



THE MUNICIPALITY OF  
**LAMBTON SHORES**

# Huron Shores Area Transit Presentation

*Municipality of South Huron  
December 2, 2024  
Council Meeting Presentation*

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# Huron Shores Area Transit

## ABOUT HURON SHORES AREA TRANSIT

- Launched December 2020, Huron Shores Area Transit (HSAT) operates an inter-community **public transit service linking Lambton Shores, South Huron, North Middlesex, Bluewater and Kettle & Stony Point First Nation with each other and Sarnia, London, Goderich and Strathroy**. The fully accessible service is made possible by a \$3-million grant from the Government of Ontario Community Transportation Grant Program and **provides an important regional, accessible, convenient and affordable transit service for seniors, students, workers and youth for employment, education, health and wellness, and leisure**.
- Collectively, the **service area has a population of 37,686 (2021 Census) and covers 1,519.5 km<sup>2</sup> (687.5 sq. mi.)**. The geographical area served is more than twice the size of the City of Toronto (630.2 km<sup>2</sup> / 243.3 sq mi), with just two 20-person buses and **four fixed-route bus routes**. **Each bus accommodates two wheelchairs and two bikes**.
- Totally funded through the Community Transit grant until March 31, 2025.



# Huron Shores Area Transit

## PROGRESS

- Since 2021 (post-covid), ridership quadrupled, tripled and doubled, an overall 1,590% monthly ridership increase.
- 2024 ridership for January to June more than double the same period in 2023, prior to the busiest months of the year (July to September).
- 2024 ridership goal is 32,000; on pace to hit 35,000 earlier than predicted by the Feasibility Study.
- Ridership growth has caused HSAT bus to be full with workers or those travelling into the area for leisure activities (especially in summer).
- Added “Summer Beach Bus” with four return trips on weekends in July and August to and from London.
- Added “Employee Shuttle Bus” to enable all workers to get to work and return home to and from Sarnia



# Huron Shores Area Transit

**ROUTE 1:** Sarnia, Forest, Arkona, Thedford, Kettle & Stony Point First Nation, Port Franks, Grand Bend. Three return trips seven days per week.

**ROUTE 2:** Grand Bend, Dashwood, Exeter, Huron Park, Centralia, Lucan, London. Two return trips seven days per week.

**ROUTE 3:** Grand Bend, St. Joseph, Zurich, Hensall, Bayfield, Goderich. Two return trips three afternoons per week.

**ROUTE 4:** Grand Bend, Parkhill, Ailsa Craig, Strathroy. Three return trips twice per week.



# Huron Shores Area Transit

## Route 2

### Stops at:

- Main St. & Ontario St. (Grand Bend)
- Dashwood (both sides),
- McDonald's (north end of town),
- Sanders St. (library/municipal office & Service Ontario),
- Huron Street (both sides),
- Huron Park (arena),
- Huron Park (arena),
- Centralia (park),
- Lucan (arena, municipal office),
- Masonville Mall,
- University Hospital (front entrance)
- Elgin Hall Residence (flag stop to catch intercity buses)

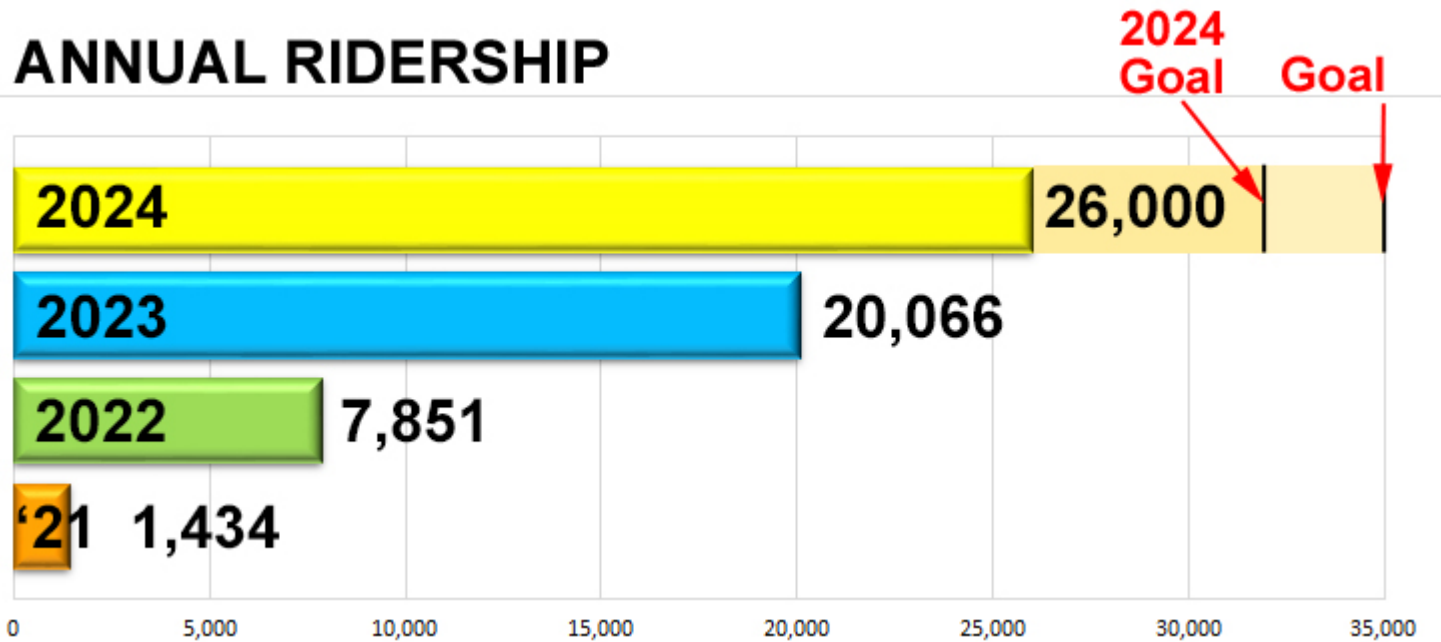
Rank	Bus Stop	On	Off	Total Stop Usage
1	London - Masonville	3,457	3,544	7,001
2	Sobeys Grand Bend	2,055	1,569	3,624
3	Exeter McDonalds	904	849	1,753
4	Dashwood Rd & Centre St	237	743	980
5	Exeter Main St & Sanders St.	401	484	885
6	Exeter Main St & Huron St	399	205	604
7	University Hospital	219	317	536
8	Main St & Highway 21	367	4	371
9	Lucan - Arena	157	170	327
10	Huron Park	113	66	179
11	Centralia	8	14	22
		<b>8,317</b>	<b>7,965</b>	<b>16,282</b>

- **YE Estimated Total Trips:** 8,439
- Two round-trip bus runs per day
- 362 days a year (except Christmas Day, New Year's Day, Good Friday)



# Huron Shores Area Transit

## ANNUAL RIDERSHIP



# Huron Shores Area Transit Financial Operations

## Expenses

- Contracted expenses
  - Voyago – buses and drivers
- Administration
  - One FTE to coordinate and operate system
  - Marketing

## Revenue

- Bus Fares
- Advertising
- Provincial Gas Tax
- Ontario Transit Investment Fund
- Municipal contributions



# Huron Shores Area Transit

## Provincial Gas Tax – Transit Program

- Provincial Gas Tax Transit Fund is distributed annually
- Total provincial share is divided between municipalities that provide transit (\$380M in 2023-24).
- Calculation is based on two components, population served (70%) and ridership (30%).
- Only the municipality providing the service can claim the gas tax.
- The municipality providing the service can claim the gas tax from any other municipality if they offer transit service to that municipality.
- All municipalities must contribute to the system in order to be eligible for the gas tax to be claimed
- Gas Tax funding cannot exceed 75% of the municipal contribution to the system





# Huron Shores Area Transit

## Ontario Transit Investment Fund (OTIF)

- One time application-based funding
- On-going application window until fund is depleted
- All municipalities, Indigenous communities and non-profit organizations are eligible to apply
- Funding up to 50% (total aggregate) over 5 years.
- Can be phased in with higher contributions up front
- Is aimed at new and gap filling initiatives.
- Total funding available \$5M
- A project team that includes members from each municipality served is required



# Budget Projections

<b>Expenses</b>	2025	2026	2027	2028	2029
Contracted Services - Operations	\$828,103.00	\$844,665.00	\$861,558.00	\$878,789.00	\$896,365.00
Administration	\$191,467.00	\$195,296.00	\$199,202.00	\$203,186.00	\$207,250.00
<b>Total Expenses</b>	<b>\$1,019,570.00</b>	<b>\$1,039,961.00</b>	<b>\$1,060,760.00</b>	<b>\$1,081,975.00</b>	<b>\$1,103,615.00</b>
<b>Revenue</b>					
Fares	\$ 165,000.00	\$ 183,000.00	\$ 201,000.00	\$ 219,000.00	\$ 239,000.00
Advertising	\$ 5,000.00	\$ 5,100.00	\$ 5,200.00	\$ 5,300.00	\$ 5,400.00
<b>Total</b>	<b>\$ 170,000.00</b>	<b>\$ 188,100.00</b>	<b>\$ 206,200.00</b>	<b>\$ 224,300.00</b>	<b>\$ 244,400.00</b>
Gas Tax	\$345,000.00	\$348,000.00	\$349,000.00	\$350,000.00	\$351,000.00
OTIF	80%	70%	45%	35%	20%
	\$ 403,656.00	\$ 352,702.70	\$ 227,502.00	\$ 177,686.25	\$ 101,643.00
<b>Total Revenue - All Sources</b>	<b>\$918,656.00</b>	<b>\$888,802.70</b>	<b>\$782,702.00</b>	<b>\$751,986.25</b>	<b>\$697,043.00</b>
<b>Municipal Contribution Required</b>	<b>\$100,914.00</b>	<b>\$151,158.30</b>	<b>\$278,058.00</b>	<b>\$329,988.75</b>	<b>\$406,572.00</b>



# Municipal Contributions

Year	2025	2026	2027	2028	2029	Annual Avg.
Lambton Shores (29%)	\$ 29,265.06	\$ 43,835.91	\$ 80,636.82	\$ 95,696.74	\$ 117,905.88	\$ 73,468.08
KSPFN (5%)	\$ 5,045.70	\$ 7,557.92	\$ 13,902.90	\$ 16,499.44	\$ 20,328.60	\$ 12,666.91
<b>South Huron (25%)</b>	<b>\$ 25,228.50</b>	<b>\$ 37,789.58</b>	<b>\$ 69,514.50</b>	<b>\$ 82,497.19</b>	<b>\$ 101,643.00</b>	<b>\$ 63,334.55</b>
Lucan Biddulph (8%)	\$ 8,073.12	\$ 12,092.66	\$ 22,244.64	\$ 26,399.10	\$ 32,525.76	\$ 20,267.06
Bluewater (18%)	\$ 18,164.52	\$ 27,208.49	\$ 50,050.44	\$ 59,397.98	\$ 73,182.96	\$ 45,600.88
North Middlesex (15%)	\$ 15,137.10	\$ 22,673.75	\$ 41,708.70	\$ 49,498.31	\$ 60,985.80	\$ 38,000.73
Total	\$ 100,914.00	\$ 151,158.30	\$ 278,058.00	\$ 329,988.75	\$ 406,572.00	\$ 253,338.21

Note: The above contributions assume all Municipal partners contribute both their municipal contribution and allocate their provincial gas tax to the HSAT and that the application to OTIF is successful.



# Huron Shores Area Transit

## **The Ask:**

**That South Huron agrees in principle to a municipal contribution of \$316,672.75 over 5 years through an agreement (average annual contribution of \$63,334.55) towards the Huron Shores Area Transit System**

**And**

**That South Huron agrees to allocate Provincial Gas Tax (transit) to Lambton Shores for the Huron Shores Area Transit**

**And**

**That South Huron's CAO be designated as the project team representative as required for the OTIF application**



# Huron Shores Area Transit

THANK YOU



THE MUNICIPALITY OF  
**LAMBTON SHORES**  
vibrant - diverse - sustainable