

A photograph of a rural road intersection. On the left, there is a railroad crossing sign with two white 'X' symbols and two black circular lights. A utility pole with power lines is on the right. The background shows trees and a house. The image has a dark, slightly desaturated tone.

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Public Transportation in Rural Ontario

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Agenda

1. Background & Rural Challenges
2. Transportation Models
3. Recommendations & Implementation
4. Conclusion



Background

Models

Implementation

Conclusion

What's the problem?

- Lack of infrastructure
- Disconnect from vital services
- Economic development
- Continued Aging of Rural Population



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Demographics

1. Seniors
2. Disabled Persons
3. Medical Patients
4. Low Income Families & Individuals
5. Preschool Children
6. Youth



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Our Project

- Current:
 - Rural VISIONS (South Frontenac)
 - Rural Routes (North & Central Frontenac)
- Challenge:
 - Amalgamate to single service provider



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Potential Models

- Recommendation:
 - Volunteer-based model
 - Flexible
 - Low-cost

- Other Models Considered
 - Bus model
 - Van pool



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Challenges with the Model

1. Sustainable external funding
2. Building a volunteer base
3. Accessibility



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Making it Work

- Flexible Pricing Models
 - Agencies
 - Out-of-pocket riders
 - Low income individuals
- Extend financial means test
- Unified model across County



Background

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Implementation

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Making it Work

- Volunteer Remuneration:
 - Balance LHIN, client, and volunteer needs
 - Different types of rides across the county
- Developed a hybrid model
 - Different pay rates for different parts of the ride



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Making it Work

- Building volunteer community
- Plan for sharp increase in capacity needs
- More analysis of ride data
- Financial planning tool



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Implementation

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Conclusion

- Financial *sustainability* is key to success
 - Future includes integration of *technology*
 - *No silver bullet*
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- *Working together, we can make it work!*



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