

Final Report

Bruce County Transit Demand and Feasibility Study



IBI GROUP

Prepared for Bruce County
by Arcadis
November 23, 2023

Table of Contents

Executive Summary	1
1 Introduction	3
2 Policy Context.....	5
2.1 Bruce County Master Transportation Plan.....	5
2.2 Saugeen Shores Transportation Master Plan	7
2.3 Provincial & Federal Policy Review	7
3 Vision & Mission	9
3.1 Vision For Transit in Bruce County	9
3.2 Mission Statement	9
3.3 Goals.....	10
3.4 Objectives.....	10
4 Current State Analysis	13
4.1 Demographic Analysis	13
4.2 Travel Demand Analysis	20
4.3 Existing Service Review	27
4.4 Peer Review.....	32
4.5 Public and Stakeholder Engagement Phase 1: Identifying Existing Transportation Barriers.....	36
4.6 Key Takeaways	37
5 Travel Needs	39
5.1 Connecting Smaller Communities to Jobs and Services	39

Table of Contents (continued)

5.2	Connecting Seasonal, Service, and Occasional Workers to Jobs	40
5.3	Intercommunity Connections	40
5.4	Transportation Within Larger Urban Communities.....	41
5.5	Tourism-Oriented Transportation	42
5.6	Enhanced Coordination of Specialized Transit	42
5.7	Improved Communication, Collaboration, and Coordination of Transportation Solutions	43
5.8	Public and Stakeholder Engagement Phase 2: Refining Needs and Identifying Solutions.....	43
6	Potential Solutions.....	46
6.1	Public Transportation Solutions.....	46
6.2	Need-Specific Solutions	56
7	Preferred Solutions	59
7.1	Evaluation Framework	59
7.2	Preferred Solutions	59
8	Recommendations.....	74

Table of Exhibits

Exhibit 2.1: Conceptual Master Plan Transit Routes	6
Exhibit 4.1: Population Density in Bruce County, 2021.....	15
Exhibit 4.2: Low Income Population in Bruce County, 2021 ¹	16
Exhibit 4.3: Density of Seniors in Bruce County, 2021	18
Exhibit 4.4: Density of Youth in Bruce County, 2021 ²	19
Exhibit 4.5: Bruce County Average Total Hourly Traffic Volume, 2021	24
Exhibit 4.6: Bruce County Average Traffic Recovery, 2021 vs 2019 ³	24
Exhibit 4.7: Number of Trips Originating or Ending at a Municipality within Bruce County, on a Typical Fall Weekday (left) and Summer Weekend (right) ³	25
Exhibit 4.8: Percentage of External Trips to and from Another Region/County, on a Typical Fall Weekday or Summer Weekend in 2021	26
Exhibit 4.9: Average Daily Traffic within Bruce County in 2021 by Top- 10 Origin-Destination (OD) Pairs	26
Exhibit 4.10: Current and Former Transit Service in Bruce County	31
Exhibit 4.11: Summary of Peer Rural Transit Systems, Operating Characteristics and Performance Statistics.....	34
Exhibit 5.1: Stakeholder Engagement Phase 2 Poll Results.....	44
Exhibit 6.1: A Grey Transit Route Vehicle	48
Exhibit 6.2: An On-Demand Transit Vehicle in Quebec City	50
Exhibit 6.3: Renfrew County's Rideshare Website; Powered by RideShark	52
Exhibit 6.4: SMART Vehicle	53

Table of Exhibits (continued)

Exhibit 7.1: Evaluation Guidelines 59

Exhibit 7.2: Evaluation Results for Connecting Smaller Communities to
Jobs and Services 60

Exhibit 7.3: Evaluation Results for Connecting Seasonal, Service, and
Occasional Workers to Jobs..... 62

Exhibit 7.4: Evaluation Results for Intercommunity Connections..... 64

Exhibit 7.5: Evaluation Results for Transportation Within Larger Urban
Communities..... 66

Exhibit 7.6: Evaluation Results for Tourism-Oriented Transportation 68

Exhibit 7.7: Evaluation Results for Enhanced Coordination of
Specialized Transit..... 70

Exhibit 7.8: Evaluation Results for Improved Communication,
Collaboration, and Coordination of Transportation Solutions
..... 71

Executive Summary

Bruce County does not currently have a County-wide transit service that is accessible to the general public. The need for improved transportation services for those who are unable or unwilling to drive has been identified by the County's Master Transportation Plan and has been raised by members of the public. This transportation gap has been exacerbated by the dissolution of private transit operators in recent years such as the Grey-Bruce Airbus. With a view to studying the need for a publicly funded transportation service, the County retained Arcadis beginning in the late fall of 2022 to conduct a transit demand and feasibility study.

An assessment of transportation in the County found a diverse variety of needs that could not be served by a "one-size-fits-all" transit approach. For example, the type of transit service that would best serve seasonal tourism would be quite different from one oriented towards serving local trips within urban communities. Further, the provision of transit service in Bruce County, as in many rural communities, is a very challenging and costly proposition because of the County's dispersed population, lack of a single dominant travel destination, and the spread of populations who might benefit most from transit service (e.g. seniors, low-income earners, and youths) across different communities around the County.

However, low-cost and readily implementable solutions are available and are already being explored by the County. A phased approach to implementing these solutions is recommended, with a view to positioning the County as a coordinator and facilitator of travel options. These solutions can help improve travel access for County residents while collecting more data, strengthening coordination and collaboration with agencies already providing transit services in the County, and time to

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

advocate for and seek funding to build out a more comprehensive transit network.

1 Introduction

Bruce County does not currently have a County-wide public transportation service that can provide basic mobility for residents. The County relies on a combination of private-sector services and a service agreement with Grey County for one route operating to Wiarton and Sauble Beach. Residents and businesses have expressed a desire for more transportation options, and the County's 2021 Master Transportation Plan recommended the future implementation of transit service.

Interest in rural transit service has recently increased as private transportation providers have pulled service back and governments have introduced transit funding grants, across Canada in general and particularly in Ontario. Bruce County received federal funding from the Rural Transit Solutions Fund to support the study and development of locally appropriate transportation solutions. Arcadis IBI Group was retained by Bruce County in September 2022 to conduct a Transit Demand Study.

Purpose of Report

The purpose of this study is to determine the unmet travel needs of Bruce County and recommend potential transportation solutions to address those needs. This report will present a tactical-level plan that can provide next steps and a work program for the County to follow to implement transit over time. Technical recommendations are provided for short- (less than two years), medium- (3-10 years), and long-term (10 years or more) planning horizons.

Report Structure

The report is structured around the following sections:

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

- Section 2 provides the **policy context** of local, provincial, and federal policy in which future transit service is being studied;
- Section 3 presents the **vision & mission statement** for what future transit service in Bruce County could accomplish;
- Section 4 reviews the **current state analysis** of factors that would inform the planning of transit in Bruce County including demographics, existing travel patterns, and existing transit and transportation services;
- Section 5 identifies the key **travel needs** that are not being fully met in Bruce County today and that could be addressed by a future transit service;
- Section 6 outlines the **potential solutions** to address the key travel needs;
- Section 7 presents the **preferred solutions** that were selected for each need;
- Section 8 provides tactical **recommendations** for actions in the short term and an approximate work program to phase transit service in over time.

2 Policy Context

The study is guided by established local and provincial transportation and transit planning policy. These policy documents provide a foundation for transportation and transit planning in Bruce County, and by aligning with the transit priorities outlined in this policy context, this study can build on the work that has already been done by County staff. The purpose of this section is to summarize this established public policy.

2.1 Bruce County Master Transportation Plan

The Bruce County Master Transportation Plan, which was completed in 2021, provides strategic guidance for transportation needs and priorities across Bruce County. The document is a long-range strategic plan that is meant to be implemented gradually over time. This Plan relates to all travel modes, including transit. During public consultation for this Plan, residents identified the lack of county-wide or County-run public transit service as a major transportation issue facing the County.

The Plan identified five potential transit routes for future implementation in Bruce County, one of which currently exists. Grey Transit Route (GTR) Route 5 connects Owen Sound to Wiarton and, in the summer months, Sauble Beach. This route functions as a funding partnership between Grey County, Bruce County, and the Town of South Bruce Peninsula. Other potential transit routes included Owen Sound to Saugeen Shores, Saugeen Shores to Kincardine, Kincardine to Walkerton, and Wiarton to Tobermory. These routes are conceptual and represent a potential long-term solution to serve some major corridors around the County, but the full-build network is beyond the County's financial capacity at present. The purpose of this study is to identify shorter-term transit and transportation improvements that could address travel needs across Bruce County. The five conceptual transit routes are shown in Exhibit 2.1 on the following page.

ARCADIS FINAL REPORT
BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY
Prepared for Bruce County

Exhibit 2.1: Conceptual Master Plan Transit Routes



2.2 Saugeen Shores Transportation Master Plan

The Town of Saugeen Shores is the only local municipality in Bruce County with a Transportation Master Plan. This Plan, completed in 2020, is narrower in scope than the County Master Transportation Plan, addressing transportation issues entirely within Saugeen Shores' boundaries. This Plan also addresses the issue of transit access and is generally much less prescriptive about transit than the County Plan. The Saugeen Shores plan identifies issues related to transit but does not explicitly plan or design potential future transit routes.

The Saugeen Shores Plan recommended the development of a public transit strategy that could quantify potential demand, assess a broad variety of service alternatives, and identify opportunities for funding the associated operating costs. This study builds on that recommendation by reviewing transportation needs, demand, and potential service alternatives throughout Bruce County, beyond Saugeen Shores. The Saugeen Shores plan also recommended the continued support and potential expansion of specialized transit for people with disabilities. This service is provided in Saugeen Shores and some other local municipalities in Bruce County by Saugeen Mobility and Regional Transit (SMART) and Home & Community Support Services of Grey-Bruce (HCSS). Both service providers have been consulted during this study, and more information about specialized transit travel needs can be found in Section 5.6.

2.3 Provincial & Federal Policy Review

Senior levels of government have recently enacted policies supporting transit in rural communities. The Province of Ontario has been supporting the provision of transit in rural municipalities through the Community Transportation Grant Program, a program that funds up to 100% of operating costs to recipients such as Grey County and Perth County. The program, first enacted in 2018, was closed to new applicants in 2020 and

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

extended through to 2025 to further support the establishment of rural transit networks. There are presently no plans to extend the program beyond 2025 and new applicants are not currently being accepted. If the grant or one like it were to be extended or implemented in the future, it could represent a potential source of funding for transit service in Bruce County.

The Province also continues to fund public transport through proceeds from the Gas Tax, which are allocated to eligible operators on a rolling annual basis. In Bruce County, this program supports SMART.

The Ontario Ministry of Transportation is developing a Southwestern Ontario Transportation Plan based upon the previous *Connecting the Southwest: A Draft Transportation Plan for Southwestern Ontario*. One of the near-term goals of the Draft Transportation Plan is getting people moving and connecting communities. The plan's regional focus on public transit could have implications for the integration of transit service throughout, and beyond, the county. The County has representation on the Technical Advisory Committee for the plan.

The Province recently repealed the Public Vehicles Act, 1990 and the Ontario Highway Transport Board Act, 1990 under the Better for People, Smart for Business Act, 2020. The stated purpose of the repeal was to make it easier for new transportation carriers, including municipalities, to step in and address transportation service gaps.

The Federal Government recently introduced the Rural Transit Solutions Fund, which aims to improve rural and remote transit connections. The fund includes \$250 million to support planning of rural transit services and capital costs associated with implementation. Operational funding is not currently available from federal funding sources.

3 Vision & Mission

The project vision and mission statement establish a strategic framework by describing a desired end state and purpose. The vision and mission statement were derived from a review of County policy documents (such as the County and Saugeen Shores Master Plans) and Arcadis IBI Group's experience developing similar content for other rural transit systems. This work established the framework for how the study would proceed and set aside evaluation criteria for transit service options.

3.1 Vision For Transit in Bruce County

The vision describes a desired future state and provides a framework for strategic decision-making. The vision for rural transit service in Bruce County is that:

Transit in Bruce County will help residents and visitors make longer-distance trips more easily, connecting them to major destinations in the County and to transportation services to bring them in and out of the County. They will meet travel needs in a sustainable, equitable, and cost-effective manner and will connect workers with jobs, residents with health care, social services and education and other high demand locations. Transit will also help to connect tourists to amazing Bruce County destinations.

3.2 Mission Statement

A mission statement describes an organization's reason for existence, often acting as a reference to help guide operational decision-making. The mission statement for rural transit service in Bruce County is:

To provide safe and equitable transportation between Bruce County communities and to destinations beyond.

3.3 Goals

Project goals were derived from the vision & mission statement. Goals are separate aspects of the future outcome that map directly back to the vision. These goals speak to the County's priorities in researching the feasibility of rural transit service. The project goals include:

- **Sustainable:** Transit in Bruce County will be both environmentally and financially sustainable. It will look to minimize carbon emissions as much as possible and will seek to ensure cost-effective spending to operate the service.
- **Equitable:** Transit in Bruce County will remove barriers and enhance mobility for County residents of all ages, abilities, and income levels.
- **Connected:** Transit in Bruce County will enable residents to access essential goods, community and health services, education, jobs and tourism opportunities. It will connect to other transit providers to enable Bruce County residents to travel to destinations within and beyond the County.
- **Local:** Transit in Bruce County will be designed to respond to the County's unique travel needs and to address the highest travel demand identified by the public and key stakeholders across the County.

3.4 Objectives

Objectives expand on the goals and represent measurable ways in which the goals can be fulfilled. They can be qualitative or quantitative, and at this stage represent a qualitative, high-level view of what transit services in

Bruce County should accomplish. The purpose of objectives is to guide the overall direction of the project and to evaluate competing potential options. Examples of this application include the evaluation of potential service delivery methods, service designs, and budgetary priorities. The objectives for each goal include:

Sustainable

- Transit will seek to minimize carbon emissions.
- Transit will minimize cost per passenger and leverage opportunities for funding and partnerships.

Equitable

- Transit will be affordable to the customer and priced according to the ability of customers in Bruce County to pay for the service.
- Transit will make wheelchair-accessible vehicles available to passengers who need them.
- Transit will reduce technological barriers to access by providing informational materials, fare collection methods, and booking methods (if required) that can be used without a smartphone or internet access.
- Transit will meet the travel needs of Indigenous communities in Bruce County.

Connected

- Transit will provide service linking residents to community hubs, shopping destinations, and major employers in Bruce County.

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

- Transit will provide direct connections to other transportation providers in and around Bruce County, allowing residents to travel to destinations beyond the County.
- Transit will provide options for tourists looking to access tourist destinations located within Bruce County.
- Transit will connect residents of Bruce County with access to post-secondary education within southwestern Ontario.

Local

- Transit in Bruce County will help to address the County's major transportation priorities including transportation for vulnerable populations, intercommunity connections, and tourism-related traffic congestion.
- Transit in Bruce County will promote economic success by linking County residents with major centres of employment.

4 Current State Analysis

This section describes the existing state of transit and transportation services in Bruce County, as well as factors that may influence the design of future services such as County demographics and established travel patterns. Through our analysis of the current demand for different types of transportation services around the County, we were ultimately able to generate discrete transportation needs in Bruce County. These needs are further detailed in Section 5.

4.1 Demographic Analysis

A demographic analysis of Bruce County was undertaken using data from the 2021 Canada Census. The purpose of this data was to identify where transit demand or level of need might be concentrated in Bruce County by assessing overall population density, as well as the presence of certain groups who may have more acute or under-served travel needs.

As a predominantly rural municipality, the overall population density of Bruce County is unsurprisingly low. Most of the County consists of rural or agricultural communities where the population is dispersed over a wide area. The areas with the highest population density can be found in the urbanized communities of Port Elgin, Kincardine, and Walkerton. These communities could represent major sources of demand or major destinations from other communities due to their concentration of shopping and services. Other pockets of concentrated populations can be found in smaller urban communities such as Southampton, Wiarton, Chesley, Lucknow, and others.

Lower-income populations often have more acute travel needs that they may struggle to meet without some sort of publicly supported service. Lower-income populations are spread throughout Bruce County. Areas

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

with a large share of low-income households can be observed in every municipality of the County. Particularly large shares of low-income households live in rural areas of Arran-Elderslie, Kincardine, Brockton, and Huron-Kinloss. These municipalities are known to have high Mennonite populations. The Indigenous communities of Saugeen 29 (Saugeen First Nation) and Neyaashiinigmiing (Chippewas of Nawash Unceded First Nation) also have many low-income households. Portions of some larger urbanized communities have somewhat higher low-income populations, as do some smaller urban communities such as Wiarton, Tara, and Chesley. This distribution makes it difficult to prioritize parts of the County with lower-income populations, as every community across the County has residents that may experience challenges meeting their travel needs.

Population density throughout Bruce County can be seen in Exhibit 4.1 and a map of low-income residents in Bruce County can be seen in Exhibit 4.2, on the following pages.

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY
Prepared for Bruce County

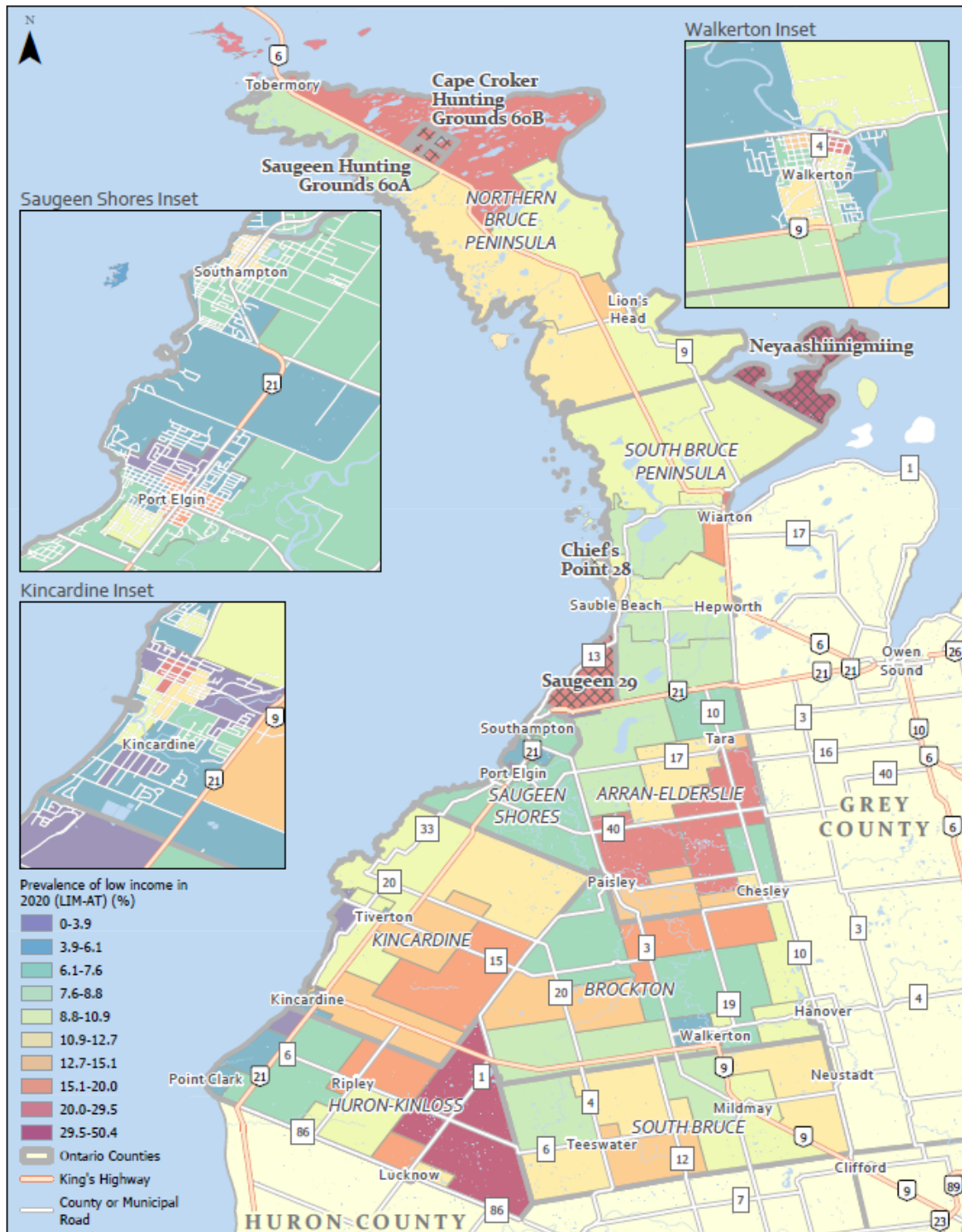
Population density per square kilometre

2.5 - 11.5
11.5 - 27.0
27.0 - 62.4
62.4 - 97.6
97.6 - 211.4
211.4 - 325.3
325.3 - 505.6
505.6 - 1049.2
1049.2 - 1471.6
1471.6 - 2261.2

— Ontario Counties
 — King's Highway
 — County or Municipal Road

ARCADIS FINAL REPORT
BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY
Prepared for Bruce County

Exhibit 4.2: Low Income Population in Bruce County, 2021'



ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

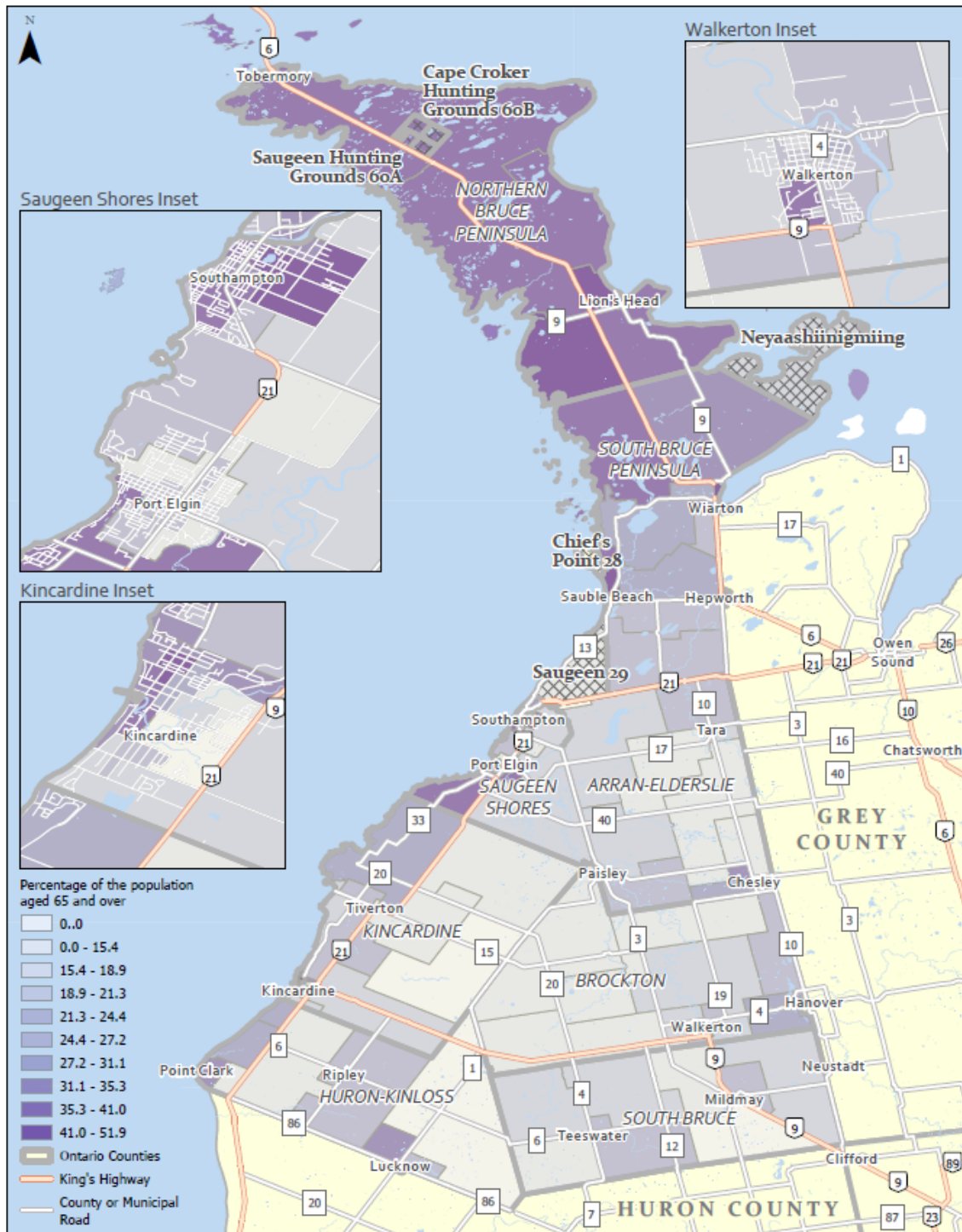
Seniors and older populations have difficulty meeting their travel needs in communities that are dependent on car travel as many people may no longer be able to drive as they age. In communities with transit service, many seniors regularly use transit to get to destinations further from their homes including medical appointments, shopping trips, and social engagements. Southampton and the Bruce Peninsula have a high proportion of seniors. Every census dissemination area north of Wiarton has an above-average proportion of residents over the age of 65, as retired people are drawn to recreational properties that are concentrated on the Peninsula. Seniors are also concentrated in some areas of urbanized communities such as Kincardine, Walkerton, and south of Port Elgin where retirement communities or long-term care homes can be found. In addition to these key high-density areas, seniors are dispersed throughout every municipality of Bruce County. Seniors have varied travel needs and may need to travel to a wide variety of destinations on a semi-frequent basis.

Younger populations can also constitute a bloc of transit demand, as youths have unique transportation needs related to education and part-time or seasonal employment and may not be able to drive themselves to their destinations. Youths under 14 in Bruce County are most concentrated in rural communities away from the Peninsula. Many rural communities in Arran-Elderslie, Kincardine, Brockton, and Huron-Kinloss with high youth populations also have high Mennonite populations. Youth and families also comprise a high proportion of the population in the north side of Port Elgin and the south side of Kincardine. These communities with high youth populations are likely to have higher rates of school-related transportation needs, which would be less prevalent in “older” communities like the Bruce Peninsula and Southampton.

Exhibit 4.3, on the following page, is a map showing the percentages of population that are seniors, in Bruce County in 2021. Exhibit 4.4 shows the same distribution for youth populations.

ARCADIS FINAL REPORT
BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY
 Prepared for Bruce County

Exhibit 4.3: Density of Seniors in Bruce County, 2021²



² Source: 2021 Census of Population

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY
Prepared for Bruce County

Percentage of the population aged 0 to 14

0.0 - 3.7
3.7 - 9.2
9.2 - 11.8
11.8 - 14.2
14.2 - 16.0
16.0 - 17.4
17.4 - 18.9
18.9 - 20.9
20.9 - 24.7
24.7 - 34.7

— Ontario Counties
 — King's Highway
 — County or Municipal Road

Map Labels: Tobermory, Cape Croker Hunting Grounds 60B, Saugeen Hunting Grounds 60A, Saugeen Shores Inset, Southampton, Port Elgin, Kincardine Inset, Kincardine, Walkerton Inset, Walkerton, Neyaashiiingmüing, SOUTH BRUCE PENINSULA, Lion's Head, Wiarton, Chiefs Point 28, Sauble Beach, Hepworth, Owen Sound, Chatsworth, Arran-Elderslie, Saugeen, Southampton, Port Elgin, Saugeen Shores, Kincardine, Tiverton, Paisley, Chesley, Hanover, Neustadt, Walkerton, Mildmay, Teeswater, Lucknow, Wingham, Clifford, Harrison, Huron County, Grey County.

4.2 Travel Demand Analysis

To understand how, where and when residents and visitors travel around Bruce County, Streetlight data have been used to conduct analysis of spatial and temporal travel patterns within and around the County. Streetlight is a firm that estimates traffic level and distribution based on big data and machine learning, transforming anonymized location data into aggregate travel pattern results.

4.2.1 How many people are traveling in Bruce County and when? (Exhibit 4.5)

Exhibit 4.5 shows the average total hourly traffic within Bruce County over an average weekday or weekend-day in the summer or fall. The data suggest that travel patterns for Bruce County are not dominated by traditional weekday nine-to-five commutes, with traffic level remaining fairly high throughout daytime, which reflects the prevalence of midday errands, medical appointments, and recreational trips. Summer traffic especially stands out, as it peaks between noon and 2 p.m. and generally exceeds traffic in the fall throughout the day, except around school starts (8 a.m.) and ends (3 p.m.) This suggests that a traditional transit system, where most service concentrates around serving workplaces and schools during weekday rush hours, would be inadequate for Bruce County's travel needs. Public transportation needs to be available throughout the day and on every day of the week, and extra seasonal service would be necessary during summer to handle recreational and tourist traffic.

4.2.2 How has traffic in Bruce County recovered since the pandemic? (Exhibit 4.6)

Exhibit 4.6 plots the difference between total hourly traffic across an average day in 2021 versus in 2019, with a positive value (greater than 0%) meaning that there is more traffic on the roads in 2021 than 2019, and a negative value (less than 0%) meaning that there is less traffic on the roads in 2021 than 2019. The data suggest that even though traffic is higher in summer than fall in 2021, fall traffic has recovered faster since the

pandemic than summer traffic and has grown past 2019 levels. This is likely because recreational travels continued to be restricted and dampened in 2021, while work, school and errand traffic remain mostly inflexible. Nevertheless, by 2021, daytime traffic in Bruce County has by and large returned to within 10% of 2019 levels. Without alternative forms of transportation, growing traffic will only result in worsening congestion.

4.2.3 How much of Bruce County's traffic crosses municipality or county lines?

Even though traffic levels in Bruce County exhibit seasonal variations, more refined analysis shows that the types of travel demand and destinations remain consistent throughout the year. On an average summer weekend-day in 2021, 62% of trips stay within a single municipality within the county (e.g., a trip from Port Elgin to Southampton, staying entirely within the Town of Saugeen Shores), 19% of trips are between municipalities within the county (e.g., from South to North Bruce Peninsula), and only 20% of trips cross county lines. On an average fall weekday in 2021, 60% of trips stay within a single municipality, 21% of trips are between county municipalities, and 19% of trips cross county lines, meaning that most journeys are local and relatively short in distance, which is in line with common travel patterns.

4.2.4 Where is travel demand high in Bruce County? (Exhibit 4.7)

Exhibit 4.7 shows the spatial distribution of travel demand by municipalities within Bruce County on a typical fall weekday (left figure) and summer weekend (right figure). These figures confirm that weekday travel demand concentrates in areas with more population and employment, such as Saugeen Shores and Kincardine, which contain Bruce Power and a number of schools. Weekend travel demand is more spread out but heavier in areas with more shopping and recreational opportunities, including Saugeen Shores as well as the Southern and Northern Bruce Peninsulas.

**4.2.5 Where are people crossing county lines from or heading to?
(Exhibit 4.8)**

A similar analysis identifies where external trips (across Bruce County boundary) are to and from. As Exhibit 4.8 shows, there is significant travel demand between Grey County and Bruce County at all times, often amounting to around or above 50% of all trips that cross the border of Bruce County. Huron County accounts for another 15% of the external trips. External demand is more concentrated in neighbouring counties on weekdays than weekends, as weekend recreational trips tend to be more dispersed, coming from destinations all over Southern Ontario and beyond.

4.2.6 What are the most common Origin-Destination (OD) pairs for people travelling in Bruce County? (Exhibit 4.9)

An Origin-Destination (OD) analysis reveals how often people travel between one part of Bruce County and another, or between one part of Bruce County and another County. It provides a more refined understanding of people's travel patterns within and around Bruce County, and the results are shown in Exhibit 4.9. As previously mentioned, the vast majority of trips within Bruce County stay within the local municipality. Trips within Saugeen Shores, which include trips between Southampton and Port Elgin, top the list. Huron-Kinloss is the only municipality where there are more trips heading to another municipality within Bruce County (specifically Kincardine) than trips staying locally. There is also significant travel demand between South Bruce Peninsula and Grey County. As Exhibit 4.9 shows, the vast majority of trips in Bruce County are either local or between bordering municipalities.

Information from the last four exhibits provides insights on where public transportation has potential in Bruce County. The high concentration of trips within a single municipality calls for a flexible transit system that could serve travellers throughout the County. High transportation needs in Kincardine on weekdays, as well as Saugeen Shores, North and South Bruce Peninsulas on weekends justify targeted services towards rush-hour commuters and seasonal visitors. Strong connection between South Bruce

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

Peninsula and Grey County, which is already served by Grey Transit Route 5 (see Section 4.3.2), suggests the potential for service improvements.

ARCADIS FINAL REPORT
BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY
 Prepared for Bruce County

Exhibit 4.5: Bruce County Average Total Hourly Traffic Volume, 2021³

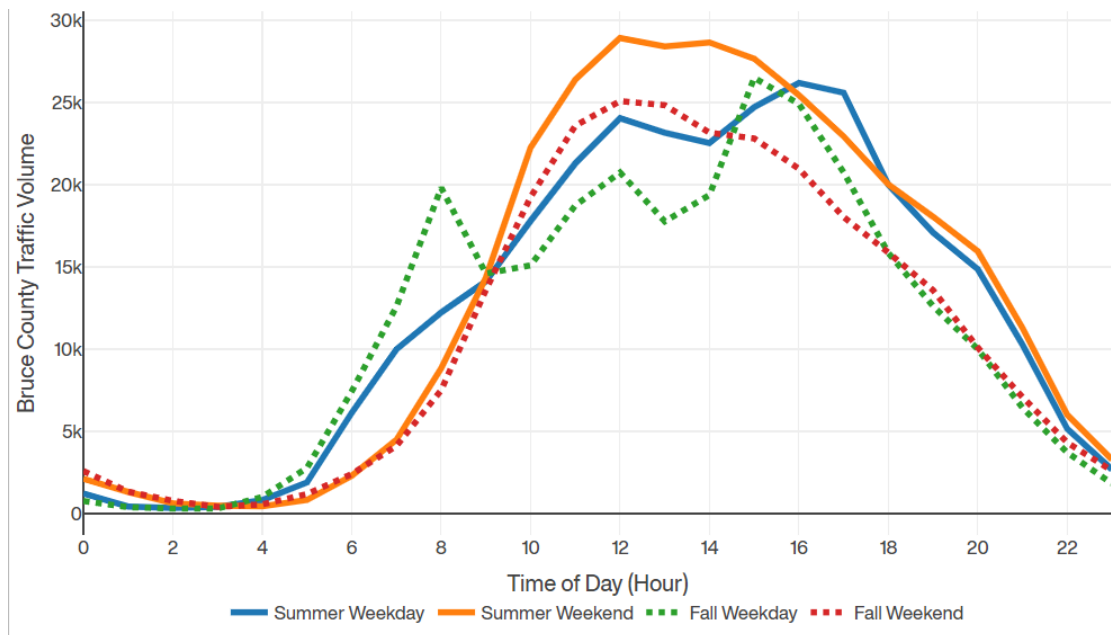
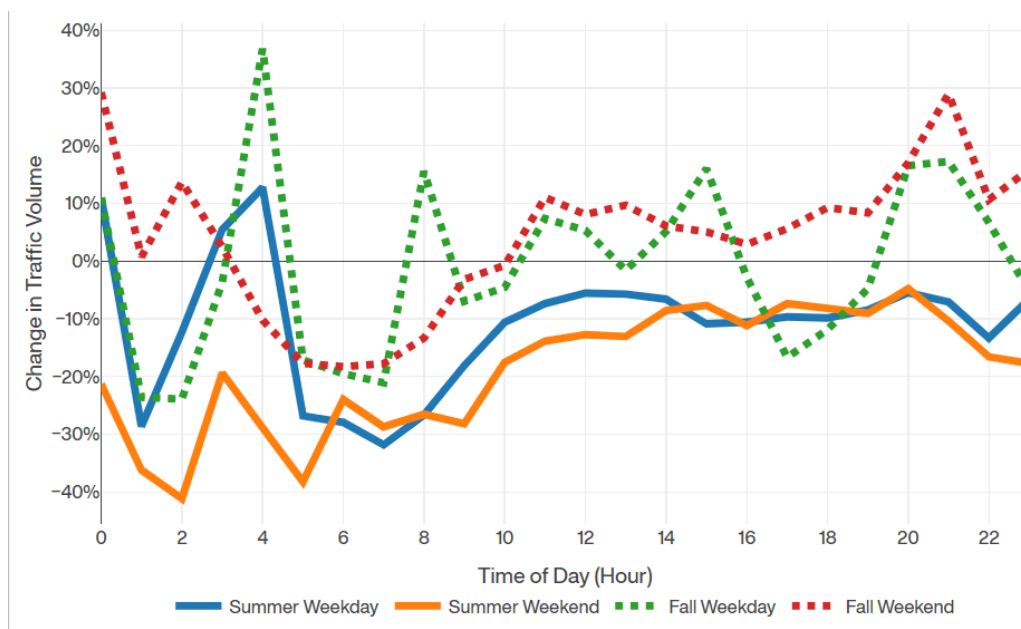


Exhibit 4.6: Bruce County Average Traffic Recovery, 2021 vs 2019³



³ Source: Streetlight

ARCADIS FINAL REPORT
BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY
Prepared for Bruce County

Exhibit 4.7: Number of Trips Originating or Ending at a Municipality within Bruce County, on a Typical Fall Weekday (left) and Summer Weekend (right)³

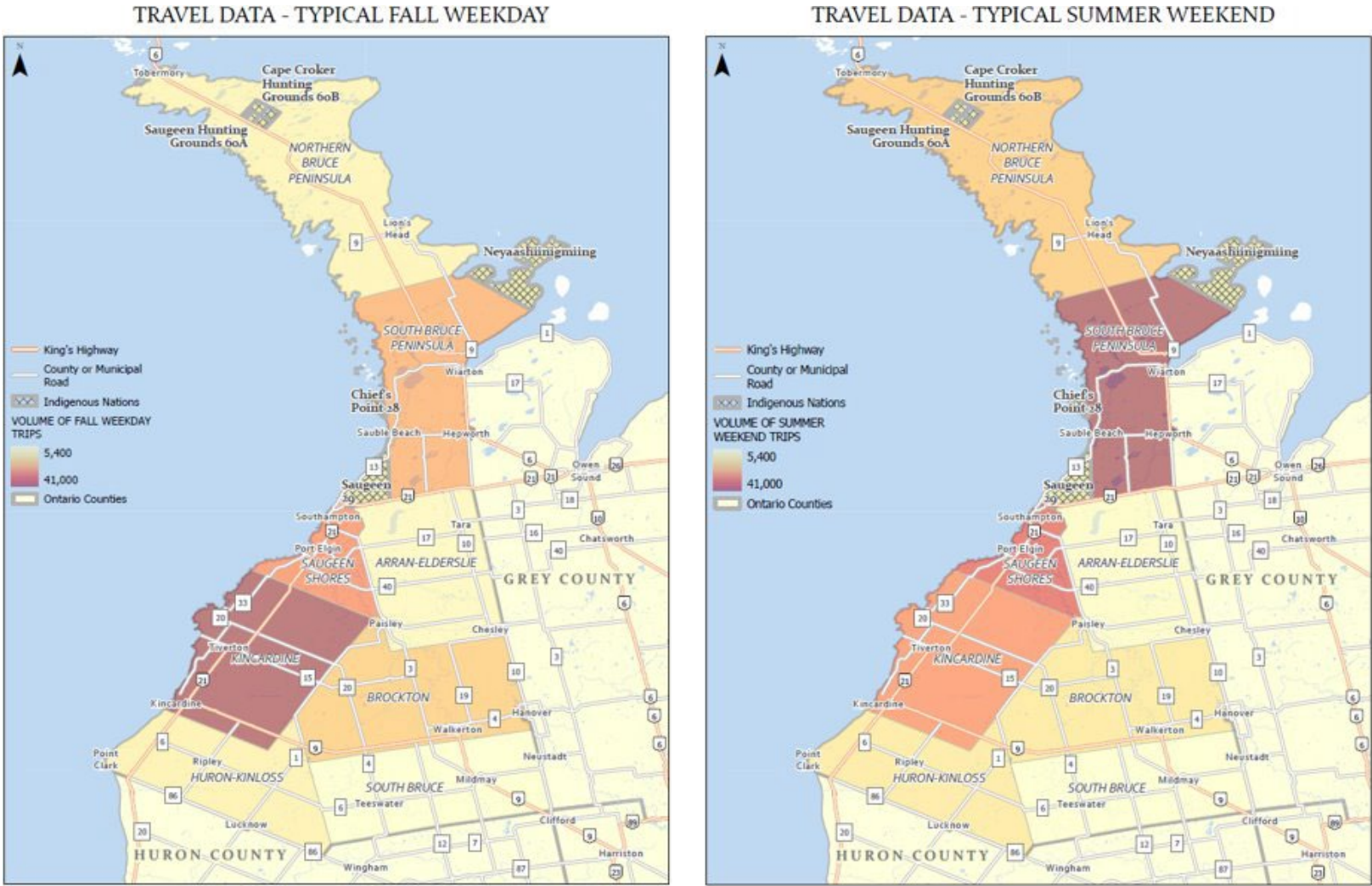


Exhibit 4.8: Percentage of External Trips to and from Another Region/County, on a Typical Fall Weekday or Summer Weekend in 2021³

Location	Fall Weekday % Trips	Summer Weekend % Trips
Grey	63%	46%
Huron	15%	13%
Wellington	6%	8%
Perth	3%	8%

Exhibit 4.9: Average Daily Traffic within Bruce County in 2021 by Top-10 Origin-Destination (OD) Pairs³

Between...	And...	Trips
Saugeen Shores	Saugeen Shores	36,963
South Bruce Peninsula	South Bruce Peninsula	23,554
Brockton	Brockton	19,237
Northern Bruce Peninsula	Northern Bruce Peninsula	17,385
Huron-Kinloss	Kincardine	14,545
South Bruce Peninsula	Grey County	12,562
Huron-Kinloss	Huron-Kinloss	7,794
Kincardine	Saugeen Shores	7,624
Arran-Elderslie	Arran-Elderslie	6,742
South Bruce	South Bruce	4,126

4.3 Existing Service Review

Bruce County does not currently operate a public transit service. Transportation services in Bruce County do exist, but they are provided by many different service providers and are generally limited to transportation for a very specific purpose or user base. Many other transportation providers that previously operated in Bruce have ceased operations, leaving gaps that have yet to be filled by other operators.

4.3.1 Specialized Transit Services

Specialized transportation, also known as paratransit, is a type of transportation service for people with disabilities that provides door-to-door or point-to-point transportation without a fixed route or schedule. Customers must book trips in advance of travelling. Bruce County is served by two specialized transportation providers: Saugeen Mobility and Regional Transit (SMART) and Home & Community Support Services of Grey-Bruce (HCSS). The Chippewas of Nawash Unceded First Nation, which is adjacent to Bruce County, provides specialized medical transportation services to its residents. Both SMART and HCSS require users to register with the service providers to book trips. HCSS is partially funded by the Ministry of Health due to its focus on medical transportation, while both programs are partially funded by donations. SMART receives funding from the municipalities in which it operates, which include 5 of 8 municipalities in Bruce County: Saugeen Shores, Arran-Elderslie, Kincardine, Brockton, and Huron-Kinloss. HCSS is available to registered users throughout Bruce County. Both service providers have been consulted as part of this study, and more information about this consultation can be found in Section 4.4.

4.3.2 Grey Transit Route (GTR)

GTR is a conventional fixed-route transit service operated by Grey County with a service network that travels to other municipalities, centred around the City of Owen Sound. GTR services that extend beyond the boundaries of Grey County are funded by a partnership with

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

the municipalities where the service is provided. GTR has one route that operates in Bruce County: Route 5, which travels northwest on Highway 6 from Owen Sound to Hepworth and Wiarton. A seasonal extension of this route during the summer months provides service to Sauble Beach and Oliphant. This route is funded by a partnership between Grey County, Bruce County, and the Town of South Bruce Peninsula.

Another GTR service, Route 6, formerly operated in Bruce County. This route operated from Flesherton to Walkerton via Durham and Hanover. This route was discontinued on March 31, 2023 due to a high operating cost and lack of funding. In media releases related to the route's cancellation, GTR advised Route 6 was the most-expensive and least-used route in the service network, averaging up to 100 trips per month. The removal of this service left Walkerton without a regularly scheduled bus route.

4.3.3 TOK Coach Lines

TOK Coach Lines is a private coach bus operator that services long-haul trips. TOK operates a route in Bruce County that runs from Southampton to the Vaughan Metropolitan Centre subway station north of Toronto, serving intermediate destinations including Port Elgin, Kincardine, Walkerton, Hanover, Orangeville, and Pearson International Airport. This route operates one trip per direction each in-service day, and runs three days per week: Monday, Wednesday, and Friday. The schedule is aligned to allow customers travelling in the Southampton-Vaughan direction to return to their place of origin on the same day, as the return trip from Vaughan to Southampton leaves 4 hours after arriving in Vaughan. This bus service is not specifically designed for travel within Bruce County, but its schedule allows it to be used for that purpose on the days it operates.

4.3.4 Bruce Power

Bruce Power, the largest employer in Bruce County, is not located in any of the County's major population centres. Historically, Bruce Power

operated a private bus service bringing employees in Kincardine and Port Elgin to the power plant complex. The bus schedules coincided with shift start and end times and were aligned to allow transfers throughout the facility. The service experienced a substantial drop in ridership at the onset of the COVID-19 pandemic and was cancelled. Bruce Power is now investigating other ways for employees to travel to site.

4.3.5 Former Transportation Services

Several transportation services in Bruce County have ceased operations in recent years. The Grey-Bruce Airbus was a privately-owned transportation service that connected Bruce County to Pearson International Airport. Prior to the COVID-19 pandemic, the Airbus provided four daily round trips from Owen Sound to Pearson Airport with additional stops in Grey and Bruce Counties. The Airbus was suspended in March 2020 due to the COVID-19 pandemic and announced in July 2022 that it would permanently cease operations. The company stated on their social media that the service could not be brought back into operation without subsidy from government. Customers in Bruce County were able to use the Airbus for some in-County trips, and its closure was frequently mentioned in public engagement surveys. More information on these survey results is included in Appendix A.

The Saugeen Shores Trolley was a fixed transportation service that operated throughout Port Elgin and Southampton. The trolley began operations in 2016 and was primarily geared towards tourism in the area, operating in the summer months between 10:00 AM and 7:00 PM, allowing tourists to travel around town without the use of a car. Trolley service was suspended due to the COVID-19 pandemic and never resumed.

Bruce Peninsula Transit was an intercity bus operator that connected Owen Sound to the Bruce Peninsula. The service was operated by Jeff Leonard using former Hamilton Street Railway city buses, and it ran from Owen Sound to Neyaashiinigmiing in the Chippewas of Nawash

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

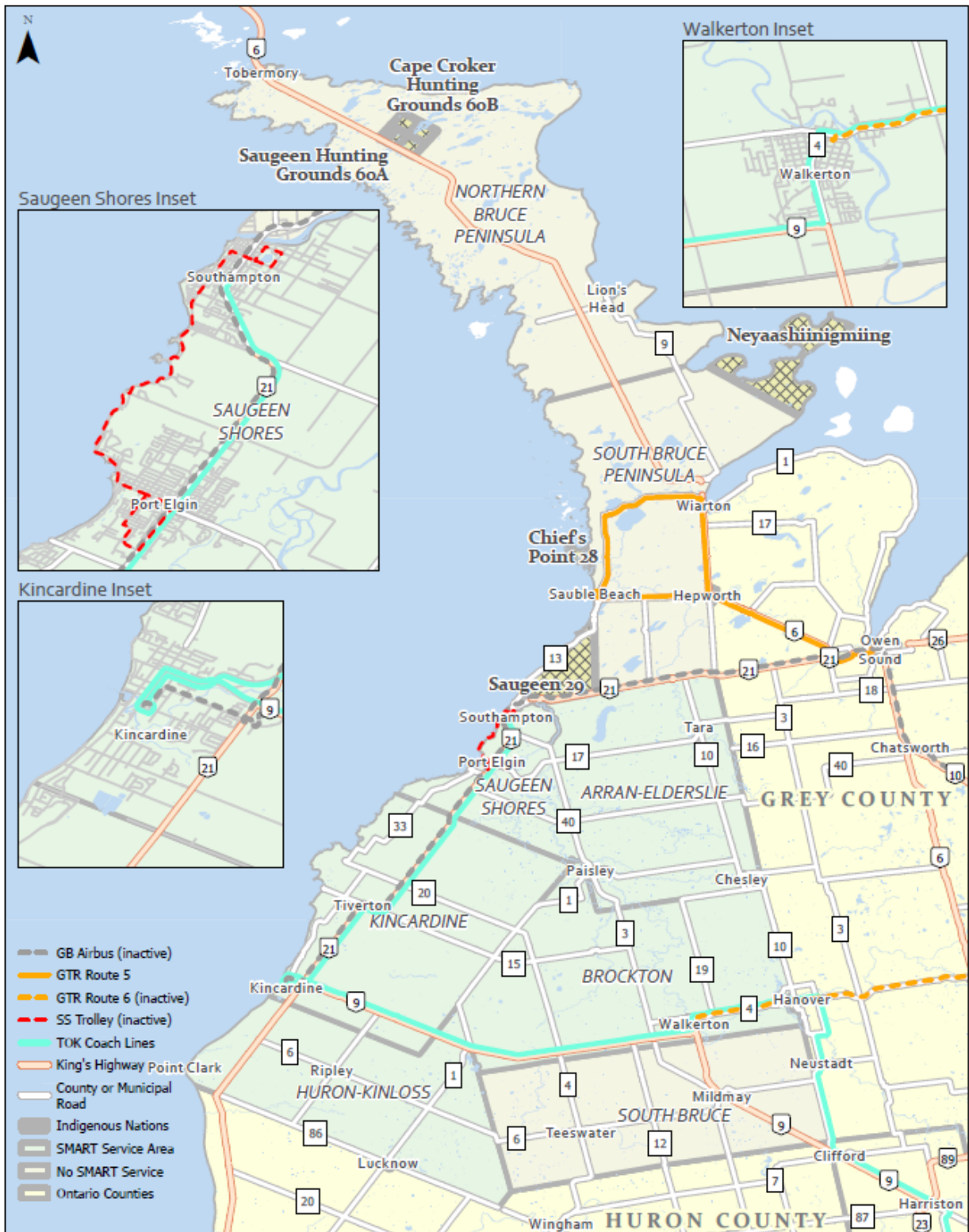
Prepared for Bruce County

Unceded First Nation via Hepworth and Wiarton. Bruce Peninsula Transit was established in 2017 but ceased operations in 2018 due to a lack of funding. When the service was discontinued, it was used by approximately 90 regular customers per month. A portion of the Bruce Peninsula Transit route, from Owen Sound to Wiarton, is now served by GTR Route 5.

A map showing GTR Routes 5 and 6, TOK Coachlines, the Grey-Bruce Airbus, and the Saugeen Shores Trolley is shown in Exhibit 4.10 on the following page. Inactive services are indicated with a dashed line.

ARCADIS FINAL REPORT
BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY
Prepared for Bruce County

Exhibit 4.10: Current and Former Transit Service in Bruce County



4.4 Peer Review

A number of rural municipalities across Ontario have some form of public transit service. Many new services have been added in recent years with the support of new grants from the federal and provincial government. A peer review of transit system in comparable jurisdictions will reveal investment levels and ridership of existing rural transit systems and illustrate potential performance if implemented in Bruce County.

Data for the peer review are either derived from the Canadian Urban Transportation Association (CUTA)'s annual transit statistics report, or directly obtained from the municipality/transit operator. See Exhibit 4.11 for a summary of all reviewed systems (note that the table is sorted by descending population.)

4.4.1 Peer System Selection

Most of the municipalities selected in this review are adjacent to or in proximity of Bruce County. They are vast in geographic area, and have diverse transportation needs as well as a sparse and aging population, similar to Bruce County. Most of the rural transit systems listed in the Exhibit 4.11 operate fixed-route, long-distance regional services that travel across the region or county. Only a handful of jurisdictions provide service for local trips, and fixed-route systems are particularly limited in their coverage. Wellington County operates an on-demand transit system. Innisfil is included as it is renowned for its partnership with Uber to offer On-Demand transit service; however, it is important to point out that Innisfil is the second-smallest jurisdiction examined for this review in both population and land area. Bruce County has a land area that is 15 times of Innisfil and just about 1.7 times the population; as such, population density of Innisfil is nine times that of Bruce County. Wasaga Beach transit is included as a comparable municipality to Innisfil that operates fixed-route transit.

4.4.2 Peer Review Findings

As Exhibit 4.11 shows, both fixed-route and on-demand transit systems require significant and ongoing financial investments to make up for their operating deficits. Multiple factors influence the performance of a rural transit system, including the level of service (revenue hours), density and demographics, as well as service coverage.

Many of the rural service listed in Exhibit 4.11 were launched just before or amidst the COVID-19 pandemic, and their development had been hampered by limited travel demand and low public awareness over the pandemic. However, almost all systems have reported growth in demand since the summer of 2022. Wellington County is set to add another vehicle to its fleet after almost doubling its ridership to 600-800 rides per month in 2023. In the first quarter of 2023, Huron Shores Area Transit experienced a 146% ridership increase compared to the same period in 2022—it has since exceeded its annual target of 16,000 trips and expects to reach 20,000 trips by the end of the year. PC Connect in Perth County served 1785 riders in July 2023, a 50% increase over ridership in July 2022.

ARCADIS FINAL REPORT**BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY**

Prepared for Bruce County

Exhibit 4.11: Summary of Peer Rural Transit Systems, Operating Characteristics and Performance Statistics

Transit System	Service Type	Coverage Type	Population⁴	Fare Per Ride	Monthly Ridership	Monthly Revenue	Monthly Net Costs⁵	Net Cost Per Rider	Reporting Period
Simcoe County	Fixed Route	Regional	479,650	\$2 -\$6	10,515	\$18,402	\$296,670	\$28.21	2021
Grey County	Fixed Route	Regional	100,905	\$5	1,750	\$2,133	\$128,400	\$73.37	2022
Wellington County	On-Demand	Regional & Local	97,286	\$0.60 /km	458		-	-	2022
Perth County	Fixed Route	Regional & Local	81,565	\$6 - \$12	523	\$1,638	\$33,297	\$63.66	2022
Middlesex County	Fixed Route	Regional	71,551	\$5	106		-	-	2022

⁴ Bruce County population is 73,396 (2021).

⁵ “Net cost” refers to transit operational costs net of direct operating revenue (fares, advertising, etc.) It does not include any capital, administrative, consulting and public outreach costs, local taxes and levies, as well as support funding from senior levels of government.

ARCADIS FINAL REPORT**BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY**

Prepared for Bruce County

Transit System	Service Type	Coverage Type	Population⁴	Fare Per Ride	Monthly Ridership	Monthly Revenue	Monthly Net Costs⁵	Net Cost Per Rider	Reporting Period
Huron Shores Area Transit	Fixed Route	Regional	70,328	\$5 - \$10	611		-	-	2022
Norfolk County	Fixed Route ⁶	Regional & Local	67,490	\$2.50 - \$6	740	\$2,519	\$32,722	\$44.22	2021
Innisfil	On-Demand	Local	43,326	# ⁷	5,269		\$61,000	\$11.58	2021
Wasaga Beach	Fixed Route	Local	24,862	\$2	4,495	\$8,764	\$45,925	\$10.22	2021

⁶ Ride Norfolk has transitioned into an on-demand service starting July 2023, except for the fixed-route connecting Simcoe and Brantford.

⁷ \$4 off Uber standard fare with fixed fares to/from select destinations, capped at 30 trips per month.

4.5 Public and Stakeholder Engagement Phase 1: Identifying Existing Transportation Barriers

Phase 1 engagement activities, including a public survey and a pair of workshops with municipal and other stakeholders, identified current transportation patterns and gaps in Bruce County. This was a key input in identifying the needs discussed in Section 5.

The public opinion survey collected 954 responses from county residents. Key trends observed include:

- Limited transit uptake, due to nonexistence of transit in most areas;
- High frequency of travel barriers, especially having no way to travel; and,
- Interest in using transit for regional connectivity and for basic errands.

Respondents were generally supportive of transit, especially the potential for improving access for people with disabilities, seniors, low-income people, and youth.

The stakeholder workshops included 27 representatives from eight municipalities and a variety of local agencies and community groups. Stakeholders discussed issues with the current transportation system and considerations about overarching patterns or local context. These included:

- Need to focus on most disadvantaged people to have the most impact;
- Transportation issues among low-income people, which can lead to un- or under-employment or difficulty accessing services;
- High transportation costs; and,

- Significant local variation across the county, requiring context-specific solutions.

Separate from the public engagement and stakeholder workshops, County Staff also contacted the Economic Development Officer of the Saugeen Ojibway Nation with a view to better understanding that community's travel needs and the barriers experienced by community members when travelling in the County. Further meaningful engagement and on-going collaboration between the County and Indigenous communities will be required to adequately capture these needs, and ensure they are considered as solutions are developed and implemented.

A full discussion of engagement results is included in Appendix A.

4.6 Key Takeaways

Many different demographic groups with more acute mobility needs including lower-income populations, seniors, and youths are spread across Bruce County. The County is very demographically varied, with highly different travel needs from one community to the next. A one-size-fits all transit or transportation solution is unlikely to work in Bruce County for these demographic reasons, as well as its vast land area from north to south.

Travel patterns vary across Bruce County, with most (60%) trips starting and ending in the same municipality, and high travel demand throughout daytime and on weekends. The travel demand analysis reveals the need for one or more transit systems that could provide flexible service for people travelling throughout the County over the span of a day, as well as targeted service for peak-hour commuters and seasonal travellers. It also suggests that there is potential to enhance existing transit service between South Bruce Peninsula and Grey County via Grey Transit Route 6.

The public and privately-operated transit service that exists in Bruce County today does not provide access throughout the County, with only

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

one corridor (Wiarton-Owen Sound) being served more than three days per week. The number of private operators that have gone out of business in recent years suggests there are travel demand gaps that are no longer being met, but that it would be challenging for private industry to serve that demand without some level of public support. Even if many former service providers were to be restored, much of the County would still not have access to transit service.

Public and stakeholder engagement identified significant and varied travel needs across the County, particularly for lower-income groups. Survey and workshop participants were generally supportive of improving access to transportation. A full summary of this engagement exercise is found in Appendix A.

5 Travel Needs

The first phase of technical analysis and public and stakeholder engagement identified seven distinct travel needs across Bruce County. These needs represent particular types of travel gaps that are not being served by the public and private transportation services available in Bruce County today. The purpose of any future type of rural transit or transportation service in Bruce County would be to address one or more of these travel needs. This section defines and explains each travel need and why these needs are important to address in the future.

5.1 Connecting Smaller Communities to Jobs and Services

Smaller communities in Bruce County have fewer job opportunities and sometimes lack important services, like affordable groceries, food banks, and medical facilities. Often, residents of these communities need to regularly travel to nearby centres to access employment and other needs. For example, stakeholders and public survey respondents specifically noted challenges getting to larger and less expensive grocery stores from smaller communities, and almost two-thirds of all phase 1 survey respondents said transit would help them access work. When residents have insufficient vehicle access to make these long trips, they may be under-employed, unable to regularly receive needed services, or forced to pay higher prices on essentials. Almost two-thirds of all phase 1 survey respondents said transit would help them access work.

Reliable, conveniently scheduled transportation options to travel from small towns to larger centres would address these needs. This service would have to be adaptable to work and service hours, which may be in early mornings or at midday. Since many people with this need have little to no vehicle access, it would have to provide easy access to destinations, without requiring long drives to get to or from pickup and drop-off points.

5.2 Connecting Seasonal, Service, and Occasional Workers to Jobs

In employment centres along the lakeshore and in tourism hotspots, such as Sauble Beach and the peninsula, seasonal employment demand can outpace the locally available workforce. Stakeholders also noted that areas with high seasonal employment demand are more likely to lack affordable housing, so local workforces are smaller. Employers therefore need to attract workers from throughout the county. However, long commutes and high transportation costs limit their ability to do so. Many workers have difficulty finding or paying for their own transportation. These patterns lead to workforce challenges for seasonal employers and difficulty accessing employment for would-be workers. Similar concerns were frequently mentioned in the public surveys for students who do occasional work or who need to access placements in communities surrounding their school. They may be unable to afford or access a vehicle, especially given other family members likely also need a car to get to work.

Providing employment-focused transportation services targeted to seasonal workers would help close this gap. Services would need to transport large volumes of workers and align with shift schedules,

5.3 Intercommunity Connections

Many county residents regularly travel between towns and to major destinations beyond the county to access specialized medical care, education, services, and recreation. Until recently, private bus operators served many of these routes. However, most have since gone out of business, such as Greyhound and the Grey-Bruce Airbus, or reduced services, such as TOK Coachlines (formerly Can-Ar), leaving a gap in services. In the public surveys, respondents noted their increased social isolation, challenges getting to medical appointments, and reliance on friends and family to fulfill basic errands. The Mennonite communities of Bruce County, especially those which do not drive, historically used these

coach bus services to travel to major destinations such as London, Waterloo Region, and Barrie, the latter of which is used to connect to more northerly communities by train. Recently, Mennonite communities have been chartering bus services with approximately 6 trips per month to Wingham, Listowel, and Elmira, while Mennonite families have been hiring vans to travel to Barrie.

Increased services compatible with longer-distance trips as far as London or Toronto would address these issues. Residents have described the need for midday services and scheduling that aligns with medical appointments, which may be scheduled every day of the week and at early mornings or evenings. Survey respondents and stakeholders both noted that existing or historical services are difficult to use, with unpredictable service and sometimes long booking times.

5.4 Transportation Within Larger Urban Communities

Larger urban communities like Saugeen Shores and Kincardine are too large to walk to all destinations. Residents without a car or who are unable to drive have difficulty accessing services, shopping, and employment in town. Many rely on taxis, which are costly for lower-income workers. Staff shortages and other factors have led to taxi shortages and higher taxi costs. As a result, available taxi service is limited, especially on evenings and weekends, even for those who can afford it. Survey respondents particularly noted the inefficiency of taxis for people on disability support or other programs, who have tightly limited budgets. Some taxi services stop operating in the evenings, which survey respondents link to the prevalence of drinking and driving. In peak tourism seasons, larger communities also experience heightened congestion due to the necessity of a car for travelling around town.

Providing more options for getting around larger communities would address these concerns. Ensuring these services have costs lower than a taxi would be critical to driving uptake.

5.5 Tourism-Oriented Transportation

In peak tourism seasons, major routes like Highways 6 and 21 experience high levels of congestion. Parking demand can also exceed available supply in destinations like Tobermory, Lion's Head, and Sauble Beach. This issue is especially acute at major events. Both stakeholders and public survey respondents expressed concern over these high congestion levels and the resulting impacts on residents. Furthermore, many destinations are difficult to access without driving, limiting the ability of county residents to enjoy them.

Tourism-related congestion can be addressed through a range of measures, such as reassessing parking locations and systems or providing more options to get to destinations. Since the main users would be visitors, these services must have equitable funding models that avoid placing further burden on year-round residents. They must also be attractive to tourists and integrate with a range of tourism purposes, such as cycling on the Bruce Trail.

5.6 Enhanced Coordination of Specialized Transit

There are two providers of specialized transportation services in Bruce County, SMART and HCSS. They serve similar populations and transportation needs, to the extent that stakeholders noted that occasionally, both a SMART and an HCSS vehicle will perform pickups or drop-offs in the same place at the same time. Both services face similar challenges, including rising fuel costs, recruitment of paid operators and volunteers, and coordinating schedules to serve all trips in a day. These adversely impact users: public survey respondents who used specialized

transit expressed frustrations with lengthy pre-booking requirements, long waiting times, trip cancellations, and inability to fulfill all desired trip types.

There is significant potential to enhance the coordination of these two services and improve the efficiency and quality of service.

5.7 Improved Communication, Collaboration, and Coordination of Transportation Solutions

County residents are not always aware of all available transportation services. In the first public survey, obscurity or difficulty of using existing transportation services was a common write-in barrier to getting around. Even when residents are aware of services, planning and booking trips can be complicated, especially for journeys requiring connections. Stakeholders also noted the current fragmented state of transportation providers suggests a potential for increased synergy.

Providing a more user-friendly, comprehensive source of transportation information could improve usage of existing and future services. Features such as directly booking trips or planning routes could further simplify the process. For transportation providers, this would lead to increased exposure and potential efficiency improvements. Stakeholders and public survey respondents have pointed out equity considerations for such a system, such as providing options for residents with limited computer and Internet access or proficiency.

5.8 Public and Stakeholder Engagement Phase 2: Refining Needs and Identifying Solutions

The second phase of engagement, including a second public survey and pair of stakeholder workshops, refined identified needs and assessed potential solutions.

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

The stakeholder workshops included open discussions on needs and potential solutions. 41 representatives from municipalities and local agencies provided their input. Notable concerns include:

- Importance of targeting highest-need groups, possibly including people with disabilities, seniors, and students; and,
- Potential synergies in using multiple approaches for certain needs.

Stakeholders were also polled on their preferred solutions for each need, selecting from 2-4 options per need. The results are summarized in Exhibit 5.1.

Exhibit 5.1: Stakeholder Engagement Phase 2 Poll Results

Need	Preferred Poll Option
Connecting inland communities to jobs and services in larger centres	Specialized transit partnership
Connecting seasonal, service, and occasional workers to jobs	Charter bus
Intercommunity connections within & beyond the County	Tie between conventional transit and specialized transit partnership
Transportation within larger urban communities in the County	On-demand transit
Tourism-oriented transportation, especially on the peninsula	Tie between charter bus and transportation demand management
Enhanced coordination of existing specialized transportation providers	Increased collaboration
Improved communication, collaboration, and coordination of transportation solutions	Technology-driven trip planning software

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

The public opinion survey collected 757 responses from county residents. It asked about residents' priorities among identified needs and their personal characteristics, to understand how needs varied between groups. Key trends include:

- High support of all needs, especially “travelling between communities in and beyond the county”;
- High prevalence of all needs, with all needs being experienced by at least half of respondents;
- Broad appeal of some needs, which were rated as important even by people who didn’t experience them personally: “travelling between communities in and beyond the County” and “accessing jobs and services from smaller or inland communities”; and,
- Consistently higher importance and prevalence ratings across needs from specialized transit users and non-drivers, pointing to a pattern of mobility disadvantage for these groups.

A full discussion of engagement results is included in Appendix A.

6 Potential Solutions

This section proposes potential solutions that can improve transportation options in Bruce County, and particularly address the diverse travel needs identified in Section 5. These solutions were developed based on project vision, background research, public and stakeholder consultation, and current best practices in rural transit. In Section 7, all potential solutions will be evaluated for their costs and benefits to identify practical and effective projects to attend to the County's transportation needs.

6.1 Public Transportation Solutions

The first half of Section 6 focuses on adding or enhancing mobility options that will get Bruce County residents, workers and visitors from one point to another. Traditionally, the term “public transportation” has been associated with conventional fixed-route bus systems operated with standard-sized (40-feet) buses, although public transportation/transit includes a variety of service types that can effectively and efficiently move people to their destinations.

Bruce County encompasses a collection of towns, villages, subdivisions, cottage communities, workplaces, schools, parks and beaches over sizable land. This gives rise to diverse transportation needs that will vary from one person to the next, at different times of the week, and across a vast area. Instead of implementing a “one-size-fits-all” solution, this section will present a host of rural transit solutions that can be adopted separately or jointly and tailored to each of the plethora of travel needs within Bruce County that are identified in Section 5.

6.1.1 Conventional Transit

Many people associate public transportation with conventional bus transit, with buses operating on regular routes and schedules. Elements of conventional transit services can be designed to fit local contexts, for

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

example, routes and schedules can be set based on where and when people want to travel, 30-foot or shuttle buses can be used in lieu of standard 40-foot buses on less busy routes.

Conventional transit offers reliable and predictable service that anyone can access without advance booking; however, this also means that the service is inflexible as buses cannot deviate from their scheduled journey. Modern conventional transit vehicles are accessible and can accommodate wheelchairs, strollers and bikes. Conventional transit is successful in urban areas because transit systems can run multiple routes at high frequency, thereby providing service to more areas and at more times, partly by enabling transfers. As people and places are a lot more scattered in rural areas, offering multiple routes with relatively high frequency is often impractical and cost prohibitive. As such, conventional transit mostly concentrates where ridership is high enough to justify the service. In a jurisdiction that is as vast as Bruce County, potential applications for conventional transit include local services within built-up areas, county-wide services along main corridors that connect larger centres with smaller communities and other larger centres, targeted services to major employers, schools, and recreational or seasonal destinations, and inter-county services between Bruce and adjacent counties. Conventional transit can be operated directly by the county or contracted to a private third-party that specializes in delivering transportation services. Compared to all other alternatives listed in the section, conventional transit in Bruce County will likely require the highest capital and operational costs from the County, in order to serve the same coverage area.

Examples of conventional, fixed-route transit in nearby jurisdictions include Grey County Route (GTR) (pictured in Exhibit 5.1), Simcoe County LINX and Huron Shores Area Transit, all of which focus on providing long-distance services across municipality and county lines. Intercity coach buses, such as TOK Coach Lines, can also be seen as a form of conventional transit. Most of them are privately owned and operated, and schedules and prices are mostly driven by profitability rather than community needs.

Exhibit 6.1: A Grey Transit Route Vehicle⁸



6.1.2 On-Demand Transit

On-demand transit is a flexible transit service alternative that allows riders to book a trip to anywhere within the service area and at any time when the service is operating. Transit-branded vehicles, which can be sedans, vans, shuttles or conventional buses, will pick up all riders traveling in a similar direction and around the same time, meaning that people may have to share a ride with others.

On-demand transit takes its origins in suburban and rural “dial-a-ride” systems where riders call ahead to reserve their journey, and its popularity has skyrocketed in recent years due to advancements in trip-booking and vehicle-routing technologies. With modern on-demand transit systems, riders can request a trip using a mobile app or by making a phone call, and the trip booking software will automatically determine the best routes and times to serve every trip with the available fleet. Because the on-demand

⁸ Photo by Grey County

transit platform handles the booking and dispatching processes, the “lead-time” between a rider requesting a trip and being picked up is significantly shorter than traditional “dial-a-ride” service. On-demand transit provides the flexibility and agility like ride-hailing services and achieves higher efficiency by potentially “pooling” multiple trips on each run like conventional transit. Depending on the fleet choice, on-demand transit can also be accessible like conventional transit.

Similar to conventional transit, on-demand transit can also be operated by the County or contracted to a third-party transportation company. On-demand transit operated by Bruce County will incur significant capital and operational costs from the County, including the costs of procuring and running the on-demand software. However, on-demand transit is usually less expensive than conventional transit with similar coverage area and service period, depending how many vehicles are in service at a time. Monthly costs of existing on-demand transit systems in Southern Ontario range from \$35,000 to \$70,000⁹, not accounting for subsidies from senior levels of government or the use of gas tax funding. On-demand transit is most applicable in situations where riders and destinations are more dispersed, such as connecting smaller communities to other smaller communities and larger centres, travelling to recreational and seasonal destinations, or trips during low-demand periods of the day. An example of an on-demand vehicle can be seen in Exhibit 6.2.

Examples of on-demand transit include RideWell in Wellington County and Brant Transit in Brant County. In July 2023, Ride Norfolk in Norfolk County transitioned their conventional transit system into an on-demand transit system servicing trips within the county plus a conventional transit route to Brantford. Specialized transit, such as SMART, is a type of on-demand transit that is only available to people with disabilities and special needs. It will be further discussed in Section 6.1.3.

⁹ Value obtained by converting costs in 2021 or 2022 terms to real (2023) terms using CPI.

Exhibit 6.2: An On-Demand Transit Vehicle in Quebec City¹⁰



6.1.3 Ridesharing

Ridesharing expands upon carpooling (pre-arranged shared ride between people connected by a common workplace, school or social/recreational group) and allows people to share a ride with anyone with similar travel needs. Compared to conventional and on-demand transit, ridesharing is a partially “decentralized” transport solution where the public sector does not directly own any vehicles or plan any schedules. Instead, members of the public will input their planned trip and departure time into a ridesharing platform, and its software will match a driver with a vehicle with riders who are on the driver's way and travelling around the same time. In effect, ridesharing resembles shared ride-hailing programs like UberPool, except that drivers are regular commuters, community members or volunteers rather than people who drive for a living. Ridesharing is applicable to all the transportation needs that can be served by conventional and on-demand transit, except that as most ridesharing vehicles are standard cars, most of

¹⁰ Photo by Pascal Huot, Adobe Stock

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

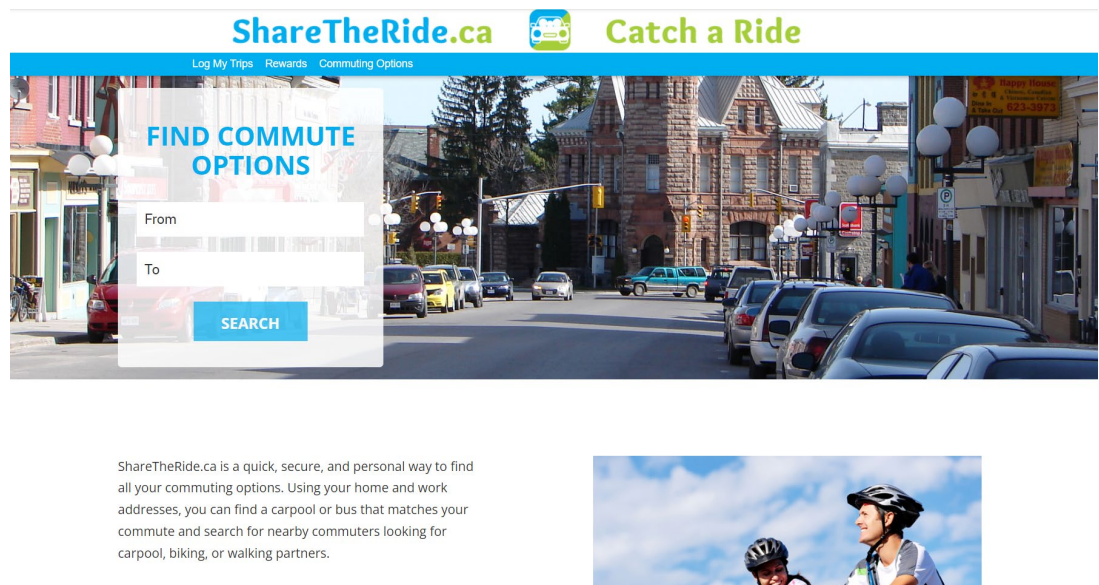
Prepared for Bruce County

them will not be able to transport wheelchairs or bikes. Families with young kids may need to bring a booster seat.

Ridesharing requires little investment and effort from Bruce County beyond the initial start-up cost to procure and configure the ridesharing platform, plus some ongoing costs to operate and promote the system. However, its success will depend on the number of drivers with vehicles who participate in the program. With enough drivers and vehicles participating in the program, ridesharing can be as convenient as an effective on-demand transit system. However, if uptake among drivers with vehicles is low, many trip requests will remain unmatched. This is particularly problematic for riders in rural communities trying to request a trip that is out of the way for most people or during low-demand periods of the day (like late nights). Drivers should be encouraged to participate into ridesharing with incentives, such as reimbursements from riders through the ridesharing platform and rewards offered by sponsors and partners from across the county. The county can also rally for volunteer drivers who are interested in giving back to the community.

Examples of existing ridesharing programs include Renfrew County's rideshare pilot, pictured in Exhibit 6.3, and GOCO ridesharing for the City of Colwood, BC in the suburbs of Victoria. Both systems are implemented with the ridesharing platform developed by Ottawa-based RideShark. Poparide is a public ridesharing program that is open to anyone seeking a shared ride within Canada. Drivers and riders manually find matching travel partners based on their estimated departure time as well as approximate origins and locations. The platform is primarily used for long-distance, inter-city or inter-region trips. Moreover, many people find shared rides on social media, such as through local ridesharing Facebook groups.

Exhibit 6.3: Renfrew County's Rideshare Website; Powered by RideShark¹¹



6.1.4 Specialized Transit Partnership and Coordination

As mentioned in the section for on-demand transit (Section 6.1.2), specialized transit is a type of on-demand transit that is only available to riders who meet certain criteria demonstrating that they cannot access conventional transit due to significant environmental or physical barriers. Specialized transit riders need to register for the service and have their eligibility approved based on system policy. Specialized transit in Bruce County is already provided by Saugeen Mobility and Regional Transit (SMART) and Home & Community Support Services of Grey-Bruce (HCSS).

SMART is a publicly operated service that covers ten municipalities within Bruce and Grey Counties. It is governed by a board that consists of elected representatives from the ten municipalities from which SMART receives funding. Five of the eight Bruce County municipalities provide funding to SMART for specialized transit service. SMART also receives funding from fares/user fees, donations, and provincial gas tax fund. The service is only available to eligible users who cannot access other forms of transportation (such as taxis and conventional transit) due to their physical or mental

¹¹ Retrieved from Sharetheride.ca

challenges. Users must also be a local resident or taxpayer in a member municipality, with some exceptions for medical trips. Within Bruce County, SMART is only available in Arran-Elderslie, Brockton, Huron-Kinloss, Kincardine, and Saugeen Shores. Service is provided with accessible shuttles, like the one shown in Exhibit 6.4. Riders can book trips for any purpose up to 20km from SMART membership area borders and medical trips out of area.

Exhibit 6.4: SMART Vehicle¹²



HCSS is a non-profit organization that provides a variety of support services for people in need, including transportation services and meals-on-wheels deliveries. Transportation at HCSS is available to any residents of Grey and Bruce Counties 18-or-older who face trouble accessing other forms of transportation. HCSS serves local trips for medical, social, errand-running purposes as well as long-distance trips for medical appointments. Service is provided with a combination of volunteer-driven vehicles and wheelchair accessible vans. HCSS is funded through a combination of an annual Ministry of Health grant, donations, and user fees.

While SMART and HCSS user bases have overlaps, there remain gaps in coverage within Bruce County. There is potential to expand and coordinate

¹² Retrieved from <https://saugeenmobility.ca/vehicles/>

both operations to provide broader and more streamlined services. The remaining section will discuss various potential options to enhance specialized transit in Bruce County.

6.1.4.1 Expand SMART Service Area

Currently, SMART does not provide service to South Bruce and the North and South Peninsula. Expanding SMART to service these three municipalities would allow eligible SMART users to travel over the entirety of Bruce County. This would require these municipalities to contribute financially to SMART operations, and the County may want to consider covering initial funding until the three municipalities could identify a permanent funding source. Further discussions are required between SMART, the three non-member municipalities and the County.

6.1.4.2 Expand SMART/HCSS Service Eligibility

As mentioned, SMART serves only people with disabilities and special needs while HCSS is only available to those who cannot access other forms of transportation and primarily serves medical appointments. Bruce County could approach SMART and HCSS eligibilities to increase their eligibilities and serve more segments of the population, with Bruce County brokering and subsidizing the expansion. This expansion could potentially allow anyone from Bruce County to use either or both services, or some eligibility constraints (such as trip purpose, income, vehicle access) could remain in place. A trip prioritization hierarchy must be in place to ensure that seniors, people with special needs and people with medical appointments continue to receive timely and quality service. It should be emphasized that specialized transit will and must prioritize those with disabilities or special needs, lacking transportation alternatives, or making critical medical appointments. Moreover, riders with mobility and accessibility challenges would need to be prioritized for the deployment of accessible vehicles.

This option would necessitate minimal capital investments and moderate ongoing operational costs from Bruce County, as SMART and HCSS already operate a significant fleet of vehicle, assuming that Bruce County

would cover the net cost of new riders who are ineligible under current user criteria. The operational subsidy required to expand these services to more users would be less than what is needed for a conventional or on-demand system. The details of how the eligibility should expand for each service and how cost-sharing would function between Bruce County, local municipalities and the two agencies require further negotiations.

6.1.4.3 Co-ordinate SMART and HCSS Operations

Currently, SMART and HCSS function mostly independently despite serving substantially overlapping user bases. In stakeholder consultation, both SMART and HCSS have identified issues with both sending vehicles to the same place at the same time. Furthermore, HCSS has reported a lack of capacity that periodically results in it reimbursing SMART to fulfill ride requests. Enhanced co-ordination between SMART and HCSS may reduce operational costs and provide timely service to more eligible riders. Co-ordination between the two organizations may involve aligning eligibility, developing a common user base, sharing a booking platform, operators and fleet, and co-ordinating vehicle dispatch. This initiative may benefit from collaborations between Bruce and Grey Counties. Moreover, if an on-demand (Section 6.1.2) or a ridesharing (Section 6.1.3) platform is introduced within Bruce County, it may be possible to introduce a centralized specialized transit booking and dispatch platform jointly for SMART and HCSS, integrated into or built upon the on-demand or ridesharing program. For this option, the County would likely incur low initial costs to facilitate the co-ordination; however, it is expected to have little long-term financial impact to the County.

6.1.5 Charter Bus

Charter bus services operate fixed or flexible routes that could be customized based on the expected or booked riders. This option would target riders that share specific transportation needs, for example, people who work around the same area, visitors hoping to access popular destinations, and so on. Charter buses could be hired by the County or others from operators of school buses or coach buses. Routes and

schedules for organizational needs could be determined in advance based on inputs from the expected users, while other services could be routed and dispatched using an on-demand or ridesharing platform mentioned in Section 6.1.2 and 6.1.3. It should be noted that school and coach buses may or may not be accessible. This alternative would incur moderate operational costs to the County, depending on how many buses are hired at a time. Some initial costs may also be needed to configure a system to route buses based on requests from riders. Potential applications for this option include access to employment, tourism destinations, and medical facilities.

6.2 Need-Specific Solutions

The second half of Section 6 examines alternatives that involves organizational and policy changes rather than specific types of public transportation systems. These solutions address specific needs that have emerged over the public and stakeholder consultation sessions.

6.2.1 Transportation Demand Management (TDM)

Transportation Demand Management (TDM) refers to strategies and projects that are applied to manage different aspects of travel demand around the community. TDM is leveraged in many jurisdictions to alleviate traffic congestion, address parking shortages during peak times, encourage the use of shared transportation options, and promote active transportation. TDM strategies can be deployed to address transportation problems at major workplaces, schools, and recreational and seasonal destinations. For example, a TDM strategy deployed in Northern Bruce Peninsula tackles parking problems at Lion's Head Provincial Park by introducing two park-and-ride lots and a transit shuttle operating between the lots and points-of-interest at the provincial park. In Whistler, BC, one of the largest ski resorts in North America and co-host of the 2010 Winter Olympics, parking fees collected from central lots are reallocated to fund free or discounted transit programs. Similar strategies have been employed by Prince Edward County to manage traffic during tourism season.

Further review is required to identify TDM policies that are applicable in the various travel markets of Bruce County. Nevertheless, the overall costs of TDM strategies to the County is relatively low, especially if the County leverages available revenue sources such as visitors' parking fees or the Municipal Accommodation Tax.

6.2.2 Improved Communication, Collaboration, and Coordination of Transportation Solutions

A common theme that has been identified throughout the public and stakeholder consultation process is that many are unaware of transportation solutions that are available to them. This is further exacerbated by drastic changes of the transportation landscape over the past few years and due to the pandemic, including the elimination of some intercity coach services. This section focuses on ideas that promote and integrate transportation services across Bruce County and adjacent jurisdictions, so that residents and visitors could make use of all mobility options available to them.

6.2.2.1 County-Driven Information Portal

Bruce County could introduce a "one-stop shop" public transportation information portal that incorporate every transportation service that is available in Bruce County, such as SMART, HCSS, Lion's Head Transit, Grey Transit Route. Paper copies of information could be made available at public and private facilities including but not limited to libraries, medical centres, long-term care homes, visitor information centres and accommodations. It would require minimal costs from the County as it is expected that existing infrastructure could be leveraged to fulfill this option.

6.2.2.2 Trip Planning Software

In addition to an informational portal, the County could introduce its own trip planning application or partner with a mobility information service provider to incorporate Bruce County transportation alternatives onto an existing platform. It would function similarly to popular navigation

applications like Google Maps, except that it would include mobility options like specialized transit, carpooling and park-and-ride which are not accounted for by general navigation applications. For services that require advance booking, it is possible to integrate the booking software or redirect riders to the booking platform directly from the trip planning interface. Establishing this platform and including comprehensive functionalities would require collaboration between different transportation service providers.

Some booking programs for on-demand transit (Section 6.1.2) and ridesharing (Section 6.1.3) can be expanded more broadly into an integrated mobility platform that would incorporate other public or private transportation services. It is expected that this option would have a moderate startup cost to the County to procure and configure the platform; however, this cost may become less significant if it is shared with the costs of introducing on-demand transit or ridesharing. There would also be an ongoing cost to maintain the platform which could again be shared with on-demand transit or ridesharing operations.

6.2.2.3 County as Service System Coordinator

After discussing an array of feasible transportation service and policy solutions, it is clear that many of these solutions require collaborations and negotiations between municipalities, counties, transportation service providers, other stakeholders, and in some cases, senior levels of government. This is a role that the County could potentially fill to oversee transportation planning and co-ordination within the County and across County lines. Similar to transportation planning roles taken by many counties and regions in Ontario, this role would focus on gathering data, pursuing funding opportunities, collaborating with adjacent counties on transportation initiatives and studying the feasibility of new transportation solutions. The County would also monitor transportation services within the County and co-ordinate service providers to provide more effective and higher quality transportation alternatives for Bruce County residents, workers and visitors.

7 Preferred Solutions

This section identifies preferred travel solutions for each major need. These solutions are intended to be cost-effective and implementable by the County in the short to medium-term with a 5–10-year time horizon. The purpose of these travel solutions is not to contradict longer-term planning work, but rather to identify shorter-term ways to improve access to transportation across Bruce County.

7.1 Evaluation Framework

Potential solutions were evaluated based on the four project goals defined in Section 3.3. These criteria were scored on a five-point scale. Higher scores represent solutions that better accomplish the goal, as described in Exhibit 7.1. Scoring was holistic and need-specific, incorporating feedback from both rounds of engagement on specific concerns.

Exhibit 7.1: Evaluation Guidelines

0	1	2	3	4
Does not achieve the goal or makes it worse	Slightly achieves goal, with many limitations	Somewhat achieves goal	Mostly achieves goal, with some limitations	Completely achieves the goal

7.2 Preferred Solutions

The evaluation framework was applied to each set of solutions to identify preferred options for each need. The results of the need-by-need evaluation are presented below. The Local goal varies for each need, as this goal evaluates the effectiveness of each solution at meeting the unique and highly varied travel needs of Bruce County.

7.2.1 Connecting Smaller Communities to Jobs and Services

Four potential solutions were evaluated, summarized in Exhibit 7.2. For this need, important considerations for the Local goal were alignment with work and service schedules, suitability for these trip types, and providing adequate service to major attractors.

The preferred solution for this need is **ridesharing**, as detailed below.

Exhibit 7.2: Evaluation Results for Connecting Smaller Communities to Jobs and Services

	Sustainable	Equitable	Connected	Local	Overall
Conventional Transit	1	2	1	1	1
On-Demand Transit	1	3	3	2	2
Ridesharing	4	1	2	3	3
Expand SMART/HCSS Service Eligibility	2	2	3	3	3

The detailed results are as follows:

- Conventional Transit:** Conventional fixed-route transit does not meet this need effectively. A fixed transit route is expensive to operate, and the number of different bus routes that would be required to comprehensively serve smaller communities in Bruce County would exceed the financial capacity of the County to operate it. The number of destinations users could reach would be limited, as the fixed nature of conventional transit means planners would have to “choose” which destinations a community could connect to; a bus cannot travel in multiple directions at once.
- On-Demand Transit:** On-demand transit has the potential to serve a broader variety of destinations for users compared to

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

conventional transit, but also suffers when it comes to cost and financial sustainability. Because of the geographically vast size of Bruce County, a very large vehicle fleet would be required to provide on-demand transit service coverage to smaller communities across the County, and these vehicles would be expensive to purchase and operate. A lower-cost on-demand transit option would impact equity, as service would have to be limited to a smaller, more “central” part of the County, or users would have to accept a high rate of trips being rejected due to a lack of available in-service vehicles.

- **Ridesharing:** Ridesharing represents the most sustainable option, as it has the lowest cost of the four (acquiring software), and it would not significantly increase carbon emissions. It takes advantage of trips that are already taking place, with the potential for slight detours to accommodate riders. The reason for its lower equity score is that a user trip cannot take place unless a driver provides that trip, so service coverage and destination availability are limited by the number and availability of registered drivers. A high rate of uptake will be essential to the effectiveness of this type of service.
- **Expand SMART/HCSS Service Eligibility:** A specialized transit partnership is more environmentally sustainable and lower-cost than a stand-alone on-demand transit service, as it would make use of common trip types already being served by SMART and HCSS. Capital start-up costs would be limited, as both service providers already operate large vehicle fleets across and even beyond Bruce County, and both providers have expressed a desire to increase the utilization rates of the vehicles in operation. The expansion of the SMART and HCSS user base does have the potential to impact equity if the increased levels of demand cause an increase in trips that cannot be completed.

Based on this evaluation, the recommended short-term solution under current conditions is **ridesharing**. The County is currently in the process of

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

implementing a partnership with Bruce Power to pursue a software-enabled ridesharing service. The success of a ridesharing service is dependent upon a substantial base of drivers willing to provide rides for users; thus, a proactive communications and marketing strategy will be very important.

If the ridesharing pilot project does not fully address this need and additional funding becomes available in the future, the County should consider partnering with **SMART/HCSS to expand service eligibility**. If SMART and HCSS still have available vehicle capacity on select trips in the future, the service could be expanded to allow rideshare users to board SMART or HCSS vehicles on trips that are already serving registered clients, thus expanding the capacity of the rideshare program. **On-demand transit** could also be considered if this partnership is not possible, but this would involve a higher start-up and operating cost for the County.

7.2.2 Connecting Seasonal, Service, and Occasional Workers to Jobs

Three potential solutions were evaluated, summarized in Exhibit 7.3. For this need, important considerations for the Local goal were direct employment connections and suitability for larger volumes of workers at specific shift times.

The preferred solution is **ridesharing**, as detailed below.

Exhibit 7.3: Evaluation Results for Connecting Seasonal, Service, and Occasional Workers to Jobs

	Sustainable	Equitable	Connected	Local	Overall
Charter Bus	2	1	3	4	3
Conventional Transit	1	2	1	2	2
Ridesharing	4	1	3	2	3

The detailed results are as follows:

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

- **Charter Bus:** A charter bus, if designed effectively, has the potential to meet the needs of seasonal, service, and occasional workers. The effectiveness of the service would depend on efficiently consolidating dispersed users into one charter bus route, as user origins would be spread out even as destinations are concentrated in tourism-heavy areas. A partnership with school bus operators could be beneficial, as service could be provided during summer months when school buses are not in service and drivers would be familiar with driving a custom-designed route based on where users live. The cost of this service could be limited if a partnership could be found with employer/commercial associations such as BIAs or chambers of commerce.
- **Conventional Transit:** The effectiveness of conventional transit at meeting this need is limited by the dispersion of seasonal workers across Bruce County. The existing seasonal extension of GTR Route 5 is effective at transporting people from Owen Sound and Wiarton to Sauble Beach, but can only serve users whose trip origin is along the fixed route corridor. Many seasonal workers live in smaller or more-remote communities, and it would not be financially feasible to cover the entire County with fixed transit routes to connect every community to seasonal employment hubs.
- **Ridesharing:** A ridesharing system could effectively serve seasonal, service, or occasional employment by allowing workers to pool regular trips together. As seasonal employment is concentrated in tourism hubs such as Sauble Beach, Saugeen Shores, or Tobermory, there is the potential for employees to combine their trips. The success of ridesharing at addressing this need would require significant registration of drivers bound for tourism hotspots.

Based on this evaluation, the recommended short-term solution under current conditions is **ridesharing**. The County is currently in the

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

process of implementing a partnership with Bruce Power to pursue a software-enabled ridesharing service. Because this ridesharing service will require a substantial base of drivers willing to provide rides for users, the County could consider pursuing a partnership with employers or commercial associations to offer incentives for drivers.

If the ridesharing pilot project does not fully address this need and additional funding becomes available in the future, the County should consider pursuing a **charter bus** service for seasonal employees. To maximize efficiency and minimize start-up costs, partnerships should be considered with school bus or other bus operators and employers or commercial associations.

7.2.3 Intercommunity Connections

Three potential solutions were evaluated, summarized in Exhibit 7.4. For this need, important considerations for the Local goal were suitability for longer-distance trips and reliable availability at a range of times.

The preferred solution is **expanding SMART/HCSS eligibility**, as detailed below.

Exhibit 7.4: Evaluation Results for Intercommunity Connections

	Sustainable	Equitable	Connected	Local	Overall
Conventional Transit	1	2	2	3	2
Ridesharing	3	1	2	1	2
Expand SMART/HCSS Service Eligibility	2	2	1	3	2

The detailed results are as follows:

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

- **Conventional Transit:** Conventional transit could be effective at transporting people between communities around Bruce County, but this would be limited to higher-demand corridors as serving the entire County with fixed transit routes would be cost-prohibitive. The Master Transportation Plan has identified those higher-demand corridors as Owen Sound to Saugeen Shores, Saugeen Shores to Kincardine, Kincardine to Walkerton, and potentially Wiarton to Tobermory. For communities not on those corridors, conventional transit could be less effective and may struggle to attract riders.
- **Ridesharing:** Ridesharing has the potential to be effective at providing intercommunity connections around Bruce County by leveraging trips that are already being taken. Ridesharing is financially and environmentally sustainable as it would not increase greenhouse gas emissions and would be very low-cost for the County to operate. The main shortcomings for ridesharing related to this need are a lack of availability at a variety of times and limited availability for longer-distance trips, as ridesharing can only serve trips that would already be happening.
- **Expand SMART/HCSS Service Eligibility:** A specialized transit partnership could serve longer-distance intercommunity trips around Bruce County on trips that SMART and HCSS are already serving. These service providers have access to large vehicle fleets that are actively serving users but do not always use the full capacity available in the vehicle. Cost to the County would include operational funding for SMART and HCSS in this partnership and could include capital cost in the future if the fleet needs to be expanded to meet increased demand. This option is more expensive than ridesharing, but less expensive than conventional transit.

Based on this evaluation, the recommended short-term solution under current conditions is to partner with **SMART/HCSS to expand service eligibility**. This option can be pursued in conjunction with the County's

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

planned implementation of a **ridesharing** service. The County should work with SMART and HCSS to determine willingness to allow rideshare users to book trips on specialized transit vehicles that are either in-service but not actively serving a customer, or on vehicles that are already going out on a trip but have available capacity. If SMART and HCSS support this strategy, the County should seek approval from Council for necessary funds to begin this partnership.

If the ridesharing pilot project and a specialized transit partnership do not fully address this need, or if additional funding becomes available, the County should consider implementing **conventional transit service** on high-demand corridors such as Highway 21. To maximize efficiency and minimize capital start-up costs, future conventional transit in Bruce County should be pursued as a partnership with other service providers, such as the existing partnership with Grey County to connect Wiarton and Sauble Beach to Owen Sound. Conventional transit planning in the future that involves a partnership with Grey County could consider their central base of operations in Owen Sound as a central hub, due to both its attractiveness as a major intercommunity destination and to minimize deadheading cost for vehicles entering service.

7.2.4 Transportation Within Larger Urban Communities

Three potential solutions were evaluated, summarized in Exhibit 7.5. For this need, an important consideration for the Local goal was suitability for shorter-distance trips within urban areas.

The preferred solutions are **on-demand transit** in conjunction with the County's proposed **ridesharing** program, as detailed below.

Exhibit 7.5: Evaluation Results for Transportation Within Larger Urban Communities

	Sustainable	Equitable	Connected	Local	Overall
Conventional Transit	1	2	3	3	2

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

On-Demand Transit	1	3	3	4	3
Ridesharing	4	1	2	2	2

The detailed results are as follows:

- **Conventional Transit:** Conventional transit is an effective, but expensive, way of serving trips within larger urban communities. For corridors with a high number of destinations and many residents within walking distance, conventional transit can effectively serve trips long the corridor. For residents or destinations that are not located along main corridors, a transit route would have to take a less direct routing or travel in a closed-loop shape. The cost of conventional transit is high, which impacts its sustainability evaluation.
- **On-Demand Transit:** Communities that are too large to walk from one end to another but too small to support a full network of transit routes can be an ideal implementation scenario for on-demand transit. Kincardine is a good example of this: many important destinations are located along Queen Street, Highway 21, or between the two corridors, demand is spaced out around town, and residents are not generally able to walk to all the places they would want to go. On-demand transit supports these trips by going to destinations only when it is requested to do so. Its operating cost is still high, however, as it's not possible to have less than one vehicle in service at a time—if the service is available, at least one vehicle must always be in operation.
- **Ridesharing:** Ridesharing would be the most cost-effective option to serve trips within larger urban communities in Bruce County. Its ability to serve requested trips would be limited by the number of drivers who are offering trips at a given time. If the number of available drivers is not sufficient to meet the number of people requesting trips, the service would not fully meet residents' needs.

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

Based on this evaluation, the recommended short-term solution under current conditions is **on-demand transit** in conjunction with the **ridesharing** service the County is currently pursuing. The potential dedication of County-level funds to support the implementation of on-demand transit in urban municipalities will require further discussion at the policy level. The County's role could potentially involve assisting with software procurement and infrastructure set-up, but the operational funding of the service would likely be addressed at the municipal level.

7.2.5 Tourism-Oriented Transportation

Two potential solutions were evaluated, summarized in Exhibit 7.6. For this need, important considerations for the Local goal were providing more attractive options than personal cars and mitigating parking shortages in major towns and at destinations.

The preferred solution is **transportation demand management**, as detailed below.

Exhibit 7.6: Evaluation Results for Tourism-Oriented Transportation

	Sustainable	Equitable	Connected	Local	Overall
Charter Bus	2	1	2	2	2
Transportation Demand Management	4	4	4	3	4

The detailed results are as follows:

- **Charter Bus:** Charter buses are a more cost-intensive way to provide transportation for tourism and tourist events for a large volume of people at once. A good example of this type of service in Bruce County is the charter bus serving the Kincardine Scottish Festival, which operates around town on the weekend of the festival and serves several major local hotels. Charter bus

service, if operated by the County, has a lower equity score as it would place a financial burden on year-round residents while attempting to address an issue caused by increased seasonal tourism. However, the cost of charter buses serving tourism destinations may be eligible to offset with the Municipal Accommodation Tax, if available and collected by the local municipality.

- **Transportation Demand Management (TDM):** TDM represents a sustainable and cost-effective way to manage the negative transportation-related impacts of tourism while still balancing its economic benefits. Some examples of TDM used to balance transportation and parking demand include the parking management plan in place in Tobermory and Lion's Head, as well as beach passes used in Prince Edward County, which allow free beach access for residents on surge days while charging a fee to visitors.

Based on this evaluation, the recommended short-term solution under current conditions is **transportation demand management (TDM)**. This aligns with feedback gathered during engagement suggesting that, while the impacts of tourism are important to manage carefully, the needs of visitors should not be the County's highest priority at the expense of transportation for year-round residents. The County should support the implementation of local TDM measures in areas that experience major seasonal tourism traffic, especially South Bruce Peninsula, Northern Bruce Peninsula, and Saugeen Shores.

7.2.6 Enhanced Coordination of Specialized Transit

Three potential solutions were evaluated, summarized in Exhibit 7.7. For this need, important considerations for the Local goal were ease of transition for existing users, higher reliability of services, and maximizing use of existing resources.

The preferred solution is **increased collaboration**, as detailed below.

Exhibit 7.7: Evaluation Results for Enhanced Coordination of Specialized Transit

	Sustainable	Equitable	Connected	Local	Overall
Expand SMART Service Area	2	4	2	2	3
Increased Collaboration	4	4	3	4	4

The detailed results are as follows:

- Expand SMART Service Area:** SMART service is currently provided in five of the eight municipalities of Bruce County, with service not available in Northern Bruce Peninsula, South Bruce Peninsula, or South Bruce. Because SMART's service area is based on municipal contributions, funding would be required to implement SMART service in the three municipalities it does not currently serve. The County could consider offering a starter fund to these municipality to encourage them to join SMART and provide time to identify a permanent funding source. More discussions would be necessary to get these municipalities on board.
- Increased Collaboration:** Both SMART and HCSS have expressed desire to work more closely together. By increasing collaboration and breaking down "silos" between the two providers, SMART and HCSS have the potential to serve their user base more efficiently, increasing the rate of trip pooling and allowing the existing fleet to serve more customers. Other operating efficiencies could include the sharing of a booking platform, trip booking service, or fleet and operators and creating economies of scale for joint purchasing.

Based on this evaluation, the recommended short-term solution under current conditions is **increased collaboration** between SMART and HCSS. This option provides for minimal disruption to the SMART and

HCSS organizations as well as their user bases and may allow them to serve the growing demand for specialized transit more effectively. The County could also act as a trip “broker” between the two services or provide support with other major endeavours like purchasing and technological or process improvements.

If funding becomes available to increase the coverage of specialized transit, the County could consider providing funding to support the **expansion of SMART service area** to all eight lower-tier municipalities to offset local permanent funding contributions. This would require careful discussions between the County and all constituent municipalities, as any operational funding contribution towards SMART service provided by the County should be distributed amongst all municipalities in a way that is as equitable as possible.

7.2.7 Improved Communication, Collaboration, and Coordination of Transportation Solutions

Three potential solutions were evaluated, summarized in Exhibit 7.8. For this need, important considerations for the Local goal were ease of building required partnerships or collecting needed data and ability to benefit a range of county residents who have varying levels of Internet or computer access.

The preferred short-term solution is a **County-driven information portal**, as detailed below.

Exhibit 7.8: Evaluation Results for Improved Communication, Collaboration, and Coordination of Transportation Solutions

	Sustainable	Equitable	Connected	Local	Overall
County-driven Information Portal	3	3	2	3	3
Technology-driven Trip Planning Software	2	2	2	2	2

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

County as Service System Coordinator	2	3	3	3	3
--------------------------------------	---	---	---	---	---

The detailed results are as follows:

- **County-driven Information Portal:** A County-driven information portal would be a low-cost way of advertising transportation and transit options available in Bruce County for residents and visitors alike. This would not create any new travel options within the County but would help to increase awareness of the options that do exist. This information portal could help to promote additional travel options that are implemented in the future.
- **Technology-driven Trip Planning Software:** A trip-planning software would take the information portal concept a step further, by allowing residents and visitors to plan their trips in Bruce County using the available transportation services. This option would include a startup cost to acquire the software, although that cost could be potentially shared by building the trip planning program on top of an on-demand transit or ridesharing platform. As with the information portal, it would not create new transportation services, but would promote existing and future services.
- **County as Service System Coordinator:** The role of the County as a service system coordinator would allow the County to take a greater role in existing transportation services while investigating the viability of new ones. This would allow the County to continue the baseline work established by this study and other transportation policy work such as the Master Transportation Plan. A moderate cost would be associated by this option, as it would require the continued dedication of County staff time.

Based on this evaluation, the recommended short-term solution under current conditions is a **County-driven information portal**, which would

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

direct residents of Bruce County towards available transit and transportation services. This option would be implementable at very low cost and would allow residents to more easily understand the transportation services that are available to them.

If funding becomes available to dedicate regular County staff time towards the expansion of transit and transportation services, the County should consider a **service system coordinator** role. In the short term, this does not need to be a dedicated, full-time role. It would allow the County to continue gathering data, exploring the viability of some of the short and long-term recommendations of this study, and pursue funding opportunities as they become available to continue improving access to transit and transportation across Bruce County.

8 Recommendations

This study identified a wide variety of travel needs in Bruce County that would benefit from expanding the transit and transportation services that are currently available. The following recommendations provide a guide for Bruce County to improve access to transportation services and potentially establish transit service over time.

Short Term (0-2 Years)

Action	Need
Pursue the proposed ridesharing partnership with Bruce Power and RideShark to implement a technology-enabled ridesharing program.	<ul style="list-style-type: none"> • Connecting Smaller Communities to Jobs and Services • Connecting Seasonal, Service, and Occasional Workers to Jobs • Intercommunity Connections • Transportation Within Larger Urban Communities

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

Action	Need
Develop a detailed communications plan surrounding the ridesharing program to ensure it can attract a significant pool of drivers needed to successfully operate the service.	<ul style="list-style-type: none">• Connecting Smaller Communities to Jobs and Services• Connecting Smaller Communities to Jobs and Services, Connecting Seasonal, Service, and Occasional Workers to Jobs• Intercommunity Connections• Transportation Within Larger Urban Communities
In collaboration with Grey County, commence regular dialogue with the specialized transit providers SMART and HCSS on improved specialized transit coordination to improve processes and increase the efficiency of the existing fleet and staff of each operator.	<ul style="list-style-type: none">• Enhanced Coordination of Specialized Transit
Discuss the viability of partnering with SMART/HCSS to expand service eligibility to a broader user base, such as allowing rideshare users to access specialized trips that are already planned but not full to capacity	<ul style="list-style-type: none">• Connecting Smaller Communities to Jobs and Services• Intercommunity Connections

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

Action	Need
Facilitate discussions between SMART and the municipalities of Northern Bruce Peninsula, South Bruce Peninsula, and South Bruce on SMART service area expansion .	<ul style="list-style-type: none">Enhanced Coordination of Specialized Transit
Encourage and support the continued development of transportation demand management (TDM) initiatives in communities that experience significant seasonal tourism demand, especially South Bruce Peninsula, Northern Bruce Peninsula, and Saugeen Shores.	<ul style="list-style-type: none">Tourism-Oriented Transportation
Establish an information portal on the County website explaining available public transportation services including the upcoming rideshare program, conventional transit, and specialized transit. For services with paper copies of information, consider providing this at County-owned facilities such as libraries.	<ul style="list-style-type: none">Improved Communication, Collaboration, and Coordination of Transportation Solutions

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

Action	Need
If funding is available to dedicate staff time to the areas of transportation and transit, the County should consider a role as service system coordinator to enable specialized transit coordination and to gather data and pursue funding opportunities related to future transit and transportation services.	<ul style="list-style-type: none">• Improved Communication, Collaboration, and Coordination of Transportation Solutions
Work with Saugeen Ojibway Nation to further understand Indigenous transportation needs and explore possible collaborations on solutions.	<ul style="list-style-type: none">• Connecting Smaller Communities to Jobs and Services• Intercommunity Connections

Medium Term (3-10 Years)

Action	Need
Continue to monitor announcements from higher levels of government for the possibility of one-time or recurring grant funding. For example, the provincial Community Transportation Grant (CTG) is due to expire in 2025, and the County should watch closely to see if another future grant will ultimately replace the CTG.	<ul style="list-style-type: none">• Connecting Smaller Communities to Jobs and Services• Connecting Seasonal, Service, and Occasional Workers to Jobs• Intercommunity Connections• Transportation Within Larger Urban Communities• Tourism-Oriented Transportation

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

Action	Need
Continue to discuss transit matters with neighbours and governmental organizations, including but not limited to Grey County, Huron County, Wellington County, Perth County, Southwest Community Transit, the Western Ontario Wardens Caucus, and the South Central Ontario Region Economic Development Corporation. Depending on the results of future discussions, there may be the potential for the County to join other organizations in advocating for the funding of transit service.	<ul style="list-style-type: none">• Intercommunity Connections
Initiate discussions with seasonal employers, Chambers of Commerce, Business Improvement Areas, municipalities, and commercial associations regarding potential charter bus services for transporting seasonal employees to jobs in tourism hubs if the proposed ridesharing pilot does not fully address the need to transport workers to their place of employment.	<ul style="list-style-type: none">• Connecting Seasonal, Service, and Occasional Workers to Jobs•

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

Action	Need
Discuss the viability of implementing on-demand transit with urbanized communities such as Saugeen Shores and Kincardine if the lower-tier municipalities wish to pursue such a service. As transportation entirely within lower-tier municipalities is a local responsibility, the County would not fund its operation.	<ul style="list-style-type: none">• Transportation Within Larger Urban Communities
If funding becomes available in the future, evaluate the potential of conventional transit service for longer-haul intercommunity trips. To minimize startup costs and promote integration for longer trips, the County could partner with other service providers such as Grey County, as is already the case with Route 5 from Wiarton and Sauble Beach to Owen Sound and its associated cost-sharing agreement.	<ul style="list-style-type: none">• Intercommunity Connections• Improved Communication, Collaboration, and Coordination of Transportation Solutions

Long Term (10 Years or More)

Action	Need
Continue to work with SMART and HCSS on funding and delivering specialized transit service around Bruce County. Pursue funding agreement opportunities with higher levels of government to address the demand for specialized transit, which is expected to increase as the population of the County continues to age.	<ul style="list-style-type: none">• Enhanced Coordination of Specialized Transit
Continue to advocate for transit and transportation funding in partnership with neighbouring counties and other governmental organizations.	<ul style="list-style-type: none">• Connecting Smaller Communities to Jobs and Services• Connecting Seasonal, Service, and Occasional Workers to Jobs• Intercommunity Connections• Transportation Within Larger Urban Communities• Tourism-Oriented Transportation• Enhanced Coordination of Specialized Transit• Improved Communication, Collaboration, and Coordination of Transportation Solutions

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

Action	Need
Develop an efficient and adaptable charter bus program in partnership with employers and business associations to identify where seasonal workers are coming from and transport them to tourism-oriented jobs.	<ul style="list-style-type: none">• Connecting Seasonal, Service, and Occasional Workers to Jobs
Continue to evaluate the need for conventional transit routes including, but not limited to, the routes identified by the County's Master Transportation Plan. This evaluation could be tied to future Master Plan updates or the potential for future financial grants from senior levels of government. Coordinate or fully integrate with other service providers such as Grey, Huron, and Wellington Counties to allow users to make even longer trips beyond the boundaries of the County.	<ul style="list-style-type: none">• Connecting Smaller Communities to Jobs and Services• Connecting Seasonal, Service, and Occasional Workers to Jobs• Intercommunity Connections• Improved Communication, Collaboration, and Coordination of Transportation Solutions

ARCADIS FINAL REPORT

BRUCE COUNTY TRANSIT DEMAND AND FEASIBILITY STUDY

Prepared for Bruce County

Action	Need
If a comprehensive transit network of conventional, on-demand, rideshare, and specialized transit service has been established in Bruce County in the future, consider partnering with trip planning software providers such as Google, Triplinx, or Transit App to enable users to plan their trips using any available transit and transportation services.	<ul style="list-style-type: none">• Improved Communication, Collaboration, and Coordination of Transportation Solutions

Final Report

Appendix A: Engagement Summary

Table of Contents

1	Engagement Summary.....	4
1.1	Phase 1 Engagement	4
1.2	Phase 2 Engagement.....	24
2	Selected Chart Data Tables.....	53
2.1	Public Survey 1 Findings.....	53
2.2	Stakeholder Engagement 2 Findings	54
2.3	Public Survey 2 Findings	57

Table of Exhibits

Exhibit 1.1: Survey Respondent Age Distribution	7
Exhibit 1.2: Vehicle Access and Driver's Licenses.....	8
Exhibit 1.3: Transit Services Used	9
Exhibit 1.4: Reasons Respondents Have Not Used Public Transit	11
Exhibit 1.5: Reasons Respondents Were Unable to Travel.....	12
Exhibit 1.6: Inter-regional Transportation Services Used.....	13
Exhibit 1.7: Use of Hubs to Access Inter-Regional and Long-Distance Transportation Services.....	14
Exhibit 1.8: Share of Respondents Travelling by Time of Day and Day of Week.....	15
Exhibit 1.9: Frequency of Destinations, Weekdays and Weekends/Holidays.....	17
Exhibit 1.10: Preferred Service Approaches.....	19
Exhibit 1.11: Predicted Purpose for Transit.....	21
Exhibit 1.12: Respondents for Whom Transit Would Improve Access to Employment.....	22
Exhibit 1.13: Respondents for Whom Transit Would Improve Access to Childcare Services	24
Exhibit 1.14: Preferred Solutions to Connect Inland Communities to Jobs and Services in Larger Centres.....	25
Exhibit 1.15: Preferred Solutions to Connect Seasonal, Service, and Occasional Workers to Jobs.....	25

Table of Exhibits (continued)

Exhibit 1.16: Preferred Solutions for Intercommunity Connections Within and Beyond the County	25
Exhibit 1.17: Preferred Solutions for Transportation Within Larger Urban Communities in the County	26
Exhibit 1.18: Preferred Solutions for Tourism-Oriented Transportation	27
Exhibit 1.19: Preferred Solutions for Enhanced Coordination of Existing Specialized Transportation Providers	27
Exhibit 1.20: Preferred Solutions for Improved Communication, Collaboration, and Coordination of Transportation Systems	28
Exhibit 1.21: Survey Respondent Age Distribution	30
Exhibit 1.22: Vehicle Access and Driver's Licenses	31
Exhibit 1.23: Specialized Transit User Status, Present and Future.....	32
Exhibit 1.24: Frequency of Importance Ratings, All Needs	34
Exhibit 1.25: Frequency of Prevalence Ratings, All Needs.....	35
Exhibit 1.26: Change in Importance Ratings, All Needs, Among Respondents Who Experience Need	36
Exhibit 1.27: Frequency of Importance Ratings, All Needs, Among Respondents Who Do Not Experience Need	38
Exhibit 1.28: Importance Ratings for "Accessing Jobs and Services from Smaller or Inland Communities"	39
Exhibit 1.29: Prevalence Ratings for "Accessing Jobs and Services from Smaller or Inland Communities"	40

Table of Exhibits (continued)

Exhibit 1.30: Importance Ratings for “Getting to Seasonal, Service, or Occasional Jobs”	41
Exhibit 1.31: Prevalence Ratings for “Getting to Seasonal, Service, or Occasional Jobs”	43
Exhibit 1.32: Importance Ratings for “Travelling Between Communities in and Beyond the County”	44
Exhibit 1.33: Prevalence Ratings for “Travelling Between Communities in and Beyond the County”	45
Exhibit 1.34: Importance Ratings for “Getting Around in Larger Urban Communities in the County”	46
Exhibit 1.35: Prevalence Ratings for “Getting Around in Larger Urban Communities in the County”	47
Exhibit 1.36: Importance Ratings for “Helping Tourists and Visitors Reach Tourism Destinations”	48
Exhibit 1.37: Prevalence Ratings for “Helping Tourists and Visitors Reach Tourism Destinations”	49

1 Engagement Summary

This section presents of the structure and outcomes of the two phases of engagement conducted for this survey. Each phase included stakeholder sessions and a public opinion survey.

1.1 Phase 1 Engagement

Phase 1 engagement focused on current transportation patterns and gaps in Bruce County. This feedback was a key input in identifying transit needs.

1.1.1 Stakeholder Engagement Session 1

Two in-person workshops were held on May 17, 2023, each lasting 90 minutes. The first session included 20 representatives from eight municipalities in Bruce County, while the second had 7 attendees, representing a variety of local agencies and community groups.

In their discussions, stakeholders identified the following issues with the current transportation system:

- Inadequate access to transportation impacts access to employment and drives labour challenges when employers cannot attract sufficient workforces. This is especially acute for employment centers along the lakeshore and in tourism hotspots, such as Kincardine, Saugeen Shores, and seasonally in South Bruce Peninsula. Smaller, inland communities have a lack of job opportunities, leading residents to make long commutes, such as Mildmay to Saugeen Shores or Brampton.
- Interconnection between housing affordability, workforce issues, and transportation patterns. Smaller, inland communities have lower rents, but less access to jobs and services, demanding long commutes and other trips.

- Staffing shortages affecting many transportation service providers in the region including TOK, Bluewater District School Board, and the Saugeen Shores Trolley. These shortages lead to rising operating costs, especially for services which make some use of volunteer drivers such as HCSS.
- Potential for increased synergy between transportation providers, such as SMART and HCSS, and with Grey County.
- High transportation costs across the County, including on existing specialized transit services.
- Traffic and parking congestion due to lack of public transportation, especially in tourism hotspots.
- Elementary and secondary students who are bused to school can't do after-school activities. In the absence of local after-school care, which is facing staffing shortages, parents may have to adjust work schedules.
- Post-secondary students have difficulty accessing placements in the communities surrounding their school, especially healthcare students at Georgian College.
- Transportation services, where they exist, are difficult to use. Some require long booking times or have unpredictable service. An improved service would be more consistent and easier to plan around.

These comments directly informed identification of needs. Stakeholders also identified conditions and considerations when developing needs and solutions:

- Local and seasonal variation in transportation needs across the County. In the mapping exercise, participants advised each community's unique travel needs tend to ignore municipal and County boundaries, with many trips bound for Grey County in South Bruce Peninsula or Arran-Elderslie and many trips to Huron County from Huron-Kinloss

- Most trips taken are short, within one community or between adjacent communities. Trips booked on SMART are primarily entirely within the main urban centres of Saugeen Shores, Kincardine, or Walkerton, with the second-largest category being trips from rural areas to these urban centres.
- Rural communities' travel needs are dominated by trips to nearest urban centre, especially for more affordable groceries and other everyday services.
- Need to focus on serving people with the highest degree of need first, such as those without access to a car. These groups are also likely to be hardest to reach through public engagement efforts.
- Multiple groups are already working on transportation options for certain communities. It was suggested to support these groups in their locally specific efforts.

These were used to inform the targeted approach to needs.

1.1.2 Public Survey 1 Findings

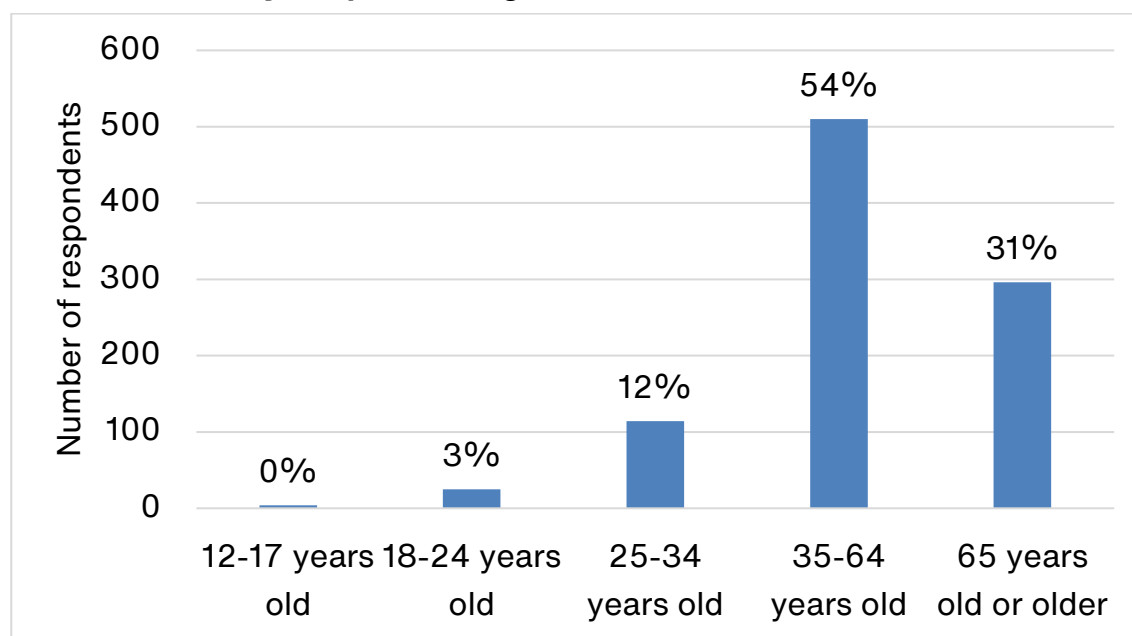
The first public opinion survey examined residents' transportation needs and views on public transit services. Responses were collected online, in person, by mail, and by email from May 1 to May 24, 2023. The online version of the survey was hosted on SurveyMonkey. Paper copies of the survey were available at Bruce County Branch Libraries, Walkerton Administration Centre, Bruce County Museum & Cultural Centre, and the Penetangore, Lakeshore, and Peninsula Hubs. The survey was promoted on the County website, through print and radio advertising, and through social service agencies. A total of 954 responses were collected, 938 online and the remaining 16 by other methods.

Respondent Profile

Exhibit 1.1 shows the age distribution of the survey respondents. 66% of respondents were of working age (25-64 years old) and much of the

remainder were 65 years old or older. Compared to 2021 census data, younger age brackets were generally underrepresented and older age brackets were overrepresented. Middle-aged respondents between 35 and 64 years of age accounted for 54% of the survey, despite forming only 38% of population. Youth aged 12–24 were under-represented, especially at the younger end of this age range. They accounted for 3% of respondents, under a third of their share of population (8.6%, split roughly evenly between 12–19 year olds and 20–24 year olds). Respondents over 65 years old were slightly overrepresented, by about 5 percentage points.

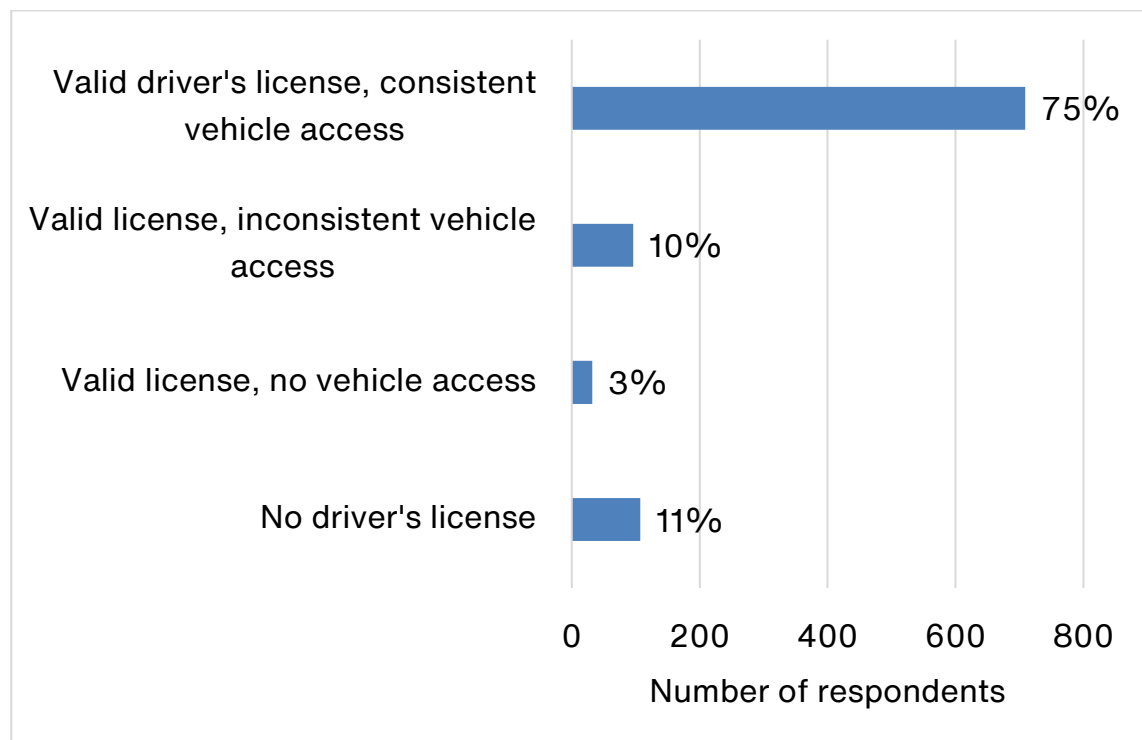
Exhibit 1.1: Survey Respondent Age Distribution



Age	Count	Share
12-17 years old	4	0%
18-24 years old	25	3%
25-34 years old	114	12%
35-64 years old	510	54%
65 years old or older	296	31%

Three-quarters of respondents have consistent vehicle access and a license, as shown in Exhibit 1.2. 14% of respondents either have no license or no access to a vehicle, potentially limiting their independent mobility. Younger respondents are much less likely to have licenses or vehicle access: 52% of those aged 18–24 did (with a further 20% having at least occasional access), rising to 65% in the 25–34 age bracket. Respondents over 35 have distributions roughly matching the overall sample.

Exhibit 1.2: Vehicle Access and Driver's Licenses

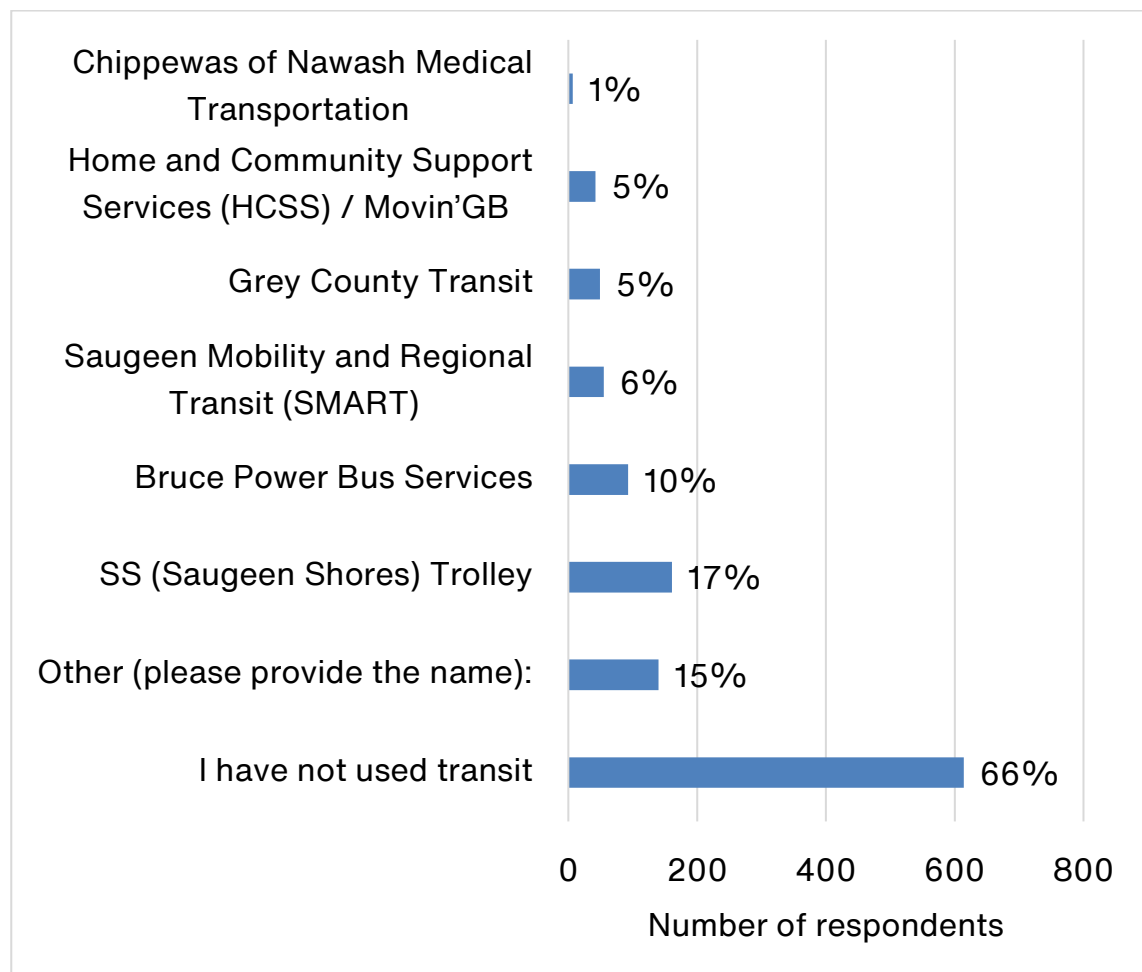


Vehicle Access and Driving License Status	Count	Share
No driver's license	107	11%
Valid driver's license, no access to vehicle	32	3%
Valid driver's license, inconsistent/occasional access to vehicle	96	10%
Valid driver's license, consistent vehicle access	709	75%

Travel Needs

Exhibit 1.3 shows the transit services in Bruce County that respondents have used in the past. Two-thirds of people who answered this question reported never using transit. Except for Chippewas of Nawash Medical Transportation, each service was used by between 5 and 17 percent of respondents. Since respondents could select multiple services, percentages do not sum to 100. Common write-in responses included the now-defunct Grey-Bruce Airbus (5% of respondents), TOK coachlines (2% of respondents), or another service (7% of respondents).

Exhibit 1.3: Transit Services Used



ARCADIS IBI GROUP FINAL REPORT
APPENDIX A: ENGAGEMENT SUMMARY
Prepared for Bruce County

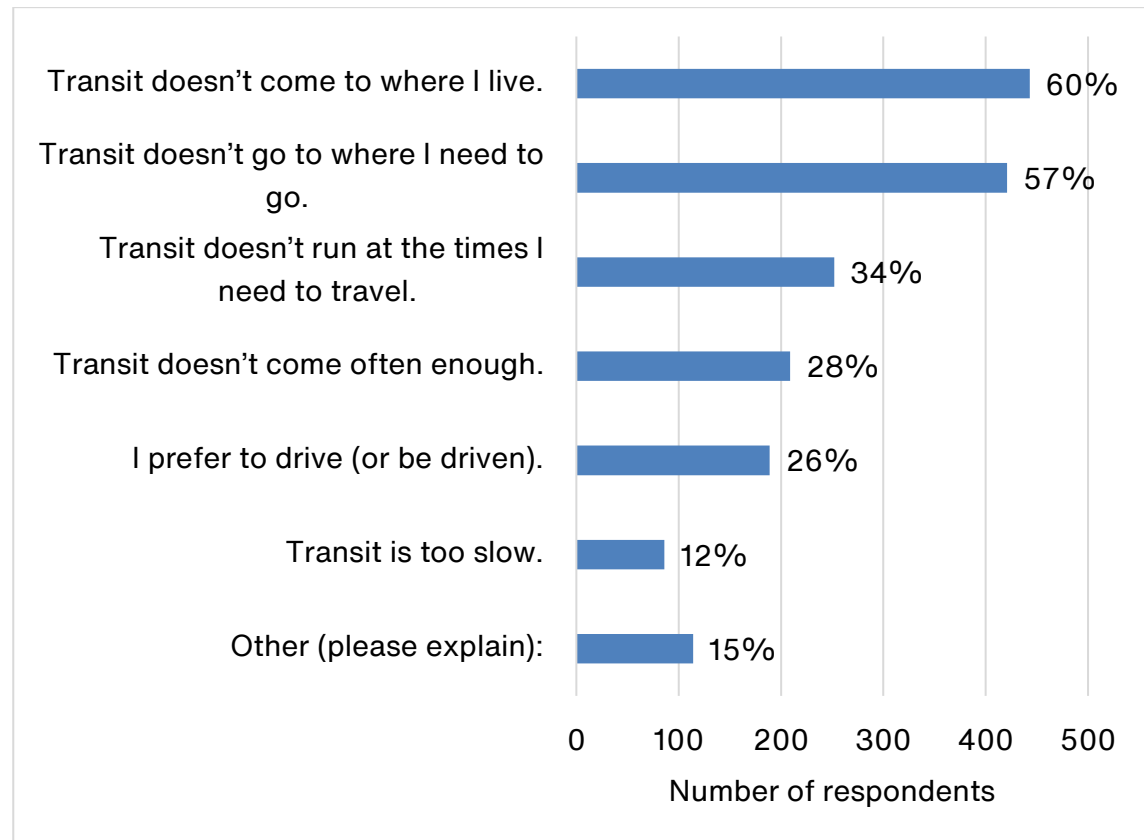
Transit Service Used	Count	Share
I have not used transit	614	66%
Other	140	15%
SS (Saugeen Shores) Trolley	161	17%
Bruce Power Bus Services	93	10%
Saugeen Mobility and Regional Transit (SMART)	55	6%
Grey County Transit	49	5%
Home and Community Support Services (HCSS)/Movin'GB	42	5%
Chippewas of Nawash Medical Transportation	7	1%

Respondents were asked why they hadn't used transit in the past. Though the question framing was "If you answered 'I have not used transit' above, please indicate all the reasons that you have not used public transit in the past", several people who indicated they had used transit also answered this question. The distribution of reasons selected is shown in Exhibit 1.4. The most common reasons were a lack of transit coverage at desired origins or destinations (60 and 57 percent of respondents, respectively). A preference for driving was expressed by 26% of respondents.

The results for only people who also reported that they had not used transit show the same ranking, but generally lower frequencies of all responses.

Frequent "Other" reasons given were obscurity of services or difficulty to learn how to use them (3% of respondents). Most write-in responses were re-phrasings or alternate framings of the suggested reasons.

Exhibit 1.4: Reasons Respondents Have Not Used Public Transit



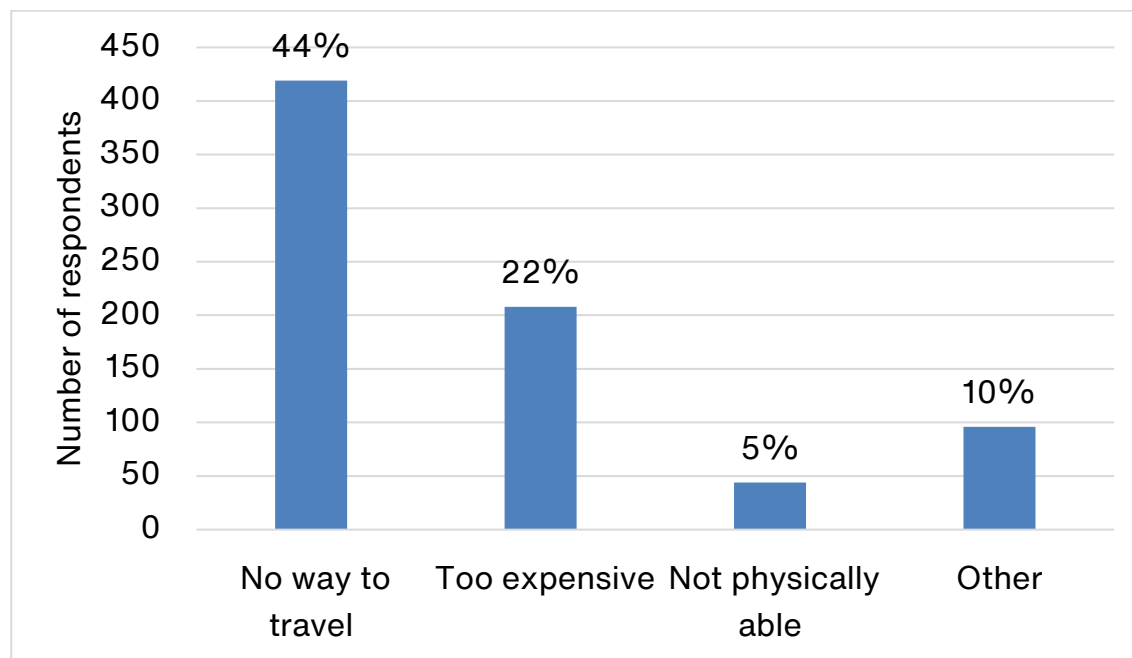
Values	Count	Share
Other (please explain):	114	15%
Transit is too slow.	86	12%
I prefer to drive (or be driven).	189	26%
Transit doesn't come often enough.	209	28%
Transit doesn't run at the times I need to travel.	252	34%
Transit doesn't go to where I need to go.	421	57%
Transit doesn't come to where I live.	443	60%

Respondents were asked what reasons, if any, they had ever been unable to complete a trip on any form of transportation. Exhibit 1.5 shows the

distribution of these reasons. The most common barrier was having no way to travel, experienced by 44% of all survey participants. However, 40% of survey participants either did not experience any of the suggested barriers or skipped this question. About 2% of respondents also wrote-in barriers related to scheduling: desired trips taking too long to be practical, services not running at certain times, or unexpected schedule changes.

Among respondents with no driver's license or access to a vehicle, all barriers are more frequently experienced. 64% of this group report having had no way to travel, 24% finding a trip too expensive, and 9% being not physically able to complete a trip.

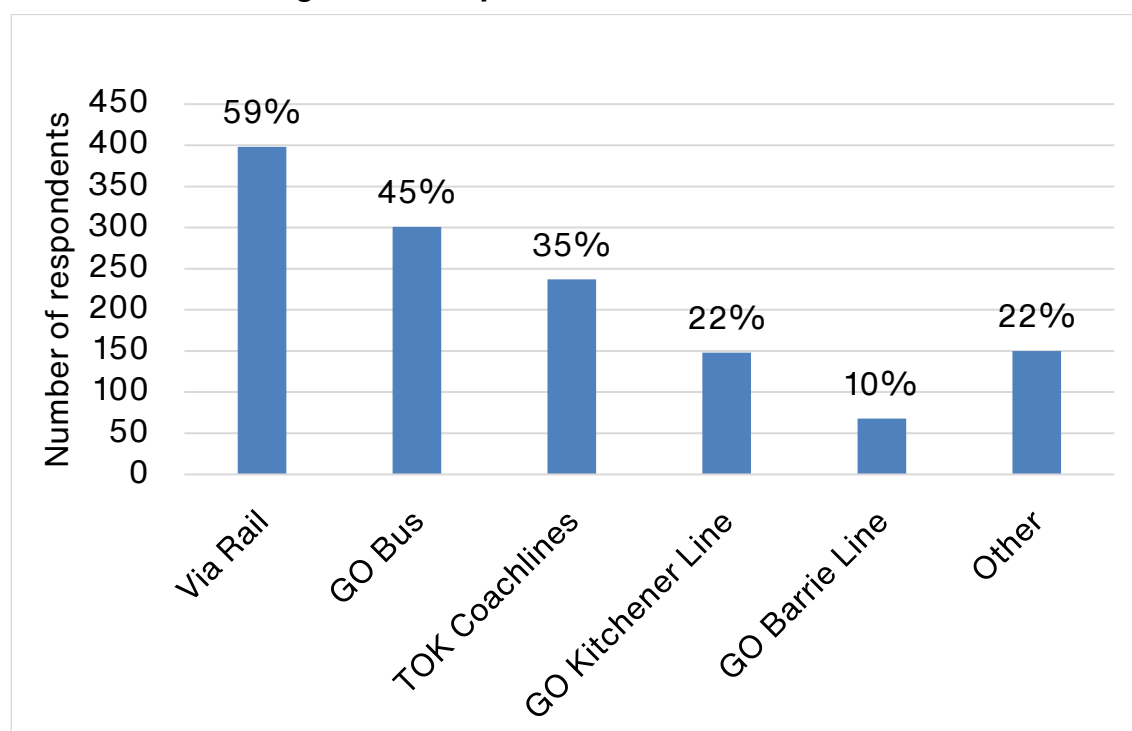
Exhibit 1.5: Reasons Respondents Were Unable to Travel



Reason	Count	Share
No way to travel	419	44%
Too expensive	208	22%
Not physically able	44	5%
Other	96	10%

Survey participants were asked what inter-regional and long-distance transit services they had used. The distribution of their responses is shown in Exhibit 1.6. The most common “other” responses were the Grey-Bruce Airbus and Greyhound motor coach lines, given by 7% and 3% of respondents, respectively. Both services are no longer operating, suggesting possible declines in inter-regional mobility for some Bruce County residents.

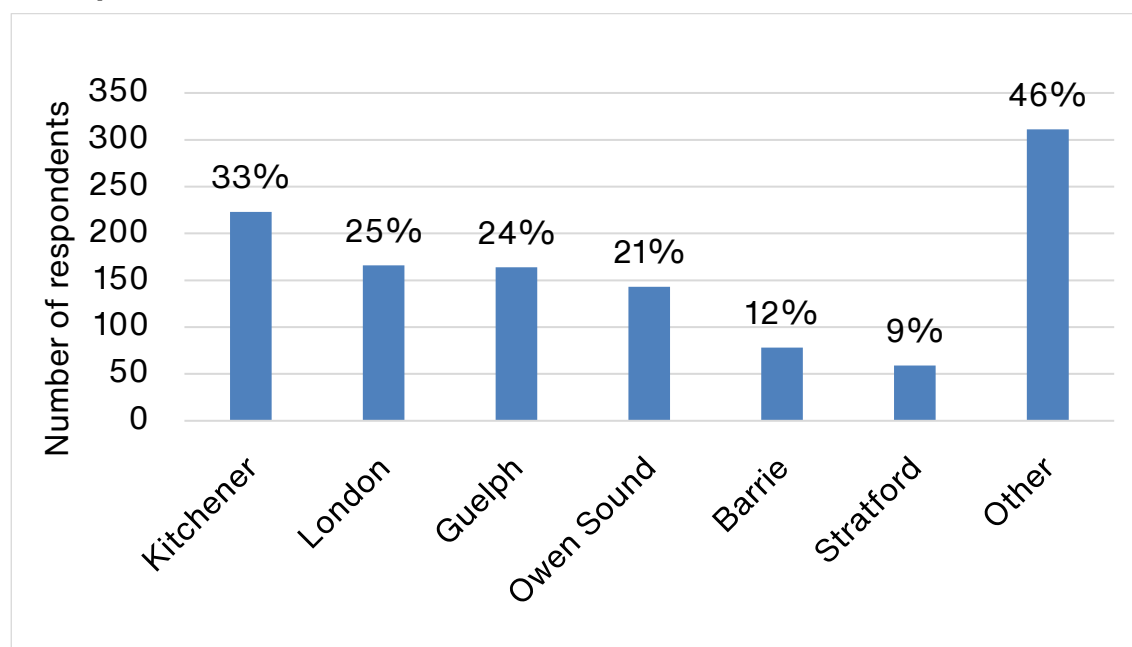
Exhibit 1.6: Inter-regional Transportation Services Used



Inter-regional Transportation Service	Count	Share
Via Rail	398	59%
GO Bus	301	45%
TOK Coachlines	237	35%
GO Kitchener Line	148	22%
GO Barrie Line	68	10%
Other	150	22%

Survey participants were also asked which cities they travelled to access these inter-regional and long-distance transit services. As shown in Exhibit 1.7, Kitchener was a destination for a third of respondents, with slightly over a fifth selecting London, Guelph, and Owen Sound. The “other” responses were dominated by travel to Toronto, Mississauga, or specifically Pearson Airport, which together were written in by 32% of respondents, making them the second-most popular destination.

Exhibit 1.7: Use of Hubs to Access Inter-Regional and Long-Distance Transportation Services

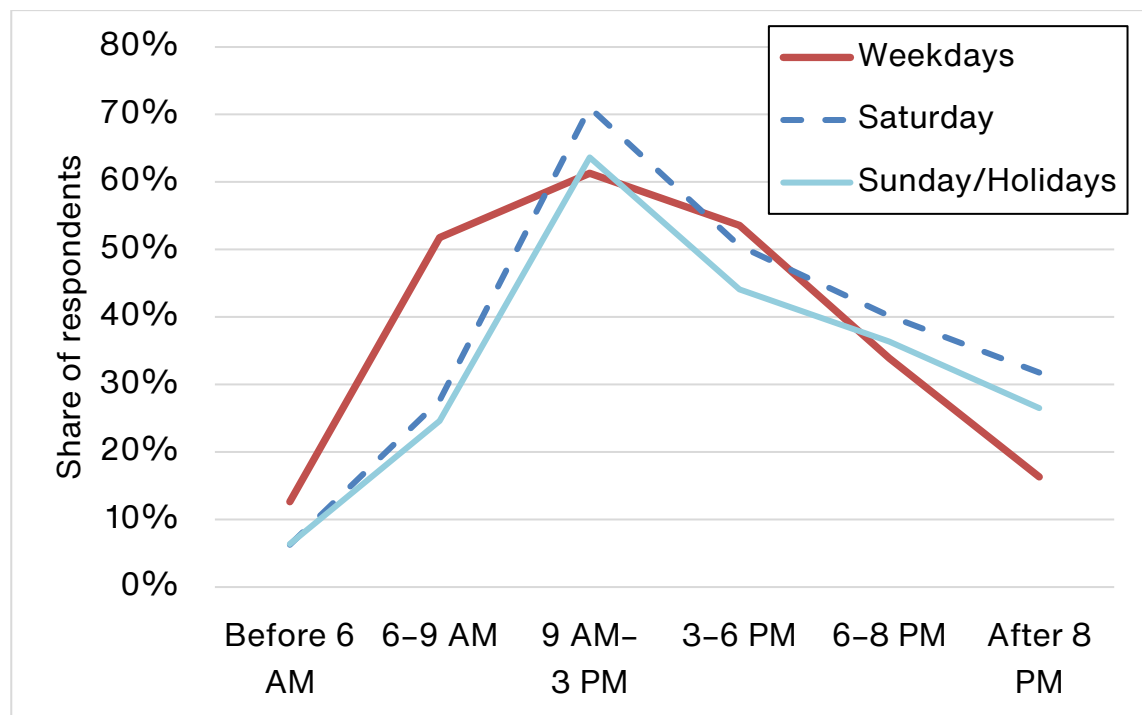


Inter-regional and Long-Distance Transportation Hubs	Count	Share
Kitchener	223	33%
London	166	25%
Guelph	164	24%
Owen Sound	143	21%

Inter-regional and Long-Distance Transportation Hubs	Count	Share
Barrie	78	12%
Stratford	59	9%
Other	311	46%

The distribution of times of day that respondents reported regularly travelling at is shown in Exhibit 1.8. On every day of the week, the most common travel period is 9AM to 3PM. There is a weekday morning peak compared to weekend volumes, and a smaller afternoon peak, but these time periods are both less frequently selected than midday. Respondents over 65 years of age have an even stronger midday peak. 82% of seniors travel at midday on weekdays and 68% on Saturday, though only 59% do so on Sundays and holidays, less frequently than the overall sample. Young adults are more likely to travel at traditional weekday peak hours. 84% of 18- to 24-year-olds regularly travel on weekdays between 6AM and 9AM, as do 75% of 25- to 34-year-olds.

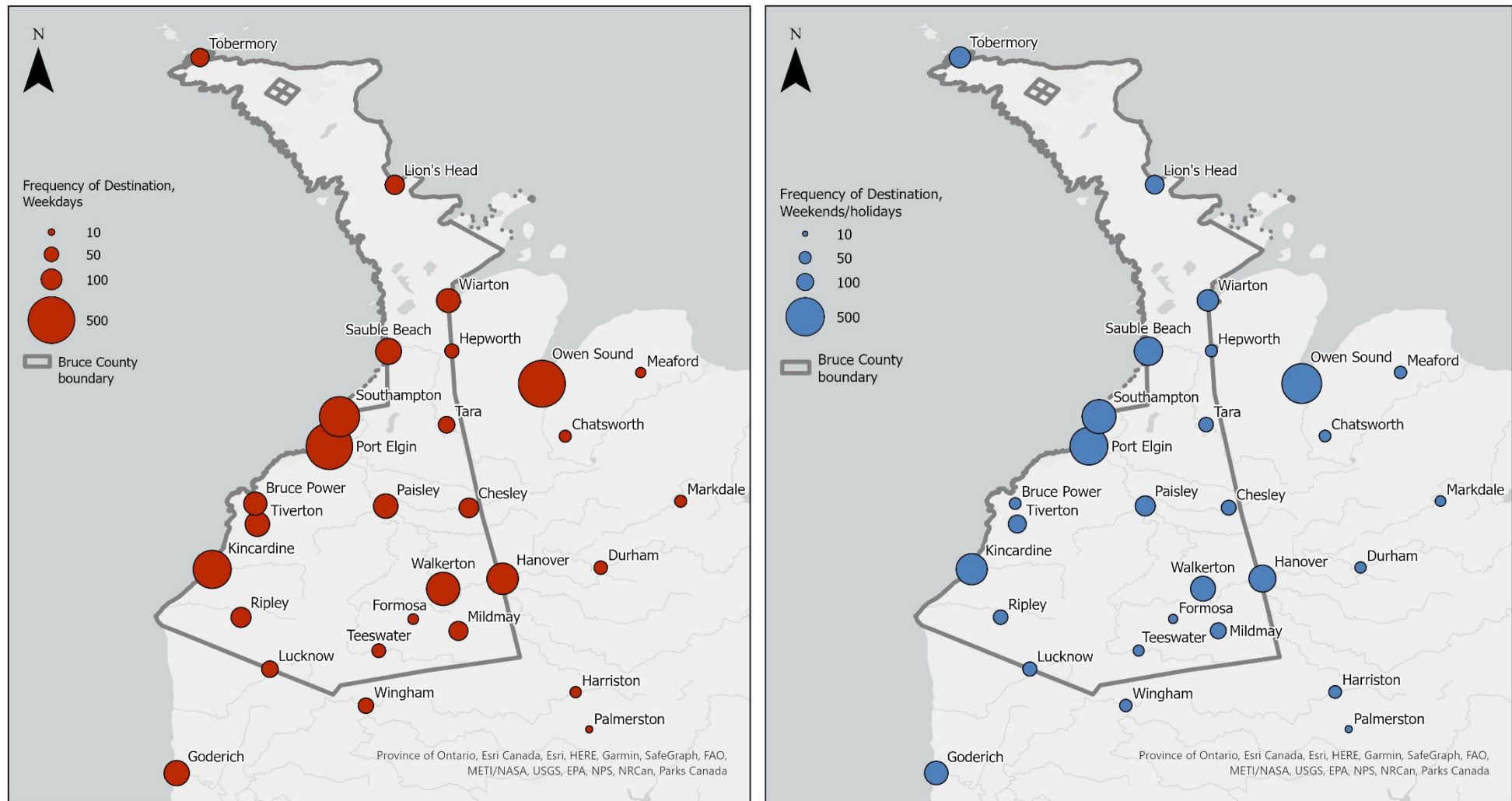
Exhibit 1.8: Share of Respondents Travelling by Time of Day and Day of Week



ARCADIS IBI GROUP FINAL REPORT
APPENDIX A: ENGAGEMENT SUMMARY
Prepared for Bruce County

Times of day	Weekdays	Saturday	Sunday/Holidays
Before 6 AM	13%	6%	6%
6–9 AM	52%	28%	25%
9 AM–3 PM	61%	71%	64%
3–6 PM	54%	51%	44%
6–8 PM	34%	40%	36%
After 8 PM	16%	32%	27%

Respondents were asked to select from a list of 30 destinations which places they regularly travelled to from home on weekdays and weekends. Exhibit 1.9 summarizes the frequencies of each destination. The most common destinations were the same regardless of the day of the week, but most destinations were more often visited on weekends and holidays. The most common destinations were Owen Sound (52% of respondents on weekdays, 56.4% on weekends), Port Elgin (51% on both weekdays and weekends), and Southampton (39% on weekdays, 41% on weekends). Many people selected multiple destinations: a median of 4 destinations were selected, regardless of the day of the week.



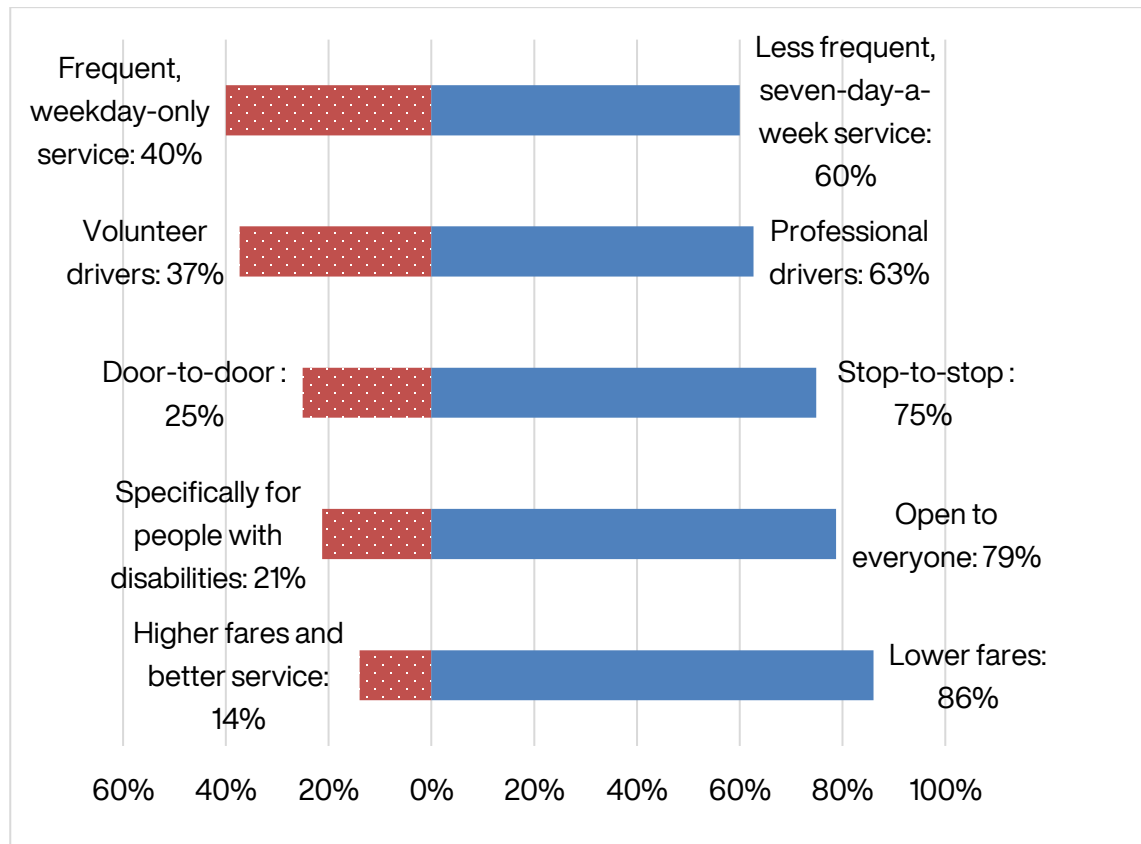
Data table below.

Transit Preferences

Survey participants were asked about the kinds of transit services they would find useful.

Five pairs of service design alternatives were posed to survey participants. A series of paired alternatives for service approaches were presented. Exhibit 1.10 shows the share of respondents selecting each alternative, based on the number of responses to each dilemma. The sizes of bars correspond to the share of people choosing each option, not the absolute number. However, since the five questions had very similar response rates (between 867 and 889 people), the bar sizes are roughly comparable across questions. Respondents expressed a strong preference for lower fares over better service, services designed for all users rather than a strictly specialized system, and for stop-to-stop over door-to-door services. Smaller majorities preferred professional over volunteer drivers and all-week instead of frequent weekday-only service.

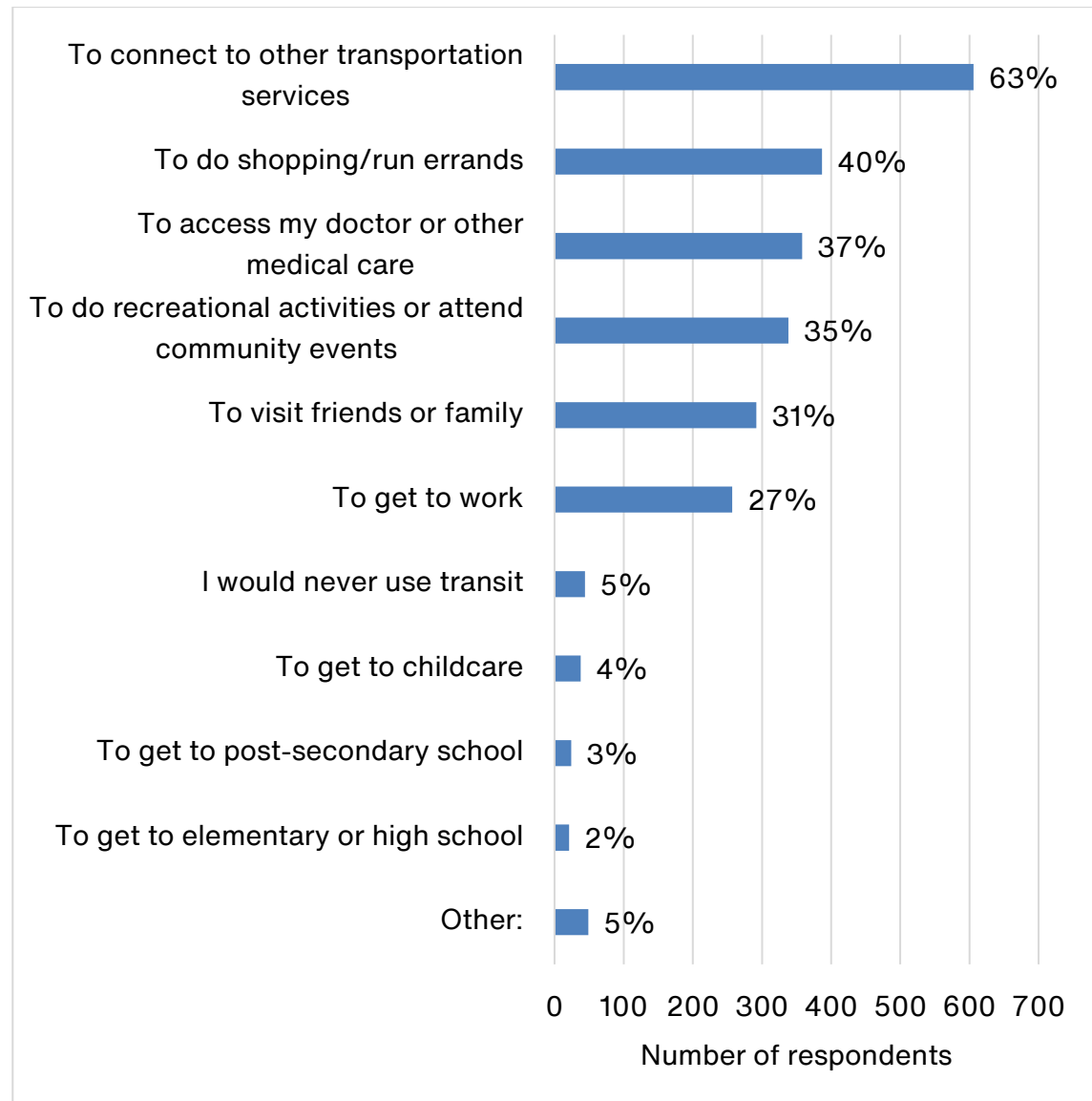
Exhibit 1.10: Preferred Service Approaches



Preferred option	Share of respondents selecting	Less preferred option	Share of respondents selecting
Lower fares	86%	Higher fares and better service	14%
Open to everyone	79%	Specifically for people with disabilities	21%
Stop-to-stop	75%	Door-to-door	25%
Professional drivers	63%	Volunteer drivers	37%
Less frequent, seven-day-a-week service	60%	Frequent, weekday-only service	40%

Exhibit 1.11 shows the distribution of trip purposes selected as one of the top three uses respondents would have for transit. Almost two-thirds of respondents selected “to connect with other transportation services”. The next three most common purposes, selected by 35 to 40% of respondents, were to do shopping, to access medical care, and to do recreational or community activities. These reflect a strong interest in trip types that are intermittently scheduled and may occur on all days of the week.

Exhibit 1.11: Predicted Purpose for Transit



Purpose	Count	Share
To connect to other transportation services	606	63.3%
To do shopping/run errands	387	40.4%
To access my doctor or other medical care	358	37.4%
To do recreational activities or attend community events	338	35.3%
To visit friends or family	292	30.5%

Purpose	Count	Share
To get to work	257	26.9%
Other	49	5.1%
I would never use transit	44	4.6%
To get to childcare	38	4.0%
To get to post-secondary school	24	2.5%
To get to elementary or high school	21	2.2%

As Exhibit 1.12 shows, 64% of respondents reported that a transit service would help them access existing or future work opportunities. This share is higher for younger age brackets: 92% of 18–24-year-olds, 83% of 25–34-year-olds, and 73% of 35–64-year-olds. 84% of non-drivers of all ages also report that transit would improve access to employment.

Exhibit 1.12: Respondents for Whom Transit Would Improve Access to Employment

Would Transit Improve Your Access to Work?	Count	Share
Yes	563	64%
No	310	36%

Exhibit 1.13 shows the responses to whether transit services would improve access to childcare services. Though only 32% of respondents of all ages indicated transit would improve childcare access, this share rose 73% among respondents between 25 and 34 years of age. A narrow majority of younger adults also said transit would improve their access to childcare. These shares increase among young adults who are also non-drivers.

**Exhibit 1.13: Respondents for Whom Transit Would Improve Access to
Childcare Services**

Would Transit Improve Your Access to Childcare?	Count	Share
Yes	261	32%
No	546	68%

Open-ended feedback

The last question in the survey asked if there was anything else respondents wanted to share or suggest for a future transit service in the County. Respondents were generally supportive of transit, especially the potential for improving access for people with disabilities, seniors, low-income people, and youth. Specialized services for people with disabilities and age-related issues were commonly discussed, including frustrations with current options, challenges of accessing specialized medical care, and need for affordability. Many respondents discussed the benefits they or others would derive from transit, especially increased ability to do needed activities. Some were concerned with drunk drivers forced to take their cars home.

Respondents who disfavoured transit expressed concern about costs to taxpayers or inappropriateness of transit to rural areas.

1.2 Phase 2 Engagement

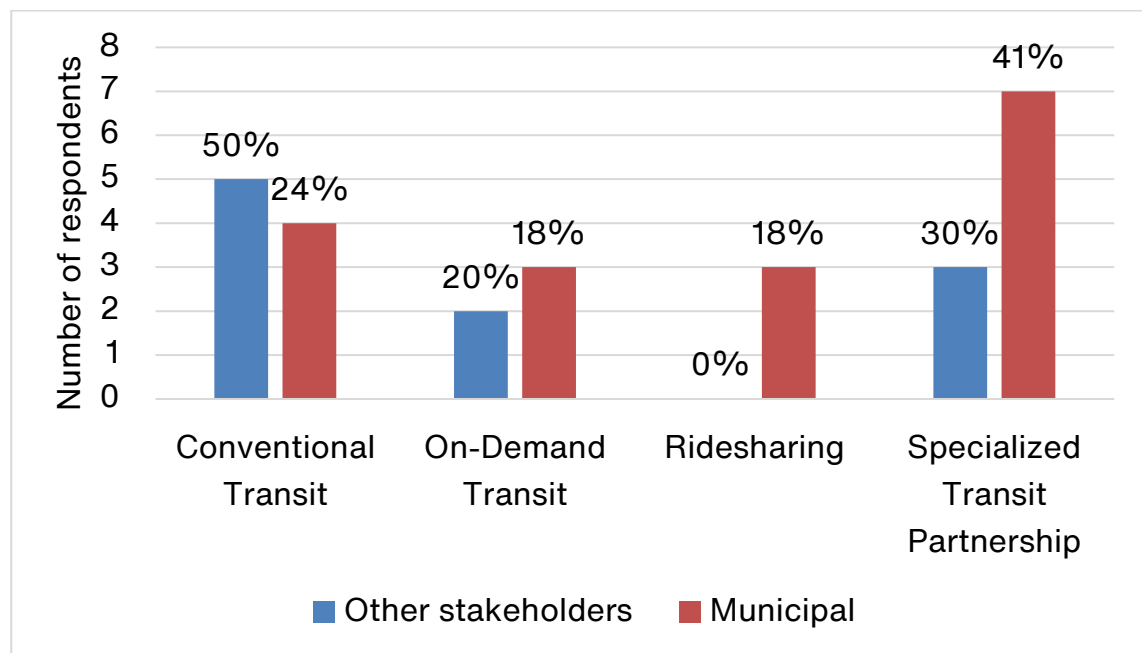
Phase 2 engagement focused on refining identified needs and discussing potential solutions.

1.2.1 Stakeholder Engagement Session 2

Two 90-minute online workshops were held on July 27, 2023. As in the first round of stakeholder consultations, one session focused on municipalities, with 26 attendees from eight municipalities. The other session had 15 attendees from a diverse range of local agencies and other

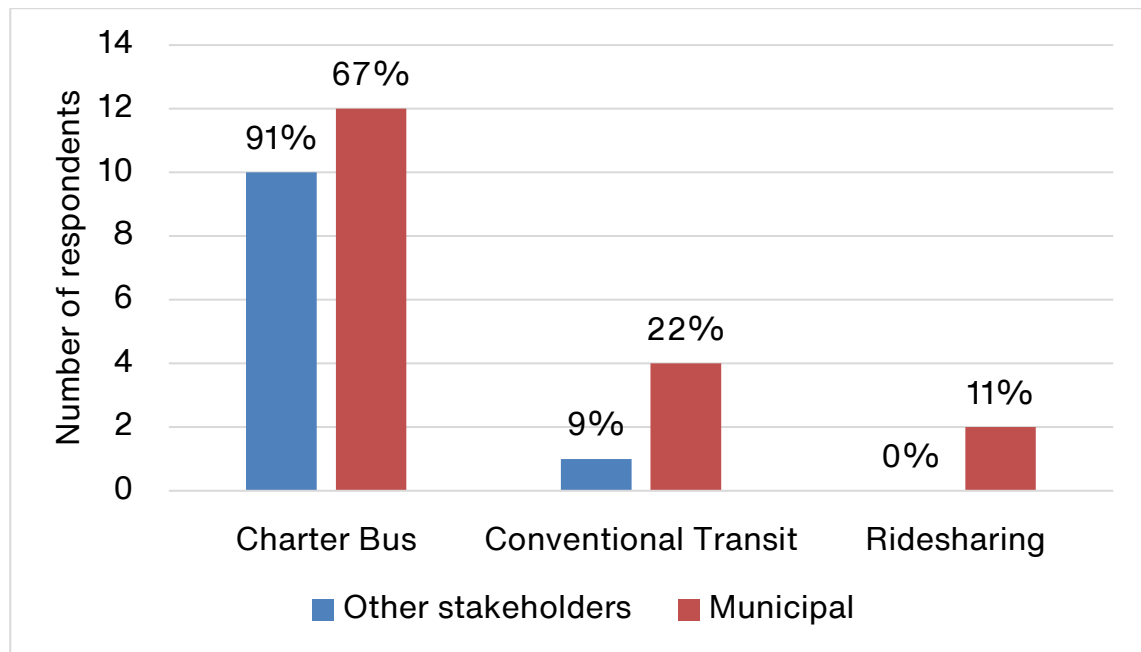
partners. As part of the presentation, each of the seven refined needs was described alongside 3–4 potential solutions. Attendees completed anonymous polls on which potential solutions they preferred for each need. Poll results are presented in Exhibit 1.14 through Exhibit 1.20. Exhibit 1.19 lists “consolidation” as a potential solution to enhance coordination of existing specialized transit providers. This concept was later removed from consideration due to infeasibility.

Exhibit 1.14: Preferred Solutions to Connect Inland Communities to Jobs and Services in Larger Centres



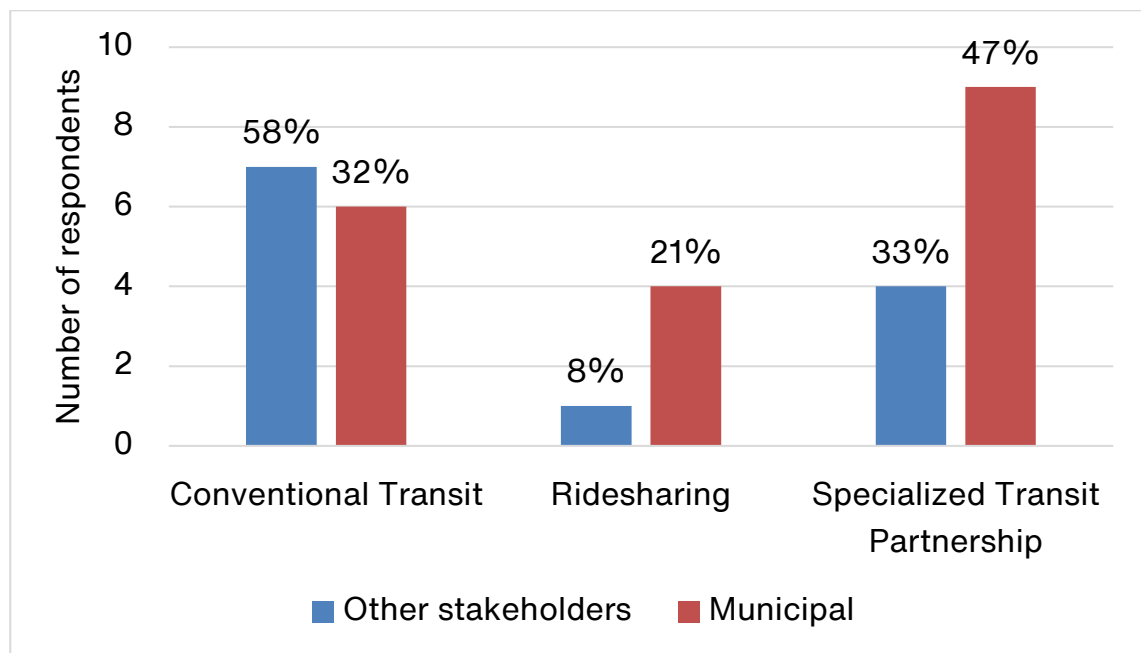
Data table below.

Exhibit 1.15: Preferred Solutions to Connect Seasonal, Service, and Occasional Workers to Jobs



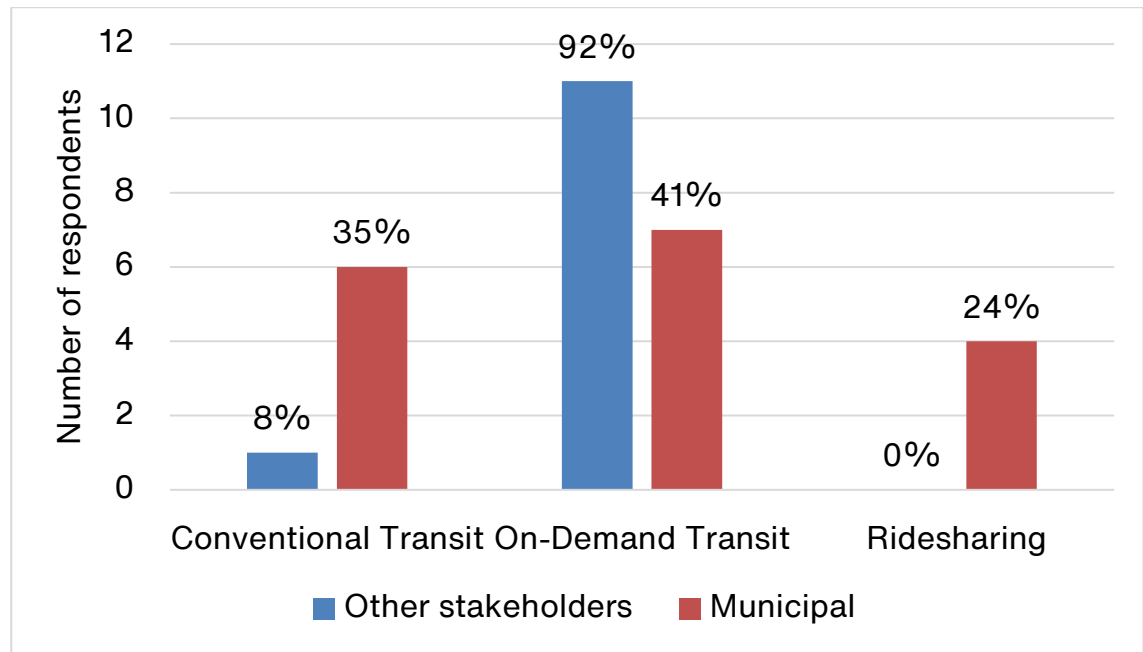
Data table below.

Exhibit 1.16: Preferred Solutions for Intercommunity Connections Within and Beyond the County



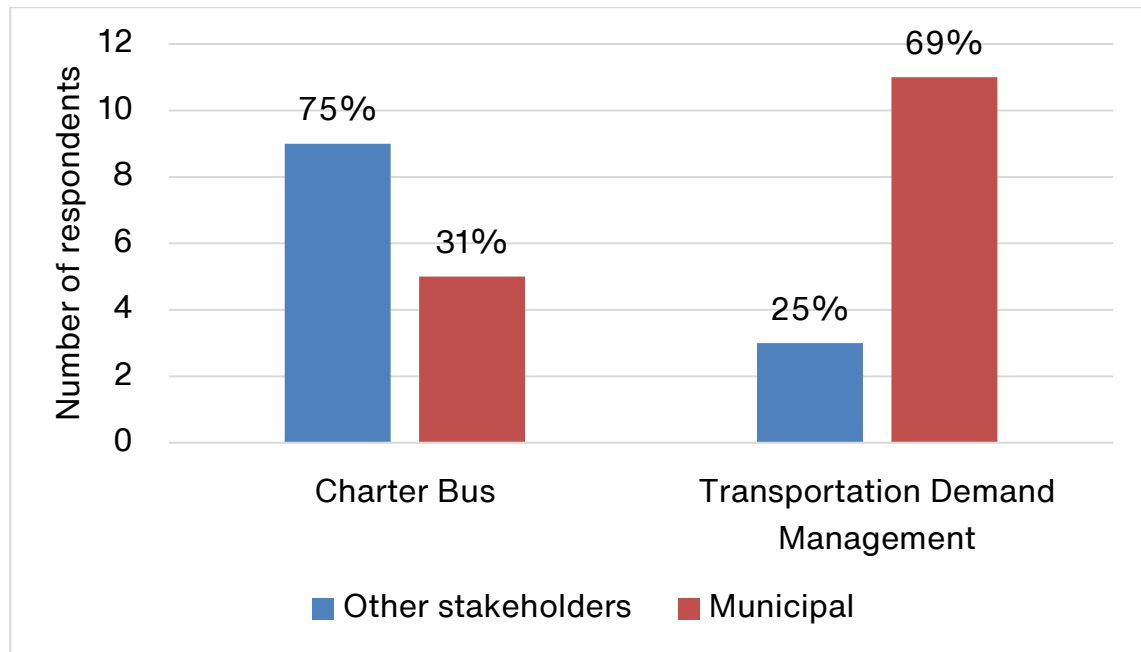
Data table below.

Exhibit 1.17: Preferred Solutions for Transportation Within Larger Urban Communities in the County



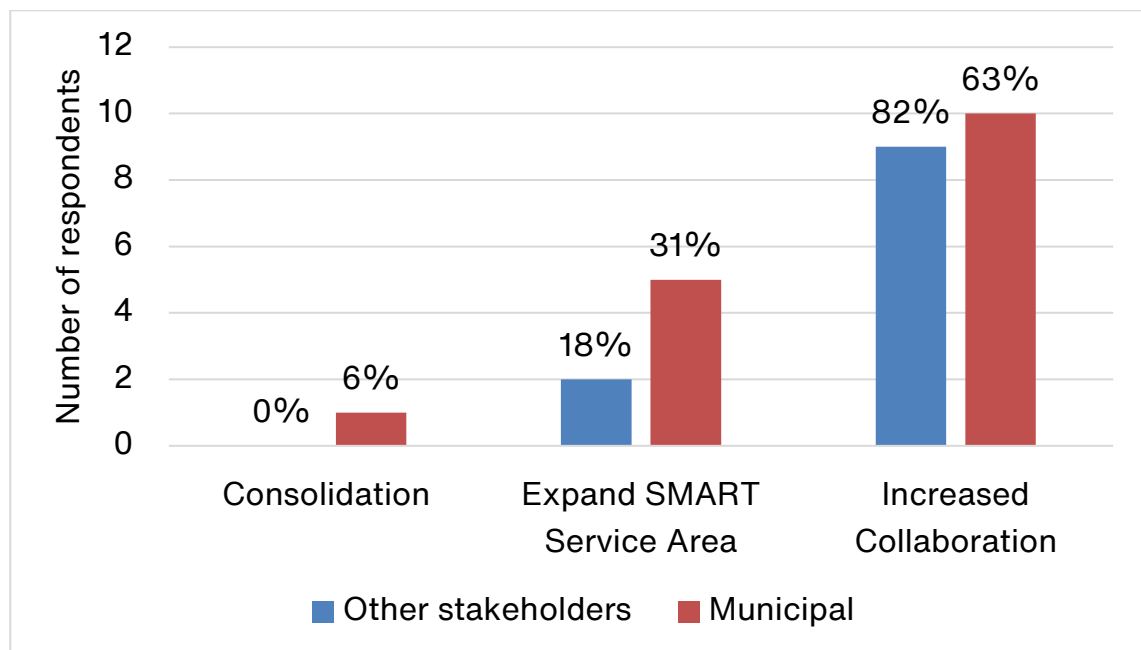
Data table below.

Exhibit 1.18: Preferred Solutions for Tourism-Oriented Transportation



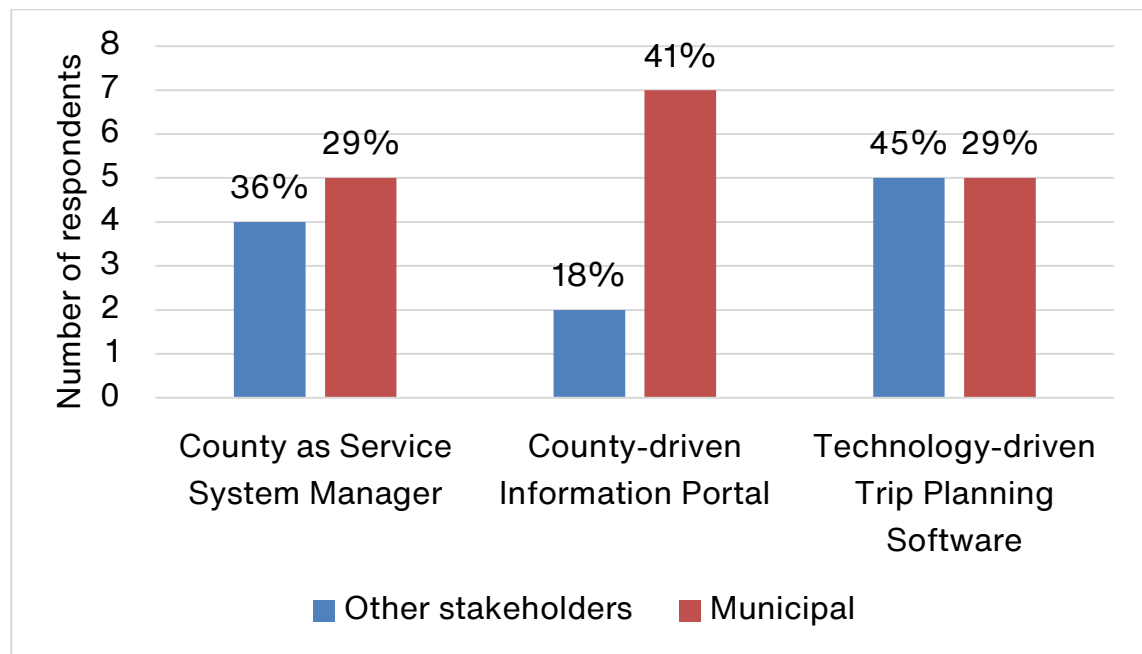
Data table below.

Exhibit 1.19: Preferred Solutions for Enhanced Coordination of Existing Specialized Transportation Providers



Data table below.

Exhibit 1.20: Preferred Solutions for Improved Communication, Collaboration, and Coordination of Transportation Systems



Data table below.

Stakeholders identified the following considerations about certain needs and the requirements for solutions:

- Importance of accessible services and AODA obligation that any public transit system be accessible.
- Funding limitations require prioritizing groups to focus on.
- Areas with high tourism, such as the Peninsula, have other transportation needs as well, such as mobility for seniors to alleviate reliance on friends and family.
- Need for health-focused transportation, such as flexible services to accommodate health changes of senior population, helping

nursing students access placements, and improved access to hospitals.

- Elementary and secondary students may face difficulty getting to school, partly due to school bus driver shortage.
- Potential to consider multiple solutions for some needs, such as transportation demand management and charter buses for tourism-oriented transportation.
- Post-secondary students, especially international students, face difficulty accessing placements or cooperative education.
- Due to diversity of transportation needs across municipalities, some proposed solutions are irrelevant in some lower-tier municipalities, making cross-County support challenging.
- Need to consider housing challenges alongside transportation challenges, such as the imbalances between locations of jobs and of affordable housing.

Many of these themes are recurring from the first engagement session and are reflected in the identified needs.

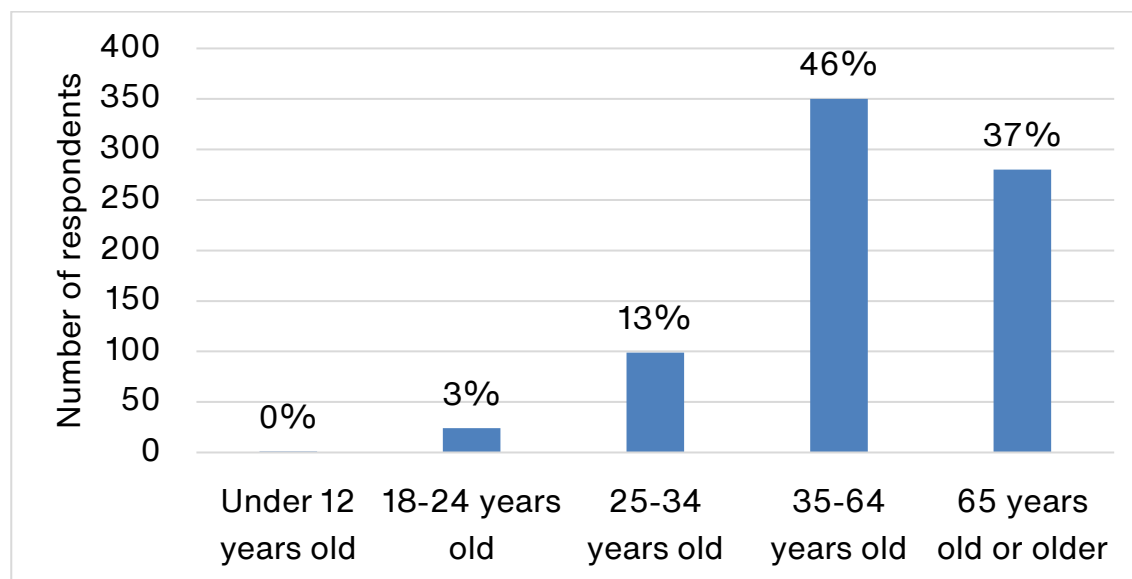
1.2.2 Public Survey 2 Findings

The second public opinion survey focused on residents' priorities among identified needs. Additional questions asked about respondents' characteristics, to understand how different groups have different needs. Responses were collected online, in person, by mail, and by email from August 11 to September 5, 2023. The online version of the survey was hosted on SurveyMonkey. Paper copies of the survey were available at Bruce County Branch Libraries, Walkerton Administration Centre, Bruce County Museum & Cultural Centre, and the Penetangore, Lakeshore, and Peninsula Hubs. The survey was promoted on the County website, through print and radio advertising, and through social service agencies. A total of 757 responses were collected, 750 online and the remaining 7 by other methods.

Respondent Profile

Exhibit 1.21 shows the age distribution of the survey respondents. Most (59%) of respondents were of working age (25-64 years old), with the second largest group being aged 65 or older. Compared to the first survey, this age distribution is more skewed towards respondents over 65 years of age. While the shares of respondents in the 12-17, 18-24, and 25-34 year old categories stayed level, the share of 35-to-64-year-old respondents dropped from 54% to 46%, with a corresponding increase in the over-65 category. Therefore, older demographics are overrepresented relative to census data, as discussed in the survey 1 findings.

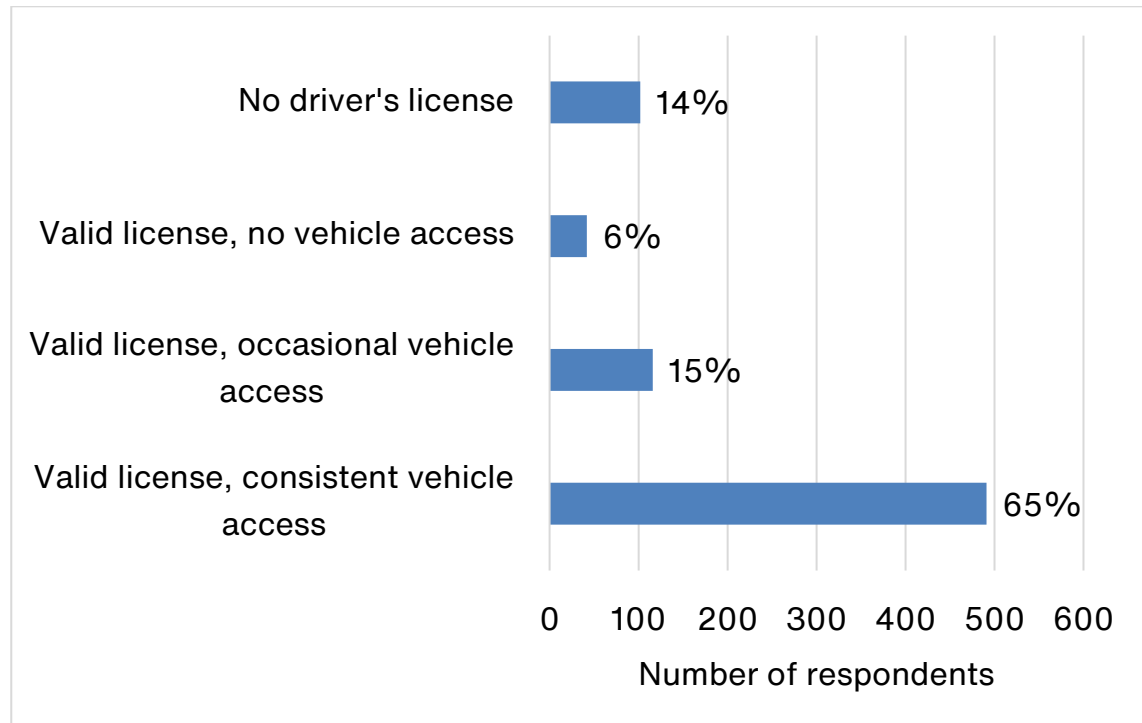
Exhibit 1.21: Survey Respondent Age Distribution



Age	Count of respondents	Percentage
Under 12 years old	1	0%
18-24 years old	24	3%
25-34 years old	99	13%
35-64 years old	351	46%
65 years old or older	282	37%

Two-thirds of respondents have consistent vehicle access and a license, as shown in Exhibit 1.22. About one in five either lack a license or vehicle access, which affects their travel needs.

Exhibit 1.22: Vehicle Access and Driver's Licenses

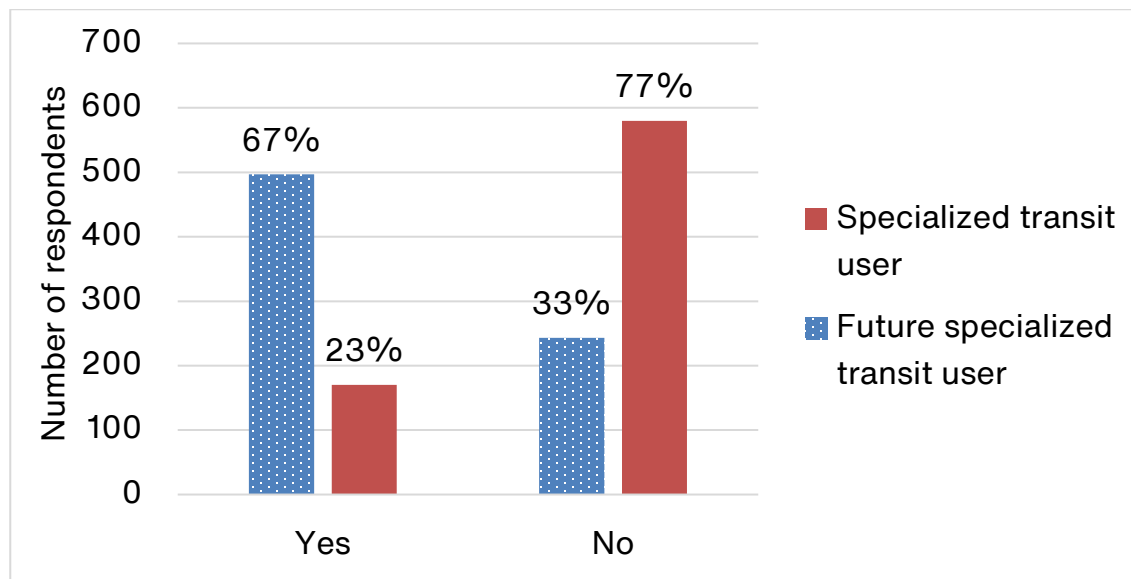


Vehicle Access and Driving License Status	Count	Share
Valid driver's license, consistent vehicle access	491	65%
Valid license, occasional vehicle access	116	15%
Valid license, no vehicle access	42	6%
No driver's license	102	14%

While only 23% of respondents reported that they or someone in their household have used specialized transit, almost three times as many said that they expected to become a specialized transit user in the future.

Exhibit 1.23 presents these data. This aligns with concerns expressed in the open comment boxes about age-related mobility needs.

Exhibit 1.23: Specialized Transit User Status, Present and Future



Timeframe	Uses/Expects to Use Specialized Transit	Doesn't Use/Expect to Use Specialized Transit
Present	23% (171)	77% (582)
Future	67% (499)	33% (244)

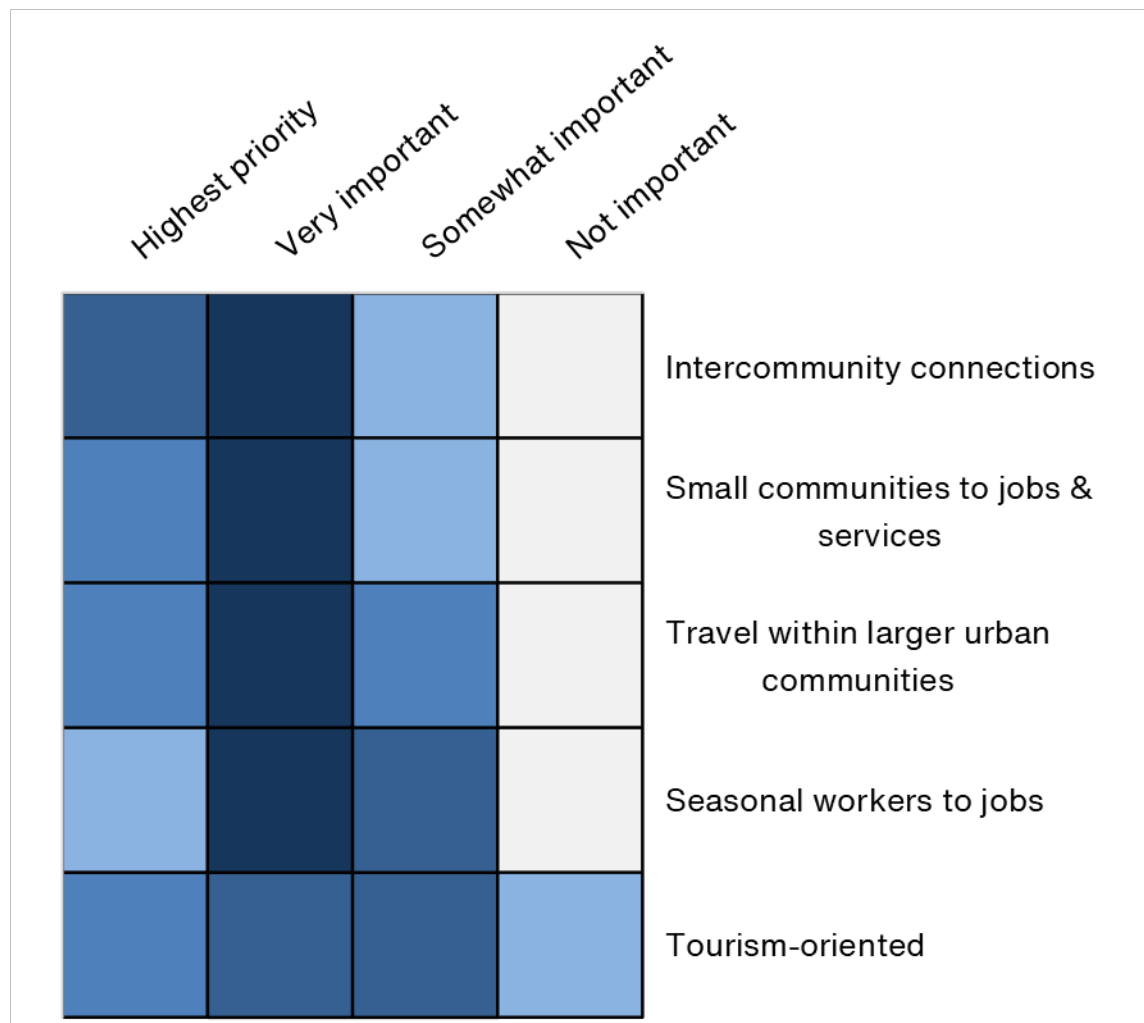
Overview of Needs

Five sections of the survey discussed needs. In each section, a brief description of the need was given, alongside a few examples of situations the need applied to. While seven needs had been identified, only the five relating to personal experiences—rather than operator coordination—were included in this survey. Respondents were then asked how important it is that the County address the need, and whether they or someone in their household had the need. These questions were identical across all five needs, except for examples given in the response options.

Respondents were able to select each importance rating as many times as they saw fit. 47 respondents (6%) indicated that all five needs “should be the County’s highest priority”.

Exhibit 1.24 summarizes the importance ratings assigned to each need. The colour of each cell corresponds to the share of respondents selecting a given importance rating for a need. Darker colours indicate a more frequently selected response. Overall, “travelling between communities in and beyond the County” received the highest importance ratings, and “helping tourists and visitors reach tourism destinations” received the lowest.

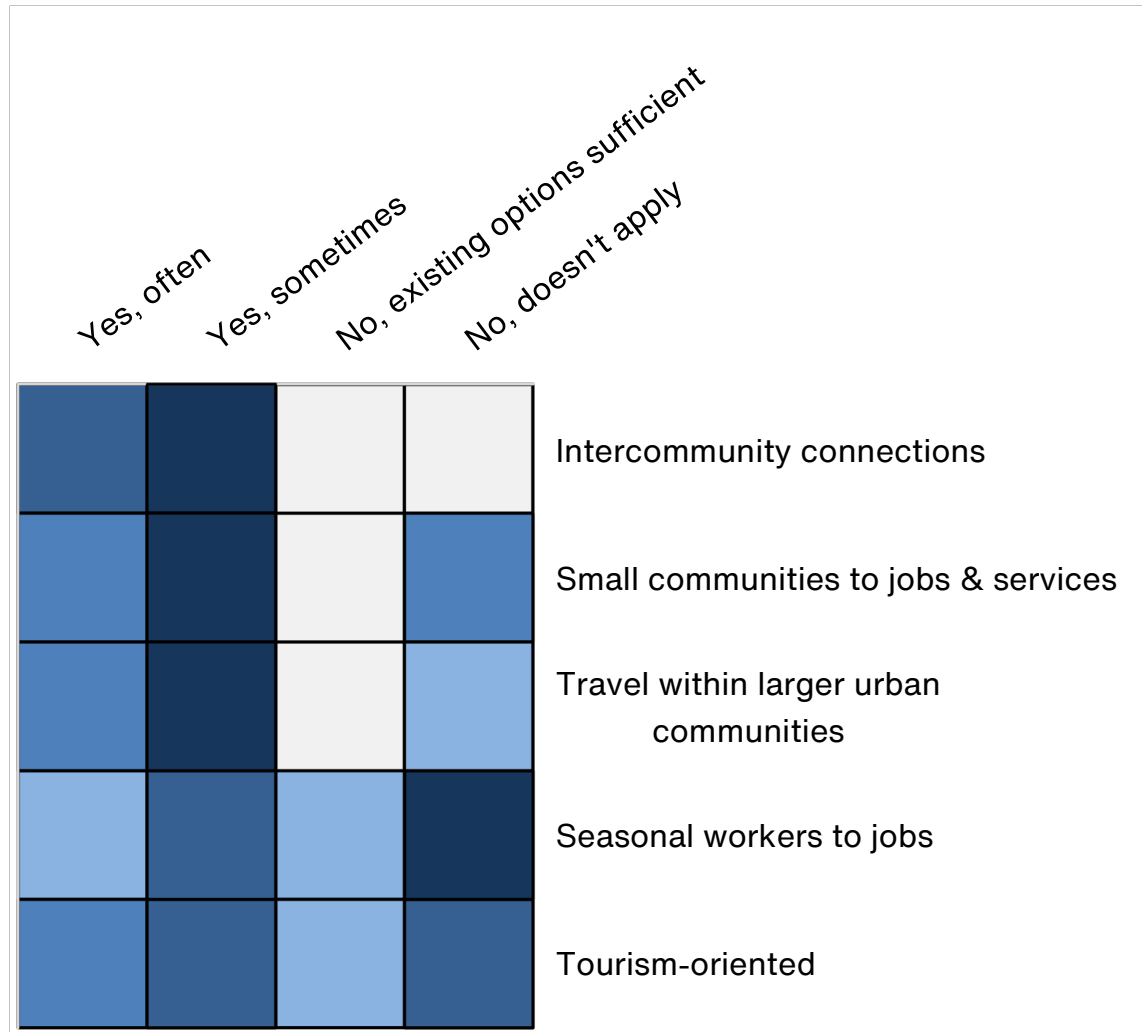
Exhibit 1.24: Frequency of Importance Ratings, All Needs



Data table linked below.

Exhibit 1.25 summarizes how often respondents experienced each need. Needs which were ranked as more important were usually more frequently experienced by respondents. Intercommunity travel was by far the most commonly experienced need, with 81% of respondents experiencing it at least sometimes.

Exhibit 1.25: Frequency of Prevalence Ratings, All Needs



Data table linked below.

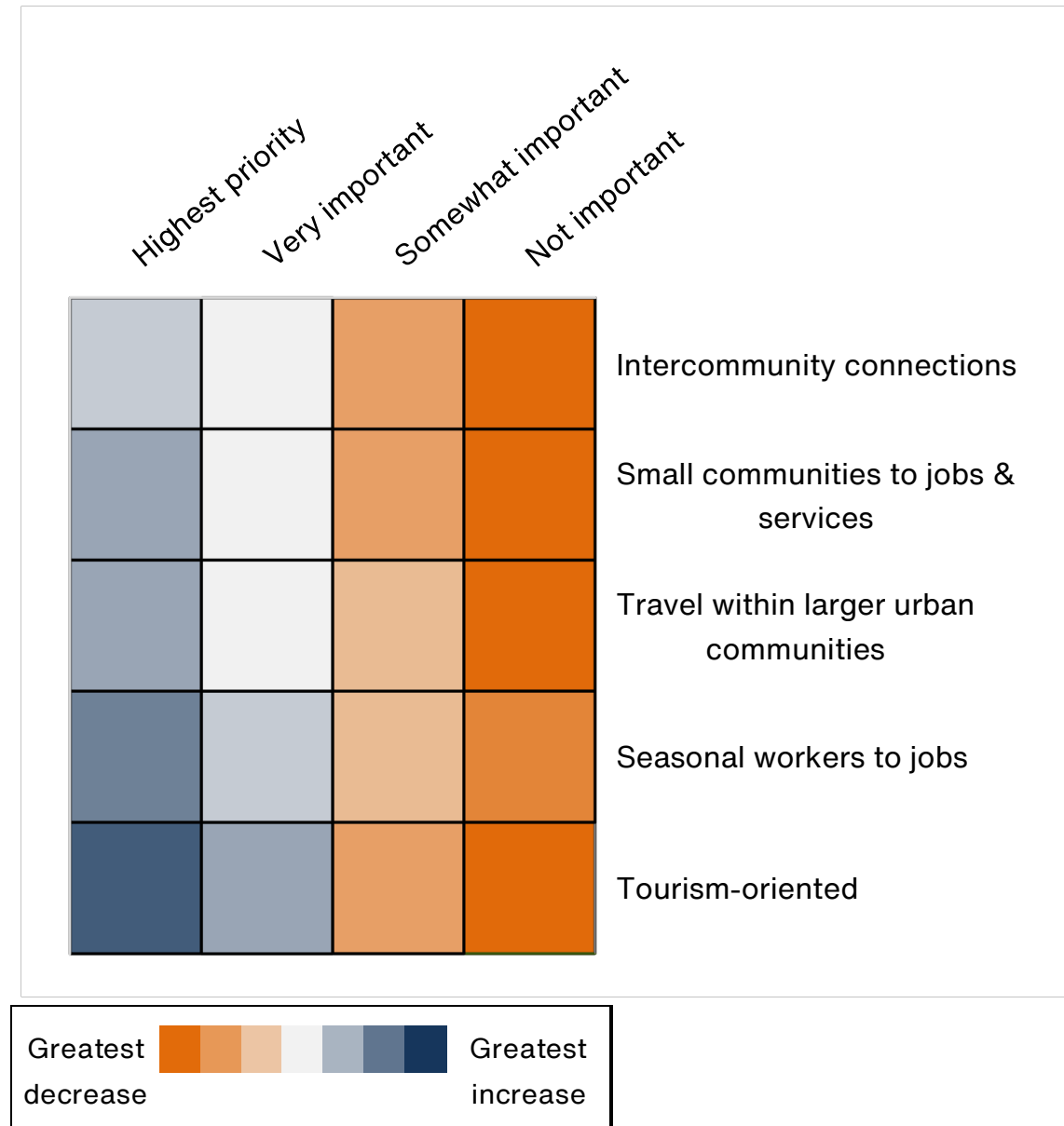
Respondents who “often” or “sometimes” experienced a need were much more likely to rate it as important. “Helping tourists and visitors reach tourism destinations”, the least important need overall, had the largest decrease in “not important” ratings and the largest increase in “very important” or “should be the County’s highest priority” ratings. “Accessing jobs and services from smaller or inland communities” had the second-largest increase in highest-priority ratings. This suggests that these needs may be less visible overall, but are a concern for the subgroups which experience them. “Helping tourists and visitors reach tourism destinations”,

the least important need overall, had the largest decrease in “not important” ratings and the largest increase in “very important” or “should be the County’s highest priority” ratings. “Accessing jobs and services from smaller or inland communities” had the second-largest increase in highest-priority ratings. This suggests that these needs may be less visible overall, but are a concern for the subgroups which experience them.

Exhibit 1.26 summarizes the distributions. The cell colours correspond to how much more or less often each rating was given by people who experienced the need and the overall sample. Ratings which became more common are in darker shades of blue. Ratings which became less common are in darker shades of orange.

In general, respondents who experience needs personally rate them higher and are much less likely to give “not important” ratings. Needs which were less important in the overall population had a greater shift among people who experienced them. “Helping tourists and visitors reach tourism destinations”, the least important need overall, had the largest decrease in “not important” ratings and the largest increase in “very important” or “should be the County’s highest priority” ratings. “Accessing jobs and services from smaller or inland communities” had the second-largest increase in highest-priority ratings. This suggests that these needs may be less visible overall, but are a concern for the subgroups which experience them.

Exhibit 1.26: Change in Importance Ratings, All Needs, Among Respondents Who Experience Need

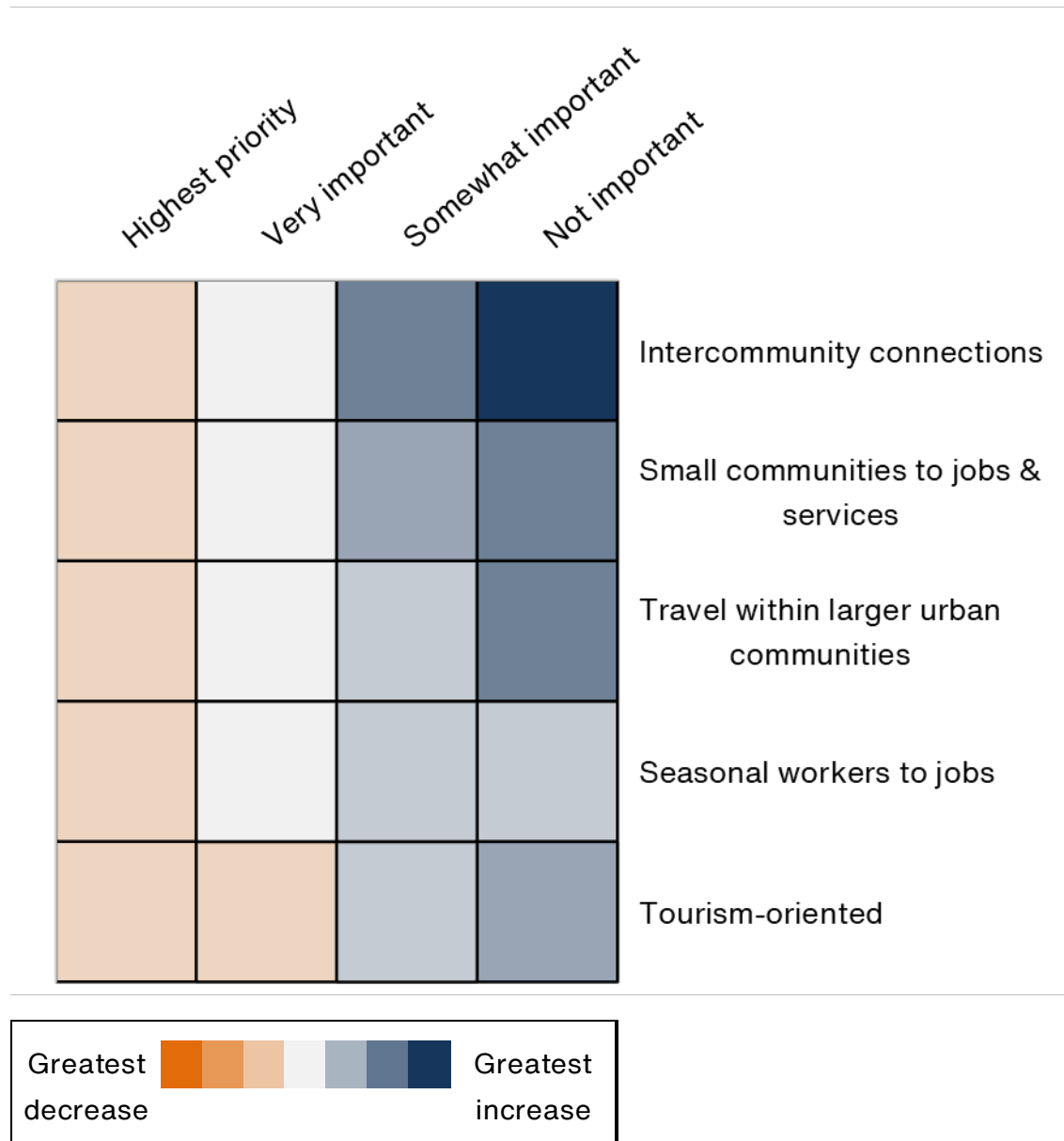


Data table linked below.

Exhibit 1.27 shows the corresponding distributions for people who did not report experiencing each need. This group rated needs as “should be the County’s highest priority” far less frequently but had less change in the middle ratings. People who did not experience needs were much more

likely to rate them as unimportant, especially “travelling between communities in and beyond the County”, which had almost a four-fold decrease.

Exhibit 1.27: Frequency of Importance Ratings, All Needs, Among Respondents Who Do Not Experience Need

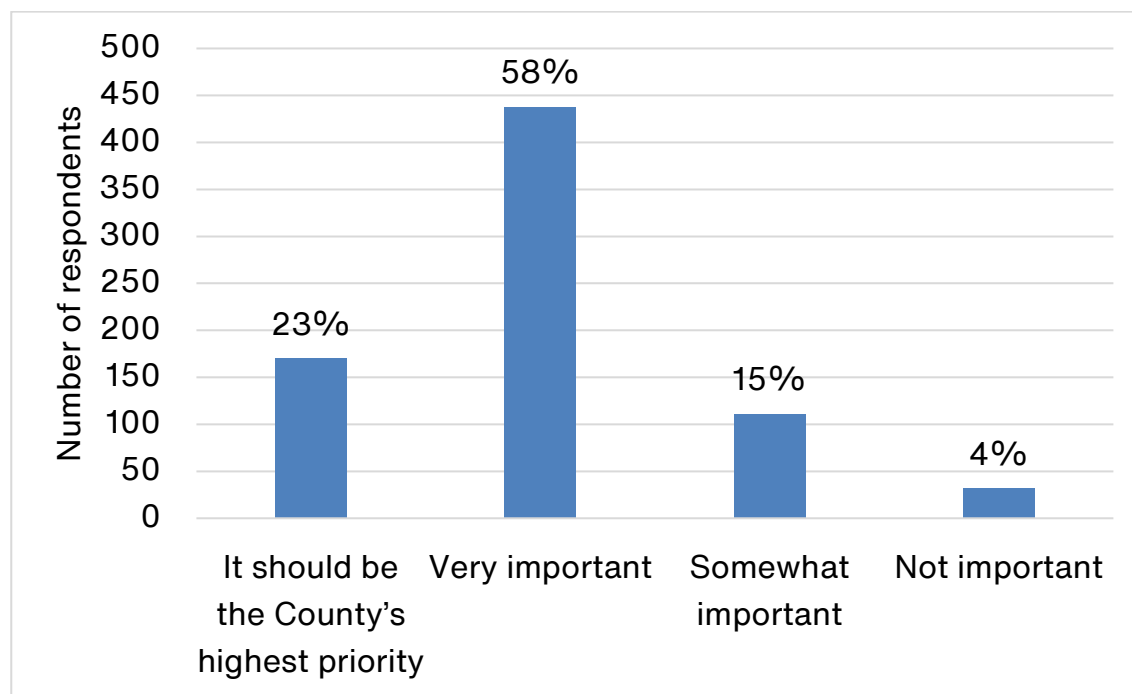


Data table linked below.

Connecting smaller communities to jobs and services

Four out of five respondents rated this need as “very important” or “should be the County’s highest priority”. The overall distribution is shown in Exhibit 1.28. The groups most likely to rate this need as important were non-drivers (whether they lacked a license or vehicle access) and specialized transit users, followed by respondents aged 25-34. Driver or non-driver status was the most significant factor in determining how important these needs were. People with consistent vehicle access were least likely to rate this need as important.

Exhibit 1.28: Importance Ratings for “Accessing Jobs and Services from Smaller or Inland Communities”

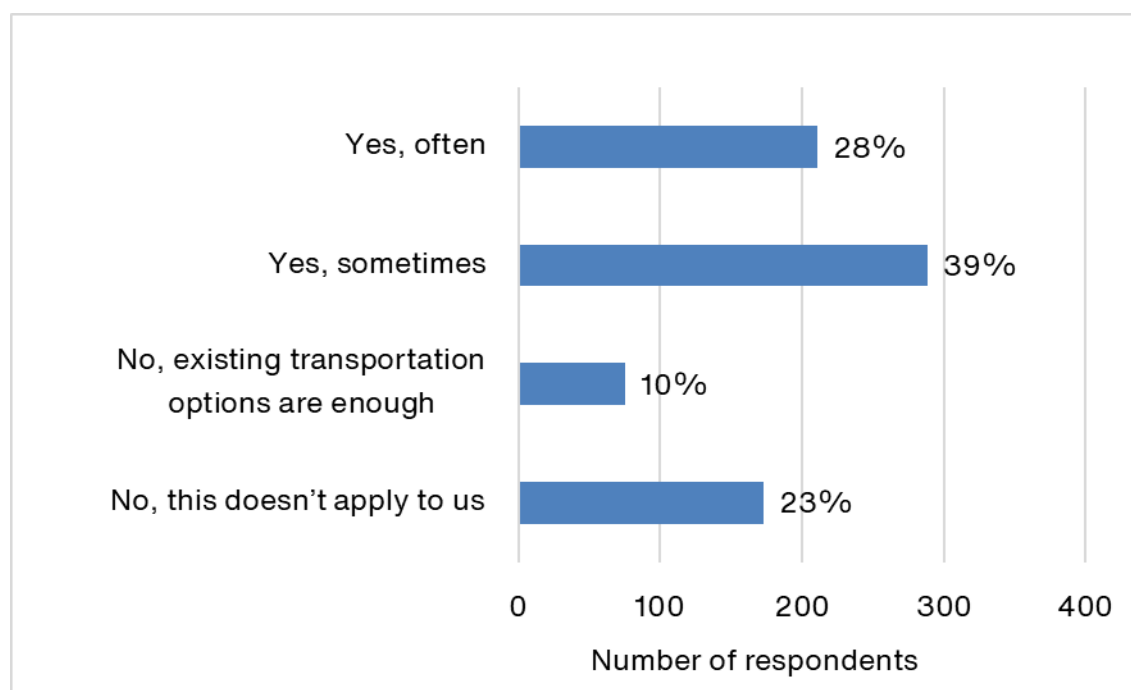


Importance rating	Count	Share
It should be the County's highest priority	171	23%
Very important	439	58%
Somewhat important	112	15%

Importance rating	Count	Share
Not important	32	4%

67% of respondents reported that they either often or sometimes experienced this need, as shown in Exhibit 1.29. Non-drivers, specialized transit users, and respondents aged 18-24 were the most likely to experience this need. People with consistent vehicle access were the least likely to experience this need (59%), followed by 35–64-year-olds (63%) and those who didn’t use specialized transit (63%).

Exhibit 1.29: Prevalence Ratings for “Accessing Jobs and Services from Smaller or Inland Communities”



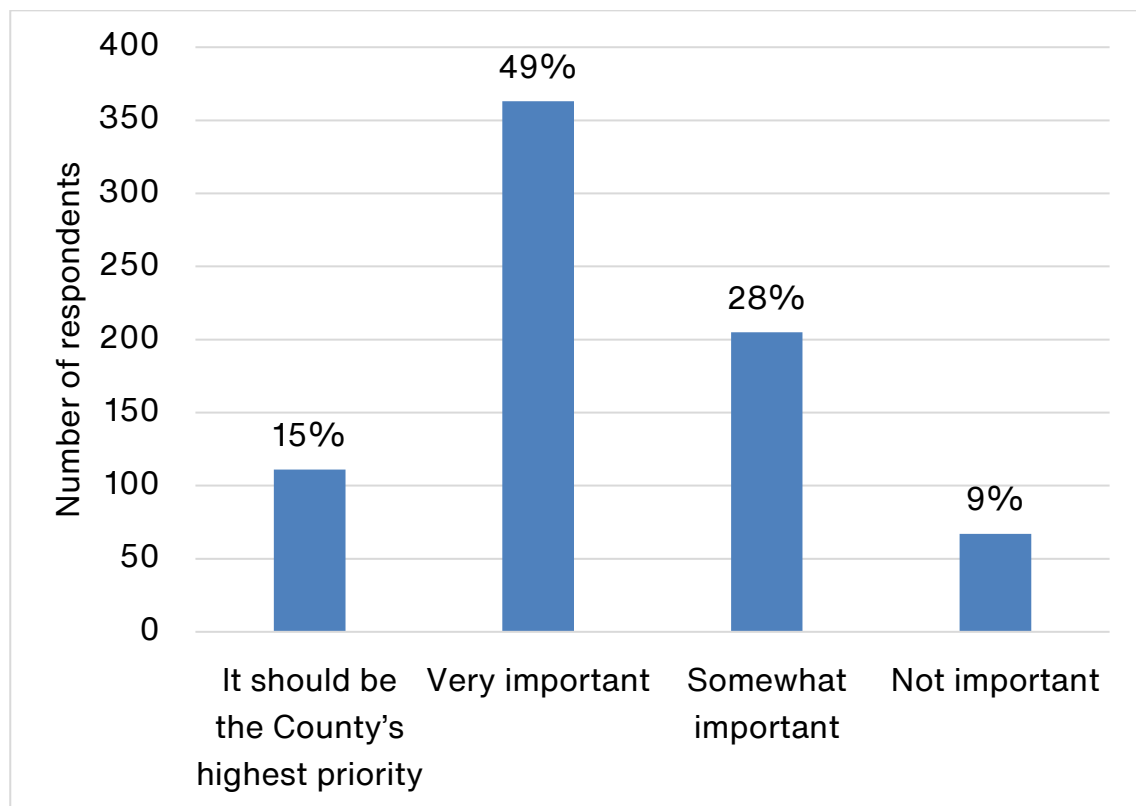
Prevalence Rating	Count	Share
Yes, often.	211	28%
Yes, sometimes. For example, when your usual vehicle is unavailable.	290	39%
No, existing transportation options are enough.	75	10%

Prevalence Rating	Count	Share
No, this doesn't apply to us. For example, we don't live in a small or inland community.	175	23%

Connecting seasonal, service, and occasional workers to jobs

Exhibit 1.30 shows the distribution of importance ratings for this need. 64% of respondents rated this need as “very important” or “should be the County’s highest priority”, making it the second lowest-rated importance. Non-drivers and those with occasional access to a vehicle were the most likely to rate this need as important. Specialized transit users and people 65 years old and older were slightly more likely than other respondents to rate this need as important. People with consistent vehicle access gave much lower importance ratings.

Exhibit 1.30: Importance Ratings for “Getting to Seasonal, Service, or Occasional Jobs”

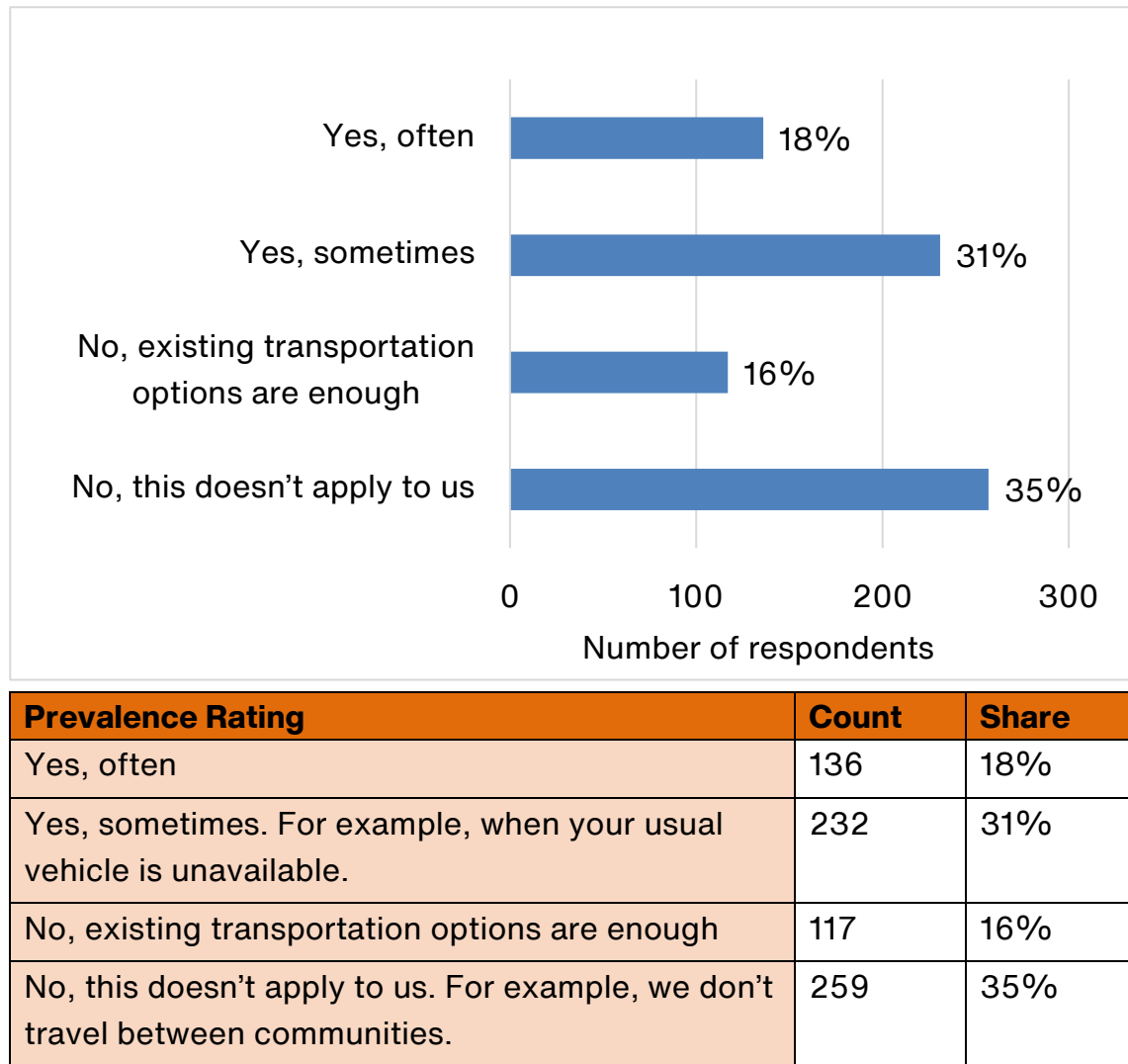


ARCADIS IBI GROUP FINAL REPORT
APPENDIX A: ENGAGEMENT SUMMARY
Prepared for Bruce County

Importance Rating	Count	Share
It should be the County's highest priority	112	15%
Very important	364	49%
Somewhat important	206	28%
Not important	67	9%

Half of respondents reported experiencing this need often or sometimes, as Exhibit 1.31 shows. Overall, non-drivers and people with occasional vehicle access were the most likely to experience this need, alongside specialized transit users. Of people who have connections to the seasonal, service, or occasional job industry, proxied by excluding “No, this doesn’t apply to us responses”, three-quarters experience this need. This share rises to 93% among non-drivers, 88% among occasional drivers, and 83% among those age 25-34. This suggests that while these jobs are somewhat uncommon among the general population, a large share of the would-be or actual workers have challenges getting to work.

Exhibit 1.31: Prevalence Ratings for “Getting to Seasonal, Service, or Occasional Jobs”

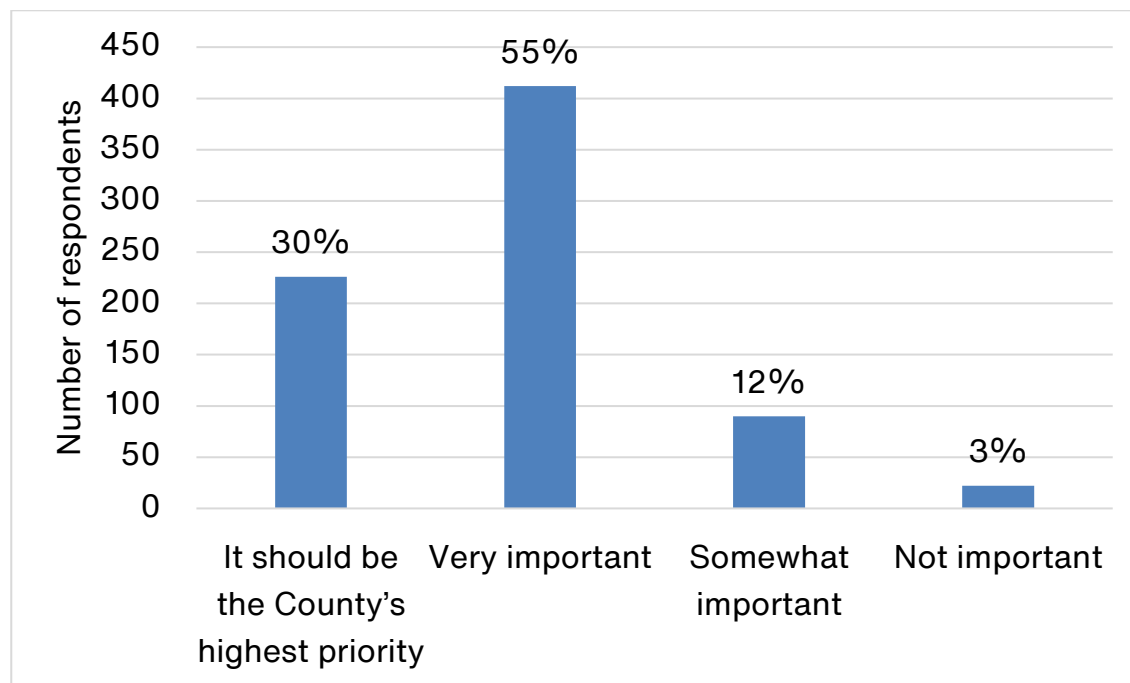


Intercommunity connections

85% of respondents rated this need as “very important” or “should be the County’s highest priority”, the largest share among all five needs. Exhibit 1.32 shows the full distribution. Non-drivers were the most likely to rate this need as important, followed by occasional drivers and respondents under 34 years old. Older respondents were slightly less likely to rate this need as

important, and people with consistent vehicle access were the least likely to do so.

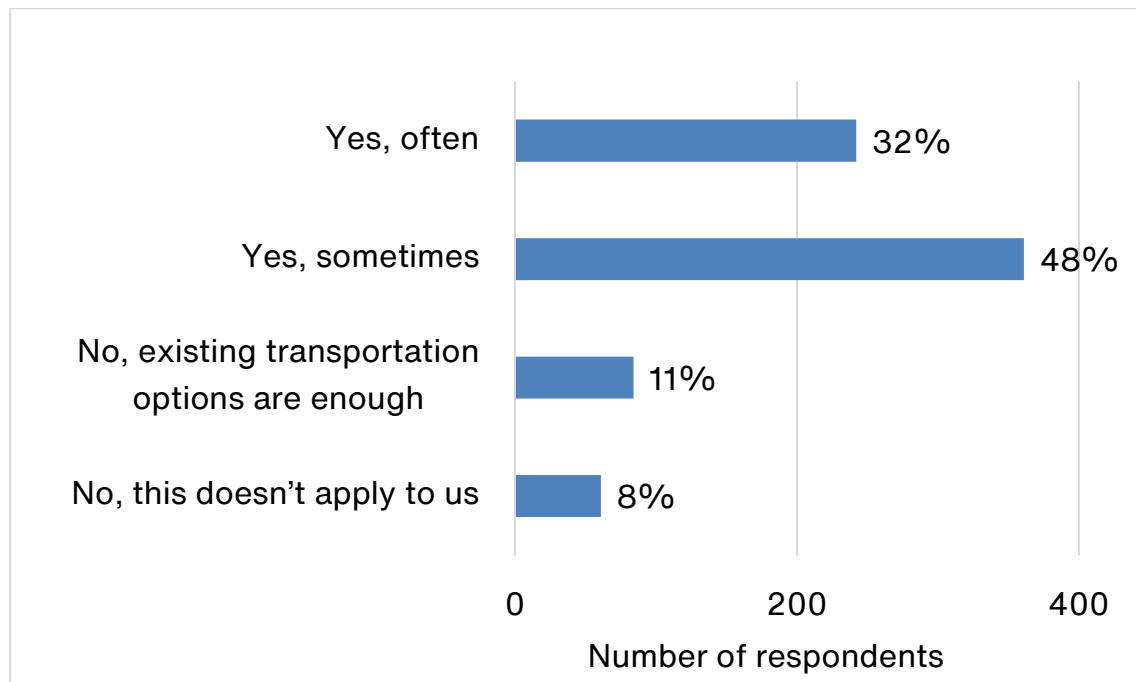
Exhibit 1.32: Importance Ratings for “Travelling Between Communities in and Beyond the County”



Importance Rating	Count	Share
It should be the County's highest priority	228	30%
Very important	413	55%
Somewhat important	90	12%
Not important	22	3%

Exhibit 1.33 shows how commonly people experienced this need. Almost all respondents reported that they travelled between communities, with 80% indicating that existing options were inadequate at least some of the time. Over 90% of non-drivers, occasional drivers, people aged 18-24, and specialized transit users said they experienced this need. People with consistent vehicle access, aged 35-64, or who didn't use specialized transit were all less likely to experience the need and more often reported that existing options were enough.

Exhibit 1.33: Prevalence Ratings for “Travelling Between Communities in and Beyond the County”



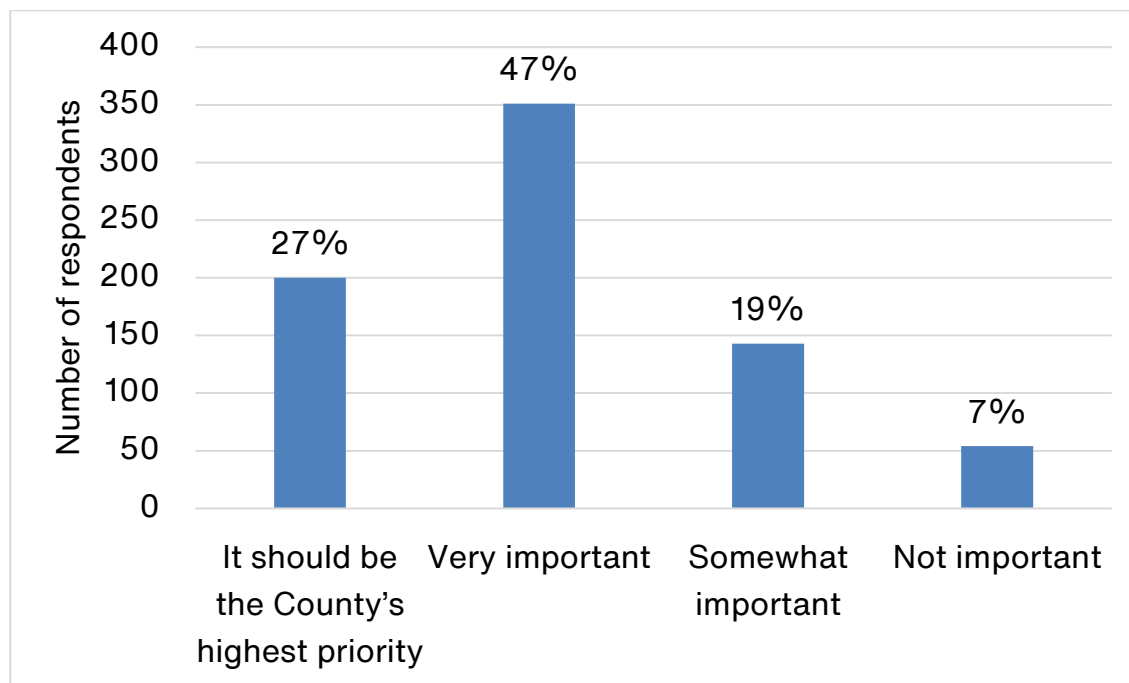
Prevalence Rating	Count	Share
Yes, often	243	32%
Yes, sometimes. For example, when your usual vehicle is unavailable.	362	48%
No, existing transportation options are enough	84	11%
No, this doesn't apply to us. For example, we don't travel between communities.	62	8%

Transportation within larger urban communities

Exhibit 1.34 shows the distribution of importance ratings for this need. Almost three-quarters of respondents indicated this need was “very important” or “should be the County’s highest priority”. Non-drivers and respondents aged 18-24 were the most likely to rate this need as important. Over half of these two groups said transportation within larger urban communities should be the County’s highest priority. Specialized transit

users also gave slightly higher importance ratings. Drivers gave the lowest importance ratings.

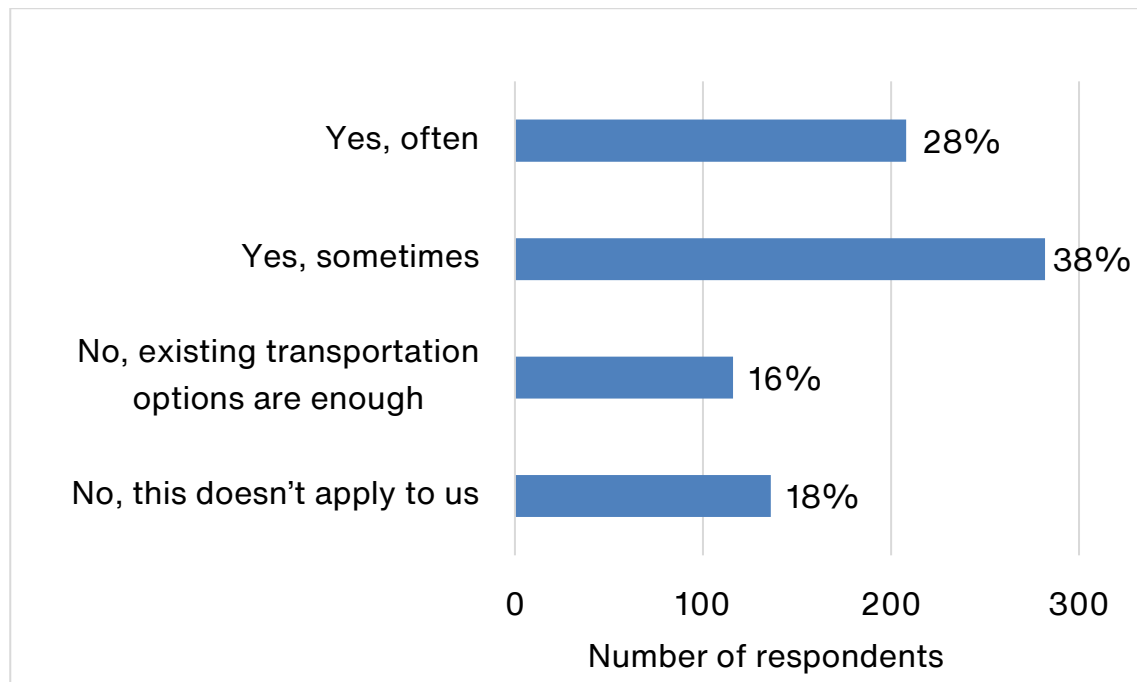
Exhibit 1.34: Importance Ratings for “Getting Around in Larger Urban Communities in the County”



Importance Rating	Count	Share
It should be the County's highest priority	202	27%
Very important	351	47%
Somewhat important	144	19%
Not important	54	7%

Exhibit 1.35 shows the prevalence of this need. 66% of respondents indicated they “sometimes” or “often” experienced this need. This share rose to 84% among non-drivers and occasional drivers, 79% among people aged 18-24, and 77% among specialized transit users. All three groups were much less likely to indicate this need didn’t apply, but only non-drivers and occasional drivers had a much lower frequency of “existing transportation options are enough” responses.

Exhibit 1.35: Prevalence Ratings for “Getting Around in Larger Urban Communities in the County”



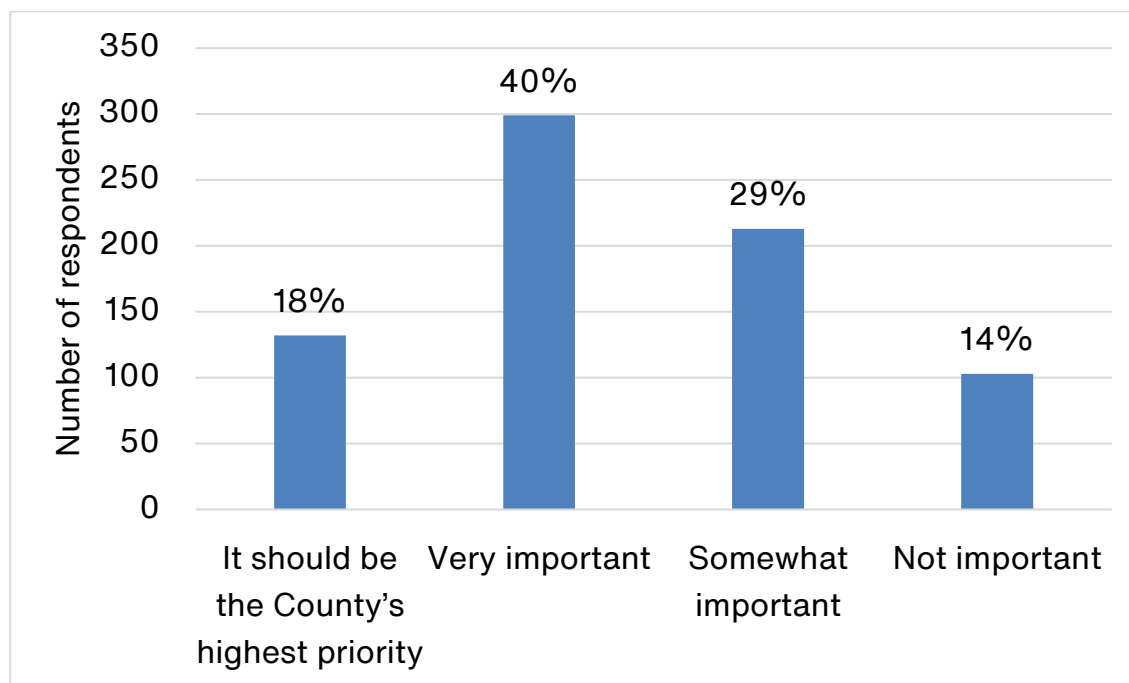
Prevalence Rating	Count	Share
Yes, often	209	28%
Yes, sometimes. For example, when your usual vehicle is unavailable.	282	38%
No, existing transportation options are enough	116	16%
No, this doesn't apply to us. For example, we don't live in a larger urban community.	138	19%

Tourism-oriented transportation

The importance ratings for “helping tourists and visitors reach tourism destinations” are shown in Exhibit 1.36. This need received the lowest importance ratings, though most respondents (58%) indicated it was “very important” or “should be the County’s highest priority”. It also had the highest share of “not important ratings”, at 14%. Non-drivers and occasional drivers were the most likely to rate this need as important.

Specialized transit users and people aged 25-34 were also slightly more likely to give higher importance ratings. Drivers and people aged 65 and older were the least likely to rate this need as important.

Exhibit 1.36: Importance Ratings for “Helping Tourists and Visitors Reach Tourism Destinations”

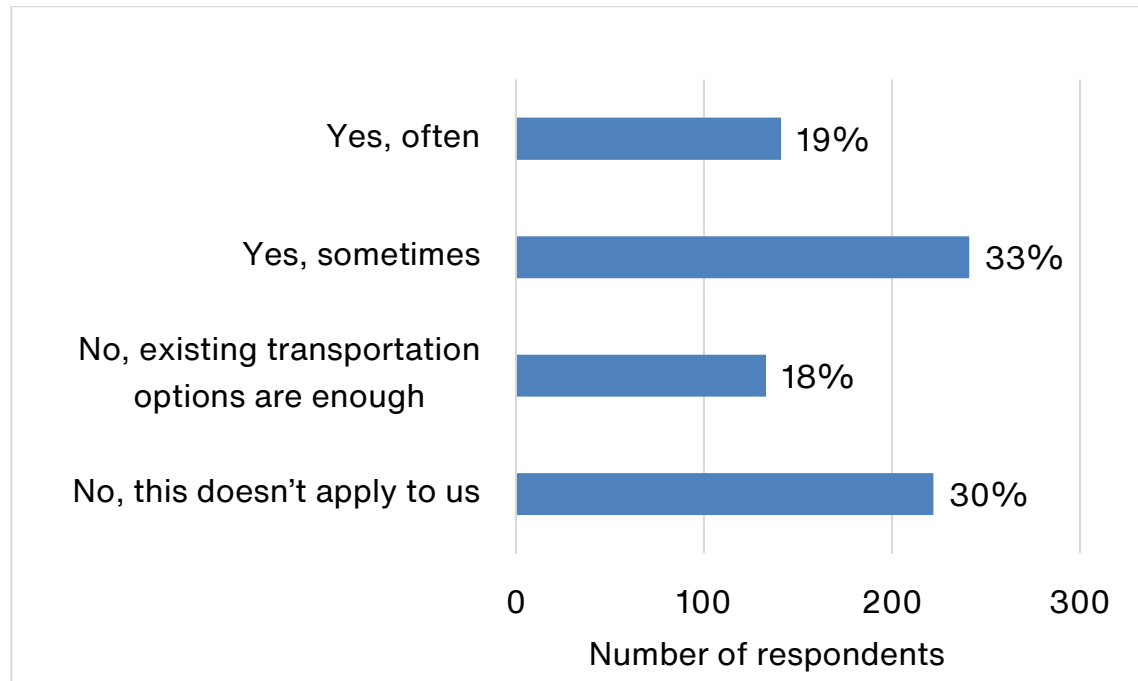


Importance Rating	Count	Share
It should be the County's highest priority	133	18%
Very important	301	40%
Somewhat important	213	28%
Not important	103	14%

Exhibit 1.37 shows the prevalence of this need. While 52% of respondents reported “often” or “sometimes” experiencing this need, one in five indicated that existing options were enough, the largest share among any need. Non-drivers and occasional drivers were the most likely to “often” or “sometimes” experience this need, at 70% and 74% respectively. Drivers

were the least likely to, with only 41% agreeing, followed by people aged 65 and older at 49%.

Exhibit 1.37: Prevalence Ratings for “Helping Tourists and Visitors Reach Tourism Destinations”



Prevalence Rating	Count	Share
Yes, often	141	19%
Yes, sometimes. For example, when your usual vehicle is unavailable.	243	33%
No, existing transportation options are enough	133	18%
No, this doesn't apply to us. For example, we are unaffected by tourism-related traffic.	223	30%

Open-ended feedback

Following the needs section, respondents were asked if there were any other transportation needs that they or someone in their household has that were not identified in the survey. While some were novel suggestions, others were further details within the scope of an identified need.

Suggestions included:

- Airport access, such as was previously provided by Grey-Bruce Airbus;
- Facilitating cycling trail connections by providing bike racks on transit vehicles;
- Providing simpler ways to understand transportation options, plan routes, and book trips;
- Last-mile connections for urban transportation, such as bike share or scooters;
- Evening availability of urban transportation services, especially serving dining establishments to allow safe transportation home after drinking;
- Park and ride facilities, especially for special tourism events, to shift parking demand outside of crowded centres; and,
- Supporting long distance intercommunity medical trips, such as getting an MRI in Owen Sound or specialist dentistry in London. Some respondents mentioned the difficulty of managing complex chronic medical issues, such as regular out-of-county travel for dialysis.

Respondents also provided personal anecdotes reinforcing their experience of the identified needs, such as:

- Having to travel from Chesley to Hanover to use an ATM;
- How high vehicle costs were an impediment to accessing employment; and,

- Social isolation and feeling like a burden on friends and family due to increasing age-related mobility limitations.

In general, respondents were supportive of a range of transit services. Some emphasized the need to serve disadvantaged populations first, for example prioritizing lower-income residents over tourists.

2 Selected Chart Data Tables

2.1 Public Survey 1 Findings

Exhibit 1.9: Frequency of Destinations, Weekdays and Weekends/Holidays

Destination	Proportion of respondents, weekdays	Proportion of respondents, weekends/holidays
Owen Sound	52.4%	56.4%
Port Elgin	51.1%	51.2%
Southampton	38.5%	40.9%
Kincardine	34.4%	34.5%
Walkerton	26.1%	22.4%
Hanover	23.7%	26.2%
Sauble Beach	16.1%	28.8%
Goderich	15.0%	19.9%
Paisley	14.2%	14.4%
Tiverton	14.1%	11.4%
Wiarton	13.5%	16.2%
Bruce Power	12.5%	4.7%
Huron-Kinloss	9.5%	7.4%
Chesley	9.2%	7.8%
Lion's Head	8.9%	12.5%
Other	8.8%	12.2%
Mildmay	8.5%	9.0%
Tobermory	7.8%	15.9%
Tara	6.6%	7.5%

Destination	Proportion of respondents, weekdays	Proportion of respondents, weekends/holidays
Lucknow	6.4%	6.9%
Wingham	5.7%	5.4%
South Bruce Peninsula	4.6%	5.1%
Teeswater	4.5%	4.2%
Durham	4.3%	4.6%
Chatsworth	3.4%	4.7%
Markdale	3.3%	3.9%
Harriston	3.0%	5.7%
Formosa	2.6%	2.9%
Meaford	2.5%	5.4%
Palmerston	1.3%	1.9%

2.2 Stakeholder Engagement 2 Findings

Exhibit 1.14: Preferred Solutions to Connect Inland Communities to Jobs and Services in Larger Centres

Potential solution	Municipal stakeholders (17 votes)	Other stakeholders (10 votes)
Conventional Transit	24%	50%
On-Demand Transit	18%	20%
Ridesharing	18%	0%
Specialized Transit Partnership	41%	30%

Exhibit 1.15: Preferred Solutions to Connect Seasonal, Service, and Occasional Workers to Jobs

Potential solution	Municipal stakeholders (18 votes)	Other stakeholders (11 votes)
Charter Bus	67%	91%
Conventional Transit	22%	9%
Ridesharing	11%	0%

Exhibit 1.16: Preferred Solutions for Intercommunity Connections Within and Beyond the County

Potential solution	Municipal stakeholders (19 votes)	Other stakeholders (12 votes)
Conventional Transit	32%	58%
Ridesharing	21%	8%
Specialized Transit Partnership	47%	33%

Exhibit 1.17: Preferred Solutions for Transportation Within Larger Urban Communities in the County

Potential solution	Municipal stakeholders (17 votes)	Other stakeholders (12 votes)
Conventional Transit	35%	8%
On-Demand Transit	41%	92%
Ridesharing	24%	0%

Exhibit 1.18: Preferred Solutions for Tourism-Oriented Transportation

Potential solution	Municipal stakeholders (16 votes)	Other stakeholders (12 votes)
Charter Bus	31%	75%
Transportation Demand Management	69%	25%

Exhibit 1.19: Preferred Solutions for Enhanced Coordination of Existing Specialized Transportation Providers

Potential solution	Municipal stakeholders (16 votes)	Other stakeholders (11 votes)
Consolidation	6%	0%
Expand SMART Service Area	31%	18%
Increased Collaboration	63%	82%

Exhibit 1.20: Preferred Solutions for Improved Communication, Collaboration, and Coordination of Transportation Systems

Potential solution	Municipal stakeholders (17 votes)	Other stakeholders (11 votes)
County as Service System Manager	29%	36%
County-driven Information Portal	41%	18%

Potential solution	Municipal stakeholders (17 votes)	Other stakeholders (11 votes)
Technology-driven Trip Planning Software	29%	45%

2.3 Public Survey 2 Findings

Exhibit 1.24: Frequency of Importance Ratings, All Needs

Need	Should be the County's highest priority	Very important	Somewhat important	Not important
Intercommunity connections	30.3%	54.8%	12.0%	2.9%
Small communities to jobs & services	22.7%	58.2%	14.9%	4.2%
Travel within larger urban communities	26.9%	46.7%	19.2%	7.2%
Seasonal workers to jobs	15.0%	48.6%	27.5%	8.9%
Tourism-oriented	17.7%	40.1%	28.4%	13.7%

Exhibit 1.25: Frequency of Prevalence Ratings, All Needs

Need	Yes, often	Yes, sometimes	No, existing options sufficient	No, doesn't apply
Intercommunity connections	32.5%	48.3%	11.0%	8.3%
Small communities to jobs & services	28.2%	38.7%	10.0%	23.1%
Travel within larger urban communities	28.1%	37.9%	15.5%	18.5%
Seasonal workers to jobs	18.4%	31.3%	15.8%	34.5%
Tourism-oriented	19.1%	32.9%	18.0%	30.0%

Exhibit 1.26: Change in Importance Ratings, All Needs, Among Respondents Who Experience Need

Need	Should be the County's highest priority	Very important	Somewhat important	Not important
Intercommunity connections	17.0%	5.3%	-46.0%	-88.7%
Small communities to jobs & services	42.6%	5.9%	-62.4%	-90.6%
Travel within larger urban communities	40.1%	8.9%	-41.6%	-97.2%
Seasonal workers to jobs	61.7%	18.5%	-41.7%	-75.7%
Tourism-oriented	71.8%	35.6%	-46.8%	-100.0%

Exhibit 1.27: Frequency of Importance Ratings, All Needs, Among Respondents Who Do Not Experience Need

Need	Should be the County's highest priority	Very important	Somewhat important	Not important
Intercommunity connections	-54.1%	-36.7%	248.6%	232.8%
Small communities to jobs & services	-46.7%	-41.8%	239.3%	-14.5%
Travel within larger urban communities	-23.6%	-24.7%	100.0%	-17.5%
Seasonal workers to jobs	5.8%	-20.0%	45.2%	-40.1%
Tourism-oriented	60.4%	6.0%	-11.7%	-71.3%