

Huron Shores Area Transit 2021 Operating Report



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LAMBTON SHORES

Summary

- As a new type of service, it was unknown how well HSAT would catch on with the public. 2021 was the break-in year
- Then came the pandemic and its many complications
- Even so, HSAT established reliable, dependable service
- HSAT 1,600 passengers, and collected \$9,000 in fares
- In 2022, we will expand service to more communities, offer new destinations, and keep lower fares to attract more riders



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Achievements:

- HSAT offers attractive vehicles, personable drivers
- It is AODA-compliant: wheelchair accessibility, stop announcements, accessible web site
- Introduced a simplified fare system: \$5 anywhere; children 12 and under ride free
- Smart card fare cards ready to go in 2022
- HSAT is now visible on Google maps for trip-planning
- We have hired a Marketing and Customer Service Agent

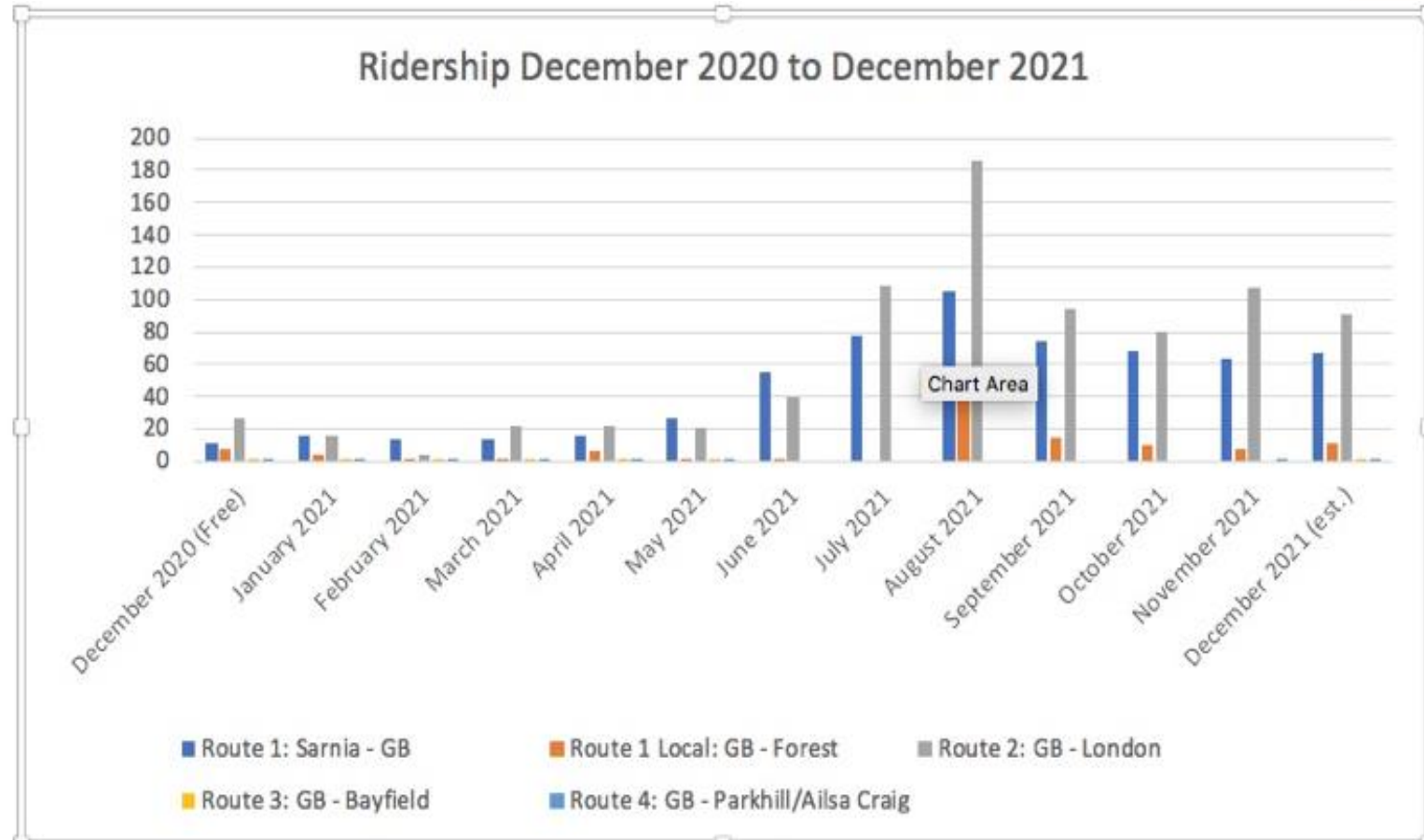


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Ridership:

Our long-distance routes to London and Sarnia produced over 90% of our ridership.

In 2022 we will expand local routes to make them more attractive.



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Initiatives for 2022

- Add service to Arkona, Thedford, Zurich and Hensall
- Offer connections to Walmarts in Sarnia, Goderich, Strathroy, London.
- Connections to London Airport in partnership with Strathroy-Caradoc
- Promote new simple, low fare of \$5 system-wide; Children 12 and under ride free



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Initiatives for 2022 (continued)

- Offer on-demand service to and from bus stops
- Add University Hospital in London
- Offer London Transit Terminal air and rail gateways
- Investigate Gas Tax Program as a source of stable, predictable future funding



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Forecast for 2022: Local and Long-Distance Projects

Capital Expense:	\$ 26,000
Operating Expense:	\$540,000
Fare revenues:	<u>(\$ 20,000)</u>
Net Expenses	\$546,000

Notes:

Net expenses will be funded by the Provincial CTGP grants.

Detailed 2021 financial statements available after year-end.



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Questions?



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