



MIDDLESEX COUNTY



www.middlesex.ca/ct

CONNECTING PEOPLE, PLACES, AND EXPERIENCES



OVERVIEW

- ❑ Launched the inter-community transit service on September 21, 2020
- ❑ Funded by the Government of Ontario Community Transportation Grant Program 2018 – 2023: \$1,500,000
2023 – 2025 (extended): \$927,944.62
- ❑ Arcadis IBI Group was retained in July 2022 to conduct a county-wide transit needs assessment study
- ❑ Launched two fixed routes on May 29, 2023 that replaced the existing routes



STRATEGIC PLAN 2021-2024



**STRATEGIC
FOCUS**
**CULTIVATING
COMMUNITY
VITALITY**



GOAL
**ADVANCE A DIVERSE,
HEALTHY, AND
ENGAGED
COMMUNITY**



OBJECTIVE
**CHAMPION AND
ENCOURAGE
ACTIVE
TRANSPORTATION
AND PUBLIC TRANSIT
OPPORTUNITIES**

**A SAFE, EFFICIENT AND CONNECTED TRANSPORTATION SYSTEM IS THE
FOUNDATION FOR A HEALTHY, ENGAGED AND PROSPEROUS COMMUNITY**



SERVICE DESIGN

Service provided by **Voyago**

VEHICLES

- 2 Elkhart Coach Buses equipped with an accessible wheelchair lift
- 20 Passengers
- 2 wheelchair spaces
- Front mounted bike rack
- AODA compliant

FARES

- \$5 one-way for all trips
- Children 5 and under, support persons, and veterans ride free of charge
- Accept electronic card payments using Square technology

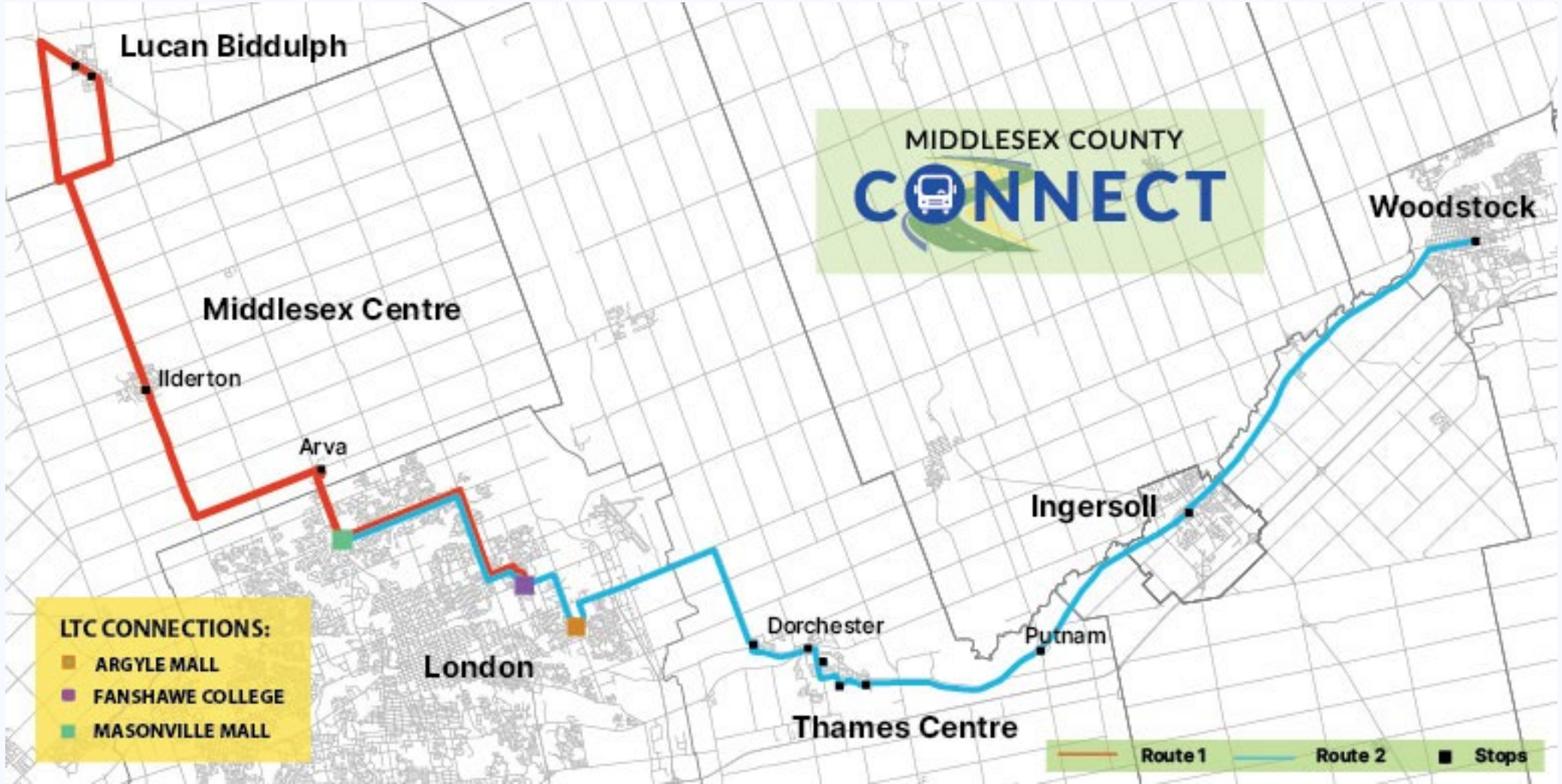




COUNTY CONNECT ROUTES

- ❑ County Connect operates two (2) fixed routes Monday to Friday:
 - Route 1: Lucan - Ilderton - Arva - London
 - Route 2: Woodstock - Ingersoll - Putnam - Dorchester - London

- ❑ There is no service on weekends, statutory holidays and civic holidays





ROUTE 1: LUCAN → ILBERTON → ARVA → LONDON

- ❑ 4 round trips per day (peak-hour weekday service)
- ❑ Extends service to new areas of the County and allows access to 2,700+ additional residents along its new alignment
- ❑ Communities selected based on estimated travel demand patterns, proximity to the Masonville Mall transit hub, and public consultation feedback
- ❑ Aligned with PC Connect Route 3 (London - St. Marys – Stratford) schedule in the peak commuting hours to allow passengers to transfer between the routes at Masonville Mall
- ❑ Complementary to Huron Shores Area Transit off-peak hour service in Lucan and London

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

- ❑ 3 round trips per day (peak-hour weekday service)
- ❑ Has a net change of +1,000 residents along its revised alignment
- ❑ Offers a more direct connection between Woodstock, Dorchester and London

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



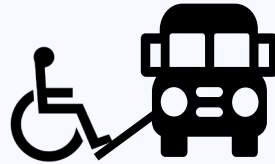
	Woodstock	Ingersoll	Putnam	Dorchester	Dorchester	Dorchester	Dorchester	Dorchester	London	London	London
BUS STOP	Transit Terminal on Dundas St., East of Woodstock Transit Route#7 stop	Oxford Street Parking Lot, across from Public Library	Putnam Road/ Hamilton Road @ Mini Mart	Woodvale Drive/ Foxhollow 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



SERVICE PROFILE



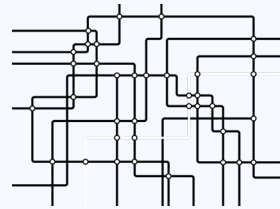
Affordable



Wheelchair
Accessible



Reliable



Connected



Bike-friendly

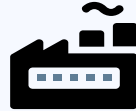
AN EQUITABLE,
ACCESSIBLE,
ENVIRONMENTAL &
EFFICIENT
TRANSPORTATION
OPTION FOR THE
RESIDENTS OF
MIDDLESEX COUNTY



TRIP DESTINATIONS



**Post-secondary
institution**



Workplace



Shopping Mall



Transit Hub



Library



Grocery Store



Recreational Centre



**Social Visits/
Programs**



Medical Centre



PASSENGER STORIES

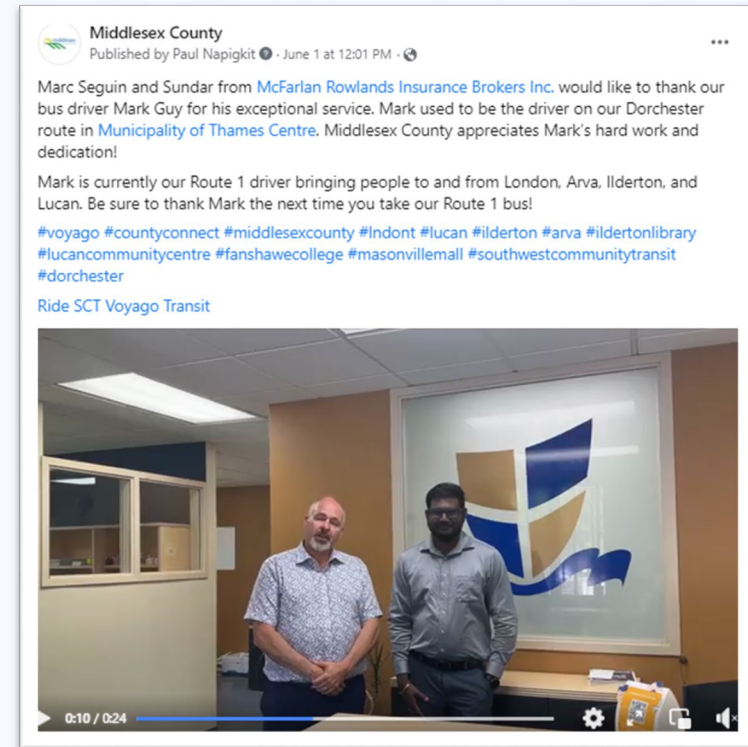
Connecting people, places, and experiences



OPPORTUNITY TO INTERVIEW

Sundar, a newcomer to the County was able to make it to his interview by taking Middlesex County Connect. **He commented that Middlesex County Connect was the only way for him to get to his interview.**

He got the job and was able to get an apartment in the County and start a life in the area. He continues to take County Connect to his job!



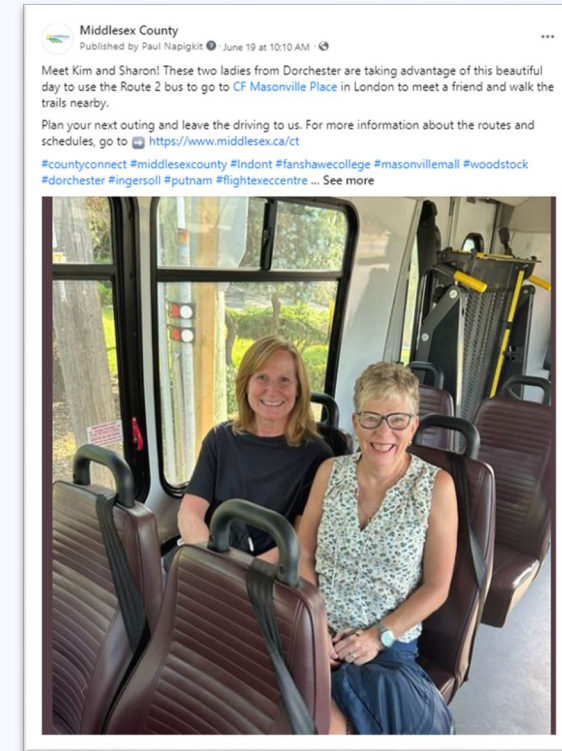
[Watch Sundar's story on our Facebook page](#)



CONNECTING WITH FRIENDS AND NATURE

Meet Kim and Sharon! These two ladies from Dorchester took advantage of a beautiful day to ride the bus to Masonville Mall in London to meet a friend and walk the trails nearby.

They commented that they plan to continue taking the bus for causal day trips



Check out Kim and Sharon's story on our Facebook page



WARDEN AND DEPUTY WARDEN RIDE COUNTY CONNECT

Cathy Burghardt-Jesson, Warden and Aina DeViet, Deputy Warden of Middlesex County hopped on the County Connect bus and visited different stops throughout the route to gain first-hand experience of the County Connect bus service.

They encourage residents to take advantage of the service and make the most of the affordable and accessible transportation option available to them



Visit our Facebook page to watch the Warden and Deputy Warden on their day out on County Connect



OUR VERY FIRST PASSENGER ON ROUTE 1

Meet Daniel our very first passenger on Route 1. He boarded the bus from Ilderton to London on our launch day.


He is now a regular rider!

Middlesex County
Published by Paul Napigkit · May 29 ·

We're out and about for the launch of the new #countyconnect bus routes! We're so excited to have Daniel pictured below as our first passenger.

Ride Route 1 bus between London, Lucan, Ilderton and Arva & Route 2 bus between Woodstock, Dorchester and London for just \$5 one way!

Visit middlesex.ca/ct for more information.



See insights and ads Boost post

122 43 comments 417 shares




COUNTY CONNECT POST GOES VIRAL!

Middlesex County
Published by Paul Napigkit · May 29 · 🌐

We're out and about for the launch of the new #countyconnect bus routes! We're so excited to have Daniel pictured below as our first passenger.

Ride Route 1 bus between London, Lucan, Ilderton and Arva & Route 2 bus between Woodstock, Dorchester and London for just \$5 one way!

Visit middlesex.ca/ct for more information.



See insights and ads Boost post

👍❤️ 122 43 comments 417 shares

Post Insights

Total Insights

See more details about your post.

Post Impressions ⓘ

79,186

Post reach ⓘ

74,638

Post Engagement ⓘ

14,746

👍❤️ 122

43 comments 417 shares



STORIES INSPIRE!

JUST A FEW REASONS TO INVEST IN PUBLIC TRANSIT

COST OF DOING NOTHING

- **Loss of Residents**
 - Seniors and youth unable to drive
 - Residents unable to afford vehicle
- **Higher Cost of Living**
 - Less disposable income due to required car ownership
 - Increased requirement for financial assistance
- **Health Care and Well Being**
 - Social Isolation
 - Trips To Medical/Dental appointments not prioritized
 - Need for more long-term care facilities/ greater demand on Emergency Medical Services (EMS)
- **Employment**
 - Employees unable to access jobs
 - Higher rates of employee turnover

Parking issues, Increased air pollution, Reduced tourism access, Congestion...





HOW CAN YOU HELP!

Spread the word...

CUSTOMIZABLE SOCIAL MEDIA KIT

POSTERS

County Connect Social Media Posts

Download social media graphics by clicking on the below link:
https://drive.google.com/drive/folders/1SAJD4u2QDvW51_kT-a0R448Qq7uspwsharig

Post 1: **Route 1** **Route 2**
\$5 ONE WAY
 Caring out time to visit friends and family, getting to a social event or an appointment, commuting to work or school. You have a lot going on and many places to be. For only \$5 one-way, Middlesex County Connect can help you get to where you are going.
 Visit middlesex.ca/ct for bus routes and schedules.

Post 2:
 Ride Middlesex County Connect for day-to-day activities such as:
 • Getting groceries
 • Going to the bank
 • Meeting the gym
 • Getting to work or school
 • Visiting friends or family
 • Going shopping
 • And more!
 Head to middlesex.ca/ct to learn about all the different stops in our community.

Post 3:
RIDE WITH CONNECT
 Take advantage of the many perks of public transit with Middlesex County Connect:
 ✓ Best gas prices
 ✓ Relax on your ride
 ✓ Don't have to worry about parking
 ✓ Explore new places and meet new people
 ✓ Reduce air pollution
 Visit middlesex.ca/ct to learn more.

Post 4:
 Middlesex County Connect offers an affordable and accessible travel option to get you to where you want to go for just \$5 one-way! Children 5 and under, veterans, and support persons can ride FREE.
 Visit middlesex.ca/ct for more information.

My Drive > County Connect Social ...

File type | People | Last modified

Files

CC Post 1.jpg | CC Post 2.jpg | CC Post 3.jpg | CC Post 4.jpg | CC Post 5.jpg | CC Post 6.jpg

MIDDLESEX COUNTY CONNECT

Route 1 **Route 2**
MONDAY TO FRIDAY

MAKE COMMUTE TIME YOUR TIME SLEEP, READ, WRITE OR RELAX

\$5 ONE WAY

Lucan - Ilderton - Arva - London
Woodstock - Ingersoll - Putnam - Dorchester - London

For more information visit:
middlesex.ca/ct

WOODSTOCK TRANSIT TERMINAL
 INGERSOLL - OXFORD ST. MUNICIPAL LOT
 PUTNAM - HAMILTON RD. / PUTNAM RD.
 LONDON - MASONVILLE MALL
 LONDON - FANSHAW COLLEGE
 DORCHESTER - NEWTON AVE. NEAR SHAW RD.
 DORCHESTER COMMUNITY CENTRE

Route 1 \$5
MONDAY TO FRIDAY ONE-WAY
 LUCAN COMMUNITY CENTRE
 LUCAN - MAIN ST. NEAR WILLIAM ST.
 ILDERTON LIBRARY

Visit middlesex.ca/ct for information on all County Connect bus routes

QR CODE | MIDDLESEX COUNTY CONNECT | SCOR | Middlesex County Transit | Accessibility

COUNTY CONNECT IS FUNDED BY THE GOVERNMENT OF ONTARIO THROUGH THE PUBLIC SERVICE AND ADMINISTRATION ACT AND BUDGETARY

FLYERS/MAIL INSERTS

BROCHURES

WEB BANNERS

MIDDLESEX COUNTY CONNECT

Middlesex County Connect operates two (2) bus routes Monday to Friday. There is no service on weekends, statutory holidays and civic holidays.

- All buses are fully accessible with space for two (2) wheelchairs
- Buses have a front-mounted bike rack that can carry up to two bicycles

ALL TRIPS ARE \$5.00 ONE-WAY | CHILDREN 5 AND UNDER, VETERANS, AND SUPPORT PERSONS RIDE FREE!

Route 1 MONDAY TO FRIDAY

AM Route	8:00 AM	8:30 AM	9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM	12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM	3:00 PM	3:30 PM	4:00 PM	4:30 PM	5:00 PM
Lucan																			
Ilderton																			
Arva																			
London																			
Woodstock																			
Ingersoll																			
Dorchester																			
Putnam																			

For more information visit: middlesex.ca/ct

MIDDLESEX COUNTY CONNECT

Route 1 Route 2 MONDAY TO FRIDAY

COMMUTE TIME YOUR TIME LEAD, WRITE OR RELAX

Woodstock - Ingersoll - Putnam - Dorchester - London

Lucan - Ilderton - Arva - London

\$5 ONE WAY

For more information visit: middlesex.ca/ct

MIDDLESEX COUNTY CONNECT

Middlesex County Connect operates two (2) bus routes Monday to Friday. There is no service on weekends, statutory holidays and civic holidays.

All trips are \$5.00 one-way. Children 5 and under, veterans, and support persons ride free of charge. Cash (exact change) and credit/debit payments are accepted.

All buses are fully accessible with space for two (2) wheelchairs

Buses have a front-mounted bike rack that can carry up to two bicycles.

MAKE CONNECTIONS

Connections are not free and must be paid separately. County Connect does not guarantee connections.

Lucan, Ilderton & Arva to Dorchester Mon-Fri
In the morning, take County Connect Route 1 bus on Trip 2 from Lucan Community Centre (6:30 a.m.), Ilderton Library (7:00 a.m.) or Midway Rd/Arva St. In Area (7:20 a.m.) towards London arriving at Masonville Mall at 7:30 a.m. Take County Connect Route 2 bus on Trip 2 leaving Masonville Mall at 8:00 a.m. towards Dorchester.

Dorchester to Arva, Ilderton & Lucan Mon-Fri
In the afternoon, take County Connect Route 2 bus on Trip 1 from one of our multiple bus stops in Dorchester to London arriving at Masonville Mall at 4:45 p.m. Take County Connect Route 1 bus on Trip 7 leaving Masonville Mall at 5:50 p.m. towards Arva, Ilderton and Lucan.

Lucan, Arva & Ilderton to St. Marys and Stratford Mon-Fri
In the morning, take County Connect Route 1 bus on Trip 2 from Lucan Community Centre (6:30 a.m.), Ilderton Library (7:00 a.m.) or bus stop in Arva on Midway Rd/Arva St. (7:20 a.m.) towards London arriving at Masonville Mall at 7:30 a.m. Take County Connect Route 3 bus leaving Masonville Mall at 7:50 a.m. towards St. Marys and Stratford.

Stratford and St. Marys to Arva, Ilderton & Lucan Mon-Fri
In the afternoon, take County Connect Route 3 bus from Stratford Transit Terminal (4:45 p.m.), St. Marys Transit (5:00 p.m.) or St. Marys Memorial Hospital (6:10 p.m.) towards London arriving at Masonville Mall at 6:45 p.m. Take the County Connect Route 1 bus at 5:50 p.m. towards Arva, Ilderton and Lucan.

Other Inter-Community Transit Connections in the County:

- Stratford-Carleton Inter-Community Transit: stratford-carleton.ca/en/inter/transit.aspx Service to London via Stratford Carleton, Komoka and Mt. Brydges
- TGO Inter-Community Transit: www.tgonline.ca/TGO Route 4: Tillburg to London via Ingersoll, Putnam, Dorchester and Newburg
- Four Counties Transit: fourcounties.net/en/inter/transit.aspx Door-to-door transit service within Chatham-Kent (Ward 3), West Elgin, Southwest Middlesex, and Newburg

For more information visit: middlesex.ca/ct

MIDDLESEX COUNTY CONNECT

Inter-Community Bus Stop

Woodstock - Ingersoll - Putnam - Dorchester - London

Lucan - Ilderton - Arva - London

\$5.00 ONE-WAY
CHILDREN 5 AND UNDER, VETERANS, AND SUPPORT PERSONS RIDE FREE.

EMAIL BLASTS/ E-NEWSLETTER

MIDDLESEX COUNTY CONNECT

Service Alerts

SERVICE CHANGES EFFECTIVE MAY 29, 2023

New Route 1:
Service from Lucan, Ilderton and Arva to London and back just got easier and more affordable!

A new bus route is being added to provide a weekday transit connection between Lucan, Ilderton, and Arva. It will operate the stop on Wednesdays to Fridays from 6:50 am to 9:00 am in the mornings and from 3:30 pm to 6:00 pm in the afternoons. middlesex.ca/ct to download the schedule to see when the bus will be arriving at a stop near you!

Current Routes 1 and 2 will be combined into new Route 2:
A new and expanded Route 2 combines the current Route 1 & Route 2 to offer an improved weekday transit connection between Woodstock, Ingersoll, Putnam, Dorchester and London. Service adjustments have been made in order to best allocate County Connect bus service as needed.

The bus route at the Woodstock location will remain to be in service during MA.

MIDDLESEX COUNTY CONNECT

ca/ct

ITARIO THROUGH GRANT PROGRAM

COUNTY CONNECT - YOUR COMMUNITY TRANSIT SERVICE
CONNECTING PEOPLE, PLACES, & EXPERIENCES

middlesex.ca/ct

SOCIAL MEDIA POSTS

MIDDLESEX COUNTY
CONNECT

How do I save money on gas?
Ride County Connect!

\$5 ONE WAY



middlesex.ca/ct

MIDDLESEX COUNTY
CONNECT

Route 1
Route 2
MONDAY TO FRIDAY

\$5 ONE WAY



Lucan - Ilderton - Arva - London
Woodstock - Ingersoll - Putnam - Dorchester - London

middlesex.ca/ct

MIDDLESEX COUNTY
CONNECT

RIDE WITH CONNECT

- SAVE ON GAS
- RELAX ON YOUR RIDE
- NO WORRY TO PARK
- MEET NEW PEOPLE
- REDUCE AIR POLLUTION



Lucan - Ilderton - Arva - London
Woodstock - Ingersoll - Putnam - Dorchester - London

middlesex.ca/ct

MIDDLESEX COUNTY
CONNECT

Route 1
Route 2
MONDAY TO FRIDAY

MAKE COMMUTE TIME YOUR TIME
SLEEP, READ, WRITE OR RELAX

\$5 ONE WAY



Lucan - Ilderton - Arva - London
Woodstock - Ingersoll - Putnam - Dorchester - London

middlesex.ca/ct

MIDDLESEX COUNTY
CONNECT

For \$5 one-way,
take County Connect to enjoy
activities along the way!



middlesex.ca/ct

MIDDLESEX COUNTY
CONNECT

We can help you get to
where you need to go!



middlesex.ca/ct

MIDDLESEX COUNTY
CONNECT

Your commute to work just got
easier and more affordable



middlesex.ca/ct

MIDDLESEX COUNTY
CONNECT

Let us remove transportation
barriers at your workplace



middlesex.ca/ct

COMMUNITY SUPPORT

CITY OF LONDON FACEBOOK POST

MIDDLESEX COUNTY
CONNECT

Route 1
Route 2
MONDAY TO FRIDAY

BUS STOPS
MASONVILLE MALL
FANSHAW COLLEGE
Route 1 Route 2

BUS STOP
ARVOYLE MALL
Route 2

\$5 ONE WAY

Lucan - Ilderton - Arva - London

Woodstock - Ingersoll - Putnam - Dorchester - London

middlesex.ca/ct

City of London, Ontario - Municipal Government
June 12 at 4:00 PM

Getting to and from Lucan, Ilderton, Arva and London just got easier and more affordable with Middlesex County Connect! The Middlesex County Connect bus makes s... See more

434 57 comments 163 shares

Love Comment Share

HURON SHORES AREA TRANSIT FACEBOOK POST

Huron Shores Area Transit
June 9 at 3:29 PM

Wowza - Middlesex Transit has launched a new route with bus stops in Lucan (think Huron Shores Area Transit customers can transfer over to their line!), Ilderton, Arva and London.
Visit their website for more information: <https://www.middlesex.ca/ct>

MIDDLESEX COUNTY
CONNECT

Route 1
Route 2
MONDAY TO FRIDAY

**MAKE COMMUTE TIME YOUR TIME
SLEEP, READ, WRITE OR RELAX**

\$5 ONE-WAY

Lucan - Ilderton - Arva - London

Woodstock - Ingersoll - Putnam - Dorchester - London

middlesex.ca/ct

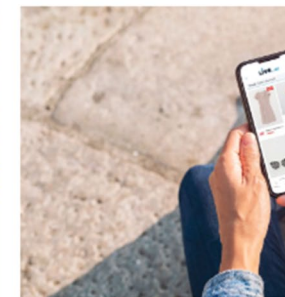
You and 10 others
2 shares

Love Comment Share

MASONVILLE MALL WEBSITE

LATEST UPDATES

See what's new at CF Masonville Place



Newly opened bus routes to CF Masonville Place

Check out new Route 1&3 launched by Middlesex County Connect!

Plan your shopping visit

Download today to discover products, shopping list and navigate safely all f

NEWS & EVENTS

Stay in the loop of all our news and events.

[View all News & Events >](#)

MIDDLESEX COUNTY
CONNECT

SCT
Southwest Community Transit

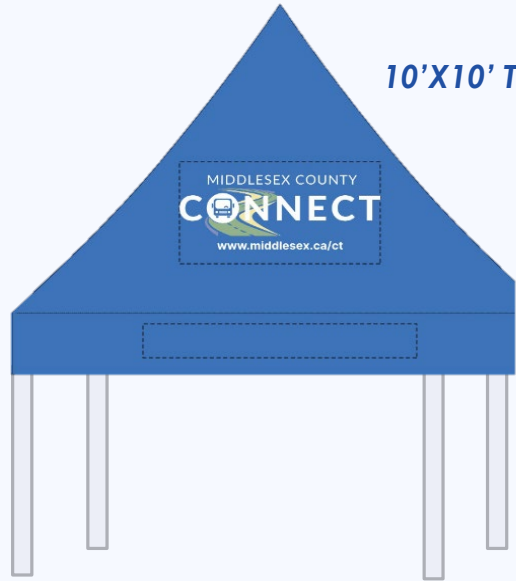
Ontario

Inter-Community
Transit

CF Masonville Place

NEWS - JUNE 8, 2023
New Retail Openings at CF Masonville Place

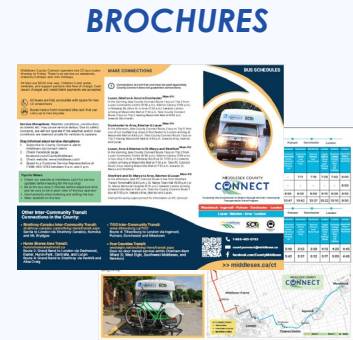
NEWS - MAY 26, 2023
Newly opened bus routes to CF Masonville Place



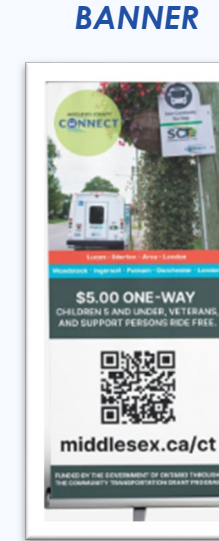
10'X10' TENT



SWAG



BROCHURES



BANNER

**INVITE US TO YOUR EVENTS TO PROMOTE
MIDDLESEX COUNTY CONNECT**



OUR NEXT STEPS

- ❑ App technology launching soon
- ❑ Direct mail County Connect brochures to households in Arva, Dorchester, Ilderton, Lucan Biddulph, and Putnam
- ❑ Continue communication and marketing efforts to build brand awareness
- ❑ Continue community engagement efforts
- ❑ Promote advertising opportunities for local and regional businesses using ad kit
- ❑ Ongoing conversations and collaborative planning with other regional SCT members
- ❑ Utilization of service evaluation framework to adjust and monitor service accordingly

Increased partnerships and long-term financial commitment from all levels of government will be vital to the future of a transportation network in Middlesex County and surrounding areas

QUESTIONS?

