



# HURON SHORES AREA TRANSIT

## 2023 Year End Report

Susan Mills, Transit Coordinator



# HURON SHORES AREA TRANSIT



SET YOURSELF FREE FROM OTHER PEOPLE'S SCHEDULES

[HuronShoresAreaTransit.ca](http://HuronShoresAreaTransit.ca)

## BUDGET

- \$3,384,114 / 2018 – March 31, 2025  
(incl. “top up” for 2024; 15 months left)

## STAKEHOLDERS

- Lambton Shores
- Kettle & Stony Point First Nation
- South Huron
- Bluewater
- North Middlesex

## MISSION

# EQUITY OF ACCESS

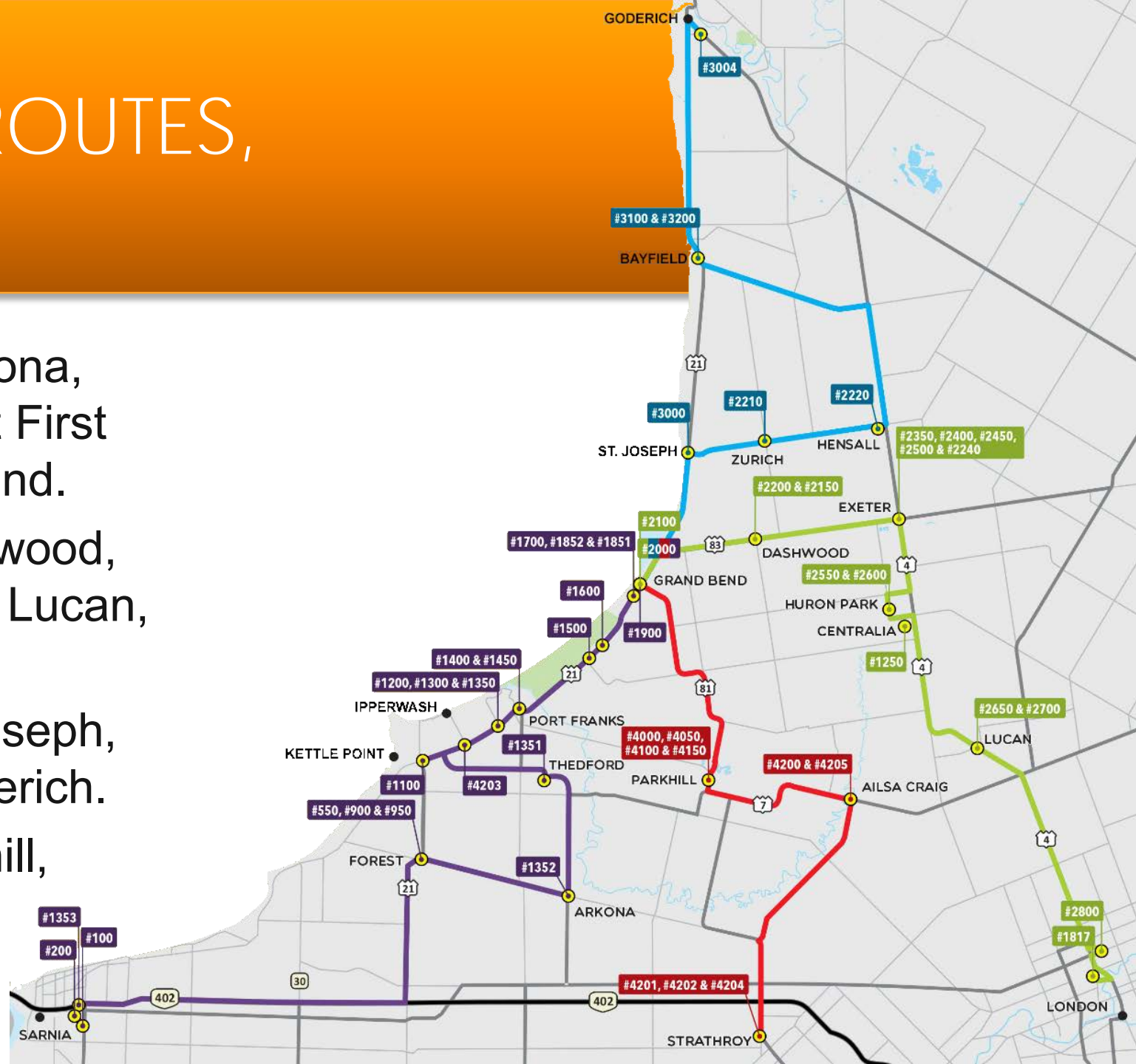
Enable equal access to community life and assets for all residents and thereby also contribute to the economic development, sustainability, and vibrancy of our communities.





# 2 BUSES, 4 ROUTES, 8 DRIVERS

1. **ROUTE 1:** Sarnia, Forest, Arkona, Thedford, Kettle & Stony Point First Nation, Port Franks, Grand Bend.
2. **ROUTE 2:** Grand Bend, Dashwood, Exeter, Huron Park, Centralia, Lucan, London.
3. **ROUTE 3:** Grand Bend, St. Joseph, Zurich, Hensall, Bayfield, Goderich.
4. **ROUTE 4:** Grand Bend, Parkhill, Ailsa Craig, Strathroy.





# QUICK FACTS



SET YOURSELF FREE FOR OPPORTUNITY

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- Fares:
  - \$5 local
  - \$10 long-distance fares,
  - \$80 Monthly Pass.
- Children 12+Under ride free.
- Support Persons ride free.
- Each bus accommodates 2 wheelchairs and 2 bikes
- 3,979+ bus runs per year.
- On time 72% of the time.
- Monthly average ridership 1,672.
- 53% local trips  
47% long-distance trips.
- Employee shuttles & Summer buses



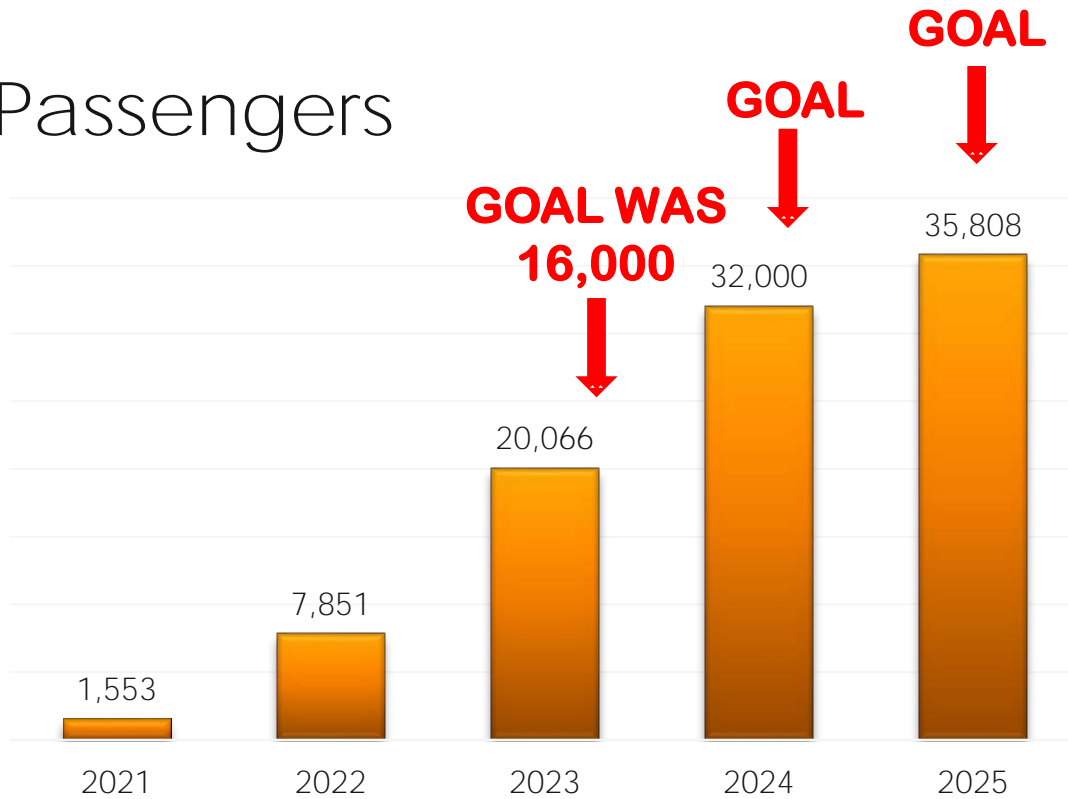
# GROWTH ON TRACK



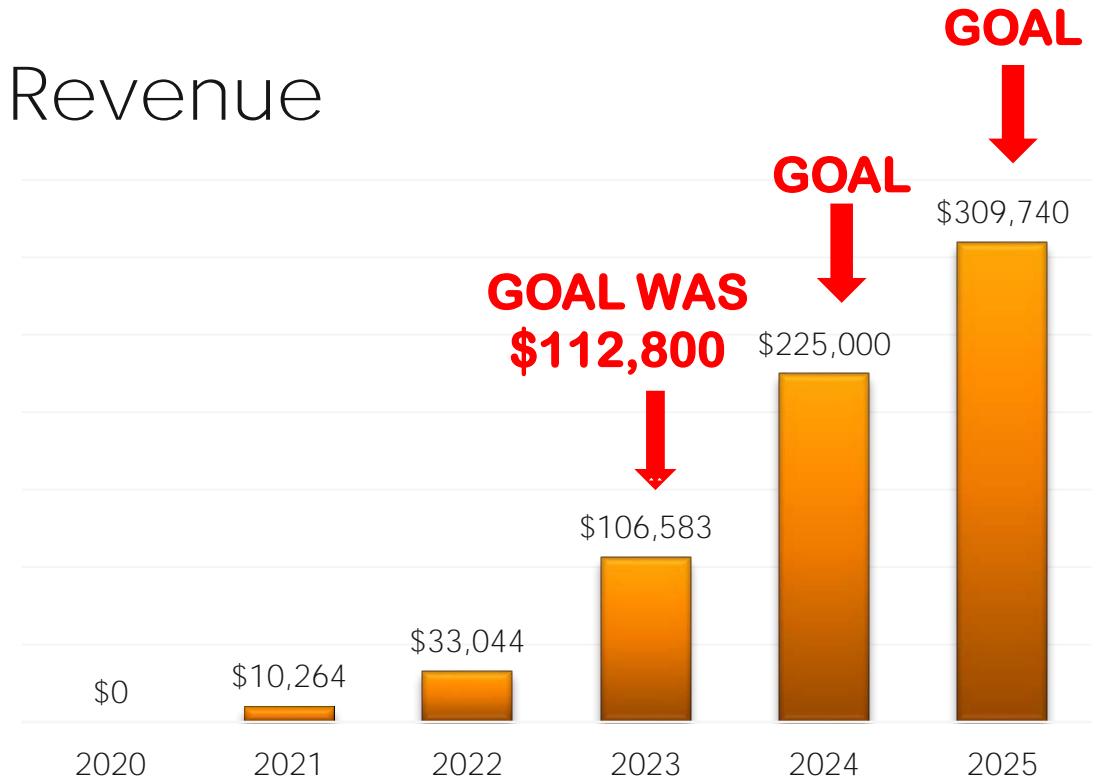
SET YOURSELF FREE TO TEXT, READ & RELAX

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## Passengers



## Revenue





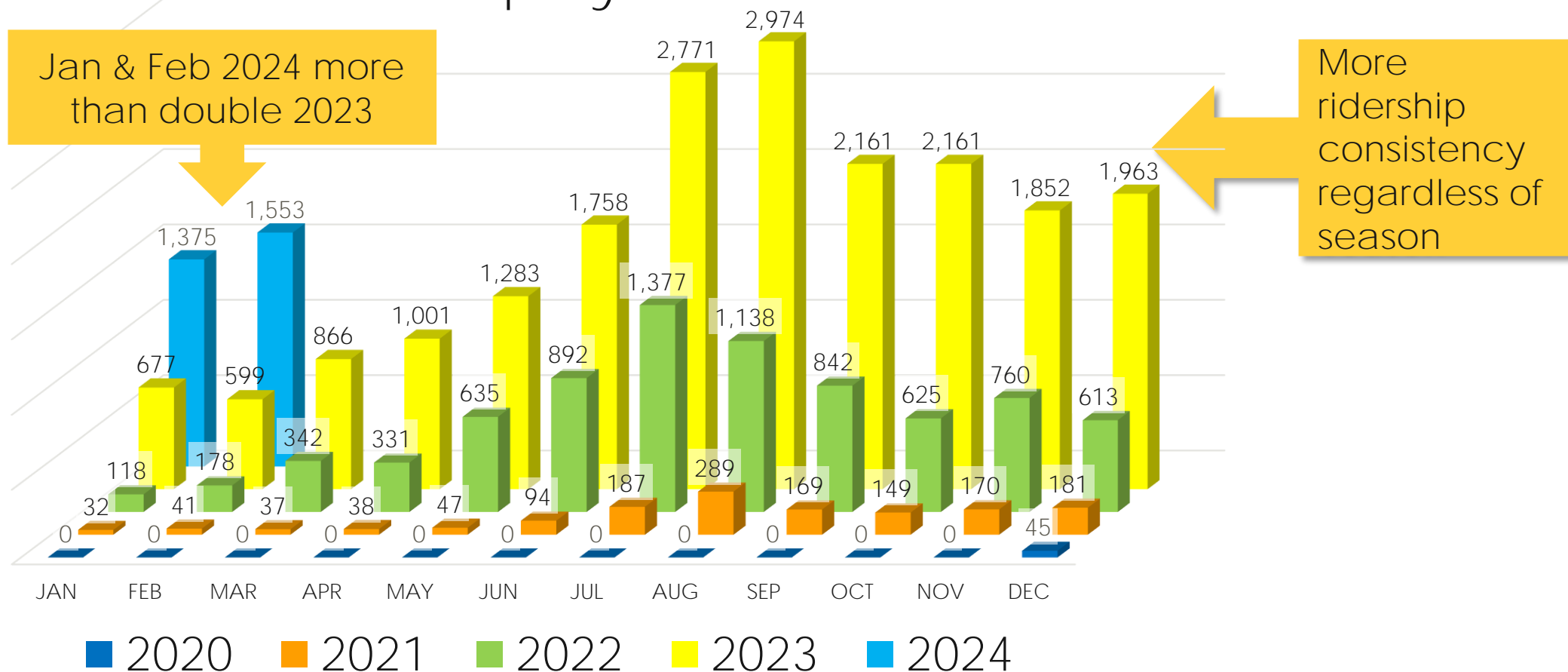
# RIDERSHIP GROWTH 1,192% SINCE 2021



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## Ridership by Year and Month







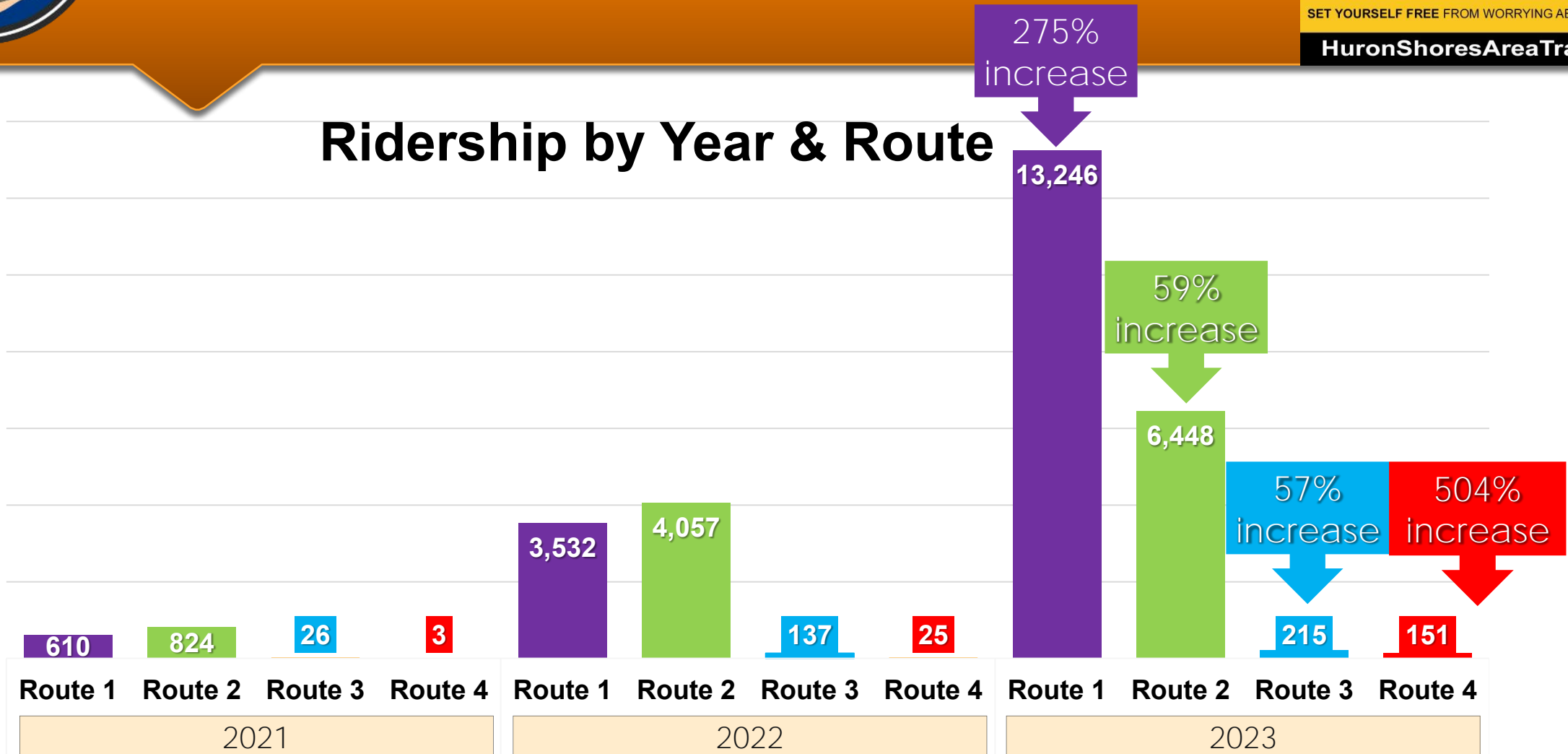
# RIDERSHIP BY YEAR & ROUTE



SET YOURSELF FREE FROM WORRYING ABOUT YOUR RIDE

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## Ridership by Year & Route





# ROUTE 1 – BUS STOP USAGE



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## Route 1 - Sarnia to Grand Bend via Lambton Shores Most Used Bus Stops

Lambton Mall	5,809
Lambton College	3,947
King St. W. @ Forest Library	2,675
Welcome Centre	2,016
Kettle Point Plaza	1,348
Walmart (Sarnia)	975
Lakeshore Rd. @ Grogs	969
Arkona Community Centre	705
Townsend Line / King St. E. @ Foodland	561
Legacy Centre	479
Lakeshore Rd. @ MacPherson's	463
Ontario St. S. @ NoFrills	274
Ontario St. S. @ River Rd.	258
Stony Point/Army Camp Rd.	201
Lakeshore Rd. & Northville Cres.	112
Pineview Mobile Homes Park	66
Ontario St. S. @ Amber Plaza	62
Lambton Heritage Museum	35





# ROUTE 2 – BUS STOP USAGE



SET YOURSELF FREE TO LUNCH WITH THE GIRLS

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## Route 2 - Grand Bend to London via South Huron Bus Stop Usage

London #705 (London)	6,298
Sobeys (HUB)	5,738
McDonalds (South Huron)	2,108
Main St. @ Sanders (South Huron)	1,340
Dashwood (Bluewater/South Huron)	1,156
University Hospital (London)	734
Main St. @ Ontario St. (Lambton Shores)	491
Lucan @ arena (Lambton Shores)	460
Main St. @ Huron St. (South Huron)	449
Huron Park (South Huron)	375
Centralia (South Huron)	139



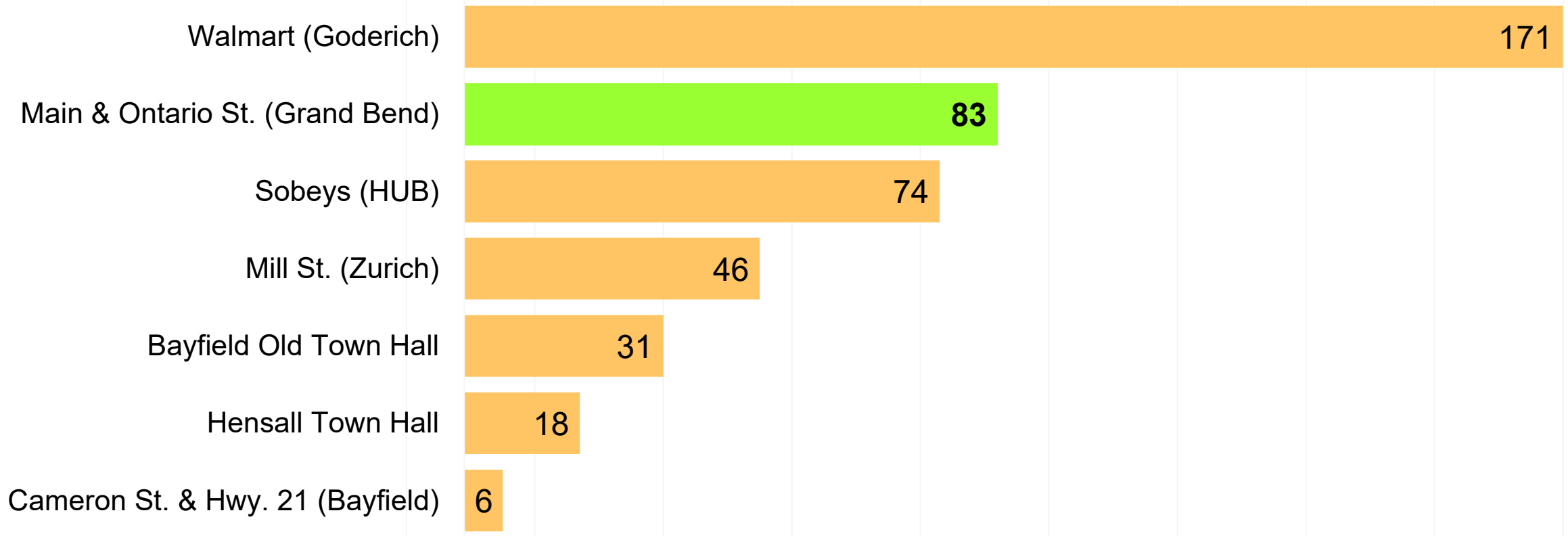
# ROUTE 3 – BUS STOP USAGE



SET YOURSELF FREE TO BE A GRANDMOTHER

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## Route 3 Grand Bend to Goderich via Bluewater Bus Stop Usage





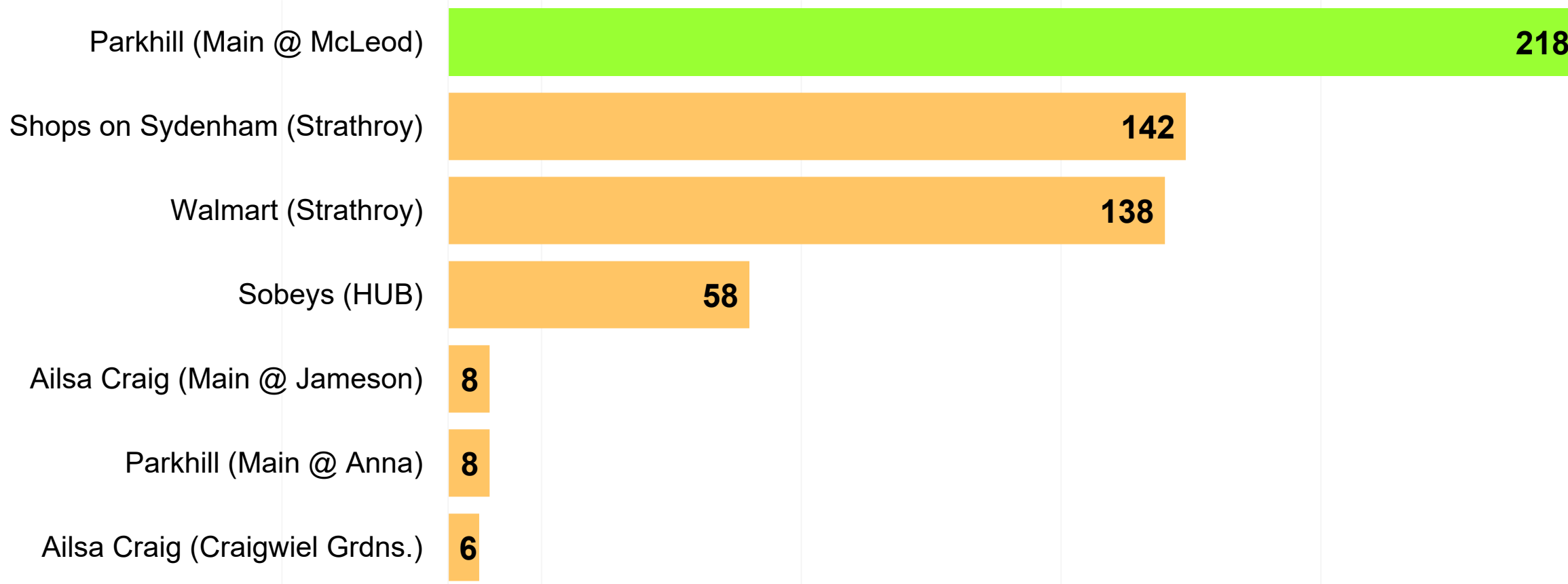
# ROUTE 4 – BUS STOP USAGE



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## Route 4 Grand Bend to Strathroy via North Middlesex Bus Stop usage







# Route 3 and 4 – switch to on-demand?



## Fixed Route

- Pre-determined route
- Pre-determined schedule
- Designated bus stops

## On-Demand

- Flexible routes
- Flexible schedules
- Dispatched based on passenger requests, advanced bookings, real-time scheduling
- Pick up one or more passengers and travel to multiple destinations
- Requires software to coordinate



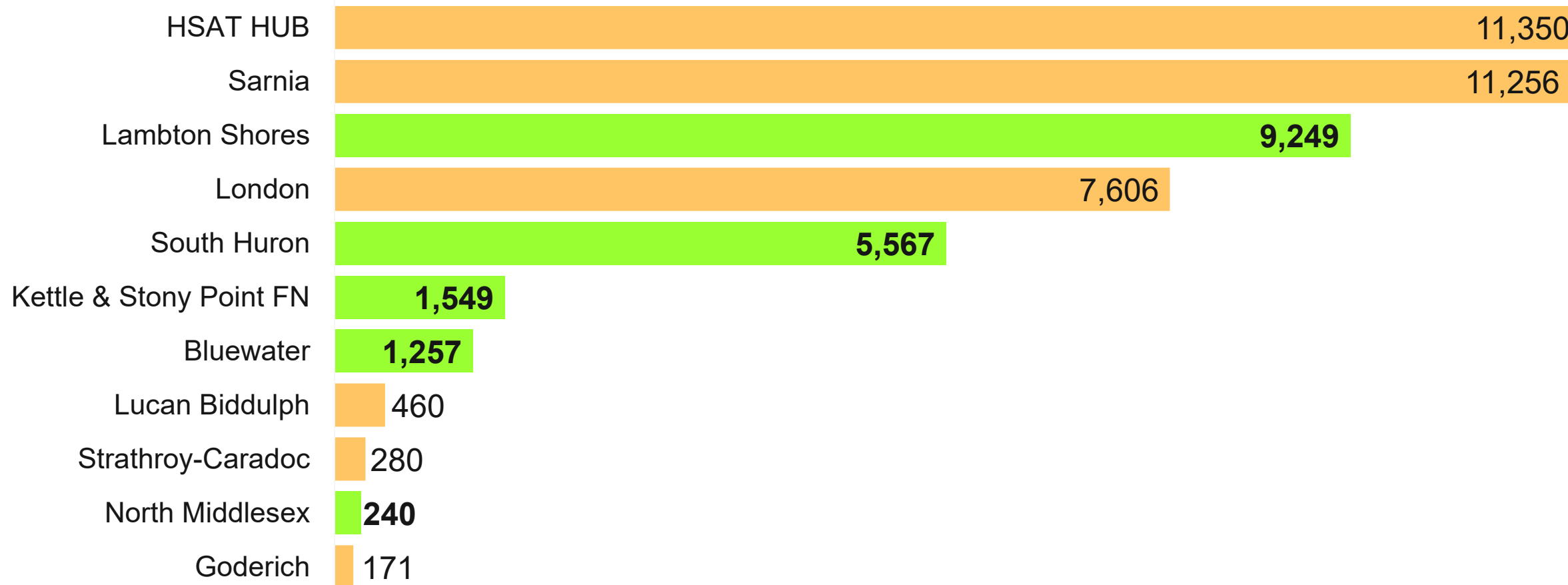
# PASSENGER COUNT BY COMMUNITY



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## Bus Stop Usage by Community





# WHO TAKES THE BUS?

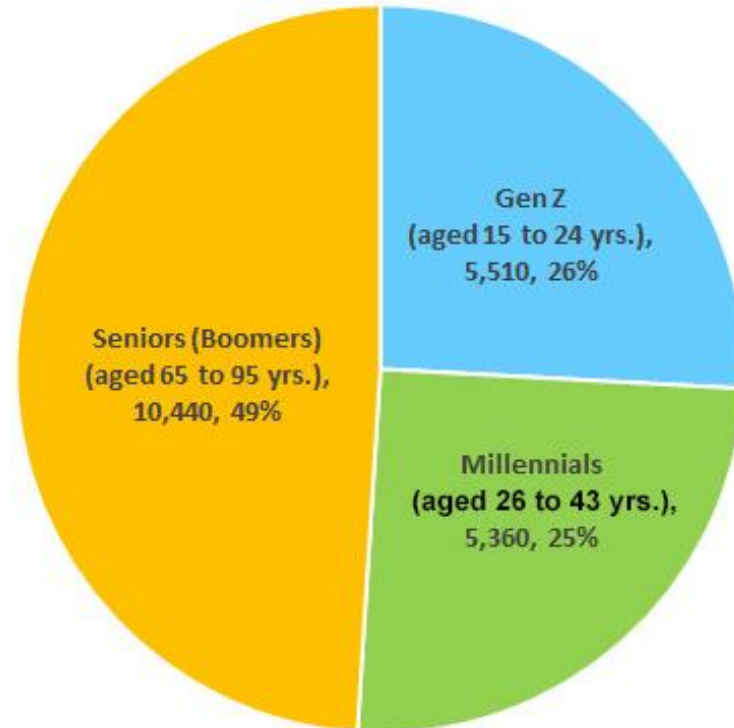


**FREE YOURSELF FROM DRIVING & PARKING HASSLES**  
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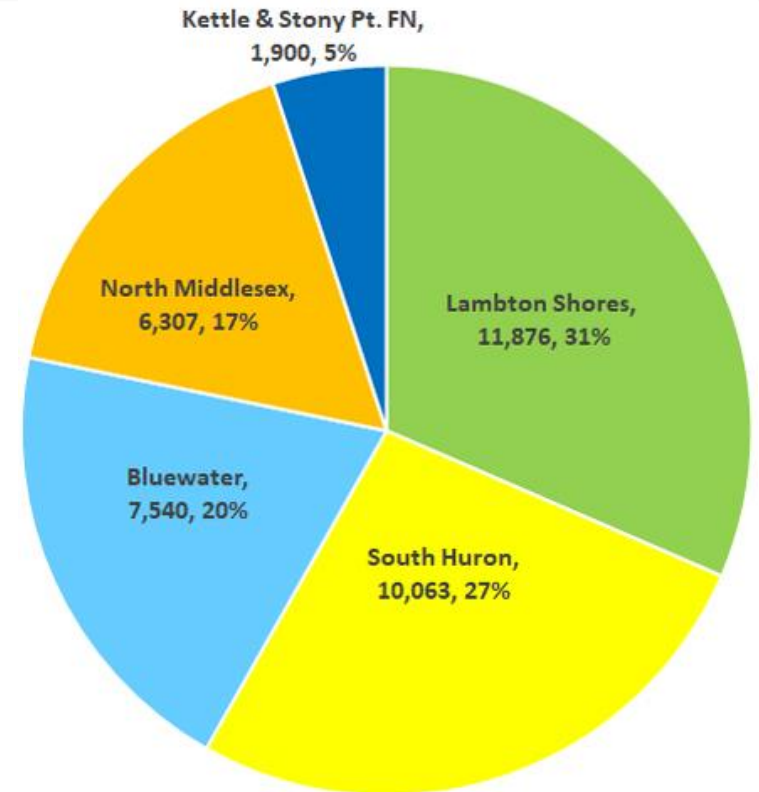
**Millennials & Gen Z:** for education, employment, family, leisure activities, shopping.

**Seniors:** for groceries, family, leisure, errands, health & wellness appointments.

**2021 Census**



**CHART 1: Count & Percentage in HSAT service area**



**CHART 2: Count & Percentage by Municipality / First Nation**





# OTHER ACHIEVEMENTS



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- Agency Day Pass
- Flex Stop (#1820EB) & Connections
- Passenger Courtesy, Conduct & Safety Policy
- Advertising Policy
- Security Cameras
- Outreach
- Marketing



# 2024 FOCUS



- Increase ridership (regular ridership, employee shuttles, beach bus)
- Increase revenue (farebox & advertising)
- Increase awareness
- Increase Customer Service Quality (grant dependent)
- Investigate On-Demand options for Bluewater and North Middlesex residents (increase ridership & reach)



# GAS TAX FUNDING



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## COMBINED MUNICIPAL POPULATION ESSENTIAL

PROVINCIAL SUPPORT		HSAT OPERATING RESULTS	
<b>1 POPULATION CALCULATION</b> Gas Tax Fund pays \$8.44 per person  37,686 people x \$8.44 <hr/> \$318,070	<b>2 RIDERSHIP CALCULATION</b> Gas Tax Fund pays \$0.30 per trip  35,808 trips x \$0.30 <hr/> \$10,742	<b>EXPENSES</b> Capital Costs \$13,000 Fixed Operation Costs \$180,000 Transportation Costs \$720,000 <b>Total Budget Costs \$913,000</b>	<b>REVENUE</b> Farebox (35,808 riders) \$236,948 Advertising Revenue \$ 50,000 <b>Total Revenue \$286,948</b>
<b>3 POTENTIAL FUNDING</b> Population + Trips = \$328,812	<b>4 MAX. FUNDING.</b> 75% of HSAT \$328,812 x 75% = \$246,609	<b>NET COST TO MUNICIPAL PARTNERS</b>  Operating Costs: <u>\$913,000</u> HSAT Revenue: - \$286,948 Gas Tax Funding: - \$246,609 <b>Net Result: \$379,443</b>	
		\$379,443 ÷ 37,686 residents = <u>\$10.06 per person per year</u>	

Current formula used to calculate municipal support needed.

Formula may be changed in recognition of rural realities versus larger urban centres.





# QUESTIONS / COMMENTS



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