



THE MUNICIPALITY OF  
**LAMBTON SHORES**

# Huron Shores Area Transit

Launching December 14, 2020



# Transit Pilot Project Update

- Last Update: Service provider → Voyago
  - Vehicle information, bus storage facilities
- Where we are now:
  - Covid-19: Safety Measures
  - Routes, Schedules, and Fares
  - The HSAT Advisory Committee
  - Website and Marketing
  - Joining SCOR / SCT

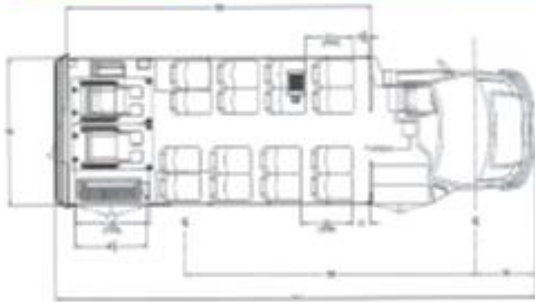


# Covid-19: Safety Measures

- Additional cleaning offered by Voyago
- Masks provided at entry for those who do not have them
- Other measures to be discussed with advisory committee:
  - Physical distancing in the bus
  - Review measures taken by other travel agencies



# Voyago Vehicles & Storage



- 2 new buses:
  - 2019 Glaval Titan II
- 26 ft. (9.7 metres)
- 18 seated passengers, 2 wheelchair positions
- Rear wheelchair lift
- Meets all AODA standards

Bus storage at Lambton College  
and location in Grand Bend  
(TBD)



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# Routes and Schedules

- **Route 1 Long Distance: Sarnia - Grand Bend**
  - Monday to Sunday; 2 round trips daily
  - Servicing Kettle Point and Forest
- **Route 1 Local: Grand Bend - Forest**
  - Monday to Friday; 3 round trips daily
  - Servicing Kettle Point
- **Route 2 Long Distance: Grand Bend - London**
  - Monday to Sunday; 2 round trips daily
  - Servicing Dashwood, Exeter, Huron Park, Lucan
- **Route 3: Bayfield - Grand Bend**
  - Wednesday and Friday; morning one way, evening return
- **Route 4: Ailsa Craig - Parkhill - Grand Bend**
  - Tuesday and Thursday; morning one way, evening return



# Zone-Based Fare System

- What is zone-based pricing?
  - The transit network is divided into zones. Each zone has a flat fare. The price to be paid by the passenger will depend on the number of zones travelled
- Payment options:
  - Cash
  - Smart card system
  - Mobile app. payment





# Route Map



# HSAT Advisory Committee

- 4 municipal representatives, one from each of the municipalities involved:
  - Bluewater, Lambton Shores, North Middlesex, South Huron
- 3 agency representatives from the coverage area, including:
  - Lambton County Social Services, Grand Bend Health Centre, and South Huron Hospital Board
- 4 members of the public:
  - Two business representatives – from Grand Bend Chamber of Commerce and Forest BIA
  - Lambton College, and Kettle and Stony Point First Nation
- 2 advisors (non-voting):
  - HSAT Transit Coordinator and Municipal finance staff member





# Website & Marketing

[www.huronshoresareatransit.ca](http://www.huronshoresareatransit.ca)

- Route, Schedule, and Fare information
- AODA compliant access to information
- And more coming in December
  - FREE service for the first month
  - Get familiar with the bus
  - Radio ads
  - Local media outlets
  - Facebook page



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# Joining SCT



## South West Community Transit Membership

- Comprised of municipalities and not-for-profit organizations in Southwest Ontario (Members).
- Increasing travel connections between under-served areas, rural communities and urban cities.
  - Consistent messaging across all regions
  - Coordinate marketing & promotions to leverage economies of scale
  - Common website for riders to obtain information (fares, stop locations, policies)
  - Similar policies for accessibility to ensure a seamless service



# Future Plans

- Review demand-responsive service options  
Servicing: Port Franks, Thedford, Zurrich, and Hensall
- Analyze ridership statistics and modify fixed-route service and schedules, if required
- Work with SCT to create seamless transfers with neighbouring transit agencies

