocating for public transit in the communities of Bluewater, Lambton Shores, Kettle & Stony Point First Nation, South Huron and North Middlesex (a.k.a. the "service area"). The Municipality of Lambton Shores agreed to take on the role of lead applicant for an Ontario Rural Community Transportation Grant, which was a success, and we received \$3,065,946 over a 7-year period for a pilot project. Funding ends March 31, 2025. In addition, funding takes the form of in-kind support from partner municipalities and the First Nation and fare revenue.

The bus stops and routes were determined in 2020 with help from the partner municipalities, members of the newly formed Transit Committee, and the first transit coordinator, Marina Cajic. Since its launch in December 2020, HSAT has been marketing to people to get on the bus, and all levels of government were telling people to stay at home. The pandemic years of 2020 and 2021 were extremely challenging in terms of ridership growth, however, 2022 ridership really picked up.

In 2022, we served 7,851 passenger boardings, earned \$34k in farebox revenue, received an additional \$1 million from the CT Program as part of pandemic recovery, published a new brochure, stepped up marketing efforts, and implemented three new bus stops. This year to date, we have had 11,929 passenger boardings, earned \$65k in farebox revenue, run employee shuttles and a summer bus to respond to ridership demand, and reinstated the \$5 and \$10 fares. Our ridership goal for 2023 is 16,000 boardings, and our revenue is projected to reach \$116k.

Route 4 travels through North Middlesex to Strathroy and returns in a loop it repeats twice each afternoon on Tuesdays and Thursdays. Currently, it has the lowest ridership in the transit system. Last year, there were just 125 passenger boardings. To date this year, there have been 118 boardings. The busiest bus stop is "Main St. @ McLeod St." in Parkhill, which 76% of Route 4 passengers use. Both Strathroy bus stops are equally accessed. The Ailsa Craig bus stop has had ONE passenger use the "Main St. @ Jameson St." bus stop since 2020.

Watermain construction on Parkhill's Main Street this year reduced use of the Anna Street bus top and ridership, especially during the summer.

In February 2022, Route 4 changed to an afternoon service travelling from Grand Bend to Strathroy instead of just Grand Bend to Ailsa Craig and back. The rationale was that Strathroy provided additional shopping, medical, health and leisure opportunities and, therefore, would increase ridership.

The old schedule assumed North Middlesex residents would want to go to Grand Bend, and then travel on to Sarnia or London. The route was short, and served more of a

pickup function to bring passengers to the hub at Sobeys, Grand Bend in order to transfer to one of the other two routes, rather than have an endpoint destination. The current schedule assumes Strathroy is a preferred destination for North Middlesex residents.

How to Make Route 4 of More Value to North Middlesex Residents

(Open discussion and solicited feedback from attendees regarding residents' preferred shopping destinations and frequented locations for medical appointments, education, work and visiting friends and family.)

Parkhill Meeting

- "The driver – Mike Wallace – never comes to Parkhill – he detours around the town. I stood at the bus stop with a group of people and the bus never came."
- "Need bigger signs – with the times written and available at the bus stop."
- "Strathroy bus stops are a nightmare – cannot get it straight as to where to be picked up and dropped off. Very confusing."
- "The pamphlet is wrong about where the bus stop is at Shops on Sydenham."
- "Walmart needs a sign so we know where to stand."
- Meeting attendees confirmed that residents want Strathroy as their larger urban centre destination, but they also want to connect to the London bus route.
- "Add more stops in Strathroy – like the Giant Tiger plaza (it's on the way to the Walmart) and Superstore, two medical clinics and a hospital."
- Contact social agencies that help clients with transportation costs – like Ontario Works (Daily Passes).
- Contact County of Middlesex – Cara Finn (ec dev).
- Would like on-demand and virtual bus stops¹. For example, if a group of passengers were in Greenway (a small hamlet located on County Road 81 between Grand Bend and Parkhill), through booking the "virtual bus stop" ahead of time, the Route 4 bus would divert from the route to pick up a group of passengers and then return to the route.
- Discussed moving bus stop signs down to eye level so they can be seen and readable.
- Maybe attach brochure holders to the signposts to provide route and schedule information at the bus stop. Not all passengers have a cell phone to use the QR Code to access information.²

¹ **On-demand and Virtual Bus Stops:** Virtual bus stops allow for more convenient locations close to riders. They are not marked by signage. Upon booking (by phone, online or app), riders are directed to wait at these locations to meet the approaching vehicle. On-demand transit is autonomous technology-enabled, shared public transportation service. Passengers use an app to book, pay and track their rides while drivers use the app to validate rider fares, including cash, passes, and contactless options, as well as receive dynamically routed pick-up and drop-off instructions.

² **QR Code:** Every HSAT bus stop has a QR code that when scanned with the camera function of a smart phone takes the reader to a special webpage with route, schedule, and contact information.

- Need more time in Strathroy and Grand Bend. If you look at the schedule, if you travel from Parkhill to Grand Bend, you only get 11 minutes in Grand Bend before you need to get back on the bus to get home. The schedule does not work for those who want to spend time in Grand Bend.

Ailsa Craig

- The bus stop may not be at the right spot (currently located at Main Street & Jameson Street). Some thought it was important to keep the bus stop where it is, across from the town hall.
- Place an additional bus stop at Craigwiel Gardens Seniors Apartments, at the east end of town, because the bus stop is too far for seniors to walk to from the end of town. Also for consideration, beside Craigwiel Gardens, 350 new homes are being built and will bring additional potential riders to town.
- The time in Strathroy is too short. The schedule provides for a 2-hour stop in Strathroy, and that's not enough time for medical appointments and other errands.
- Need a link to the London line via Lucan. Access to London was discussed relative to efforts HSAT and Middlesex County transportation systems have made trying to connect the two systems. The challenge is the schedule, which does not provide enough time for either system to connect. The option of on-demand via a smaller vehicle was proposed, whereby a passenger wishing to connect with one of the London-bound buses would call in and book the ride. A local taxi company could be contracted used by the transit system to make the passenger pickup in Ailsa Craig and the drop off in Lucan and again on the return trip.
- "Would like to take the bus to Grand Bend. Tuesday or Thursday is fine, but the problem is the return bus is 11 minutes after arrival. Minimally, would like a two-hour stay in Grand Bend; four hours would be better."
- "Most Ailsa Craig people visit Strathroy regularly for a doctor, dentist, haircut, or veterinarian. The bus to Walmart really doesn't meet those needs."
- "On Tuesday, September 5, I was at the stop at noon and left at 12:30 pm when no bus arrived. Was told it apparently came around 12:45 pm or so. On a whim, I thought to take the 10-minute stopover in Grand Bend. At the stop at 1:15pm, waited, but no bus came. Don't know why. Someone said it drove through before 1 pm. This is why I do not take Huron Shores Transit."
- "Maybe use on-demand to close the circuit between Route 4 and the London Line routes. Could also use on-demand to close the circuit to Route 1 heading to/from Sarnia (use Arkona as the connection point)."

Survey Results

Rider Survey

(14 completed surveys. See Appendix B for surveys.)

- Most riders took their first bus trip in 2023 (50% of respondents)
- An equal number of riders use the bus on Tuesdays and Thursdays
- Reasons for using the bus in descending order of use, include (respondents invited to click all reasons that apply):
 1. Recreation (50)
 2. Visiting friends/family (50)
 3. Shopping (36)
 4. Medical appointments (29)
 5. Work (21)
 6. Education (7)
 7. Social service appointments (7)
- Only 14% of HSAT Route 4 riders transferred from our system to another transit system and London Transit was the single response.
- Most riders had not transferred from Route 4 to any of our other routes (50%), and of those who did, most transferred to Route 1 Sarnia to Grand Bend (29%) and Route 2 Grand Bend to London (21%).
- Grand Bend and London were the most travelled to destinations, followed by Strathroy, Goderich and Sarnia.
- We asked what days and times would work better if different from Route 4 Tuesdays and Thursdays, 11:50 am and 2 pm runs. Friday was the most popular choice (57), while a number were happy with the current schedule (43), and an equal number preferred a mid-morning schedule (43). This was followed by equal votes (29) for early morning bus runs, 7 am to 9 am, afternoon bus runs, 2 pm to 4 pm, and evening bus runs, 5 pm to 9 pm. The most unpopular days were Tuesday, Thursday, and Sunday!
- When asked what time the bus would need to pick them up and drop them off for work, an equal number responded 7 am or 8 am. Other responses varied from not working to having flex schedules or much later starts that they felt could not be accommodated by transit.
- Asked directly if another urban centre other than Strathroy would serve better, most responded that yes – Lucan to London as a destination would (50%), followed by Sarnia (36%), and the balance wanted to remain with Strathroy (14%). This is a different response to the same question asked at the public meetings. A Part B question asked where additionally they would like to travel, and a single response was received that stated “within Sarnia”. This is interesting because HSAT has three bus stops in Sarnia: Lambton Mall, Lambton College and Walmart Supercentre.
- A key question was what would cause respondents to ride the bus more often. The majority responded that more frequent bus service (86) would be the solution. This was followed by longer service hours, more destinations (each voted 43 times), and

better route and schedule information (29 votes). Of these responses, “more frequent bus service” was identified as the most important.

- **DEMOGRAPHICS:** Most survey respondents live in Parkhill, are employed full-time, aged between 25 and 34 years without any mobility issues.
 - Details: Most survey respondents live in Parkhill (50%), followed by Grand Bend (33%) and Ailsa Craig (17%). The majority are employed full-time (43%) or part-time (7%) and aged between 25 and 34 years (36%) and 35 to 44 years (21%). The majority do not have mobility issues (86%).

Non-Rider Survey

(45 completed surveys)

- Three-quarters (76%) of the respondents to the non-rider survey had a valid driver's license and access to a vehicle.
- Of those who use a vehicle for work, most (76%) did so five days per week. Surprisingly, the next largest group traveled only one day per week for work (24%), perhaps indicating a number of small town residents are working from home.
- Almost 80% travelled one (40%) or two (38%) days weekly for shopping. Half travelled one or two days to visit visiting friends and family (1 day: 24% / 2 days: 24%) or didn't travel at all for that purpose (20%).
- Over half travelled by car for recreation or leisure purposes one (40%) or two (18%) days per week.
- Out of all the reasons to travel, medical appointments were not the trigger for this group (73% did not travel for medical appointments).
- Asked if they knew various facts about HSAT, like bus routes, stops and route destinations, 60% answered yes, 40% answered no.
- The most popular reason for not taking the bus was that it did not offer enough transit options to fit individual schedules (40%). In breaking down the reasons for not taking the bus other than the possible answers provided, most qualitative responses could be accounted for either with a response that spoke to insufficient options, reliability or simply preferred using a personal vehicle.
- To use the transit system for work, the system would need to run a commuter schedule or early morning and evening runs.
- When asked what changes would encourage non-riders to take the bus, most (71%) selected “more frequent bus service” and better route and schedule information (57%).
- Asked about the ease of reading and using published route maps and schedules, most responded that materials were “somewhat” easy, and 12% indicated they had never seen our published information.

Conclusions / Next Steps for Consideration

Feedback from the public meetings and the surveys was reviewed for quick hits that can be implemented easily and quickly.

Suggestions with implications for other routes, either HSAT routes or Middlesex County routes, will need more consideration regarding how they may be implemented and at what cost.

Quick Hits

1. Lower bus stop signs to human eye level so they are more visible and easily read by pedestrians.
2. Make route maps and schedule information available at the bus stops for passengers without smartphones.
3. Develop a simple-to-use instructional handout on how to read the bus schedule. Publish on the website with a printable document and on Facebook.
4. Request Voyago audit Route 4 for timing. Given the feedback around the bus not showing up, this could be an issue of the bus driver being ahead of schedule and not taking the time to slow down to drive according to the schedule.
5. Develop a marketing campaign targeting North Middlesex residents to raise awareness of the transit system, where HSAT travels, how to use the bus, where to catch it, and other transit-related basics.

3 – 6 Months

6. Add a bus stop at Main Street & Ness Street, Alisa Craig. Have confirmed with Voyago that the location and additional time needed for the bus stop work with the schedule as published.
7. Add a third return bus run to the Route 4 schedule for a longer stay in Grand Bend and Strathroy. The bus would leave Sobeys, Grand Bend at 8 pm, arriving at Walmart, Strathroy at 8:57 pm. Returning to Grand Bend at 9:57 pm. This would provide eight hours in Strathroy.

Trip 3	Sobeys, GB	Main St. & Broad St.	Main St. & McLeod St.	Main St. & Jameson St.	Main St. & Ness St.	Shops on Sydenham	Walmart
Outbound	8 pm	8:15 pm	8:17 pm	8:29 pm	8:30 pm	8:52 pm	8:57 pm
Inbound	9:57 pm	9:42 pm	9:40 pm	9:28 pm	9:27 pm	9:05 pm	9 pm

8. Follow up with Walmart's manager to see if a strategically placed bench could take on the role of bus stop. Managers of Walmart locations were initially contacted with the request for a bus stop. None of them approved the request.
9. Follow up with the Town of Strathroy to request a bus stop on the same street as the Strathroy Middlesex General Hospital.

10. Research cost, implementation, and process by which we can close the circuit between Route 4 and London-bound routes on Lucan's Main Street.
11. Determine how passengers could travel within Strathroy from/to our bus stops

Longer Term

12. Re-do the brochure with better bus stop location identification. Feedback received would indicate some passengers are taking landmark references literally, leading to confusion about where the bus stop is physically placed (i.e. not at a mall entrance, but on the road in front of the mall). Malls, plazas, retailers, and public venues are landmarks that give passengers a quick and easy means for locating where they will find a bus stop.

HSAT published 10,000 brochures in Spring 2023 and distributed almost as many to households through a postal mail drop. The cost incurred was \$8,000. Updating the current brochure will likely be postponed to mid-2024 or later to accommodate more changes to routes and schedules than just bus stop geography identifiers.


13. Extend Route 4 to full-day service. The cost and resources required to extend Route 4 to full-day service are beyond our current budget or resources (buses and drivers). We contract with Voyago to supply trained drivers and accessible buses. We are told by Voyago that the pandemic is still affecting access to new vehicles, and that driver recruitment remains a challenge. Leveraging a grant could at least provide the money to address the costs involved and potentially enable the purchase of a vehicle and additional drivers to operate the route. This option is for future consideration.
14. Make travel from Strathroy to Goderich and back possible with connections to Route 1 and 2 at Sobey's, Grand Bend (the hub). Need additional bus and drivers. This option is very much like #13 above. Presently, no budget or resources to make it possible. An option for future consideration only.

Appendix A


PowerPoint Slides from Public Meetings



The Challenge: Make Public Transit of More Value to North Middlesex Residents



Agenda



- Quick review of Huron Shores Area Transit, its service area, funding, progress to date
- Route 4 results
- Discussion about Route 4 – Open to the Floor – FEEDBACK TIME!
- Next Steps



QUICK FACTS



SET YOURSELF FREE TO BE ON YOUR WAY
HuronShoresAreaTransit.ca

- **Service Area:** Bluewater, Kettle & Stony Point First Nation, Lambton Shores, North Middlesex and South Huron.
- **Funding:**
 - Community Transportation Grant of \$3,065,946 over 7 years (2018 - March 31, 2025)
 - in-kind municipal support and
 - fares.



PROGRESS



SET YOURSELF FREE FOR OPPORTUNITY
HuronShoresAreaTransit.ca

2018	2019	2020	2021	2022	2023
Business & Community Groups identify Housing & Transit as priorities for Community Sustainability	\$2-million Grant ~ RFP for Feasibility Study ~ Transit Advisory Committee formed	Transit Coordinator Hired ~ Consultants Hired ~ Service, Routes & Stops Developed ~ Transit System Launched Dec. 14	Shutdowns & Stay-at-home Orders ~ Fares Reduced ~ 1,553 passengers	7,851 passengers ~ \$34k Farebox Revenue ~ Route Changes ~ 3 New Stops ~ Marketing ~ Brochure Revised ~ Infrastructure Improvements ~ Additional \$1 Million from CT-Program Grant	11,929 passengers ~ \$46k Farebox Revenue ~ Ads on Buses ~ Employee Shuttles ~ Summer Bus ~ Federal Rural Transit Grant App ~ CT-Program App ~ New Brochure ~ Customer Courtesy Policy ~ Security Cameras ~ Reinstatement of \$5 & \$10 Fares

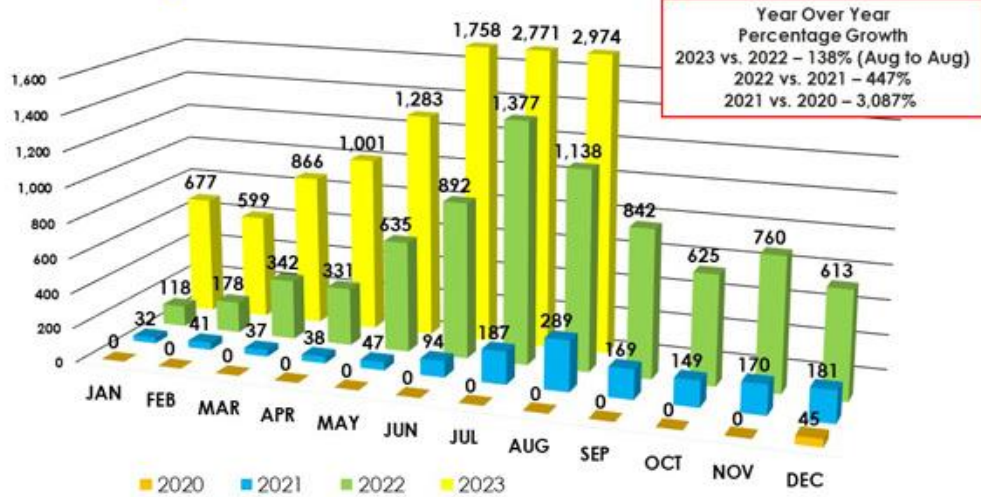


PASSENGER TRIPS 2020 - 2023



SET YOURSELF FREE TO TEXT, READ & RELAX
HuronShoresAreaTransit.ca

Passengers by Month & Year



Year Over Year Percentage Growth
2023 vs. 2022 - 138% (Aug to Aug)
2022 vs. 2021 - 447%
2021 vs. 2020 - 3,087%

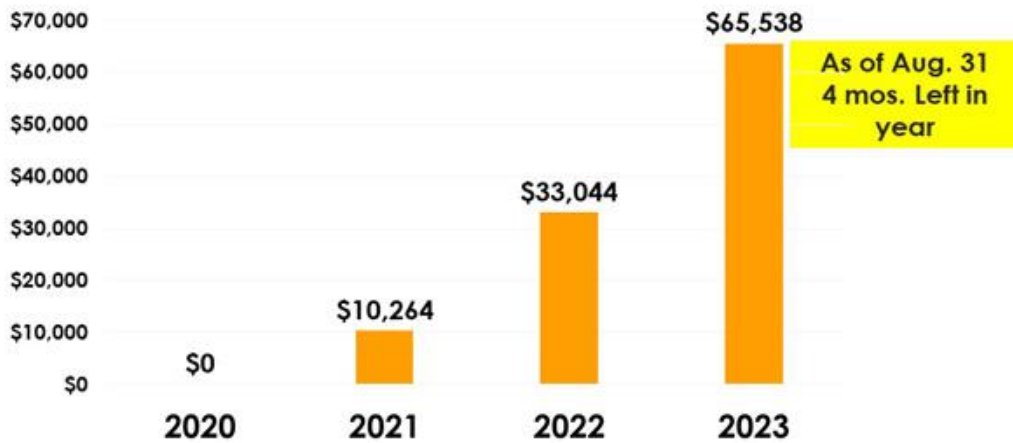


REVENUE ON TRACK



SET YOURSELF FREE FROM WORRYING ABOUT YOUR RIDE
HuronShoresAreaTransit.ca

Revenue



As of Aug. 31
4 mos. left in year



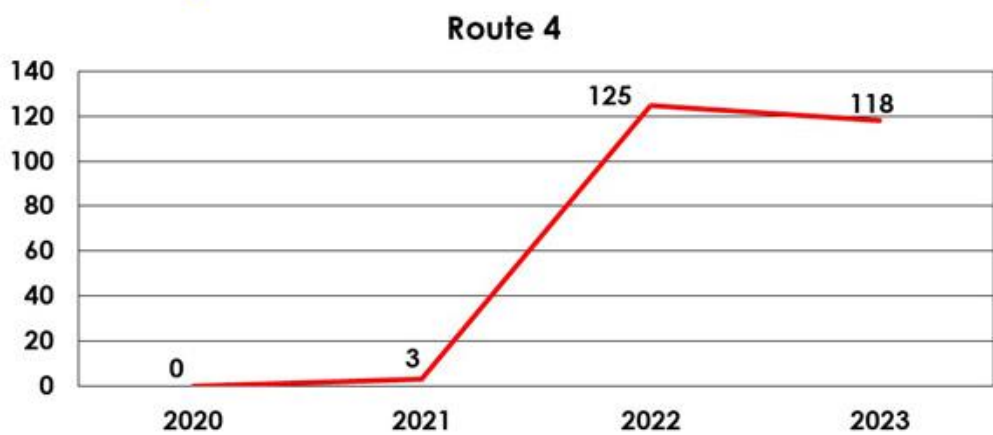
Route 4 – North Middlesex



- **Meeting Purpose:** Gain feedback on Route 4 schedule and stops implemented February 2022.
- Route 4 has the lowest ridership.
- August 31, 2023:
 - Route 4 completed 135 trips (Route 1: 7,172 trips / Route 2: 4,272 trips).
 - Busiest bus stop: Main St. & McLeod St., Parkhill (used by 76% of passengers).
 - Both Strathroy bus stops equally frequented.
 - Ailsa Craig bus stop has had **ONE passenger** use the stop since 2020.



Route 4 Ridership Growth

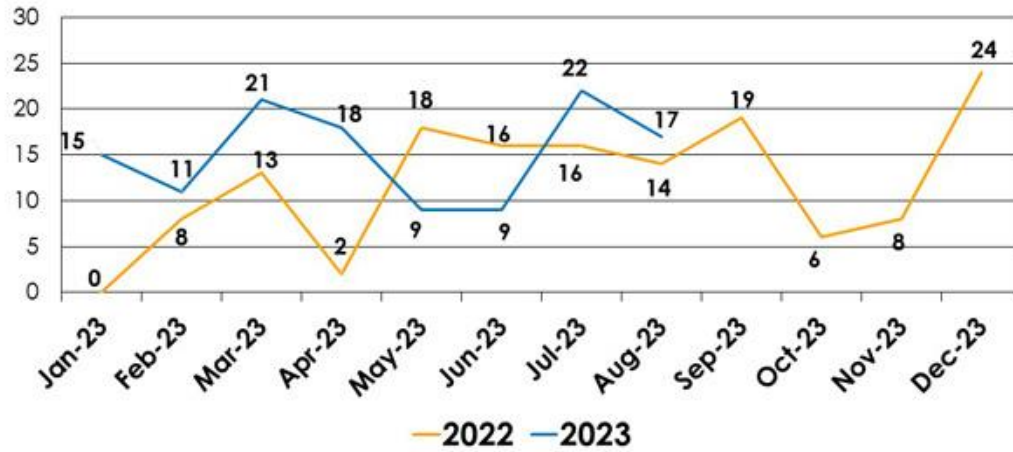




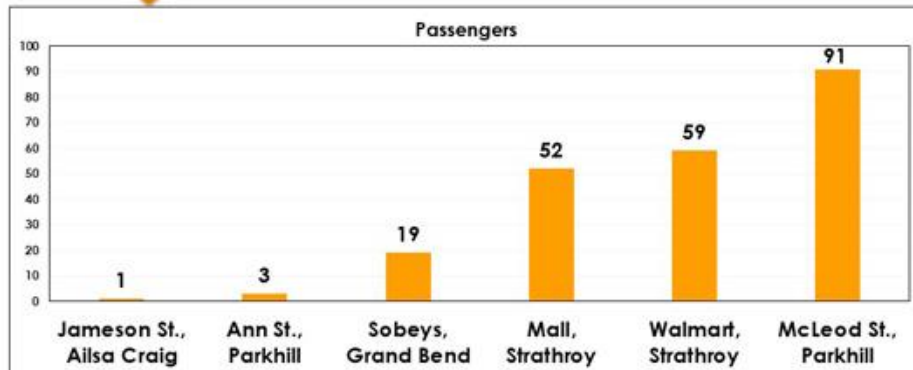
Route 4 Ridership



Route 4 - New Schedule & Route



Route 4 – Most Used Bus Stops



ROUTE 4: GRAND BEND TO STRATHROY



Route 4 – OLD VS. CURRENT SCHEDULE



SET YOURSELF FREE FROM OTHER PEOPLE'S SCHEDULES
HuronShoresAreaTransit.ca

Old Schedule

ROUTE 4 Round Trip Grand Bend ↔ Ailsa Craig TUESDAYS & THURSDAYS			
SERVICE AREA	BUS STOP LOCATION	MORNING ↓	EVENING ↑
Grand Bend	Sobeys Plaza	Depart 7:50 am	8:25 pm
	Main St. & Broad St.	8:05 am	
Parkhill	Main St. & Anna St.		8:10 pm
	Main St. & McLeod St.	8:08 am	8:07 pm
Ailsa Craig	Main St. & Jameson St.	8:20 am	7:55 pm
	Main St. & McLeod St.	8:32 am	7:43 pm
Parkhill	Main St. & Anna St.	8:35 am	
	Main St. & Broad St.		7:40 pm
Grand Bend	Sobeys Plaza	8:50 am ↓	7:25 pm ↑
		Depart 8:51 am to London or transfer to Sarnia	Arrive 7:23 pm from London

Current Schedule

TRAVEL DIRECTION: Grand Bend → Parkhill → Ailsa Craig → Strathroy

TUESDAYS & THURSDAYS (Near Round Service)						
BUS STOP NAME	STOP #	2000	4000	4100	4200	4201
Sobeys Plaza, Grand Bend (BIS & CONNECTION BUS)						
Main St. & Broad St., Parkhill						
Main St. & McLeod St., Parkhill						
Main St. & Jameson St., Ailsa Craig						
Progress Supermarkets, Strathroy						
Robson Supermarkets, Strathroy						
TIME INTERVALS		5 MIN.	12 MIN.	12 MIN.	20 MIN.	10 MIN.
Trip 1		11:30 AM	12:00 PM	12:07 PM	12:19 PM	12:40 PM
Trip 2		2:05 PM	2:15 PM	2:17 PM	2:29 PM	2:50 PM

TRAVEL DIRECTION: Strathroy to Grand Bend

TUESDAYS & THURSDAYS (Near Round Service)						
BUS STOP NAME	STOP #	2000	4000	4100	4200	4201
Sobeys Plaza, Grand Bend (BIS & CONNECTION BUS)						
Main St. & Broad St., Parkhill						
Main St. & McLeod St., Parkhill						
Main St. & Jameson St., Ailsa Craig (BIS & CONNECTION BUS)						
Progress Supermarkets, Strathroy						
Robson Supermarkets, Strathroy						
TIME INTERVALS		5 MIN.	20 MIN.	12 MIN.	20 MIN.	5 MIN.
Trip 1		1:00 PM	1:30 PM	1:32 PM	1:20 PM	1:00 PM
Trip 2		3:10 PM	3:40 PM	3:42 PM	3:20 PM	3:00 PM



How to Make Route 4 of More Value to North Middlesex Residents



SET YOURSELF FREE TO GO YOUR OWN WAY
HuronShoresAreaTransit.ca

- When & Where should the Route 4 bus travel?
- Where do you go for:
 - Shopping
 - Medical appointments
 - Education
 - Work
 - Visiting Friends & Family
- Is Strathroy the right urban centre to connect to? Lucan? London? Sarnia? Or none?



Next Steps



- Review feedback.
- Identify quick hits & longer term changes.
- Select key recommendations for Transit Advisory Committee review.
- Develop a service implementation plan.



Post Meeting Thoughts & Suggestions



Susan Mills, Transit Coordinator
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smills@lambtonshores.ca

Take the Survey:

Riders:

huronshoresareatransit.ca/rider-survey

Non-Riders:

huronshoresareatransit.ca/non-rider

Appendix B

Rider and Non-Rider Surveys

RIDER SURVEY

Introduction: Last year was Huron Shores Area Transit's first full year of post-pandemic operations. As we continue to build the transit system, it seems like the right time to get some feedback from our passengers. Your responses will be used to make the service better.

Please circle, check or print your answers. Return survey to the driver. Thank you.

1. When was your first trip on Huron Shores Area Transit? (check one)
 2021 2022 2023
2. Which day of the week do you typically ride the HSAT bus? (check one)
 Tuesday Thursday Both Days
3. For what types of reasons have you used the bus? (check all that apply)
 Work Medical Appt. School/College
 Social Service Appt. Shopping Recreation Visiting a friend/relative
4. Have you transferred from Huron Shores Area Transit to/from a neighbouring transit system like Strathroy-Caradoc?
 Yes No
If yes, which one(s)? [text box]
5. Have you taken the Route 4 bus to Grand Bend and transferred to one of our other routes? (check all that apply)
 Route 1 Sarnia to Grand Bend via Lambton Shores
 Route 2 Grand Bend to London via South Huron & Lucan
 Route 3 Grand Bend to Goderich via Bluewater
6. Where do you travel most with our bus? [text box]
7. The bus runs Tuesday and Thursday, midday and in the afternoon. Are there days or times that would work better for you? (check all that apply)
 Monday Wednesday Friday Saturday Sunday
 Early morning (7 am to 9 am) Mid-Morning (10:30 am to Noon)
 Mid-Day/Noon (12 pm to 1 pm) Afternoon (2 pm to 4 pm)
 Evening (5 pm to 9 pm)
8. What times would the bus need to pick you up and drop you off to allow you to use the transit system for work? [text box]

9. The bus travels to Strathroy and back. Would it serve your needs more if the bus travelled to Lucan and London or to Sarnia?

Yes – to Lucan and London Yes – to Sarnia

No – keep it going to Strathroy

Comments: [text box for additional feedback, in any]

10. What would cause you to ride the bus more often? (check all that apply)

More frequent bus service Longer service hours

More destinations Better route/schedule information

11. Of the items you checked in Question 10, which is the MOST important factor to you? (pick one)

More frequent bus service Longer service hours

More destinations Better route/schedule information

12. Do you have a valid driver's license? Yes No

13. Do you have access to a vehicle, either through ownership or borrowing?

Yes No

Demographics

About You – (use for Riders and Non-Riders)

This information is collected to give us a typical rider / non-rider profile. It cannot identify you as an individual.

1. In what community do you live? (check one)

Ailsa Craig Grand Bend Park Hill Strathroy

Other – please state [text box]

2. Which best describes you? (check one)

Employed Full-time Employed Part-time or Seasonal

Not Employed Retired Other – please state [text box]

3. Are you a high school, college or university student? Yes No

4. What is your age? (check one)

Under 15 16-24 25-34 35-44 Over 50 Over 60

Prefer not to say

5. Do you have any mobility challenges? (check one) Yes No

NON-RIDER SURVEY

1. Do you have a valid driver's license? Yes No
2. Do you have access to a vehicle, either through ownership or borrowing?
 Yes No
3. How often during the week do you travel by car for one of these purposes? (circle one per activity)

Work	1 day	2 days	3 days	4 days	5 days	6 days	7 days
Medical appointments	1 day	2 days	3 days	4 days	5 days	6 days	7 days
Shopping	1 day	2 days	3 days	4 days	5 days	6 days	7 days
Meeting Friends/Family	1 day	2 days	3 days	4 days	5 days	6 days	7 days
Recreation	1 day	2 days	3 days	4 days	5 days	6 days	7 days

4. Did you know Huron Shores Area Transit has four bus routes and 51 bus stops and travels to Goderich, Sarnia, London and Strathroy Yes No
5. What are your primary reasons for not taking the bus? (check all that apply)
 - It's inconvenient I don't feel safe It's hard to do in cold, snowy or wet weather
 - I have to get somewhere quickly during my work/school day
 - It's not practical for the distance I travel It's not practical for my employment
 - I didn't know the transit service existed I don't know where the bus goes
 - The bus doesn't go where I need to go Not enough transit options to fit my schedule
 - I have not had time to investigate transit options
6. None of the above, please comment [TEXT BOX]
7. What times would the bus need to pick you up and drop you off to allow you to use the transit system for work? [text box]
8. What changes or improvements would encourage you to take the bus? (check all that apply)
 - More frequent bus service Longer service hours More destinations
 - Better route/schedule information
9. Are the bus route maps and schedules we publish easy to read and understand?
 - Yes Somewhat No Don't know, never seen them