



County Council

Meeting Date: July 11, 2023

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SUBJECT: Middlesex County Connect New Routes

BACKGROUND:

On April 30, 2018, Middlesex County received a letter from the Government of Ontario confirming our eligibility for up to \$1,500,000 in funding for the inter-community transit project between April 30, 2018 and March 31, 2023. This agreement was later amended to extend the funding period for an additional two years until March 31, 2025. The County will be receiving an additional \$927,944.62 in funding during the extension period increasing total funding to \$2,427,944.62.

On September 21, 2020, during the midst of the global pandemic, Middlesex County launched its intercommunity transit service, Middlesex County Connect, offering transit connection between Thames Centre, London, and Oxford County. While the pandemic did affect ridership, the original fixed routes remained unchanged to keep a stable and reliable

system in place for residents.

In October 2021, Middlesex County applied for Rural Transit Solutions Fund with the goal of conducting a needs assessment and planning for the development of a demand-responsive transportation option for the County. The application was successful and Arcadis IBI Group was retained in July 2022 to conduct a rural transit needs assessment study. The assessment explored peer transit systems, ridership/coverage of existing transit in the County and provincial and municipal policies and initiatives to offer short-term (pre-2025) and long term (post-2025) recommendations. In April 2023, the County Council was presented with the results from the study, which revealed a strong need for continued transit service provision in the County.

New County Connect routes launched May 29, 2023

A needs assessment study conducted by Arcadis IBI Group, combined with internal analysis of County Connect's ridership data, resulted in two fixed routes being launched on May 29, 2023 to replace the existing ones:

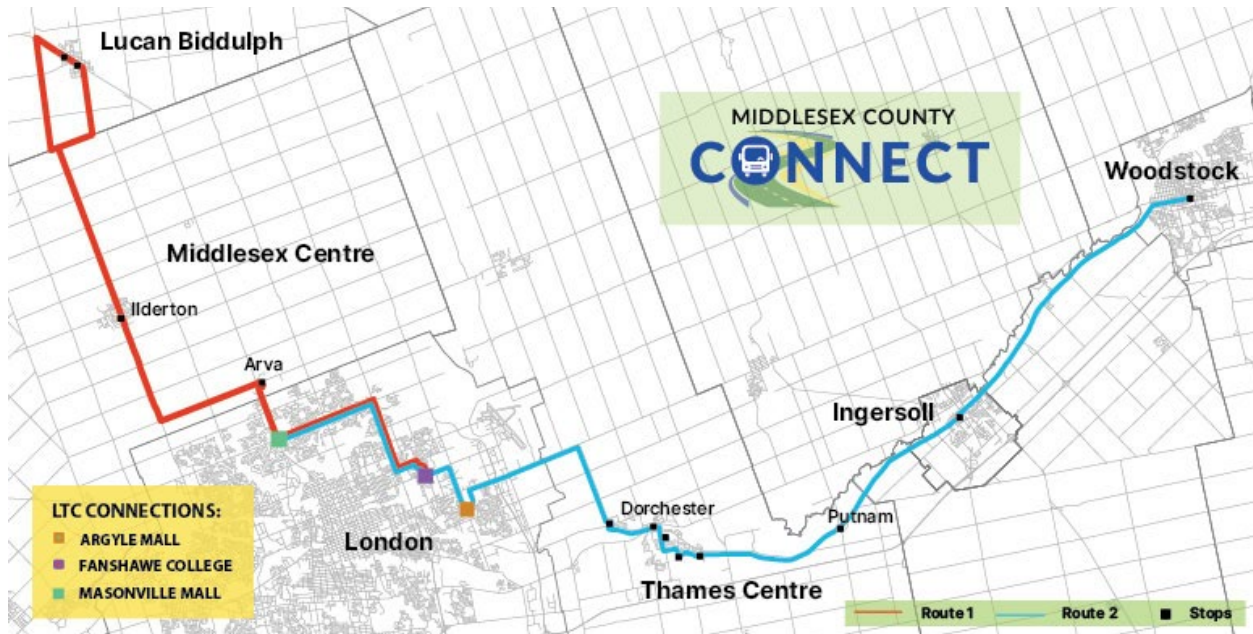
Route 1: Lucan, Ilderton, Arva, London, and back. This is a new route.

Route 2: Woodstock, Ingersoll, Putnam, Dorchester, London, and back. This route is a combination of the two routes that existed prior.

The following parameters were taken into consideration while designing the new routes:

- Minimize major service changes to ensure continuity of gradual ridership growth in areas with existing transit service
- Prioritize areas with high population growth and equity need

- Integrate with other inter-community transit services and local transportation services in the region



Route 1: Lucan → Ilderton → Arva → London

Route 1 offers a transit connection between Lucan, Ilderton, Arva, and London. The bus starts from Masonville Mall in London, makes subsequent stops in Lucan, Ilderton, and Arva, before stopping at Fanshawe College London Campus. It operates five days per week (Monday to Friday) during peak hours from 6:30 am to 9:50 am in the mornings and from 3:30 pm to 6:50 pm in the afternoons. These days and hours of service ensure access to appointments, employment, post-secondary education, and other necessary programs and services during peak hours of operation

The communities of Lucan, Arva, and Ilderton were selected for service based on estimated travel demand patterns, proximity to the Masonville Mall transit hub, and public consultation


feedback. The route extends to 2,700 more residents along its new alignment.

The new route has been aligned with PC Connect’s Route 3 (London - St. Marys – Stratford) schedule in the peak commuting hours to allow passengers to transfer between the routes at Masonville Mall in London. This connects population centres in Lucan Biddulph and Middlesex Centre to the Memorial Hospital and Town Hall in St. Marys and Wright Business Parks and Transit Terminal in Stratford.

Route 1 schedule has been designed to avoid overlapping with the Huron Shores Area Transit schedule and complement its off-peak hour service in Lucan and London.

Below are schedules for Route 1:

AM Route
6:30 AM - 9:50 AM



	London	London	Arva	Ilderton	Lucan	Lucan
Bus Stop	Fanshawe College Parking Lot 11 (East end of E building)	Masonville Mall on Fanshawe Park Road East	Medway Rd. / Arva St.	Ilderton Library near Middlesex Centre Medicine Clinic	On Main St. at the school crossing near William Street	On Main St. at Lucan Community Centre
Trip 1 Express →	-	6:30	-	-	-	6:50
Trip 2 ←	7:50	7:30	7:20	7:09	6:53	6:50
Trip 3 →	7:50	8:10	8:20	8:31	-	8:50
Trip 4 ←	9:50	9:30	9:20	9:09	8:53	8:50

PM Route

3:30 PM - 6:50 PM



	London	London	Arva	Ilderton	Lucan	Lucan
Bus Stop	Fanshawe College Parking Lot 11 (East end of E building)	Masonville Mall on Fanshawe Park Road East	Medway Rd. / Arva St.	Ilderton Library near Middlesex Centre Medicine Clinic	On Main St. at the school crossing near William Street	On Main St. at Lucan Community Centre
Trip 5 →	3:30	3:50	4:00	4:11	-	4:30
Trip 6 ←	5:30	5:10	5:00	4:49	4:33	4:30
Trip 7 →	5:30	5:50	6:00	6:11	-	6:30
Trip 8 Express ←	-	6:50	-	-	6:33	6:30

Route 2: Oxford County → Dorchester → London

Route 2 connects Woodstock to Dorchester and London. The bus starts from Woodstock's Transit Terminal and proceeds to make several stops along the way in Ingersoll, Putnam and Dorchester. Continuing onwards to London, the bus makes three additional stops at Argyle Mall, Fanshawe College, and Masonville Mall. The service operates five days per week (Monday to Friday) during peak hours from 6:30 am to 11:35 am in the mornings and from 3:00 pm to 6:30 pm in the afternoons.

The new route offers a more direct connection between Woodstock, Dorchester, and London and extends service to 1,000 more residents along its revised alignment.

Below are schedules for Route 2:

AM Route

6:30AM - 11:35AM



	Woodstock	Ingersoll	Putnam	Dorchester	Dorchester	Dorchester	Dorchester	Dorchester	London	London	London
Bus Stop	Transit Terminal on Dundas St., East of Woodstock Transit Route#7 stop	Oxford Street Parking Lot, across from Public Library	Putnam Road/ Hamilton Road @ Mini Mart	Woodvale Drive/ Foxhollow Drive	Oakwood Drive/ Byron Avenue	Dorchester Community Centre (FlightExec Centre) Parking Lot	Catherine Street near Canada Post	Newton Avenue near Shaw Road	Argyle Mall on Clarke Road near Whitney Street	Fanshawe College Parking Lot# 11 (East end of E building)	Masonville Mall on Fanshawe Park Road East
Trip 1 →	6:30	6:50	7:00	7:06	-	-	7:11	7:16	7:30	7:40	8:00
Trip 2 Express ←	-	-	-	8:40	-	-	-	-	-	-	8:00
Trip 3 →	-	-	-	8:40	8:45	8:50	8:55	9:00	9:15	9:28	9:50
Trip 4 ←	11:35	11:15	11:05	10:57	10:52	10:47	10:42	10:37	10:22	10:10	9:50

PM Route

3:00 PM - 6:30 PM



	Woodstock	Ingersoll	Putnam	Dorchester	Dorchester	Dorchester	Dorchester	Dorchester	London	London	London
Bus Stop	Transit Terminal on Dundas St., East of Woodstock Transit Route#7 stop	Oxford Street Parking Lot, across from Public Library	Putnam Road/ Hamilton Road @ Mini Mart	Woodvale Drive/ Foxhollow Drive	Oakwood Drive/ Byron Avenue	Dorchester Community Centre (FlightExec Centre) Parking Lot	Catherine Street near Canada Post	Newton Avenue near Shaw Road	Argyle Mall on Clarke Road near Whitney Street	Fanshawe College Parking Lot# 11 (East end of E building)	Masonville Mall on Fanshawe Park Road East
Trip 5 →	3:00	3:20	3:30	3:38	3:43	3:48	3:53	3:58	4:13	4:25	4:45
Trip 6 ←	6:30	6:10	6:00	5:52	5:47	5:42	5:37	5:32	5:17	5:05	4:45

The service continues to be provided by Voyago and fare remains the same at \$5 one-way for all trips. Children 5 and under, support persons, and veterans continue to ride free.

The attached presentation highlights the marketing efforts conducted by Middlesex County and our community partners to raise awareness of the new routes. Furthermore, it outlines the marketing tool kits provided by the County that can be used to promote the routes.