



**The County**  
PRINCE EDWARD COUNTY • ONTARIO



# COUNTY TRANSIT STRATEGY 2028

Report prepared by:

Left Turn Right Turn Ltd.

To the attention of:

Prince Edward County

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# Document Revisions Control

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# Glossary

Term	Definition
AODA	The Accessibility for Ontarians with Disabilities Act, 2005.
Average interval	Average amount of time between buses.
Boardings	The number of people that enter (i.e. board) onto a transit vehicle.
Boardings per capita	The number of people that board a transit vehicle annually, divided by the total population.
Boardings per vehicle hour (BVH)	The number of people that board the transit vehicle in a given period, divided by the total service operating hours in that period.
Co-Mingled	Integrates specialized and on-demand transit, allowing riders travelling to similar destinations to be pooled together. In PEC, County Transit provides integrated specialized and county-wide on-demand transit. However, on-demand transit is based on available capacity and operational efficiency of the specialized service.
Corridor	In this report, corridor often refers to the area connecting Wellington, Bloomfield, and Picton.
Coverage	The area within reasonable distance of a transit stop. Typically, 400-500 metres is considered a reasonable distance.
Curb-to-curb	A type of service where riders are picked up at the curb next to their start of their trip (e.g., home) and they are dropped off at the curb of their destination.
Dedicated service	In this report, dedicated service refers to a type of transit service designed to serve the Wellington, Bloomfield, and Picton area., where the vehicles are not shared with other services.
Distance-based fare	A fare structure where the cost of the transit trip depends on the distance travelled. For example, a short trip (5km or less) costs \$3.50, a medium-distance trip (5-19km) costs \$5, and a long-distance trip (20km+) costs \$10. In PEC, the year-round fixed route service (Belleville-Bloomfield-Picton), the summer weekend connectors, and the specialized service use distance-based fares.

Term	Definition
Door-to-door	A type of service where riders are picked up and dropped off at the door of their origin and destination. The bus operators assist riders enter and exit the vehicle, when requested. In PEC, the specialized service is a door-to-door service.
Fixed route service	A type of service that picks up and drops off riders at pre-determined stops along a set route.
Flex route	A type of service that slightly deviates from its pre-determined route to pick up and drop off riders at the curb closest to their destination. In PEC, the year-round fixed route (Belleville-Bloomfield-Picton) deviates from the route, when requested and operationally feasible, to pick up and drop off riders in rural areas along the route.
On-demand transit	A flexible, demand-responsive microtransit service. On-demand transit does not run on a fixed schedule. Trips must be requested in advance. In PEC, on-demand transit is available county-wide and can be requested through the Rides On-Demand app or by calling to book a trip. It is co-mingled with the specialized service and is only available when there is available capacity on the specialized service and it is operationally efficient to accommodate the trip.
On-demand transfer hub	Select stops where the on-demand service will connect customers transferring onto a fixed route service.
Peak periods	The times of the day, usually before work in the morning and after work in the afternoon, when there is a spike in travel and a large number of trips are taken on the transit system.
Revenue vehicle hour	An hour when a transit bus is in operation and carrying riders.
Ridership	The number of one-way trips taken on a transit system.

Term	Definition
Rideshare	An on-demand transportation service where drivers use their own personal vehicle to provide service. Trips are booked and paid for through a dedicated app. In PEC, the URide service is an example of a rideshare service.
Service area	The areas of the community served by the transit system.
Service contractor	The company that operates the bus for the transit agency. For County Transit, service contractor currently refers to Quinte Transit.
Service hours	The total hours where a transit bus is in operation.
Service levels	Refers broadly to the amount of service that the transit system provides, including how often vehicles come, how many places they go, how late or early they operate, and how many days of the week they operate.
Specialized Transit	A door-to-door accessible transit service, typically for individuals with disabilities who are unable to use conventional services. Individuals must register for the service and undergo an eligibility assessment. Only eligible individuals are able to request a trip and use the specialized transit service. In PEC, specialized transit is available for eligible adults aged 55+, individuals with disabilities, and individuals experiencing housing insecurity.
Service span	The times of the day and week that the transit service operates.
Subscription trips	A recurring trip, typically for the specialized service. For example, a subscription trip can be a daily trip to dialysis or weekly trip to a day program.
Summer connectors	In this report, the summer connectors refer to the pilot fixed route services offered during summer evenings and weekends. This includes the Bloomfield-Belleville route and the Wellington-Bloomfield-Picton route.

Term	Definition
Transit Strategy Task Team	Group of community and committee representatives providing input during the planning process, assembled by Prince Edward County.
Trip denial	A trip request for a on-demand or specialized service that cannot be accommodated because the transit vehicles are full or too far away.
TripSpark	Company which provides software to support the planning, scheduling, and dispatching of transit services. In PEC, the current transit provider, Quinte Transit uses TripSpark software to schedule and dispatch trips for all on-demand services. TripSpark also provides the Rides On-Demand app for the on-demand service.
Virtual stops	A pick-up or drop-off location in an on-demand transit system that only exists on an app or website and that is not marked with a physical sign
Wait time	The length of time that a rider waits for an on-demand transit vehicle to arrive.
Wait time - 95 <sup>th</sup> percentile	The wait time that 5% of riders are likely to experience. 95% of riders are likely to experience a lesser wait time.
Wait time - average	The wait time that riders are likely to experience on average.

# Executive Summary

Prince Edward County is undertaking a 3-year County Transit Strategy to explore ways of improving transit within the County. Driven by a growing and aging population, in-migration of young families, and major residential development projects, and a booming tourism industry, this strategy aims to evaluate and refresh the existing transit services provided by County Transit. This strategy has developed collaboratively with County staff, with input from the public and key stakeholders. The recommendations presented in this strategy are to be carried out incrementally from 2026 to 2028.

The executive summary provides an overview of the current state findings, recommendations, implementation roadmap and financial plan.

## County Transit Today

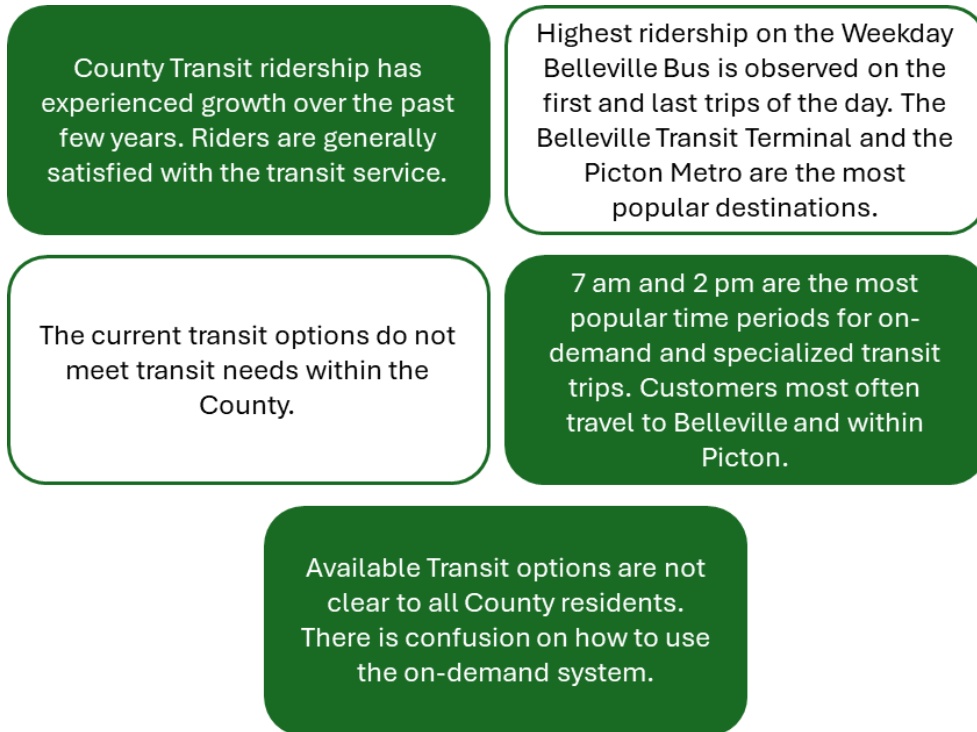
County Transit’s existing network consists of fixed route, on-demand transit, and specialized transit. Table 1 summarizes the service types:

**Table 1.** Summary of Existing County Transit Services.

Type of Service	Fixed Route	On-Demand Transit	Specialized Transit	Pilot Summer Weekend Connector
<b>What is it?</b>	Scheduled stop-to-stop service connecting Picton, Bloomfield and Belleville.	Door-to-bus-stop service within Prince Edward County. Trips are booked through the app or over the phone. Dependent on limited availability of the specialized service	Door-to-door service within Prince Edward County for eligible individuals. Trips booked over the phone.	Scheduled stop-to-stop service connecting Picton, Bloomfield, Wellington and Belleville through two routes during the summer.

An analysis of service performance coupled with discussions with County staff and Quinte Transit staff (schedulers, dispatchers, and operators) revealed key trends related to ridership growth, travel patterns, and customer experience. Additionally, meetings with the Transit Strategy Task Team – a working group assembled by County staff – and broader community engagement underscored these findings. The key findings are summarized in Figure 1.

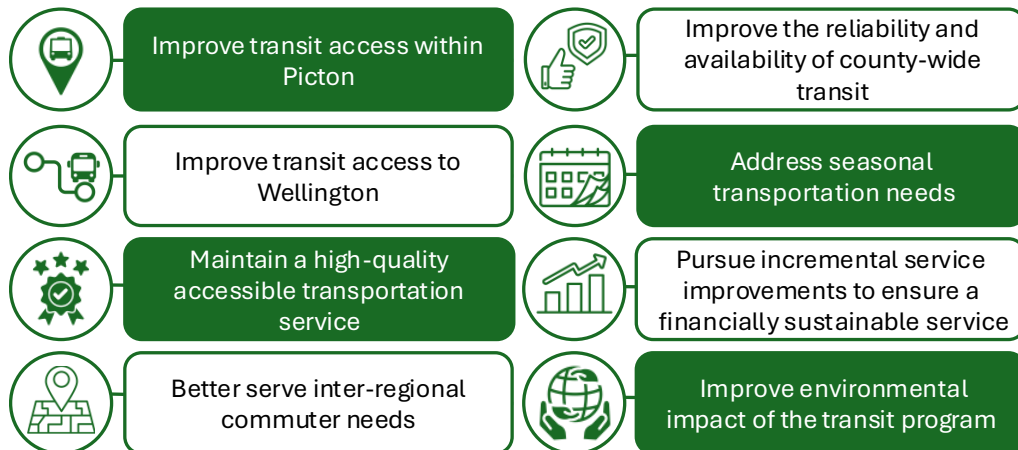
**Figure 1.** Key Findings of Existing Services.



## County Transit Tomorrow

The recommendations are guided by eight service design objectives to ensure that potential solutions respond to the priorities and values of the municipality. These objectives are summarized in Figure 2.

**Figure 2.** Strategic Objectives.



## Future Transit Network

The recommended 2028 network has been driven by the service objectives, engagement feedback and the available funding over the 2026-2028 timeline. The County Transit Services available today will continue to

remain in 2028. Minor tweaks and additional dedicated services have been recommended to bridge gaps in the existing services. The 2028 network includes:

- **Weekday Belleville Bus** –fixed route service facilitating connections between Picton, Bloomfield, and Belleville.
- **Dedicated Picton On-Demand Service** – a stop-to-stop dedicated on-demand service within Picton.
- **Dedicated Wellington-Bloomfield-Picton (WBP) Fixed Route Service** – fixed route service connecting Wellington, Bloomfield and Picton.
- **County-Wide Co-mingled On-Demand Service** – providing curb-to-curb service in Rural Picton and curb-to-hub service when connecting to Picton, Bloomfield, and Wellington. The county-wide on-demand service will continue to be co-mingled with the specialized service.
- **County-Wide Specialized Service** – providing door-to-door accessible transportation for eligible customers county-wide.
- **Weekend Summer Connector** – two fixed routes facilitating connections between Picton, Bloomfield, and Wellington and between Bloomfield and Belleville on Friday evenings and weekends (between June and September only).

The following describes the key new elements of the proposed network listed above. It is proposed that the new service changes are phased in gradually across the 2026-2028.

- **Weekday Belleville Bus:** It is recommended that the Weekday Belleville Bus will continue to operate on weekdays year-round. However, it is recommended that schedule be restructured to better service morning peak and afternoon peak periods.
- **Summer Weekend Connector:** It is recommended that County Transit continue to operate the Summer Weekend Connector routes (Wellington-Bloomfield-Picton, and Bloomfield-Belleville fixed route) in the summer. To ensure compliance with AODA requirements, it is recommended that the schedules be adjusted to accommodate door-to-door service to specialized customers travelling within 1.2 kilometres (direct distance) along the route, when requested in advance.
- **Dedicated Services in Picton, Bloomfield, and Wellington:**  
Three (3) options were considered to improve service offerings within Picton, Bloomfield and Wellington through dedicated on-demand or fixed route services. While these options differ in 2026, all options ultimately evolve into a similar network and service quality by 2028. Table 2 details how each of the options evolve over time.

**Table 2.** Description of Options for Dedicated Services.

Service Option	2026	2027	2028
<b>Option 1:</b> Start with Dedicated Picton On-Demand service.	Launch a dedicated on-demand service within Picton. There will be designated virtual stops throughout Picton.	Expand the service to provide coverage to the Wellington-Bloomfield-Picton corridor.	Expanded service continues.

Service Option	2026	2027	2028
<b>Option 2:</b> Start with Dedicated Wellington-Bloomfield-Picton corridor on-demand service.	Launch a dedicated on-demand service within the Wellington-Bloomfield-Picton corridor. This will be a stop-to-stop service with designated virtual stops the corridor.	Service continues.	Service continues.
<b>Option 3:</b> Start with a Wellington-Bloomfield-Picton fixed route and a Picton dedicated on-demand service on certain weekdays.	Launch a dedicated stop-to-stop on-demand service within Picton, operating 3 weekdays.  Launch a fixed route service connecting the Wellington-Bloomfield-Picton corridor, operating 2 remaining weekdays.	Expand both services to operate on all 5 weekdays.	Service continues.

To determine which option to implement in 2026, staff conducted various engagement with the community for input. Based on feedback received, staff are recommending Option 3.

- **County-Wide Co-Mingled On-Demand Service:** It is recommended that this service will continue to connect residents living within the County. Trips will continue to be co-mingled with the specialized service. Since high-demand areas (e.g., Picton or Wellington-Bloomfield-Picton corridor) will be serviced by dedicated on-demand or fixed route services, the County-wide Co-mingled On-Demand service should not operate in the same area at the same time.
- **County-Wide Specialized Service:** It is recommended that the specialized service continue to provide door-to-door county-wide service to eligible customers. As conventional transit expands, it is recommended that the eligibility criteria for the specialized services be reviewed and updated to provide service only to those with disabilities who cannot use the fixed route or on-demand services (rather than qualify based on age). Specialized trips should continue to co-mingle with county-wide on-demand trips to maximize efficiency where possible. Specialized trip will also continue to require distance-based fares. To comply with the Accessibility for Ontarians with Disabilities Act (AODA), it is recommended that the service span be expanded to provide service from 6:30 am to 7:00 pm. It is also recommended that Prince Edward County consider require its service provider to remove the prioritisation of trips based on trip purpose (e.g., priority given to medical trips) to meet compliance requirements.

The recommended 2028 network described above is shown Figures 3-5. While Option 3 is recommended by staff, the 2028 network for all options are shown for comparison.

Figure 3. 2028 Service Network - Options 1 and 2

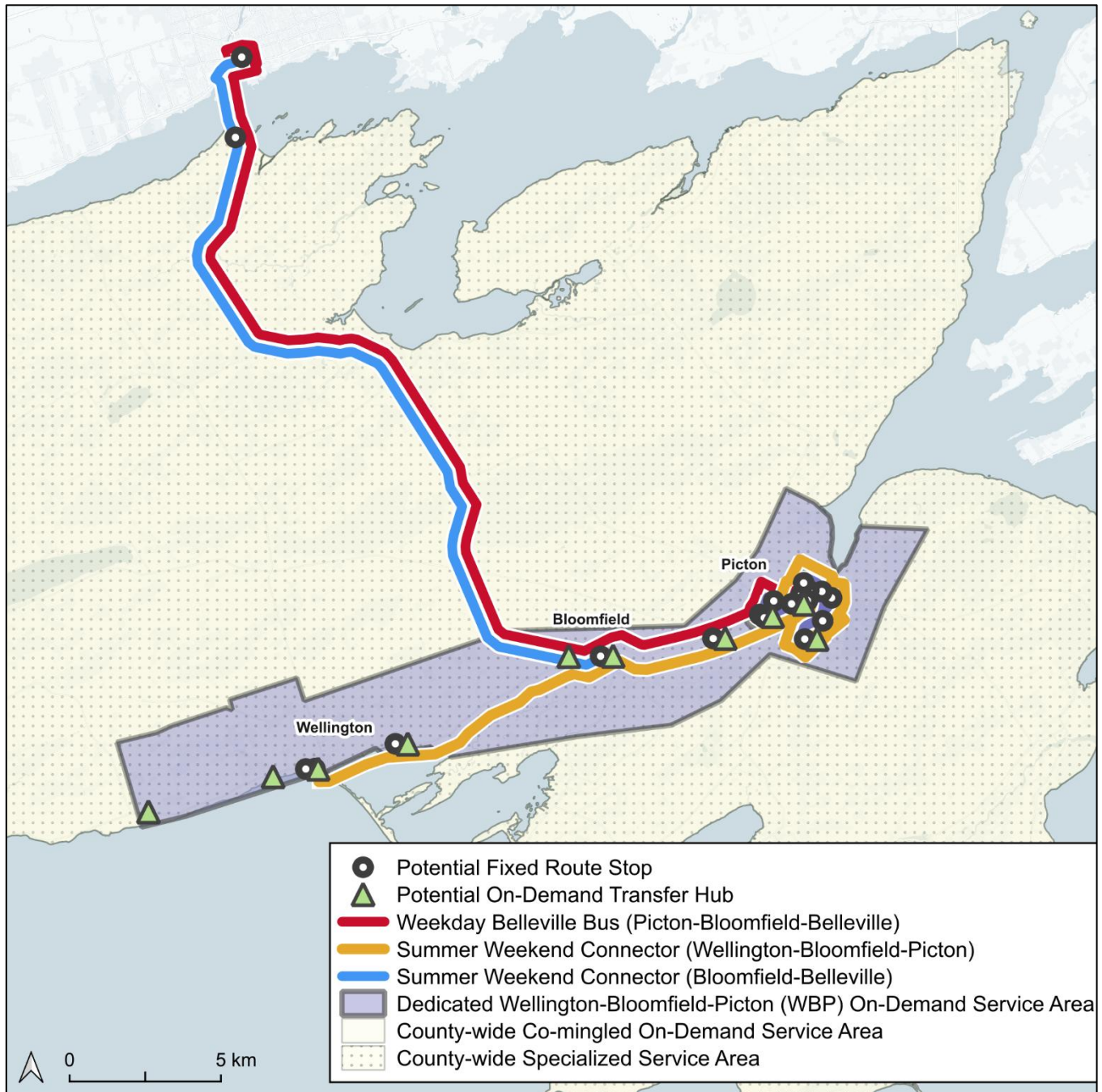
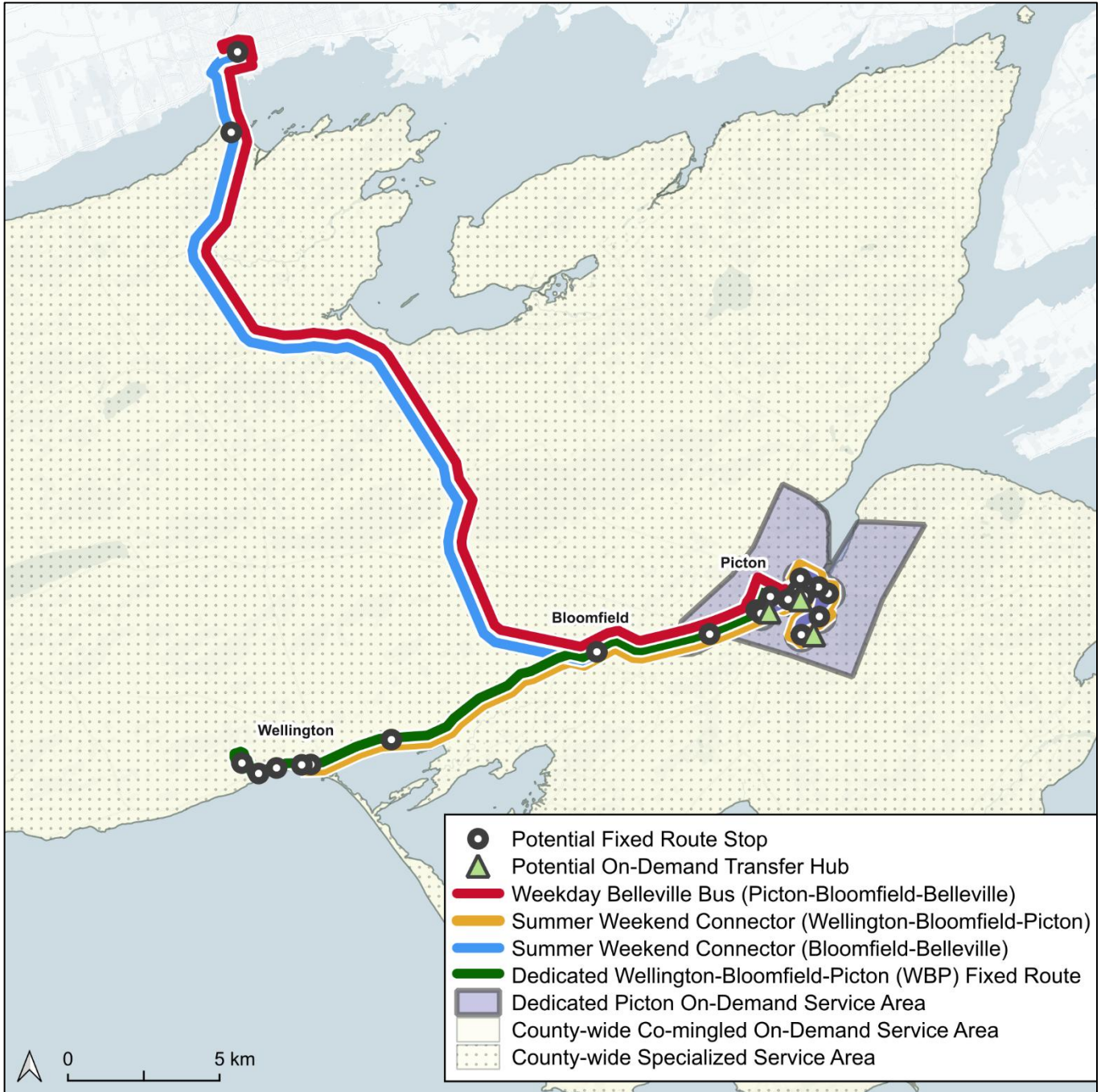
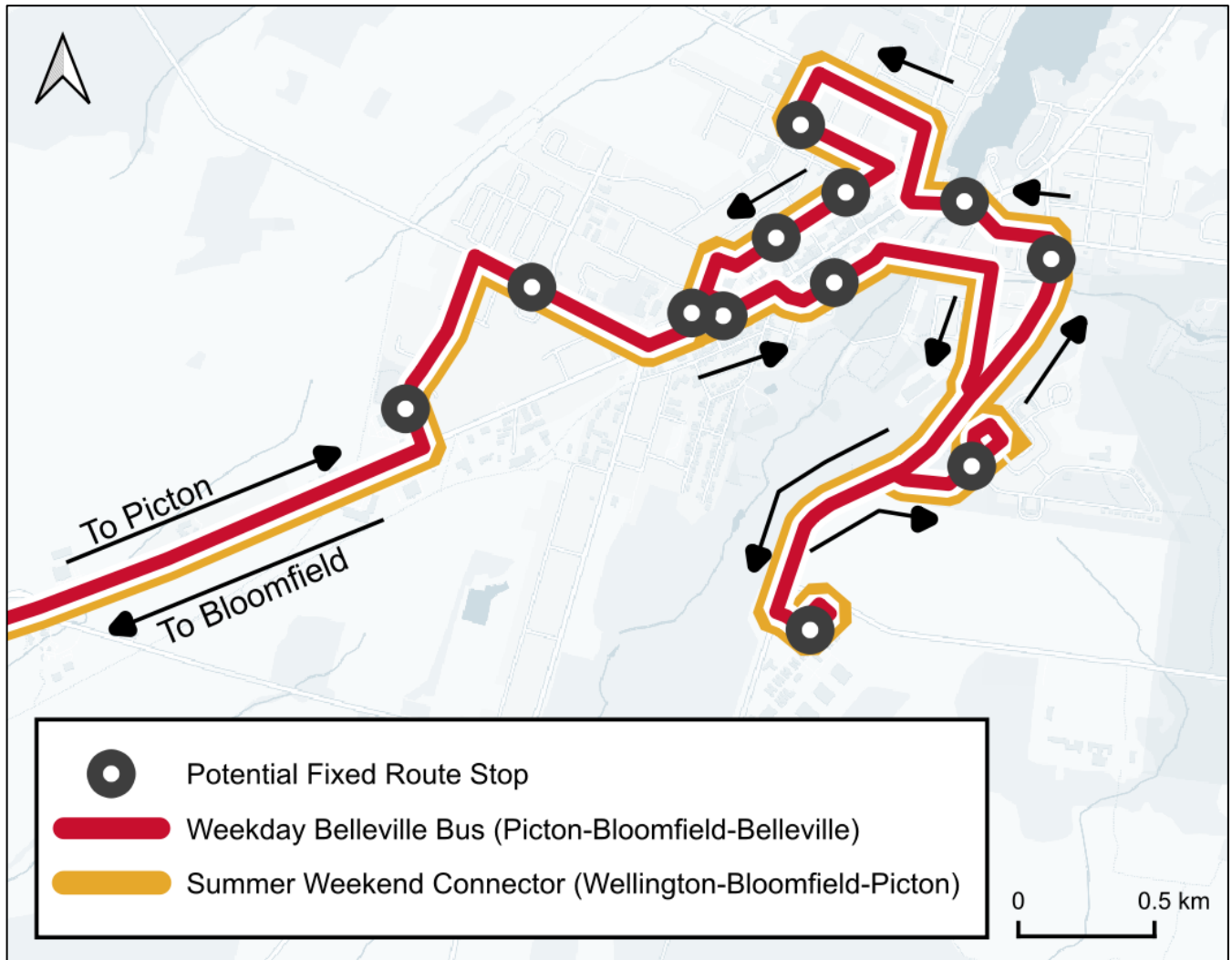


Figure 4. 2028 Service Network -Option 3.



**Figure 5.** Close-up of the Weekday Belleville Bus and the Summer Weekend Connector Routing within Picton 2026-2028.



## Implementation Roadmap

The implementation roadmap provides a summary of all recommendations and associated timelines described throughout this report. Key service changes have been proposed to align with the following dates:

- **September 2026 (2026 Q4)** – Following planned RFQ process in Q1 2026.
- **May 2027 (2027 Q2)** – To support the anticipated seasonal increases in demand during the summer months.
- **May 2028 (2028 Q2)** – To support the anticipated seasonal increases in demand during the summer months.

Table 3 summarizes the implementation timelines. For comparison, the implementation activities are shown for all options.

**Table 3.** Implementation Roadmap.

Implementation Activity	Timeline
<b>Service Changes and Monitoring</b>	<b>2026 Q1-Ongoing</b>
Initiate procurement for 1 cutaway vehicle	2025 Q4
Update Summer Weekend Connector to be AODA compliant	2026 Q2 – Ongoing
Initiate procurement for 2 vans	2026 Q4
Adjust Weekday Belleville Bus schedule to better serve peak hours	2026 Q4 – Ongoing
<b>Option 1</b>	
Introduce dedicated on-demand transit in Picton (M-F)	2026 Q4 – 2027 Q2
Operate purchased cutaway to serve Weekday Belleville Bus and dedicated on-demand transit in Picton (M-F)	2026 Q4 – Ongoing
Expand dedicated on-demand service to provide Wellington-Bloomfield-Picton trips (WBP) M-F.	2027 Q2 – Ongoing
Operate one of the purchased vans to provide WBP on-demand service (M-F)	2027 Q2 – Ongoing
Optional: Monitor service ridership, travel patterns and costs to evaluate if converting to a Picton fixed route will be more efficient.	2028 Q2 – Ongoing
Increase service hours to improve wait time for WBP on-demand service (M-F)	2028 Q2 – Ongoing
Operate the second purchased van to provide WBP service (M-F)	2028 Q2 – Ongoing
<b>Option 2</b>	
Introduce WBP dedicated on-demand service (M-F)	2026 Q4 – 2027 Q2
Operate purchased cutaway to serve Weekday Belleville Bus and Dedicated WBP On-Demand service (M-F)	2026 Q4 – Ongoing
Increase service hours to improve wait time for WBP dedicated on-demand service M-F	2027 Q2 – 2028 Q2
Operate one of the purchased vans to provide WBP on-demand service (M-F)	2027 Q2 – Ongoing
Optional: Monitor service ridership, travel patterns and costs to evaluate if converting to a Picton fixed route will be more efficient.	2028 Q2 – Ongoing
Increase service hours to improve wait time for WBP dedicated on-demand service (M-F)	2028 Q2 – Ongoing
Operate the second purchased van to provide WBP service (M-F)	2028 Q2 – Ongoing
<b>Recommended Option 3</b>	

Introduce fixed route service in WBP (2 weekdays days a week)	2026 Q4 – 2027 Q2
Introduce dedicated on-demand transit in Picton (3 weekdays a week)	2026 Q4 – 2027 Q2
Operate purchased cutaway to serve WBP fixed route and Picton on-demand service	2026 Q4 – Ongoing
Increase service hours to provide service 5 days a week for WBP fixed route service (M-F)	2027 Q2 – Ongoing
Increase service hours to provide service 5 days a week for dedicated on-demand transit in Picton (M-F)	2027 Q2 – Ongoing
Operate one of the two purchased vans to provide WBP fixed route or Picton on-demand service (M-F).	2027 Q2 – Ongoing
Optional: Monitor service ridership, travel patterns and costs to evaluate if converting to a Picton fixed route will be more efficient.	2028 Q2 – Ongoing
Increase service hours to improve frequency of WBP fixed route service (M-F)	2028 Q2 – Ongoing
Operate the second purchased van to provide WBP fixed route or Picton on-demand service (M-F)	2028 Q2 – Ongoing
Monitor service performance across all services	2026Q1 – Ongoing
<b>Technology</b>	
Determine if on-demand and specialized software will be replaced	2026 Q1
If software will be replaced, implement and launch new system	2026 Q3 – 2026 Q4
<b>Customer</b>	
Increase awareness of County Transit services and continue engaging with the community	2026 Q2 – Ongoing
Update information consistency and clarity on website and brochures	2026 Q4 – Ongoing
If software is changed, launch communication campaign for public to become aware of new app before launch.	2026 Q4 – 2027 Q4
<b>Partnerships &amp; Policy</b>	
Continue fostering partnerships with local and regional organizations including Belleville Transit	2025 Q4 – Ongoing
Review specialized transit eligibility criteria	2028 Q1 – 2028 Q3

## Financial Plan

Three-year operating and capital budgets have been developed for the recommendations. Operating costs include service operating costs, on-demand technology costs, dedicated staff and resourcing, marketing and promotions, and material and supplies. Capital costs include costs associated with vehicle procurement, technology (hardware) procurement, and technology installation. Capital funding includes federal and provincial funding earmarked to procure a cutaway bus in Q4 2025 and two smaller vehicles for on-demand service in 2026. Capital funding listed in Table 4 includes federal and provincial funding earmarked to procure a cutaway bus in Q4 2025 and two smaller vehicles for on-demand service in 2026. In 2027, there is a surplus of \$78,300 of federal and provincial funding which can be used to attain fleet assets (e.g., spare vehicle), should the County choose to utilise it. This funding cannot be used to support other capital procurements or to support operating costs of the transit services. Tables 4 and 5 summarize the estimated annual operating and capital budget for County Transit for all options.

**Table 4.** Summary of Annual Operating Costs Across Options

	2025	2026	2027	2028
<b>Option 1</b>				
Operating Costs	\$740,500	\$852,800	\$1,026,900	\$1,203,200
Fares and Funding	\$528,200	\$447,500	\$476,200	\$503,300
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$405,300</b>	<b>\$550,700</b>	<b>\$699,900</b>
<b>Option 2</b>				
Operating Costs	\$740,500	\$852,800	\$1,026,900	\$1,203,200
Fares and Funding <sup>1</sup>	\$528,200	\$447,500	\$476,200	\$503,300
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$405,300</b>	<b>\$550,700</b>	<b>\$699,900</b>
<b>Option 3</b>				
Operating Costs	\$740,500	\$848,400	\$995,700	\$1,204,100
Fares and Funding	\$528,200	\$451,900	\$473,500	\$498,600
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$396,500</b>	<b>\$522,200</b>	<b>\$705,500</b>
<b>Status Quo – For Comparison Purposes Only</b>				
Operating Costs	\$740,500	\$755,500	\$774,100	\$796,800
Fares and Funding	\$528,200	\$448,500	\$456,100	\$464,000
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$307,000</b>	<b>\$318,000</b>	<b>\$332,800</b>

**Table 5.** Summary of Annual Capital Costs Across Options

	2025	2026	2027	2028
<b>Option 1</b>				
Total Capital Costs	\$230,000	\$237,200	\$2,000	\$2,000
Vehicle Capital Funding <sup>2</sup>	\$230,000	\$214,200	\$78,300 <sup>3</sup>	\$ -
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Option 2</b>				
Total Capital Costs	\$230,000	\$237,200	\$2,000	\$2,000
Vehicle Capital Funding	\$230,000	\$214,200	\$78,300	\$ -
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Option 3</b>				
Total Capital Costs	\$230,000	\$237,200	\$2,000	\$2,000
Vehicle Capital Funding	\$230,000	\$214,200	\$78,300	\$ -
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Status Quo – For Comparison Purposes Only</b>				
Total Capital Costs	\$230,000	\$214,200	\$-	\$-
Vehicle Capital Funding	\$230,000	\$214,200	\$78,300	\$-
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>

<sup>1</sup> The difference in the number of dedicated on-demand trips in Options 1 and 2 are miniscule throughout the years, resulting in the same revenues across the two options.

<sup>2</sup> Vehicle capital funding refers to federal and provincial funding acquired for vehicle procurement. This funding cannot be applied to other capital purchases or towards operating costs.

<sup>3</sup> There is a surplus of \$78,300 of federal and provincial funding for fleet assets in 2027.

# 1 Introduction

The County Transit Strategy 2028 is an exciting plan to elevate transit options available to the residents and visitors of Prince Edward County. Left Turn Right Turn (LTRT) was retained as the consultant for this project and has worked alongside staff to develop the County Transit Strategy 2028. This report provides an overview of the current service, outlines key challenges and details the recommended future transit strategy.

## 1.1 Project Context

The County Transit conventional system, launched during the pandemic in 2020, has made significant strides in addressing community mobility needs through its fixed route and co-mingled specialized and on-demand services<sup>4</sup>.

Recent increase in fixed route ridership has demonstrated a growing community interest in public transit. However, despite the growth in ridership, the current transit system only partially meets community needs, with barriers including limited rural coverage and complex service options. An additional barrier to adoption and transit use is traditional reliance on personal vehicles within the community, which makes people believe that transit is not for them. The County Transit Strategy 2028 is significant as Prince Edward County stands at a crucial juncture. Several changes to the demographics and growth in the County has driven the need for a refresh to its transit strategy. These include:

- A growing population which has exceeded the Official Plan's 2031 estimates. Particularly characterized by:
  - An aging population, where over 30% of the County's residents are over 65 years old.
  - A rise in migration of young families in recent years.
- Major residential developments across the County taking place over the next 5 years in Picton and Wellington. This has been supported by the Ontario Government's investment of up to \$18.3 million in infrastructure required to develop nearly 4,000 homes.

With a growing and aging population and the potential for major residential development, the County faces both challenges and opportunities for transit system redesign. Secured significant federal and provincial grants for fleet renewal offer a timely opportunity to optimize service delivery without capital costs to the municipality. Additionally, the County's position as a premier tourism destination creates unique opportunities for developing innovative transit solutions. Through strategic partnerships with the tourism

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<sup>4</sup> Fixed Route Service: A type of conventional transit where buses operate on a set route, stopping at designated locations at designated times.

On-Demand Service: A type of conventional transit that provides curb to curb, curb to stop or stop to stop service. On-demand service serves areas without fixed route transit or connects people to fixed route transit.

Specialized Service: A door-to-door service that requires people to qualify for the service based on specific eligibility criteria (e.g. people with disabilities who cannot use conventional transit).

Co-mingled Specialized and On-Demand Service: On-demand trips are delivered in the same vehicle as specialized trips. The specialized and on-demand customers may share part of the ride.

sector and emerging funding streams, there is potential to create a more sustainable and accessible transportation network that serves both residents and visitors.

Understanding these complexities and opportunities, this County Transit Strategy 2028 report focuses on developing practical and feasible solutions that balance the diverse needs of residents, seasonal visitors, and commuting workers.

## 1.2 Project Timeline

The County Transit Strategy 2028 began in March 2025. The Transit Strategy was developed through four key phases as outlined in Figure 6.

Figure 6. Project Timeline.



Throughout the project, three key community consultations took place. These consultations were a combination of in-person and virtual sessions aimed to obtain feedback from residents on the following:

- What’s working well and what can be improved
- Options being considered to improve service
- Recommended solutions

While the three engagement sessions were designed to gather feedback from a wide variety of residents, the County also conducted additional surveys and focus groups to obtain feedback from specific demographics and areas. The findings of the engagement are summarized in Section 3. The feedback from the community informed the project team on areas of focus when developing options for improvement.

## 2 County Transit Today

To attain a fulsome understanding of County Transit’s services and identify gaps to be addressed in the future, the project team undertook an assessment of the existing transit network. This review examined the types of services currently available, trends in ridership growth, trip patterns and travel behaviours across the various service types, and overall service performance. A brief investigation of other transportation options available within the County was also conducted to acknowledge broader mobility challenges. The following sections detail key findings from the current state assessment to inform the areas of focus for the County Transit Strategy 2028.

## 2.1 Overview of Services

County Transit’s current transit network comprises three service types: fixed route service, on-demand service, and specialized service. All three services are delivered through Quinte Transit. Quinte Transit has had a long-standing partnership with the County and is responsible for all aspects of service delivery.

Overall, there are similarities between the services and where they operate, but they are all designed to meet different needs. Table 6 summarizes each available service type. Following the table is a more comprehensive overview by service type.

**Table 6.** Current Services Overview

Type of Service	Fixed Route	On-Demand Transit	Specialized Transit	Pilot Summer Weekend Connector
<b>What is it?</b>	Scheduled stop-to-stop service connecting Picton, Bloomfield and Belleville.	Door-to-bus-stop service within Prince Edward County.	Door-to-door service within Prince Edward County for eligible individuals.	Scheduled stop-to-stop service connecting Picton, Bloomfield, Wellington and Belleville through two routes during the summer.
<b>Who is it for?</b>	Open to everyone.	Open to everyone. (Co-mingled with Specialized Transit)	Adults 55+ years old, persons with disabilities, and/ people experiencing homelessness/housing insecurity (with referral).	Open to everyone.
<b>How does it work?</b>	No pre-booking.	Trips are booked through the app or over the phone. Dependent on limited availability of the specialized service	Trips booked over the phone.	No pre-booking.
<b>When is it available?</b>	Monday - Friday 6:15 am – 7:00 pm	Monday - Friday	Monday – Friday 6:00 am – 6:00 pm	From June 27- September 7, 2025

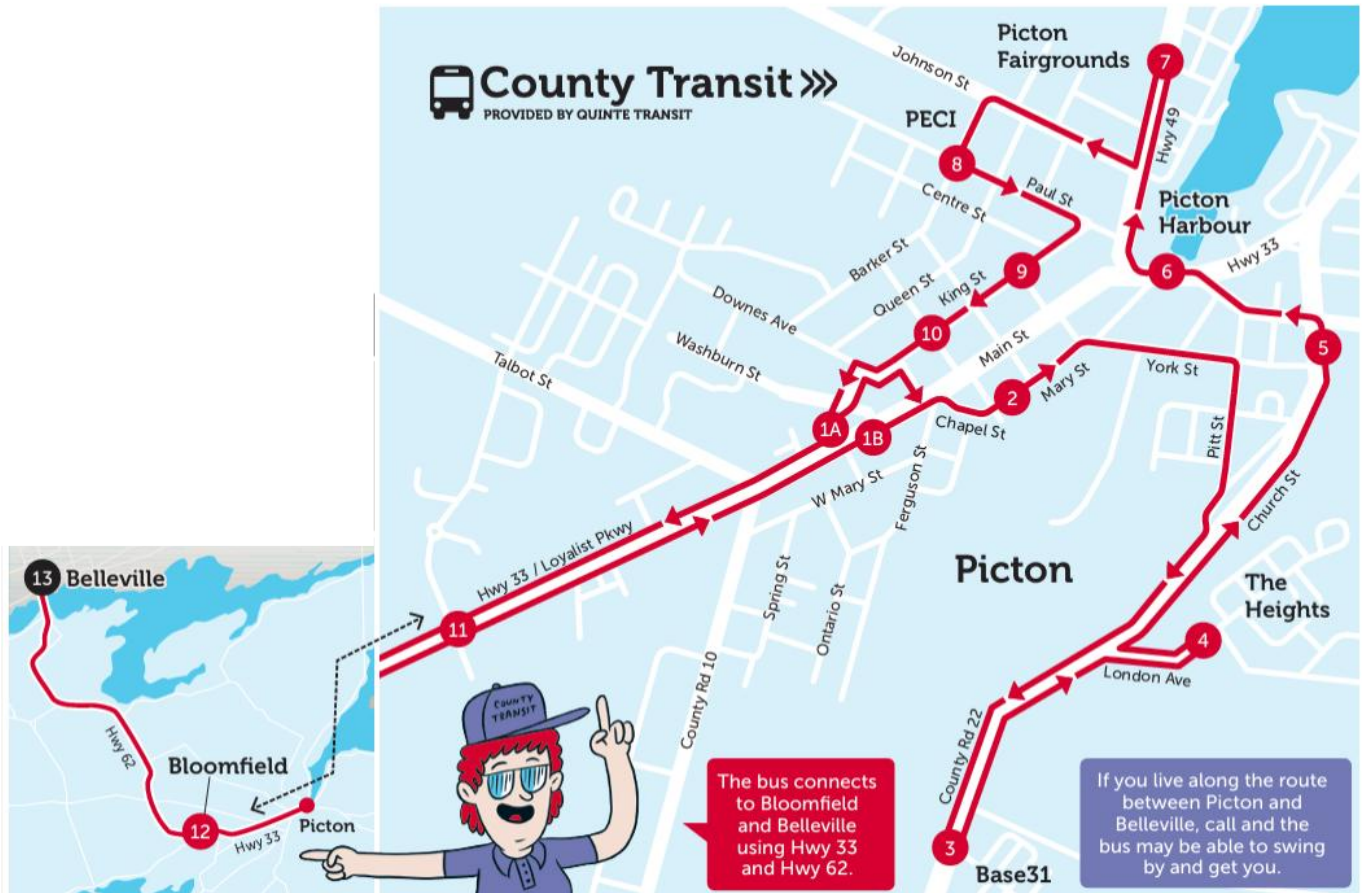
Type of Service	Fixed Route	On-Demand Transit	Specialized Transit	Pilot Summer Weekend Connector
		6:00 am – 6:00 pm <sup>5</sup>		<p><b>Wellington – Bloomfield – Picton:</b>            Fridays: 5:30 pm to 11:45 pm            Saturdays: 10:30 am to 11:45 pm            Sundays: 10:30 am to 7:05 pm</p> <p><b>Belleville – Bloomfield:</b>            Fridays: 5:15 pm to 11:27 pm            Saturdays: 10:15 am to 11:27 pm            Sundays: 10:15 am to 6:47 pm</p>
<b>Fares?</b>	Distance-based fares.	\$5 per ride.	Distance-based fares.	Distance-based fares.

**Fixed route service:** A traditional style of service where buses operate on a set route, stopping at designated locations at designated times. In Prince Edward County, the year-round fixed route service connects Picton – Bloomfield – Belleville. The fixed route service operates weekdays from 6:15am-7:00pm. The service uses a distance-based fare system, with local trips (5km or less) costing \$3.50/\$2.50<sup>6</sup>, “inside county” trips (5-19km) costing \$5/\$4, and long-distance trips (20km+) costing \$10/\$7. Figure 7 on the following page illustrates County Transit’s year-round fixed route service stops.

<sup>5</sup> The existing County-wide On-Demand service is co-mingled with the specialized service and is available on weekdays from 6:15 am to 6:00 pm, as capacity allows.

<sup>6</sup> All fare pricing is formatted to present adult fares/discount fares. The initial number – adult fare – is for any able-bodied individual aged 19-54. The secondary number – discounted fare – is available to students, youth 14-18, 55+ and people with disabilities. Children 13 and under ride for free. Discounted monthly passes, two week passes, summer weekend explorer day passes, and two-system monthly passes (Belleville Transit and County Transit) are also available.

**Figure 7.** Map of County Transit’s Year-Round Fixed Route Service



In addition to this the year-round fixed route, County Transit has launched two Summer Weekend Connector services to provide weekend and evening service from June 27 to September 7, 2025. These consist of a route connecting Picton, Bloomfield, and Wellington, and a route connecting Bloomfield and Belleville. The summer routes are available Fridays, Saturdays, and Sundays. Figure 8 illustrates County Transit’s Summer Weekend Connector service stops for each route.

**Figure 8.** Map of County Transit’s Summer Fixed Route Services



**On-demand service:** County Transit offers a door-to-door service servicing the entirety of Prince Edward County. The purpose of this service is to connect residents in rural areas to the fixed route service or get them to other destinations not served by the fixed route. It allows customers to book trips via mobile application (called “Rides on Demand”) or by calling (calling is required to be a day in advance of trip for scheduling purposes) and costs a flat \$5 fee regardless of destination within the County. This service is co-mingled with the specialized service and provides trips based on available capacity and operational efficiency of the specialized service. This means that when a customer requests a ride through the app or by phone, the system searches specialized vehicles in the area and accommodates the trip if capacity and scheduling allow (i.e., on-demand trips are only delivered if they require minimal deviation from the scheduled specialized trips and are not likely to delay the scheduled specialized trips).

A drawback to the way services are co-mingled is service prioritization. Currently, specialized transit trips are prioritized over on-demand trips. Without dedicated on-demand vehicles, this has resulted in unreliable on-demand service with on-demand trips often being unaccommodated.

**Specialized service:** A door-to-door service for individuals who need accessible transportation. Specialized service can be booked via phone call only and must be booked at least one day in advance. Scheduling of trips is based on priority needs, with medical appointments taking precedence over other

types of trips. The fee for the specialized service is a base rate of \$5 plus \$1 for each transit “zone”<sup>7</sup> crossed during the trip.

Prospective customers of the service must be accepted to the service after applying and being approved for eligibility. To be eligible to use the specialized service, one must either be aged 55+, have a disability<sup>8</sup>, or be experiencing housing insecurity<sup>9</sup>. Supporting documentation may be required of the applicant.

## **2.2 County Transit Today**

This section provides an overview of the current service statistics and discusses the areas of focus of this Transit Strategy.

### **2.2.1 Ridership Growth**

County Transit has experienced growth in ridership over the past few years. In 2024, it delivered 20,667 trips which is a 25% increase over 2023 ridership numbers. The predominant amount of growth has been on the fixed route system which had ridership increase by 41%. By comparison, the county-wide co-mingled on-demand transit ridership rose 5%. While the specialized service has also seen significant growth, most of this has been ridership getting back to pre-pandemic levels. Ridership has seen continued growth in the first half of 2025 and is expected to continue on an upward trend throughout the rest of the year. Figure 9 shows the year-over-year growth of each service type from 2018 to 2024.

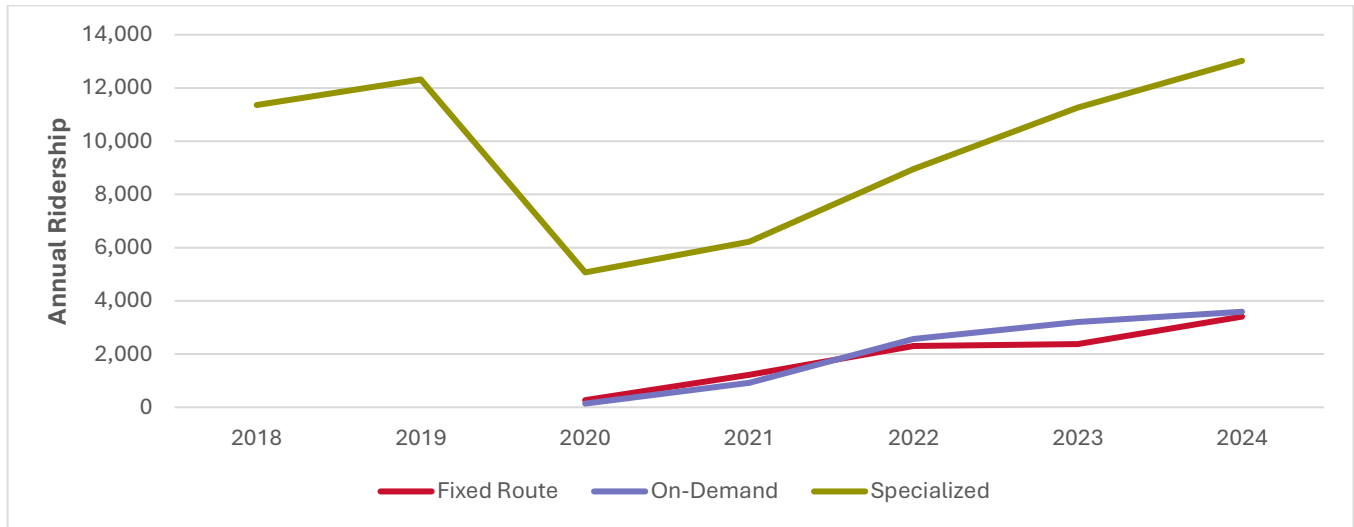
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<sup>7</sup> A “zone” refers to the distance-based fare system outlined in the fixed route overview section: local trips (up to 5km), inside county trips (5-19km), and long-distance trips (20km+). Therefore, the maximum fare a specialized transit user could pay would be \$7 (\$5 base + crossing of two zones into the long-distance trip zone).

<sup>8</sup> The application defines disability as: “a physical, mental, cognitive, or developmental condition that impairs, interferes with, or limits a person’s ability to engage in certain tasks or actions or participate in typical daily activities and interactions.

<sup>9</sup> To be considered to be experiencing housing insecurities, the applicant must have been referred by a local agency.

**Figure 9.** Observed Ridership by Service Type (2018 – 2024)



## 2.2.2 Trip Patterns

Spatial and temporal analyses determine common destinations and points of origins for riders. Over time, trip patterns emerge from observed travel behaviour and common points of interest. Trip patterns vary between fixed route service (due to its static routing) and on-demand and specialized services (since these types service all locations within the County).

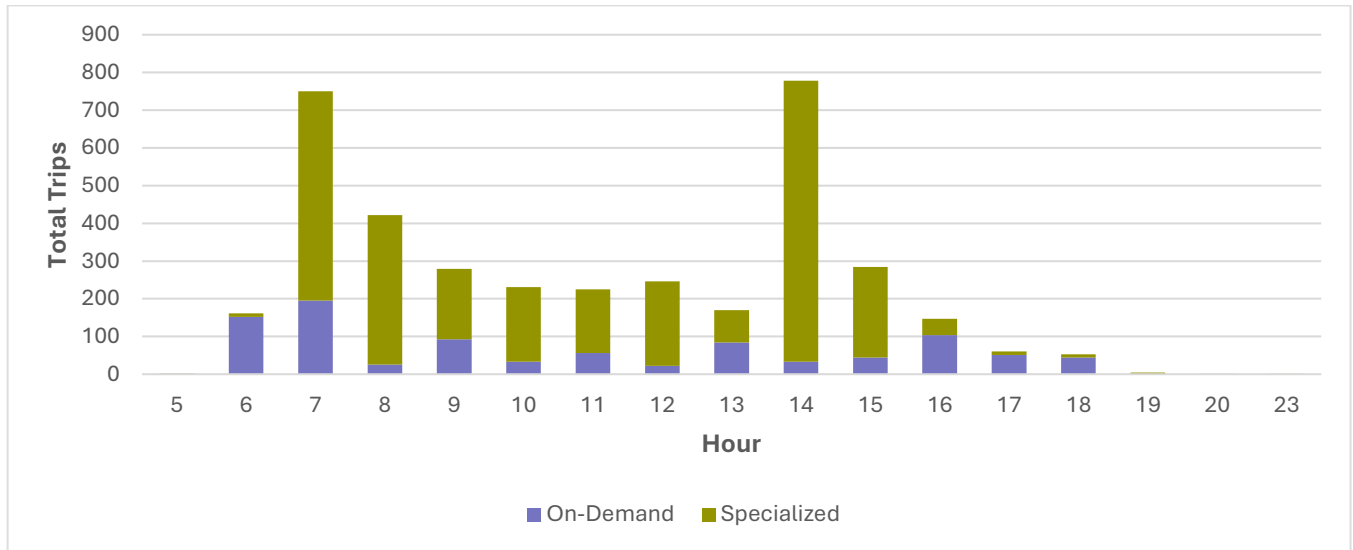
### 2.2.2.1 Fixed Route Service

For fixed route service, Picton to Belleville trips are the most common with Belleville Transit Terminal as the most popular destination for riders, followed by Picton Metro grocery store. The highest ridership times on the fixed route system are during the first and last trips of the day. Both of these factors support ridership being predominately used for commuting as opposed to recreational or medical trips (e.g., shopping, entertainment/events, medical appointments, essential services).

### 2.2.2.2 On-Demand and Specialized Services

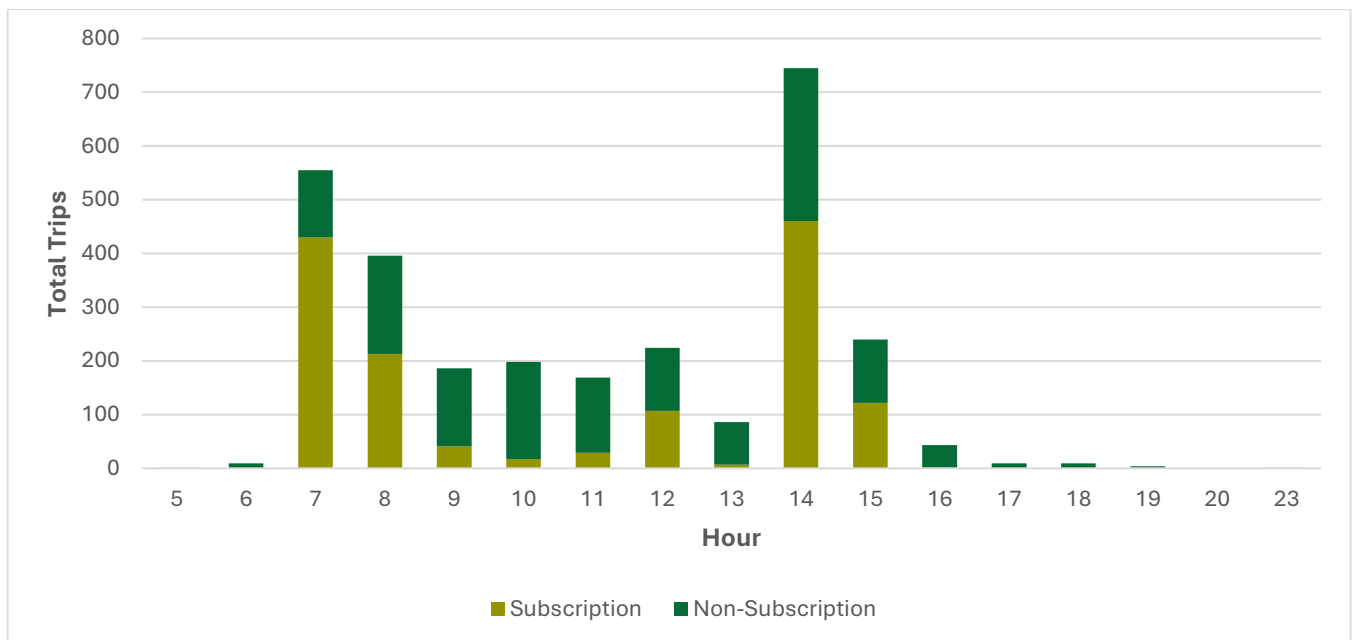
Given that specialized transit and the current on-demand service serve the entire County, the trip patterns are quite varied. From a temporal standpoint, both on-demand and specialized transit share common periods of demand with the highest being at 7am and 2pm. Figure 10 shows a three-month sampling of trip times in 2024.

**Figure 10.** Sample of Trip per Hour for On-Demand and Specialized Services (July-September 2024)



Specialized service allows for subscription services, which allow customers to have automatically scheduled recurring trips that go to the same place at the same time (e.g. work or medical appointments). Specialized subscription trips are most common between 7:00 am – 8:00 am and between 2:00 pm – 3:00 pm. Non-subscription specialized trips are fairly consistent throughout the day, peaking around 2:00 pm. Figure 11 distinguishes travel time for subscription and non-subscription specialized service.

**Figure 11.** Sample of Trips per Hour for Specialized Service by Trip Type (July-September 2024)



From a destination perspective, there is a difference between on-demand and specialized trips. For on-demand, both local and regional trips are common. For specialized, regional trips are the most common with over 50% of trips connecting into Belleville. Table 7 lists common destinations that customers travel to.

**Table 7.** Common Trip Origin-Destination Pairs for On-Demand and Specialized Transit

On-Demand Transit	Specialized Transit
<b>Picton-Belleville Trips</b> (more than 50% of trips)	<b>Picton-Picton</b> (approx. 28% of trips)
<b>Picton-Picton Trips</b>	<b>Prince Edward County (other than Picton) – Belleville</b> (approx. 22% of trips)
<b>Prince Edward County (other than Picton) - Belleville</b>	<b>Picton-Belleville</b> (approx. 20% of trips)
	<b>Other Prince Edward County – Picton</b> (approx. 18% of trips)

Specific destinations that are common for specialized service includes: Pathways to Independence (Belleville) and Quinte Vitality and Social Support (QVSS) in Belleville. Common destinations for the county-wide co-mingled on-demand service include the Belleville Bus Terminal and Metro (Picton).

### 2.2.3 Service Performance Indicators

In addition to ridership, the service utilization and the cost effectiveness of the County Transit’s service was reviewed. Service utilization measures how much of the available service is being utilized by customers by assessing the boardings per vehicle hour. Cost effectiveness assesses the direct operating cost per trip to understand the service’s financial performance. Together, these service indicators can be utilized to evaluate how successful the transit service is.

These service performance indicators were compared with CUTA averages for similar sized communities<sup>10</sup> to benchmark County Transit against its peers. The service performance indicators assessed are described in Table 8.

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<sup>10</sup> 2023 CUTA data was used to benchmark service performance. For conventional transit, data provided for CUTA’s population group 5 (<50,000) was used. For specialized transit, data for CUTA’s population group 3 (<50,000) was used.

**Table 8.** Key Service Performance Indicators by Service Type (2024)

Indicator	Fixed Route	On-Demand	Specialized
<b>Ridership</b>	3,408	3,590	13,020
<b>Service Hours</b>	3,815	n/a <sup>11</sup>	6,205
<b>Revenue Vehicles in Service</b>	1	n/a <sup>11</sup>	3 (including 1 spare)
<b>Boardings per Vehicle Hour</b>	0.89	0.57 <sup>12</sup>	2.09
<b>Cost per Trip</b>	\$50.04	\$9.64	\$21.08

**Boardings per Vehicle Hour (BVH):** In 2024, the BHV for the fixed route and on-demand services were both less than 1 (0.89 and 0.57, respectively) and the BHV for the specialized service was 2.09. This is significantly lower than the CUTA averages for both conventional and specialized services. However, the low BVH is likely due to the low density, distance between key stops, and the high rates of auto-dependency within Prince Edward County

**Cost per Trip:** The cost per trip for the fixed route, on-demand, and specialized services varies greatly. In 2024, the fixed route cost approximately \$50.04 per trip, and the on-demand service costs approximately \$9.64 per trip. The cost per trip for County Transit’s specialized service in 2024 was \$21.08. The cost per passenger trips for both on-demand and specialized trips are not atypical of performance in very small communities with limited service.

The high per passenger trip cost of the commuter service reflects the long-distance nature of the route. Commuter and express trips often have higher per passenger costs because of the lack of passenger stops over a long distance. However, this value also reflects the low productivity of the non-peak hour trips in the current service – an issue that is addressed in the strategy recommendations.

With growing ridership in 2025, and the proposed commuter route changes, it is likely that the fixed route service will become more cost effective over time.

While these service performance indicators provide quantitative insight to the efficiency and effectiveness of the transit services, they are not the only factors that should be considered when evaluating the value of transit within a community. Transit provides several benefits which are difficult to quantify such as improving equity, unlocking employment opportunities, and expanding transportation options.

<sup>11</sup> The existing County-wide Co-mingled On-Demand service does not have dedicated service hours or dedicated vehicles as the service is fully co-mingled with the specialized service.

<sup>12</sup> For calculation purposes, the service hours used were 6,205 (the same as the specialized service).

## 2.3 Other Transportation Options

There are other transit and transportation options that exist within Prince Edward County that can connect residents throughout the County and into neighbouring municipalities. However, these options are limited. They include:

- **URide Rideshare Service** – operating since 2022, URide operates a standard rideshare model that allows residents to book rides on request, using local drivers and their personal vehicles. Service quality is high as wait times are typically low and travel is direct, however passenger fares are higher than conventional or county-wide co-mingled on-demand transit, and guaranteed service hours are limited to evenings and weekends.
- **Licensed Taxi Cab Services** – there are several taxi companies operating locally and offer pre-booking services. However, taxi companies' availability due to the small number of licensed vehicles is limited during the tourist season and expensive for many residents.

## 3 Community Engagement

Engaging with stakeholders and residents was an important piece of envisioning what County Transit should look like in 2028. The following sections detail the approach taken to engage with staff, stakeholders, and the broader community, as well as the key findings derived from the engagement activities.

### 3.1 How We Engaged

Throughout the development of the County Transit Strategy 2028, the LTRT project team worked closely with County staff to identify who should be engaged and how engagements efforts should be approached. One of the key groups engaged throughout the project was the Transit Strategy Task Team. County staff assembled the Transit Strategy Task Team to provide valuable insight and represent the community. The Task Team comprised of:

- Two members of the County's Traffic Advisory Committee.
- One member of the County's Accessibility Committee.
- Two members of the public.
- One youth representative.

The Transit Strategy Task Team was invited to provide input to confirm key findings, identify gaps, identify priorities, and explore opportunities for transit.

The first round of community engagement was conducted in April 2025. This round of community engagement sought to gather input from residents on the current transit service and opportunities for improvement. Engagement was facilitated through in-person pop-ups at the Picton Library and on Bloomfield Main Street. Attendees were asked about:

- Their awareness of County Transit services.
- How they use the County Transit (e.g., how often, at what times, and where do they travel).
- What aspects of the services work well, and what improvements could be made to better meet their transportation needs.

In parallel with the first round of community engagement, LTRT staff met with County and Quinte Transit staff (schedulers, dispatchers, and operators) to understand their experiences with planning and delivering the services. Following the first round of community engagement, findings were shared with County Staff. Key themes were also shared with the Transit Strategy Task Team, comprised of two members of the County's Traffic Advisory Committee, one member of the County's Accessibility Committee, two members of the public, and one youth representative. The Transit Strategy Task Team provided valuable insight throughout the community engagement activities, serving as the key community representatives and the project steering committee for the development of the County Transit Strategy 2028.

The second round of community engagement was held virtually on July 3, 2025. During the second round of engagement, high-level service scenarios were presented (further explored in Section 4.2) to collect input on community preferences and priorities. The Transit Strategy Task Team and general public were invited to attend. Attendees were asked to comment on what time periods they would like more service, preferences on evening service versus weekend service, preferences on improving service frequency versus service span, preferences on fixed route or on-demand transit solutions to address short- and medium-distance trips (e.g., Picton-Picton, Picton-Wellington), and overall community priorities for County Transit.

The third round of community engagement occurred August 18, 2025. LTRT and County Transit staff held a pop-up at Picton Town Hall to socialize recommendations for the future County Transit network, collecting input from 36 people on the proposed transit solutions.

In addition to these engagement efforts, County staff led continuous discussions with residents to better understand transit needs. Specifically, County staff conducted a survey of residents without access to a personal vehicle to understand the mobility needs of zero-car households within Prince Edward County. County staff also conducted focus groups with communities to obtain feedback on areas of improvement.

## **3.2 What We Heard**

The following sections summarize the key findings from public engagement conducted by the project team. These findings are supported by feedback obtained by staff from their additional consultations. This feedback contributes to gap and opportunity identification and ultimately informs the future network and service design recommendations of this plan.

### **3.2.1 Current and Future Transit Needs**

During the first round of community engagement, approximately 20 touchpoints were conducted in Picton and Bloomfield. Respondents consisted of current transit users, residents who are aware of County Transit services but do not use them, residents who are not aware of County Transit services, tourists, community

representatives, and local business owners. Key findings from the first round of community engagement include:

**Riders are generally satisfied with the transit service** – Current users of County Transit services are generally pleased with their experiences. Comments received suggested that the fixed route service is effective in connecting commuters to key points of interest, such as Metro (Picton) and Belleville. <sup>13</sup> Riders are generally satisfied with their travel times on-board vehicles. Further, riders are satisfied with the variety of fare payment options available<sup>13</sup>.

**There is a limited awareness and understanding of the transit service among non-riders** – As a predominantly rural community, Prince Edward County is heavily car-centric with ample access to parking. As a result, some residents are unaware of the fixed route services. A greater number of residents are unaware that the County offers on-demand and specialized services in addition to fixed route transit. Additionally, there is on-going confusion about the on-demand service such as who it is intended to service, how to connect to fixed route transit, the differences and eligibility to door-to-door service vs. door-to-stop, where stops are located, and the overlap between specialized and on-demand. Other factors add to further confusion, including:

- Inconsistencies in information provided on the website and the app (these have since been updated).
- The current trip planning app does not suggest options to connect to fixed route transit.
- Different messaging on the app vs. over phone.
- Limited availability for on-demand trips due to comingling and prioritization of specialized transit trips.

**The county-wide co-mingled on-demand system has limitations** – The current system was added on based on availability of the the specialized service after recognizing the demand for flexible transit options. As such, scheduling processes are primarily manual and most riders call to book their trips, requiring schedulers to continuously monitor for any new rides that are booked through the app. However, technology has since improved and has reduced the manual effort required to manage rides booked through the app.

**There is a misalignment between the conventional services and community needs** - Due to the car-centric nature (high ownership rates, lots of parking availability to facilitate driving) of Prince Edward County, there are many residents that do not see a need to use transit. However, there is a clear indication from residents that earlier service is needed to support local commuters. This is supported by the fixed route ridership is highest at the beginning and end of each weekday.

There is also a desire for weekend and evening services, especially during the summer periods, as taxi companies and rideshare options are costly and have limited availability. County Transit has since

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<sup>13</sup> Fare payment options for the conventional fixed route and on-demand services include: e-transfer, cash, tickets, and monthly passes. At the time of the engagement, the two-week pass, summer weekend explorer day pass, two-system monthly pass, and the tap card was not introduced.

launched the summer weekend and evening services. The significant ridership uptake especially on Friday and Saturday evenings is indicative of this need.

Further, there is a need for improved connectivity and seamlessness to Belleville VIA Station. At the time of the engagement, PEC transit services terminating at the Belleville Transit Terminal required riders to purchase a separate fare to complete the journey in Belleville. County Transit has since introduced a two-system monthly transit pass in collaboration with Belleville Transit to address this issue for regular commuters. There was also a noted interest in additional transit connections to Wellington for employment opportunities and recreational areas (e.g., wineries, breweries, and the beach). Since the first round of engagement, County Transit's summer fixed routes have begun to address this need.

### 3.2.2 Service Improvement Priorities

During the second round of community engagement, although approximately 30 residents indicated interest in attending, only 5 people attended. Despite the lower turnout, the emerging themes were consistent with the feedback County Transit staff had heard through their additional engagement. Mentimeter was used to encourage participation<sup>14</sup>. Through discussions and Mentimeter activities, the following themes emerged:

**Improving transit options during the AM/PM peak periods is most important** - To better understand at what periods of the day transit service is most desired, attendees were asked to rank AM/PM Peak, mid-day, and evenings. Attendees indicated a preference for more trips during the AM/PM peak.

**There is a preference for weekend service** - Attendees were asked to rank what days (weekdays, Saturdays, or Sundays) would be the most useful to them if service was expanded. Attendees were also asked about their preferences for evening service versus weekend service. In both cases, weekend service was identified as the most useful, with a preference for Saturdays. Greater preference for weekend service was also identified through County engagements with residents who do not have access to a personal vehicle.

**There is a preference to improve the frequency and ease of access to transit** – Attendees were asked to provide feedback on what types of service improvements they would like to see. Trade-off associated with fixed route and on-demand transit solutions were shared. These were followed by a discussion of service priorities. Attendees were asked to vote on whether extending the service span (i.e., the times of day when transit is available) or improving service frequency (i.e., reducing the wait time between trips) was more important to them. Attendees indicated that improving frequency was a key priority. The predictability of fixed route service was valued. However, through open discussion, it was revealed that improving transit access was an even more important consideration. There was an emphasis on prioritizing transit equity by improving access for zero- and one-car households, seniors, and students who reside outside of a walking distance to their nearest transit stop. The need for frequent and reliable service and the prioritization of

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<sup>14</sup> Mentimeter is a digital tool used to facilitate live surveying. Attendees were asked to participate on Mentimeter. Alternatively, attendees had the option to engage verbally or via written comments in the meeting chat.

improving transit access aligned with key mobility limitations identified through County engagements with residents who do not have access to a household vehicle.

## 4 County Transit in the Future

Designing how County Transit can transform to better meet community needs involved developing service design objectives and conducting analyses to develop options that will be financially sustainable while improving access to transit. This section details the objectives and recommended transit strategy for Prince Edward County to implement over a 3-year period spanning from 2026-2028.

### 4.1 Service Design Objectives

The strategic objectives for the transit strategy were established through collaboration with County Staff and informed by input from the Transit Strategy Task Team and public engagement. These strategic objectives served as a guide for the design and evaluation of preliminary network concepts to ensure that potential solutions responded to the transportation needs within Prince Edward County. The strategic objectives include the following:

#### **Objective 1: Improve transit access within Picton**

Picton is the largest urban centre within Prince Edward County and is actively undergoing development along its periphery. This objective focuses on improving service coverage to ensure residents within Picton are able to access various amenities within the urban centre.

#### **Objective 2: Improve transit access to Wellington**

Wellington is another urban centre within Prince Edward County; however, it is currently underserved by transit services. This objective aims to connect Wellington residents to community services, employment, and social opportunities to improve overall well-being and the quality of life.

#### **Objective 3: Maintain a high-quality accessible transportation service**

Prince Edward County has a significant aging population which relies on specialized transportation to access medical appointments, community services, employment, and social opportunities. This objective aims to preserve a high-quality of service at the times they most require transit.

**Objective 4: Better serve inter-regional commuter needs**

This objective recognizes inter-regional travel patterns, primarily for workers and students commuting to and from Belleville. It aims to better align transit services to respond to commuting patterns to support employment opportunities for Prince Edward County residents.

**Objective 5: Improve the reliability and availability of county-wide transit**

This objective aims to provide dependable transit service for residents within rural areas of Prince Edward County. Residents within the rural areas have extremely limited transportation options. Through improving the availability and reliability of transit to these areas, this objective seeks to improve equity in supporting residents' mobility options.

**Objective 6: Address seasonal transportation needs**

As a popular tourist destination, Prince Edward County has a thriving tourism and hospitality industry, which creates challenges such as congestion, lack of parking and road safety risks. This objective aims to respond to the increasing and evolving demand within Prince Edward County during the summer months by prioritizing evening and weekend service.

**Objective 7: Pursue incremental service improvements to ensure a financially sustainable service**

This objective aims to balance the need for service improvement (including expansion) and fiscal responsibility. Recognizing the low density and vast geographic area of Prince Edward County, this objective prioritizes an appropriately scaled solution that remains financially viable in the long term.

**Objective 8: Improve environmental impact of the transit program**

This objective keeps environmental sustainability at the forefront as the transit program evolves. The County currently faces challenges in adopting hybrid, electric, or hydrogen vehicles due to cost, availability, and infrastructure constraints. Since transit services are delivered through a third-party provider, vehicle choices are not directly within municipal control. However, collaboration with Quinte Transit is ongoing, and they have begun exploring fleet electrification and hybrid options. Implementation timelines for these initiatives extend beyond the scope of this plan. In the meantime, the plan focuses on improving service efficiency. This includes reducing empty seats, expanding on-demand services, promoting green driving practices through training and enforcement, and identifying other strategies to reduce the overall carbon footprint.

These objectives provide a framework to shape the future transit service network for Prince Edward County through 2028. They inform the immediate priorities and the longer-term strategic planning required for a transit system that meets the needs of Prince Edward County residents now and into the future.

## 4.2 Service Design Approach

In collaboration with County staff, several high-level transit network scenarios were developed. Both fixed route and on-demand service types were explored, recognizing the benefits and limitations of each service type are summarized Table 9.

**Table 9.** Comparison of Fixed Route and On-Demand Transit

Service Type	Fixed Route	On-Demand
<b>Description</b>	This is a scheduled mass transit service that operates along a pre-determined route stopping at designated stops. This service is designed to move a lot of people along corridors that have significant demand for transit. Fixed route is most effective when prioritizing frequency.	This is a demand-responsive microtransit service. On-demand transit operates between defined stops within an established zone. Additionally, service can connect to designated transfer points to connect riders with fixed route transit. The service is designed to move a few people in areas with lower demand for transit. On-demand is most effective when prioritizing coverage.
<b>Benefits</b>	The service is predictable and reliable as it operates on a set schedule. Additionally, the service has a greater capacity to transport more riders travelling along the corridor.	On-demand service is able to provide transit access to a larger area. Additionally, on-demand provides flexibility to travel at the desired time.
<b>Limitations</b>	Fixed route transit only serves a few key stops in central areas.	Transit needs to be requested in advance and trips are subject to vehicle availability. On-demand transit typically uses smaller vehicles, meaning capacity is limited.

To develop the proposed Transit Strategy recommendations, three service scenarios were considered. These include: (1) a no- to low-cost solution with minimal modifications to the existing service; (2) using fixed route services to provide frequent service; and (3) using on-demand transit to expand transit access. Each scenario responded to the strategic objectives at varying degrees. Changes considered are detailed in Table 10.

**Table 10.** Summary of Transit Scenarios

Transit Scenario	Description	Changes Considered
<b>Status Quo+</b>	No- to low-cost option with minor adjustments to the existing service	<p>Modifying the schedule of the existing Weekday Belleville Bus fixed route service (e.g., adjusting when and how often the service is provided)</p> <ul style="list-style-type: none"> <li>• Providing more frequent service during morning and afternoon peak periods; or</li> <li>• Providing evening service; or</li> <li>• Providing weekend service</li> </ul>
<b>Fixed Route Focus</b>	Facilitate key connections through fixed route	<p>Shortening the length of the existing Commuter fixed route and modifying the schedule (e.g., adjusting when and how often the service is provided)</p> <p>Introducing a fixed route service in certain areas to address demand for short- and medium-distance trips</p> <p>For example:</p> <ul style="list-style-type: none"> <li>• Introducing a frequent Picton-Bloomfield service; and</li> <li>• Introducing a Wellington-Bloomfield-Picton route extension</li> </ul>
<b>On-Demand Focus</b>	Facilitate key connections through on-demand	<p>Shortening the length of the existing Weekday Belleville Bus route and modifying the schedule (e.g., adjusting when and how often the service is provided)</p> <p>Introducing an on-demand service to address demand for short- and medium-distance trips</p> <p>For example:</p> <ul style="list-style-type: none"> <li>• Introducing a Picton-wide dedicated on-demand service;</li> <li>• Introducing a Wellington-Bloomfield-Picton dedicated on-demand service; or</li> <li>• Introducing a county-wide zone-based on-demand service (less than daily frequency)</li> </ul>

The Transit Strategy Task Team and the general public were invited to provide feedback and comment on their preferences. While there was support for the predictability of fixed route transit, staff, stakeholders,

and the general public also voiced support for on-demand transit solutions for their ability to provide transit coverage to underserved areas of the County. It was noted that many zero-car and one-car households are located in peripheral neighbourhoods of Picton. Improving transit access for residents with limited transportation options was identified as the top priority.

Incorporating received feedback, the elements of the on-demand focus scenario were refined and recommended as part of County Transit's future network. A phased approach was taken to ensure that the recommended transit solutions were tailored to the expected resources and budgets over the 2026-2028 timeframe. The recommendations for County Transit network are detailed in the following sections.

### **4.3 Future Transit Network**

The network recommendations were developed to address key pain points identified from current state findings. Over the three-year period, County Transit aims to shift from a commuter-oriented transit service into a network that responds to the varying densities and adapts to the evolving travel patterns within Prince Edward County. Additionally, the network will continue to address seasonal fluctuations in transit demand by providing evening and weekend service during the summer.

Key new elements of the proposed network include:

1. Adjusting the Weekday Belleville Bus fixed route to provide more travel options during peak hours.
2. Ensuring the Summer Weekend Connector routes are compliant with the Accessibility for Ontarians with Disabilities Act (AODA).
3. Continuing the County-wide Co-mingled Specialized and On-Demand service.
4. Providing a dedicated on-demand service within Picton.
5. Providing a fixed route service to connect Wellington, Bloomfield and Picton.

To achieve these elements, it is recommended that Prince Edward County take a phased approach where improvements are made gradually from 2026-2028. The following sections detail the recommended future network and the proposed phasing for each service type across the 2026-2028 timeline. A summary of the phasing can also be found in Appendix A for all services.

#### **4.3.1 Weekday Belleville Bus**

In 2026, County Transit will continue to operate the Weekday Belleville Bus on weekdays year-round. However, to provide more options for commuters using the service, it is recommended that the service schedule be restructured to provide two round trips during the morning peak period, one round trip during the mid-day period, and two round trips during the afternoon peak period. This would increase the frequency of service during the morning and afternoon peak.

2028 will see the continued operation of the Weekday Belleville Bus, with additional service hours in place to meet the projected ridership based on population growth.

### 4.3.2 Summer Weekend Connector

Provided that funding continues for the weekend service, it is recommended that County Transit continue to operate the Summer Weekend Connector routes (Wellington- Bloomfield-Picton and Bloomfield-Belleville fixed routes) in the summer.

In 2026, to ensure compliance with the AODA requirements, it is recommended that the schedules of the Summer Weekend Connector routes be adjusted to accommodate door-to-door service to specialized customers travelling within 1.2 kilometres (direct distance) along the route, when requested in advance<sup>15</sup>. As a result, the number of fixed route vehicle trips per day for the summer routes could reduce (as compared to 2025) to allow vehicles the ability to operate flex route services for specialized customers, when requested in advance.

2027 and 2028 will see continued operation of the Summer Weekend Connector, with additional service hours in place to meet the projected ridership based on population growth.

The summary of the Weekday Belleville Bus and Summer Weekend Connector service span and projected service hours are provided in Table 11.

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<sup>15</sup> The [AODA Transportation Standard](#) requires specialized transit to be provided at the same hours and days as conventional services. AODA does not have specific guidelines on the catchment area for specialized services. A 1.2 kilometre catchment area is suggested based on [Federal Transit Administration \(FTA\)](#) requirements and [AODA Alliance's](#) recommendations.

**Table 11.** Service span for the fixed route services from 2026-2028.

Service Span	2026	2027	2028
<b>Weekday Belleville Bus</b>  <b>M-F, 6:30 am – 7:00 pm</b>	Service adjusted to better serve peak hours	Adjusted service continues	Adjusted service continues
<b>Summer Weekend Connector<sup>16</sup></b>  <b>Wellington – Bloomfield – Picton:</b> Fridays: 5:30 pm to 11:45 pm Saturdays: 10:30 am to 11:45 pm Sundays: 10:30 am to 7:05 pm  <b>Belleville – Bloomfield:</b> Fridays: 5:15 pm to 11:27 pm Saturdays: 10:15 am to 11:27 pm Sundays: 10:15 am to 6:47 pm	Service adjusted to provide specialized trips <sup>17</sup>	Adjusted service continues	Adjusted service continues

These services and recommended changes to the Weekday Belleville Bus and Summer Weekend Connector will remain constant across all three options for improving service in Picton, Bloomfield and Wellington.

<sup>16</sup> The Summer Weekend Connector only operates between May to September.

<sup>17</sup> Ensuring the service is AODA compliant by using the service to provide specialized trips will result in a decrease in number of fixed route trips. This is to enable the vehicle to operate flex route services for specialized customers, when requested in advance.

### 4.3.3 Dedicated Services in Picton, Bloomfield and Wellington

The community engagement emphasized the need for improved transit service to and between the three urban areas of Picton, Bloomfield, and Wellington. To address this need, the project team, together with County Transit has developed three options to consider. These options take a phased approach where service quality improves every year as more resources become available. Ultimately each option will result in the same transit network in 2028. The key difference between the options is the level of service that is introduced in 2026 within Picton, Bloomfield and Wellington. Given that only one additional vehicle is available in 2026, there are trade offs between service coverage and service quality across the options. However, as more vehicles and budget for service hours become available in 2027 and 2028, each option will evolve into the same network and service quality by 2028. The following sections discuss the proposed options in more detail.

#### 4.3.3.1 *Option 1: Start with Dedicated Picton On-Demand service*

Option 1 introduces a dedicated on-demand service in Picton in 2026 and expands the service to serve Wellington-Bloomfield-Picton in 2027 and 2028.

In alignment with the County's Official Plan and the Provincial Planning Statement (2024), this option focuses on Picton due to its population density, concentration of services, and projected growth. This approach ensures efficient use of public resources, supports complete communities, and aligns with provincial directives to focus infrastructure investment in strategic growth areas. Due to the higher concentration of residents and amenities, Picton-to-Picton trips are the most common origin-destination pair for the existing County-Wide Co-Mingled On-Demand service<sup>18</sup>.

In 2026, it is recommended that a Dedicated Picton On-Demand service be introduced. This will be a stop-to-stop service, meaning customers will be able to travel to set virtual stops within Picton. This service is expected to address the capacity challenges experienced by the existing county-wide co-mingled on-demand service. A smaller service area is more manageable to maximize the ridership as trips lengths are shorter. With available funding for one additional vehicle in 2026, this dedicated on-demand service can provide those travelling within Picton a viable transit option. It is projected that customers can expect to an average wait time of approximately 11 minutes per trip, with 95% of trips having a wait time of 21 minutes or less. Given the smaller service area, it is also expected that nearly all trip requests will be accepted. Figures 12 and 13 on the next pages show the transit network with Option 1 in 2026.

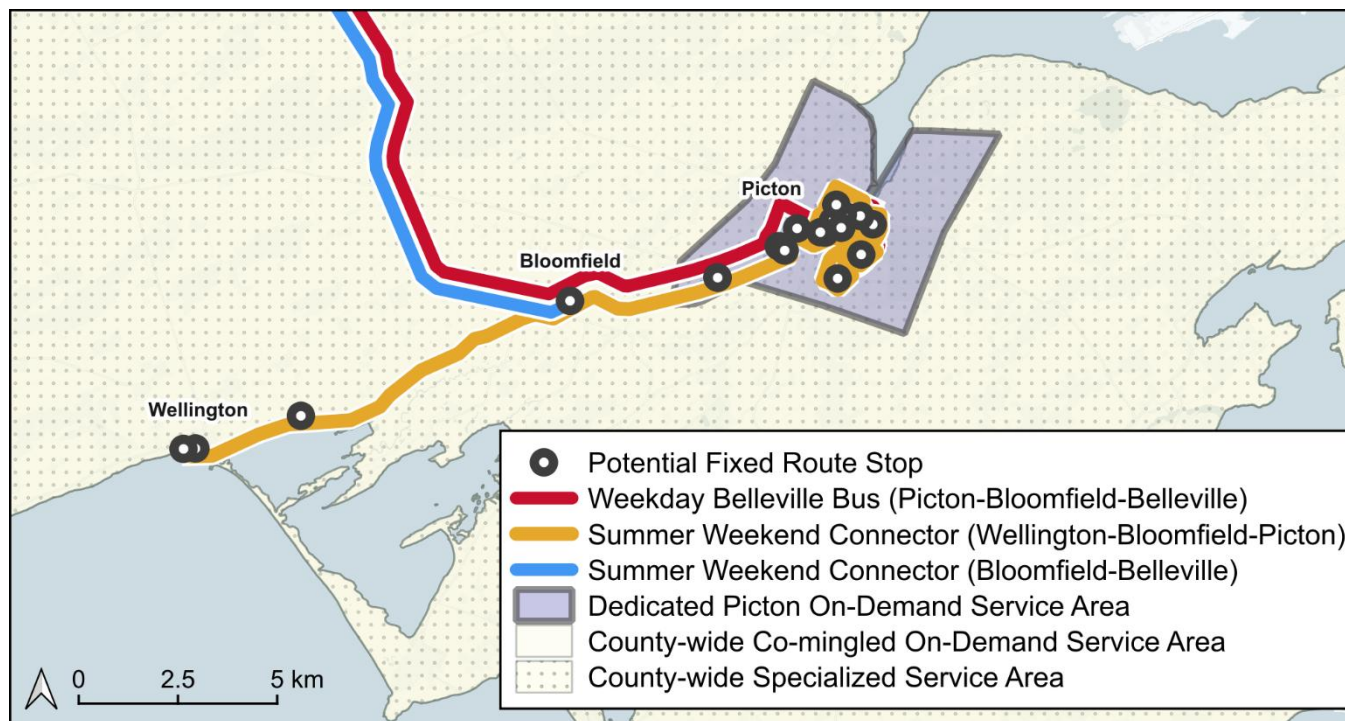
In 2026, limited service connecting Wellington and Picton could be achieved by operating the deadhead trips from the Weekday Belleville Bus service (the fixed route buses travelling in and out of service) through Wellington enroute to and from Picton at the start and end of service. This would add about five minutes to the deadhead trip so would create very little additional cost. With the proposed changes to the Weekday Belleville Bus service, vehicles could provide two trips from Wellington to Picton in the early morning and

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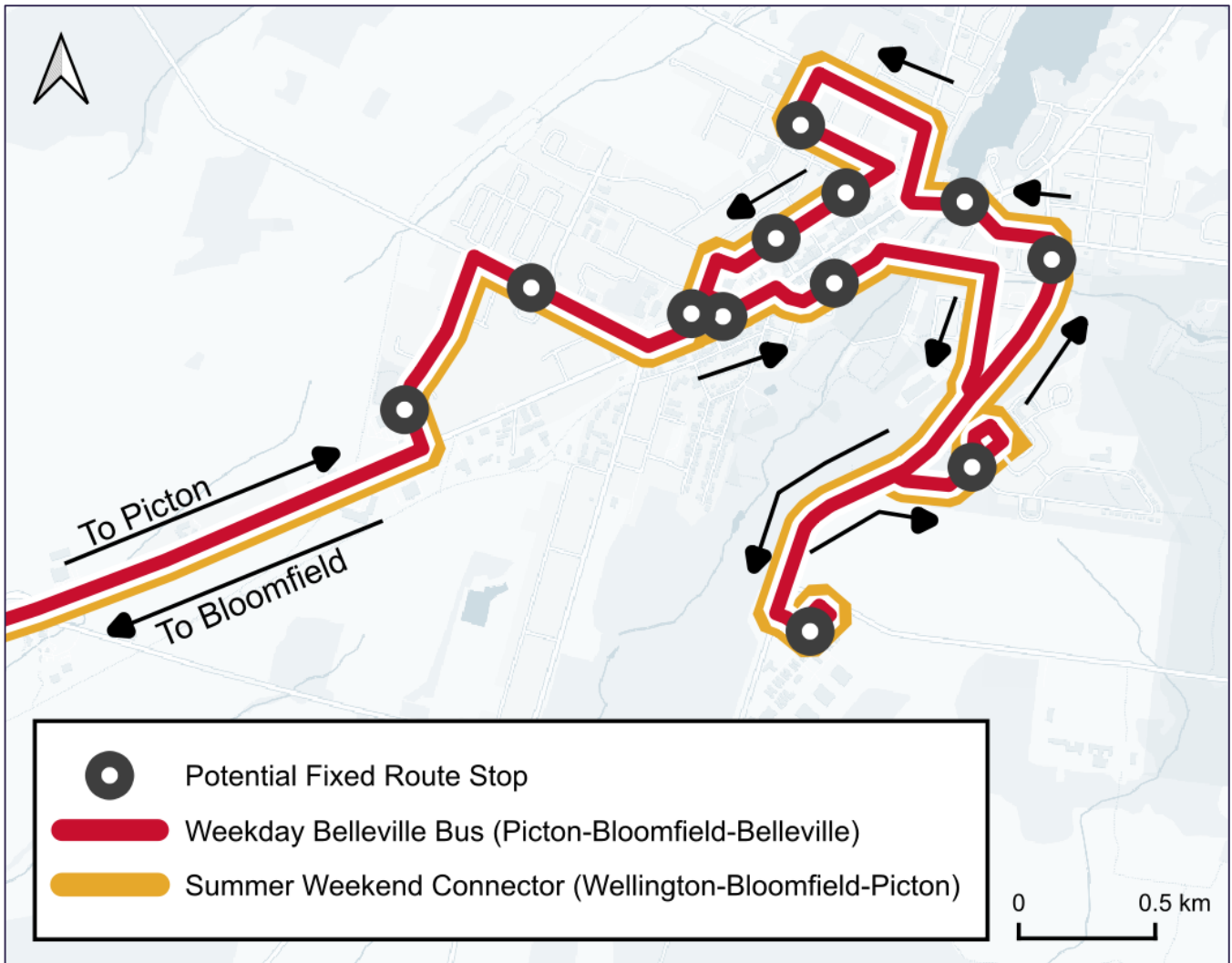
<sup>18</sup> Approximately 28% of on-demand trips begin and end in Picton, according to data provided for January through March and July through September 2024.

one in the afternoon, plus one trips from Picton to Wellington in the end of the AM period and two trips in the evening.

Figure 12. 2026 Service Network for Option 1 – Dedicated Picton On-Demand Service

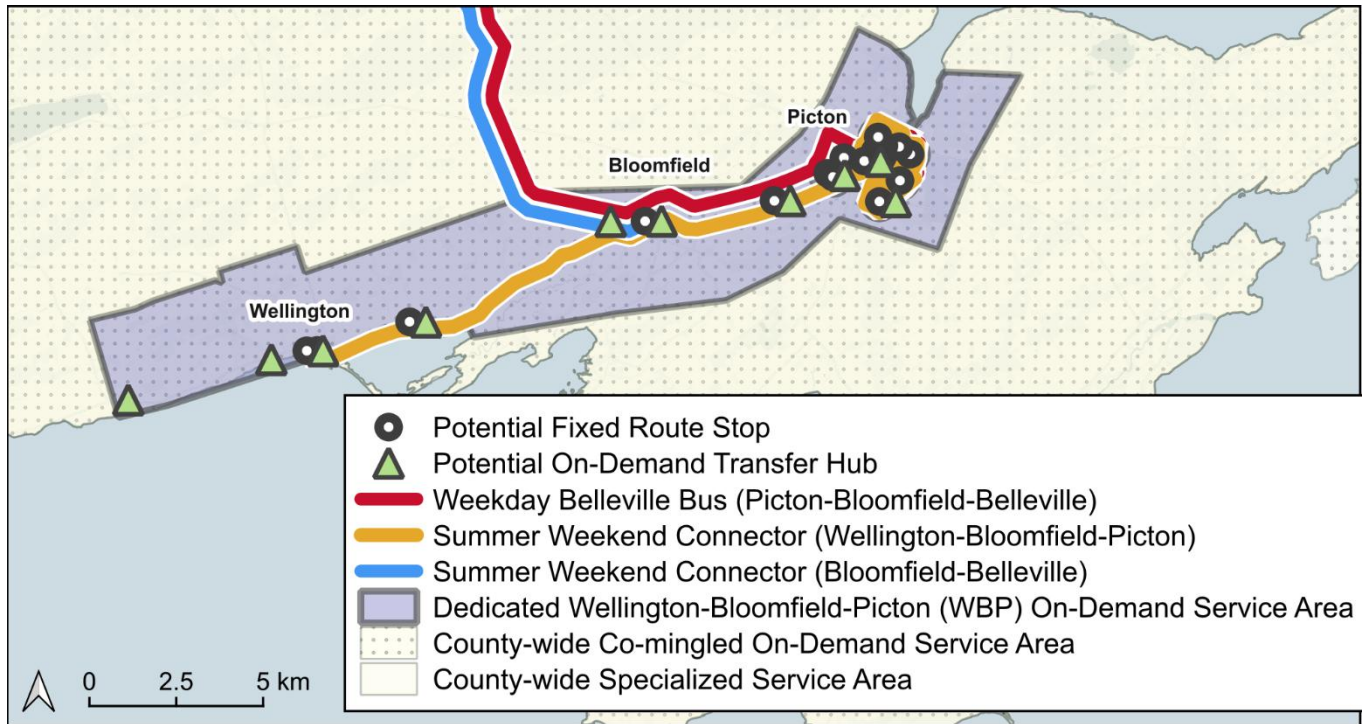


**Figure 13.** Close-up of the proposed Weekday Belleville Bus and the Summer Weekend Connector routing within Picton 2026-2028



In 2027, it is recommended that the dedicated on-demand service be expanded to provide coverage to Wellington-Bloomfield-Picton (WBP) corridor . Given the larger area, wait times are expected to increase from 2026. However, with a second vehicle available for operation in 2027, those using the dedicated on-demand service to travel through the WBP corridor can expect to wait on average 35 minutes for a ride. Figure 14 shows the transit network with Option 1 in 2027.

**Figure 14.** 2027 Service Network for Option 1 – Dedicated WBP On-Demand Service



In 2028, it is recommended that the service continue and service hours be increased to adequately respond to growing demand. Staff are also recommended to monitor and evaluate the service ridership, travel patterns and financial costs throughout 2026-2028. Depending on the service performance, staff may evaluate the feasibility of converting part of the service to a fixed route if it will result in more efficiencies.

Table 12 summarizes the expected service metrics for Option 1 from 2026-2028.

**Table 12.** Wait Time and Trip Accommodation Estimates for Option 1

	2026	2027	2028
<b>Option 1 – Dedicated On-Demand Service</b>	Picton	WBP Corridor	WBP Corridor
Wait Time per Trip (Average)	11 mins	35 mins	31 mins
Wait Time per Trip (95th Percentile)	21 mins	94 mins	33 mins
Likelihood of a Trip Request Being Accommodated	99%	99%	99%

While the service quality of this option in 2026 is optimal, it does not provide transit service to Bloomfield and Wellington in the same year. County staff, stakeholders, and residents have expressed desire to connect between the Picton-Bloomfield-Wellington corridor, stating that many commute between these communities for work. Further, County Transit might experience resistance from the public when shifting from the Picton dedicated on-demand service to the Corridor on-demand service in 2027 as the wait times per trip and the likelihood of trip denials will increase.

4.3.3.2 Option 2: Start with Dedicated WBP On-Demand service

Option 2 introduces the dedicated on-demand service in the Wellington-Bloomfield-Picton (WBP) corridor in 2026 and improves the service quality as more resources becomes available in 2027 and 2028. The Corridor On-Demand service will be a stop-to-stop service, meaning customers will be able to travel to set virtual stops across the WBP. Currently, service in Bloomfield is limited to fixed route stops located on Bloomfield Main Street. Many residents live further away from this stop, making transit an unfavorable option when travelling to Picton. In Wellington, transit service is only available on weekends and evenings during the summer months. Similar to Bloomfield, many Wellington residents do not live within a 5-minute walk (400 metres) to the nearest fixed route stop.

In 2026, it is recommended that the Dedicated WBP On-Demand be implemented to address challenges with access to transit across the corridor. This service will also unlock employment opportunities and enable access to the nearest big-box grocery stores, among other amenities. The service area in Option 2 is the same as the one shown as the 2027 service area for Option 1. The key difference from Option 1 is that service in the WBP corridor is introduced a year earlier in 2026. However, due to the early introduction of the WBP corridor, service metrics such as wait time differ due to the availability of only one additional vehicle in 2026.

2027 and 2028 will see a continuation of the dedicated WBP corridor service with improved service levels. As such, the service will not require significant marketing after introduction in 2026 since the service area will remain the same throughout the years. The only change will be improvements to wait times as more resources are available to increase service hours through the addition of vehicles. This is summarized in Table 13.

**Table 13.** Wait Time and Trip Accommodation Estimates for Option 2

	2026	2027	2028
<b>Option 2 – Dedicated On-Demand Service</b>	<b>WBP Corridor</b>		
Wait Time per Trip (Average)	48 mins	35 mins	31 mins
Wait Time per Trip (95th Percentile)	145 mins	94 mins	33 mins
Likelihood of a Trip Request Being Accommodated	40%	99%	99%

As described in Option 1, staff are recommended to monitor and evaluate the service ridership, travel patterns and financial costs throughout 2026-2028. Depending on the service performance, staff may evaluate the feasibility of converting part of the service to a fixed route if it will result in more efficiencies.

Implementing a corridor-wide on-demand service earlier on with limited-service hours will result in poorer service quality and customer experience compared to Option 1, in 2026. However, service levels will improve and match those in Option 1 as additional resources are available to improve service capacity.

While customers will appreciate the improvements in the service quality over the years, County Transit may have challenges promoting the service in 2026, given the long wait time. These challenges could result in low ridership, which can have significant implications in the ability to recover operating costs through fare

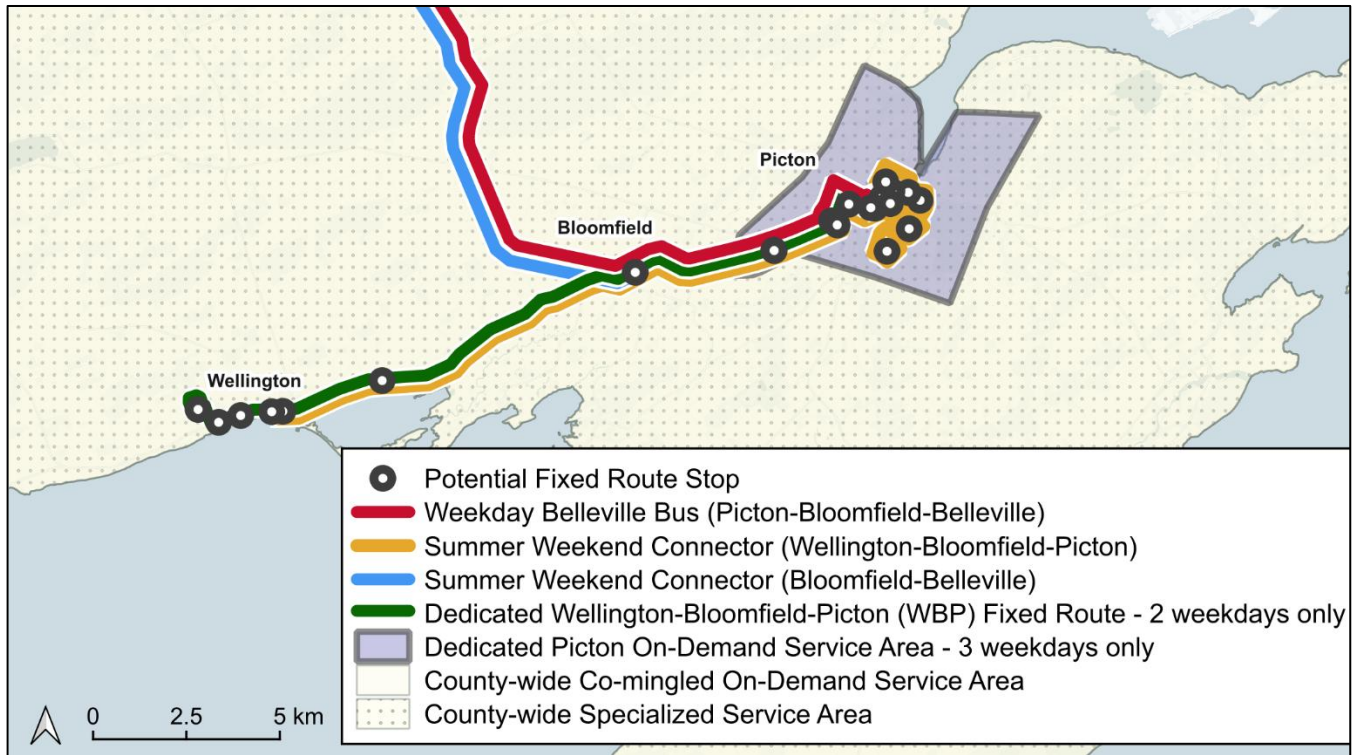
revenue. However, for those who consider service coverage a higher priority in 2026 than long wait times, this option may present a better solution than Option 1.

**4.3.3.3 Option 3: Start with a WBP Fixed Route and Picton Dedicated On-Demand service**

Option 3 takes a hybrid approach and blends Options 1 and 2 to provide reliable coverage to the WBP corridor without compromising on the service levels for trips within Picton. The reliability of the WBP corridor service comes from implementing a fixed route, which will provide five or six round trips daily between Wellington and Picton.

In 2026, given that only one vehicle is available to provide both services, it is recommended that the vehicle be used to operate the WBP Fixed Route two days a week and the Dedicated Picton On-Demand three days a week. It is also recommended that the Weekday Belleville Route terminate at Metro for this option. While the service span is not as frequent as Options 1 and 2, all urban centres will receive both coverage and reliable service with reasonable wait times and frequency. Figure 15 shows the transit network with Option 3 in 2026.

**Figure 15.** 2026 Service Network for Option 3 – WBP Fixed Route and Dedicated Picton On-Demand Service.



In 2027, as another vehicle is available to add capacity, it is recommended that both the WBP Fixed Route and Dedicated Picton On-Demand service be operated five days a week (each service will have its own vehicle).

In 2028, both services will be continued five days a week and the service frequency of the WBP Fixed Route service will likely increase as more resources are added to improve the capacity of the service. As described

in Options 1 and 2, based on the monitoring of service ridership, travel patterns and financial costs, staff may consider the feasibility of converting the Dedicated Picton On-Demand service to a fixed route if it will result in more efficiencies. Table 14 summarizes the expected service metrics for Option 3 from 2026-2028.

**Table 14.** Frequency, Wait Time and Trip Accommodation Estimates for Option 3

	2026	2027	2028
<b>Option 3 – WBP Corridor</b>	<b>2 Weekdays/Week Fixed Route</b>	<b>M-F Fixed Route</b>	<b>M-F Fixed Route</b>
Average Interval (Fixed Route)	5-6 round trips	5-6 round trips	5-6 round trips
<b>Option 3 – Picton Service</b>	<b>3 Weekdays/Week Dedicated On-Demand</b>	<b>M-F Dedicated On-Demand</b>	<b>M-F Dedicated On-Demand<sup>19</sup></b>
Wait Time per Trip (Average)	11 mins	11 mins	11 mins
Wait Time per Trip (95th Percentile)	21 mins	21 mins	21 mins
Likelihood of a Trip Request Being Accommodated	99%	99%	99%

In August 2025, all three options were presented for feedback at the third public engagement. Approximately 36 people attended the engagement event and 14 people completed a survey to provide feedback about the options presented. While staff received mixed feedback on option preference while conversing with people, of those who completed the survey, 71% (10 people) preferred Option 1. Of those who preferred Option 1, 60% (6 people) travelled throughout the WBP corridor. While Option 1 was a clear favourite from the engagement, due to the low number of people who completed the survey, additional engagement was conducted by staff to inform the decision. Based on the additional engagements conducted, the broader community showed clear support for Option 3. As such, staff are recommending implementing Option 3 in 2026.

Given this decision, it is recommended that the service changes be implemented in September 2026, to enable County Transit sufficient time to implement changes following the RFP process that will determine the transit provider for these services.

#### 4.3.4 Considering Evening and Weekend Service

A key aspect of the recommendations in this strategy is that they do not provide year-round weekend or evening service. Although earlier engagements revealed a preference for weekend service the available budget does not enable this service offering. This is primarily because providing weekend service will require specialized service to also operate at the same time (as per AODA). This will incur additional costs that would lead to lower service levels for the fixed route and dedicated on-demand services. Given the summer weekend connector options, it was determined that providing reliable service for those typically travelling for work, medical appointments and other errands during the weekdays would result in a better

<sup>19</sup> If this services is converted to a fixed route in 2028 due to demand, the average frequency may be 30-50 minutes.

service for County residents. However, should Prince Edward County want to continue to explore funding opportunities to provide weekend service, estimated high level costs have been provided in this report.

Tables 15 and 16 summarize the estimated costs for providing evening service for the current Weekday Belleville Bus route.

**Table 15.** Service Requirements and Daily Cost for Operating Evening Service.

Evening Service Details	Operates from 5:30pm – 10:00pm
<b>Vehicle Requirements</b>	1 vehicle for the Picton-Belleville route 1 vehicle for the specialized service
<b>Cost Per Day</b>	\$800

**Table 16.** Annual Cost for Operating Evening Service.

Service Days Per Week	1 day/week	2 days/week	3 days/week	4 days/week	5 days/week
<b>Annual Cost (35 weeks)</b>	\$28,000	\$56,000	\$83,000	\$111,000	\$139,000

Table 17 summarizes the estimated costs for providing weekend service for the current Weekday Belleville Bus route.

**Table 17.** Service Requirements, Daily Cost, and Annual Cost for Operating Weekend Service.

Weekend Service Details	Operates from 10:00am – 10:00pm
<b>Vehicle Requirements</b>	1 vehicle for the Picton-Belleville route 1 vehicle for the specialized service (full-time) 1 vehicle for the specialized service (peak hours only)
<b>Cost Per Day</b>	\$2,200
<b>Annual Cost – Saturday <u>or</u> Sunday (35 weeks)</b>	\$77,000
<b>Annual Cost – Both Saturday <u>and</u> Sunday (35 weeks)</b>	\$154,000

### 4.3.5 County-Wide Co-mingled On-Demand Service

In addition to the recommended dedicated on-demand service, the existing county-wide co-mingled on-demand service will continue to connect residents living in the County. Trips will continue to be co-mingled with the specialized service. To improve the currently low capacity of the County-wide Co-mingled On-Demand service, it is recommended that service provide curb to curb service in areas where other transit services do not operate. For example, the County-wide Co-mingled On-Demand service should not operate in the same service area and time as the Dedicated Picton On-Demand service or the Dedicated WBP On-Fixed Route service. Since high demand areas will have dedicated on-demand or fixed route service, it is

expected that the County-Wide Co-Mingled On-Demand service will gain capacity, improve wait times and reduce trip rejection rates in the areas it operates in. This will improve the service quality for County residents travelling to and from areas outside of the WBP corridor.

#### 4.3.6 County-Wide Specialized Service

It is recommended that the specialized service continue to provide door-to-door county-wide trips to eligible customers. However, as the proposed fixed route and on-demand improvements are implemented and ridership reaches expected levels or beyond, it is recommended that the eligibility criteria for specialized service be reviewed. Given sufficient conventional transit is available, the specialized eligibility criteria could be updated to provide service only to those with disabilities who cannot use the fixed route or on-demand system (rather than qualify based on age). This eligibility update could ease the demand on the specialized service by enabling slight improvements to vehicle capacity and trip availability during peak periods. Specialized service should continue to co-mingle county-wide on-demand trips to maximize efficiency where possible. Specialized trips will also continue to require distance-based fares.

The specialized service will continue to address the strategic design objective of maintaining a high-quality accessible transportation service for County residents (Objective 3). The specialized service will maintain the existing service hours (6,048 annual service hours) throughout the 2026-2028 timeframe.

2026 has three key AODA related recommendations for the specialized service. It is recommended that the service span be expanded to provide service from 6:30 am to 7:00 pm to meet AODA requirements. To achieve this, service hours can be redistributed from periods with lower demand to the additional evening hour to maintain the total annual service hours and the associated operating costs. As detailed in section 4.3.2, the specialized service should also match the service hours and span of the Summer Weekend Connector. However, this does not require additional service hours since it is recommended that the vehicle providing the Summer Weekend Connector service be used to provide specialized trips as requested. It is recommended that these service changes be take place in September 2026 to align with the fixed route and on-demand service changes.

Finally, specialized trips are currently prioritized based on trip purpose (e.g. priority given to medical trips). It is important to note that this prioritization is not compliant with AODA requirements. Thus, Prince Edward County should consider requiring its service provider to remove this prioritization to ensure an equitable service.

In 2027 and 2028, it is recommended that County Transit continue to operate the specialized service. County Transit should maintain the existing service hours (6,048 annual service hours).

### 4.4 Connecting Beyond Prince Edward County

The 2028 County Transit network considers inter-regional transit needs from Prince Edward County to Belleville. As the municipality grows, County staff, stakeholders, and residents indicated that connections to Belleville support Prince Edward County residents can unlock employment opportunities. The fixed route

services address this need by connecting Picton, Bloomfield, and Belleville throughout the year. In the summer months, additional connections from Wellington are also provided.

County staff and residents have also expressed interest in improving connections to Ameliasburgh, Sandbanks, and Carrying Place within Prince Edward County, as well as inter-regional transportation options to Quinte West, Brighton, and other neighbouring communities. Currently, there are no public transit options available to connect to the inter-regional communities. Exceptions are made on a case-by-case basis for specialized and on-demand customers. While these connections are not feasible within the 2028 County Transit network, it is recommended that the County initiate discussions with neighbouring municipalities to explore the demand and feasibility of inter-regional services in the long-term.

### 4.5 Service Levels and Ridership Projections

The service-level recommendations detailed in the previous section show the phasing of service design and service hours required to achieve the recommended network in 2028.

Expanding the types of service provided by County Transit and investing in the amount of service provided can directly translate to significant ridership growth for Prince Edward County over the next three years. The projected ridership is summarized in Table 18.

**Table 18.** Summary of Ridership and Fare Revenue Forecasts for the 2028 County Transit Network

	2025	2026	2027	2028
<b>Forecasted Ridership<sup>20</sup></b>				
Fixed Route - Ridership	7,700	8,400-9,100	10,100-12,600	12,800-16,500
On-Demand - Ridership	3,500	3,600-4,000	4,400-7,700	5,000-9,900
Specialized- Ridership	11,900	12,100	12,200	12,300
<b>Total Ridership</b>	<b>23,100</b>	<b>24,100-25,200</b>	<b>26,700-32,500</b>	<b>30,100-38,700</b>
<b>Projected Fare Revenues<sup>21,22</sup></b>				
Fixed Route – Fare Revenues	\$30,700	\$33,500-\$36,600	\$40,500-\$50,300	\$51,100-\$66,000
On-Demand - Fare Revenues	\$13,900	\$14,700-\$16,000	\$17,700-\$30,200	\$20,200-\$39,700
Specialized - Fare Revenues	\$88,300	\$89,200	\$90,200	\$91,200

Overall, the total ridership of County Transit services is forecasted to increase by 68% by 2028. This forecast takes into account the existing trends in ridership, planned population growth and developments, and the propensity to use transit in currently underserved areas.

<sup>20</sup> Ranges for the ridership projections are provided to account for Option 1, Option 2, and Option 3 detailed in sections 4.3.3.1, 4.3.3.2, and 4.3.3.2, respectively.

<sup>21</sup> Fare revenues were projected based on the current the distance-based fares for fixed route, the average fare of \$7.40 for the specialized service, and an average fare of \$5.00 for on-demand services.

<sup>22</sup> Ranges for the fare revenue projections are provided to account for Option 1, Option 2, and Option 3 detailed in sections 4.3.3.1, 4.3.3.2, and 4.3.3.2, respectively. Total fare revenue for each option is detailed in Appendix B.

Based on previous trends, the specialized service is expected to maintain ridership levels over the three-year period. The current Weekday Belleville Bus service has observed a growth in ridership over the recent years and is expected to continue growing as the County population and familiarity with the service increases. The fixed route ridership is forecasted to double with the introduction of a frequent Picton service. On-demand ridership is expected to have the greatest ridership growth. Currently, on-demand ridership is limited by the capacity of the specialized service. By introducing new services, County Transit is expected to unlock transit demand in currently underserved areas of Wellington and the peripheries of Picton and Bloomfield. Additionally, it is expected that a small portion of the current specialized ridership will shift to the on-demand service, as about 5% of existing specialized customers do not have any disabilities and can likely use other transit services. The dedicated Picton On-Demand service and the County-Wide Co-mingled On-Demand service are projected to cumulatively result in up to 9,900 trips (approximately 148% growth from 2025 levels).

The recommended service investments will improve County Transit’s service performance over the next three years. The required service hours are summarized in Table 19.

**Table 19.** Service Hour Details from 2026-2028 for All Services

Year	Service Hours – Dedicated On-Demand	Service Hours – Fixed Route	Service Hours – County-wide Specialized and Co-mingled On-Demand Services
<b>Span</b>	9:30AM-7PM <sup>23</sup>	<i>Weekday Belleville Bus:</i> 6:30AM-7PM  <i>Summer Weekend Connector:</i> Varies (see Table 11)  <i>Option 3: 9:30AM-7PM</i>	6:30AM-7PM

<sup>23</sup> The dedicated services in Picton, Bloomfield and Wellington start later than the Weekday Belleville Bus due to budget limitations. The Weekday Bellville Bus also has an early start time to cater to shift workers whereas the dedicated service in Picton, Bloomfield and Wellington is expected to be utilized by those needing the service during core hours of the day.

Year	Service Hours – Dedicated On-Demand	Service Hours – Fixed Route	Service Hours – County-wide Specialized and Co-mingled On-Demand Services
<b>2026</b>	<p><u>Options 1 &amp; 2 - Service Hours:</u> <u>451</u></p> <ul style="list-style-type: none"> <li>Option 1: Dedicated Picton On-Demand (M-F) or;</li> <li>Option 2: Dedicated WBP On-Demand (M-F) or;</li> </ul> <p><u>Option 3 – Service Hours: 264</u></p> <ul style="list-style-type: none"> <li>Option 3: Dedicated Picton On-Demand (3 days/week)</li> </ul>	<p><u>Option 1 &amp; 2 - Service Hours:</u> <u>3,619</u></p> <ul style="list-style-type: none"> <li>Weekday Belleville Bus (M-F)</li> <li>Summer Weekend Connector (Fri, Sat, Sun)</li> </ul> <p><u>Option 3 – Service Hours:</u> <u>3,795</u></p> <ul style="list-style-type: none"> <li>Option 3: WBP Fixed Route (2 days/week)</li> </ul>	<p><u>All Options - Service Hours:</u> <u>6,048</u></p> <ul style="list-style-type: none"> <li>Service hours for county-wide specialized and on-demand service are the same since they are co-mingled (M-F)</li> <li>The service hours are the same across 2026-2028 given previous ridership trends and expected shift of some of the ridership to other new services</li> </ul>
<b>2027</b>	<p><u>Option 1 &amp; 2 - Service Hours:</u> <u>2,316</u></p> <ul style="list-style-type: none"> <li>Option 1/2: Dedicated WBP On-Demand (M-F) or;</li> </ul> <p><u>Option 3 - Service Hours:</u> <u>1,444</u></p> <ul style="list-style-type: none"> <li>Option 3: Dedicated Picton On-Demand (M-F)</li> </ul>	<p><u>Option 1 &amp; 2 - Service Hours:</u> <u>3,363<sup>24</sup></u></p> <ul style="list-style-type: none"> <li>Weekday Belleville Bus (M-F)</li> <li>Summer Weekend Connector (Fri, Sat, Sun)</li> </ul> <p><u>Option 3 – Service Hours:</u> <u>4,419</u></p> <ul style="list-style-type: none"> <li>Option 3: WBP Fixed Route (M-F)</li> </ul>	

<sup>24</sup> Option 1 and Option 2 reduce the fixed route total hours slightly (about 16% annually), while adding on-demand transit hours serving the Picton area. This reduction in hours is muted in 2026 because the service change is only implemented in September, reducing the fixed route hours by 5% in 2026.

Year	Service Hours – Dedicated On-Demand	Service Hours – Fixed Route	Service Hours – County-wide Specialized and Co-mingled On-Demand Services
<b>2028</b>	<u>Option 1 &amp; 2 - Service Hours:</u> <u>3,110</u> <ul style="list-style-type: none"> <li>Option 1/2: Dedicated WBP On-Demand (M-F) or;</li> </ul> <u>Option 3 – Service Hours:</u> <u>1,800</u> <ul style="list-style-type: none"> <li>Option 3: Dedicated Picton On-Demand (M-F)</li> </ul>	<u>Option 1 &amp; 2 - Service Hours:</u> <u>4,250</u> <ul style="list-style-type: none"> <li>Weekday Belleville Bus (M-F)</li> <li>Summer Weekend Connector (Fri, Sat, Sun)</li> </ul> <u>Option 3 – Service Hours:</u> <u>5,570</u> <ul style="list-style-type: none"> <li>Option 3: WBP Fixed Route (M-F)</li> <li>Optional: Potential Picton Fixed Route</li> </ul>	

The investment in service hours for fixed route and dedicated on-demand services will increase the service hours per capita from 0.14 to 0.26. Further, the service changes are expected to result in 0.95 trips per capita (from 0.41 in 2025) for these services. These projected key performance indicators are summarized in Table 20.

**Table 20.** Summary of Key Performance Indicators for County Transit Services in 2025 and 2028.

	2025 <sup>25</sup>	2028	% Change
Population	27,200	28,100	3%
Annual Service Hours	9,831	13,408	36%
Total Ridership	23,200	38,700	67%
Service Hours Per Capita (Conventional Service) <sup>26,27</sup>	0.14	0.26	86%
Service Hours Per Capita (Specialized Service)	0.22	0.22	0%
Ridership Per Capita (Conventional Service) <sup>27</sup>	0.41	0.95	132%
Ridership Per Capita (Specialized Service)	0.44	0.43	-2%

<sup>25</sup> Ridership and service hour data is forecasted based on available data from January – June 2025 and ridership trends from previous years.

<sup>26</sup> The projected service hours per capita is inclusive of all County Transit services.

<sup>27</sup> Conventional services include fixed route and on-demand services.

These are aligned with benchmarks from peer agencies summarized in Table 21. Peers considered include:

- **RideNorfolk:** Most relevant to Prince Edward County. The on-demand transit service funnels rural residents into urban areas.
- **Innisfil Transit:** Ride-share only, contracted to Uber. Service is limited by a monthly trip cap of 30 rides per person.
- **Bancroft Transit:** Volunteer run on-demand service provided by a non-profit agency (not transit). Residents aged 55+ are not eligible to use the service.
- **Muskoka Transit:** Fixed route transit (Corridor 11) and on-demand (District DRT). DRT acts as specialized door-to-door for eligible passengers, otherwise must travel to curb/stop locations.
- **Wasaga Beach Transit:** Fixed route transit with 2 routes<sup>28</sup>

Peer agencies have an average of 0.31 service hours per capita and 1.06 trips per capita for their conventional services. Conversely, the specialized service has minimal change in the service hours and the ridership per capita as the annual service hours are maintained from 2025 levels. These metrics are summarized in Table 22.

**Table 21.** Key Performance Indicators for Peer Agencies (2022)<sup>29</sup>

	Population	Population Density <sup>30</sup>	Service Launch	Service Hours	Ridership	Service Hrs/ Capita (Conventional Service) <sup>27</sup>	Ridership/ Capita (Conventional Service) <sup>27</sup>
RideNorfolk (Norfolk County)	67,490	40.9	2011	6,150	10,267	0.09	0.15
Innisfil Transit (Innisfil)	43,326	165.1	2017	31,329	73,871	0.72	1.70
Bancroft Transit (Bancroft)	14,583	4.9	2010	3,102	8,508	0.21	0.58
Muskoka Transit (Muskoka)	66,674	14.0	2012	4,743	2,814	0.07	0.04
Wasaga Transit (Wasaga Beach)	24,862	432.9	2008	10,927	70,558	0.44	2.83
<b>Average</b>						<b>0.31</b>	<b>1.06</b>

<sup>28</sup> Since 2024, Wasaga Beach Transit has replaced a portion of their fixed route service with on-demand transit.

<sup>29</sup> Data is provided by the 2022 MTO and CUTA factbooks.

<sup>30</sup> Population Density calculations are based on 2021 census population and municipal size, where appropriate. Bancroft Transit serves multiple municipalities neighbouring Bancroft, ON which are included in this figure.

## 4.6 2028 Transit Network

As described in the previous sections, it is envisioned that the transit network will include:

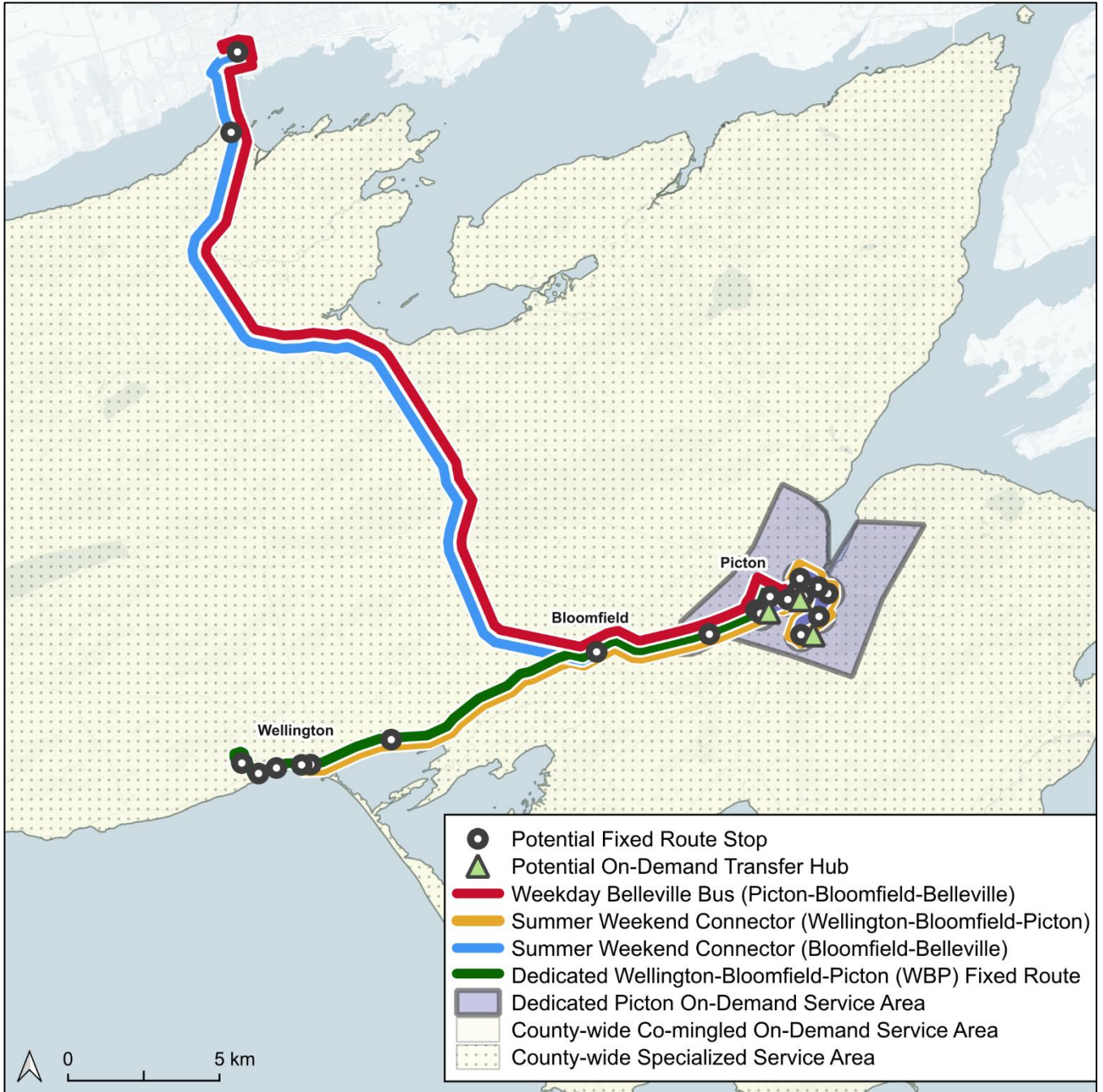
- **Weekday Belleville Bus** – fixed route service facilitating connections between Picton, Bloomfield, and Belleville
- **Dedicated Picton On-Demand Service** – a stop-to-stop dedicated on-demand service within Picton.
- **Wellington-Bloomfield-Picton (WBP) Fixed Route Service** –fixed route service connecting Wellington, Bloomfield and Picton.
- **County-Wide Co-mingled On-Demand Service** – providing curb-to-curb service in Rural Picton and curb-to-hub service when connecting to Picton, Bloomfield, and Wellington. The county-wide on-demand service will continue to be co-mingled with the specialized service.
- **County-Wide Specialized Service** – providing door-to-door accessible transportation for eligible customers county-wide<sup>31</sup>.
- **Weekend Summer Connector** – two fixed routes facilitating connections between Picton, Bloomfield, and Wellington and between Bloomfield and Belleville on Friday evenings and weekends (between June and September only).

It is recommended that all service recommendations be implemented in September 2026. This date will follow the RFQ process that will determine the municipal transit service provider and enable County staff to prepare for the implementation. As the 2027 and 2028 service improvements are implemented, the final network will incorporate the service elements described in this Transit Strategy and in Figure 16.

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<sup>31</sup> While not shown in the map, as discussed in previous sections, the specialized transit will continue to serve eligible customers across the County

Figure 16. 2028 Service Network with Option 3 implemented.



## 5 Implementation Plan

The section discusses additional considerations that support the success of the future transit network (e.g., performance monitoring, communications and customer experience, supporting policy) and an implementation roadmap.

### 5.1 Supporting Recommendations

This County Transit Strategy 2028 has recommended many changes to improve conventional transit delivery in Prince Edward County. The recommended phased approach to enhance and improve transit options to public will require additional support for success. This section outlines the key recommendations to support PEC in successfully implementing the future transit network. These recommendations go beyond financial requirements and focus on ongoing monitoring, communications, change management for success.

#### 5.1.1 Performance Monitoring

As County Transit implements the various proposed steps of this Transit Strategy, it is important to monitor the performance of the service throughout. Monitoring key performance indicators on a weekly and monthly basis will inform the need for any tweaks to the service. Key metrics to assess include:

**Ridership** – Understanding changes in ridership is paramount to measuring the success of the service. While overall ridership is a helpful measure, being able to breakdown and understand ridership trends at the route and if possible, stop level can provide County Transit with valuable information. One of the key recommendations in this Transit Strategy is to adjust the Commuter Fixed Route to provide a second trip in the morning and evening peak periods. Monitoring ridership to see if ridership increases because of this change is key to informing required adjustments. In addition, it is recommended that staff monitor and evaluate the service ridership, travel patterns and financial costs throughout 2026-2028. Depending on the service performance, staff may evaluate the feasibility of converting the Dedicated Picton On-Demand service to a fixed route if it will result in more efficiencies. Consistent monitoring and reliable data are required to inform this decision.

**On-time performance** – on-time performance is one of the key factors driving customer satisfaction as well as being a key indicator of transit vehicle travel times and the need to adjust schedules. Fixed route services should strive to meet a departure time performance guideline with 90 percent of trips departing no earlier than the scheduled time and no later than 3 minutes past the scheduled time.

**Routing Options** – It will be important to assess potential routing adjustments to optimize coverage and direct rides, particularly when the service undergoes the routing change to the new network. Driver and community input will inform this assessment.

Route modifications may be appropriate in the short-term following the launch of the new network but should be minimized over time to ensure network familiarity and reliability.

## 5.1.2 Marketing and Communications

As the County residents become more aware and familiar with public transit, the comfort and trust in the service is expected to increase. Ridership of the County's fixed route service has increased significantly since June 2025. While a key element of the summer route's success includes tourism and ridership driven by summer events, marketing of the route also played a crucial role. Prince Edward County is still a largely car centric community. Awareness of the services and how intuitive it is to use will be key to encouraging ridership.

During public engagement, residents raised many gaps in current transit options. Ranging from lack of evening and weekend service to confusing on-demand options and low frequency of the fixed route service. Several customers were also unaware of the services available to them. To ensure success, Prince Edward County must market the changes to the services effectively. Given that the available funding for marketing is low, it is recommended that channels like social media messaging be tailored to communicate the specific gaps that the proposed improvements will bridge. In a vibrant community like Prince Edward County, word of mouth marketing is most effective. As such it is recommended that County staff leverage local events and community organizations to spread the word about improved mobility in the County.

Where possible, offering travel training sessions or partnering with local organizations to offer transit to specific events would be a valuable tool to encourage ridership and familiarity of the service.

## 5.1.3 Technology Planning

Technology planning will be an important factor in the implementation plan. The recommendation of a dedicated on-demand service requires an on-demand software to deliver the service. The current transit service provider, Quinte Transit, uses TripSpark software for all on-demand services. This platform is currently used in the delivery of County-wide Specialized and Co-mingled On-Demand services under the name "Rides on Demand" (ROD). The ROD mobile app that customers use does not provide clear information and direction on how to use the service and has been cited as a barrier for on-demand users. The way the software is currently configured for Quinte Transit provides some back-end challenges as well.

It is recommended that Quinte Transit and County Transit work together to assess the TripSpark platform's suitability for use in this new transit strategy. If it is not suitable, then the parties should explore Quinte Transit's capacity to either onboard a new platform to serve all their jurisdictions (including Quinte West and Brighton), or if they could support a second, different platform just for County Transit's service. The service contract should include specific requirements around the on-demand technology, such as who will hold the contract with the software service provider and how the software provider will be selected.

It is important that both the dedicated and County-wide Co-mingled On-Demand service be operated through the same software to prevent confusion among customers. Technology planning should prioritize making the customer experience seamless across all of County Transit's service options, showing clear routing options and transfers both within the County and to neighboring transit systems. It will be a key tool in improving customers' understanding and comfort with using the transit system. Additional considerations for on-demand service delivery are provided in Appendix A.

#### 5.1.4 Review Specialized Service Eligibility Criteria

One of the recommendations in this Transit Strategy is to update the specialized transit eligibility criteria to assess the applicant's need for door-to-door services, with consideration to whether they are able to use other transit options. Given that there was no conventional (i.e., fixed route service) available in the past, eligibility for the specialized service could not consider ability to use other options. However, with the introduction of dedicated service in Picton, with connections to other areas in the County, it is recommended that Prince Edward County reassess its specialized eligibility criteria, specifically the criteria that allows seniors 55+ without disabilities to use the specialized service. This review and eventual update to the eligibility criteria will ensure that people with disabilities who cannot use other transit options will have access to door-to-door service. Furthermore, reducing the demand on the specialized service by transitioning customers without disabilities to new transit options can improve the efficiencies of all services. It is recommended that this eligibility review be conducted later in the strategy to enable sufficient time for the public to become acquainted with the new transit changes and for staff to better understand the realized demand over the next few years before making eligibility related decisions.

#### 5.1.5 Additional Resources

Implementing the recommendations in this Transit Strategy is a significant undertaking for Prince Edward County. Currently the County only has one full time, temporary dedicated resource for transit. It is recommended that this position be sustained throughout the life of this strategy. The implementation of this Transit Strategy requires resources to support planning, monitoring of services and data analysis, coordination with Quinte Transit and marketing and communication with the public over the next three years.

Also, if Prince Edward County moves forward with updating its specialized eligibility criteria, change management and communication effort will be required to support the public. Changing the eligibility criteria for a long-standing specialized service is a significant undertaking that may be met with concerns and resistance from the community. To be successful, staff must ensure a communications plan is in place to engage the community throughout the process, from assessment of criteria to establishment of new criteria. Staff must be prepared and resourced to ensure support is in place to conduct engagement.

To be successful, it is recommended that County Transit plan for additional resources. Given the limited funding available, any additional support through temporary and part-time resources would be valuable and essential to successfully delivering new transit services in the County.

## 5.2 Implementation Roadmap

Implementation planning is a critical step to ensure that the recommended changes and additions to the transit service are implemented in a timely manner. Recommendations have been phased from Q4 2025 to Q4 2028 to ensure service growth is gradual and responsive to the budget constraints. Key service changes have been proposed to align with the following key dates:

- **September 2026 (2026 Q4)** – Following planned RFQ process in Q1 2026
- **May 2027 (2027 Q2)** – Demand for transit is anticipated to be higher in the summer months. Launching in May ensures the success of the service changes by aligning them with the seasonal increases in demand.
- **May 2028 (2028 Q2)** – Demand for transit is anticipated to be higher in the summer months. Launching in May ensures the success of the service changes by aligning them with the seasonal increases in demand.

Table 22 outlines the proposed implementation roadmap activities for all recommendations.

**Table 22.** Implementation Roadmap.

Implementation Activity	Timeline
<b>Service Changes and Monitoring</b>	<b>2026 Q1-Ongoing</b>
Initiate procurement for 1 cutaway vehicle	2025 Q4
Update Summer Weekend Connector to be AODA compliant	2026 Q2 – Ongoing
Initiate procurement for 2 vans	2026 Q4
Adjust Weekday Belleville Bus schedule to better serve peak hours	2026 Q4 – Ongoing
<b>If Option 1 is selected</b>	
Introduce dedicated on-demand transit in Picton (M-F)	2026 Q4 – 2027 Q2
Operate purchased cutaway to serve Weekday Belleville Bus and dedicated on-demand transit in Picton (M-F)	2026 Q4 – Ongoing
Expand dedicated on-demand service to provide Wellington-Bloomfield-Picton trips (WBP) M-F.	2027 Q2 – Ongoing
Operate one of the purchased vans to provide WBP on-demand service (M-F)	2027 Q2 – Ongoing
Optional: Monitor service ridership, travel patterns and costs to evaluate if converting to a Picton fixed route will be more efficient.	2028 Q2 – Ongoing
Increase service hours to improve wait time for WBP on-demand service (M-F)	2028 Q2 – Ongoing
Operate the second purchased van to provide WBP service (M-F)	2028 Q2 – Ongoing
<b>If Option 2 is selected</b>	
Introduce WBP dedicated on-demand service (M-F)	2026 Q4 – 2027 Q2
Operate purchased cutaway to serve Weekday Belleville Bus and Dedicated WBP On-Demand service (M-F)	2026 Q4 – Ongoing
Increase service hours to improve wait time for WBP dedicated on-demand service M-F	2027 Q2 – 2028 Q2
Operate one of the purchased vans to provide WBP on-demand service (M-F)	2027 Q2 – Ongoing
Optional: Monitor service ridership, travel patterns and costs to evaluate if converting to a Picton fixed route will be more efficient.	2028 Q2 – Ongoing

Increase service hours to improve wait time for WBP dedicated on-demand service (M-F)	2028 Q2 – Ongoing
Operate the second purchased van to provide WBP service (M-F)	2028 Q2 – Ongoing
<b>If Option 3 is selected</b>	
Introduce fixed route service in WBP (2 weekdays days a week)	2026 Q4 – 2027 Q2
Introduce dedicated on-demand transit in Picton (3 weekdays a week)	2026 Q4 – 2027 Q2
Operate purchased cutaway to serve WBP fixed route and Picton on-demand service	2026 Q4 – Ongoing
Increase service hours to provide service 5 days a week for WBP fixed route service (M-F)	2027 Q2 – Ongoing
Increase service hours to provide service 5 days a week for dedicated on-demand transit in Picton (M-F)	2027 Q2 – Ongoing
Operate one of the purchased vans to provide WBP fixed route or Picton on-demand service (M-F)	2027 Q2 – Ongoing
Optional: Monitor service ridership, travel patterns and costs to evaluate if converting to a Picton fixed route will be more efficient.	2028 Q2 – Ongoing
Increase service hours to improve frequency of WBP fixed route service (M-F)	2028 Q2 – Ongoing
Operate the second purchased van to provide WBP fixed route or Picton on-demand service (M-F)	2028 Q2 – Ongoing
Monitor service performance across all services	2026Q1 – Ongoing
<b>Technology</b>	
Determine if on-demand and specialized software will be replaced	2026 Q1
If software will be replaced, implement and launch new system	2026 Q3 – 2026 Q4
<b>Customer</b>	
Increase awareness of County Transit services and continue engaging with the community	2026 Q2 – Ongoing
Update information consistency and clarity on website and brochures	2026 Q4 – Ongoing
If software is changed, launch communication campaign for public to become aware of new app before launch.	2026 Q4 – 2027 Q4
<b>Partnerships &amp; Policy</b>	
Continue fostering partnerships with local and regional organizations including Belleville Transit	2025 Q4 – Ongoing
Review specialized transit eligibility criteria	2028 Q1 – 2028 Q3

## 6 Financial Plan

The following sections include a summary of the operating and capital costs required to implement the recommendations and potential funding opportunities that can be leveraged to realize these transit solutions over the 2026-2028 timeframe. The anticipated budget presented in this section represents estimates derived from current trends and future projections. While these values are informed by existing and planned population estimates, development plans, and inflation rates, they are subject to change based on fluctuations within supply chain, economic conditions, and risk of unrealized ridership. To effectively inform strategic decision-making, cost estimates captured within the following sections should be monitored and updated annually.

### 6.1 Operating Budget

This section provides an overview of the estimated annual operating costs associated with the recommendations for County Transit from 2026 to 2028. Assumptions informing the financial analysis include:

- **Cost Per Service Hour:** The cost for additional vehicle-hours was assumed to be \$87.91.
- **Fares:** General estimates were used to forecast the annual fare revenues generated from the service changes. For fixed route, the adult single-trip fares for short distance, within the County, and long-distance trips were applied to proportions of the projected ridership.
- **Funding:** Funding consists of the municipal accommodation tax (MAT) for summer services, expected Community Transit funding, and Gas Tax Revenues in addition to partnership, sponsorships and donations. It was assumed that the amounts raised through partnerships, sponsorships, and donations will continue to be available throughout the 2026-2028 timeframe. It was assumed that the Gas Tax Revenues will remain consistent throughout the 2026-2028 timeframe. However, it is likely that as the service expands, the funding cap will likely increase pending municipal decisions.

Costs for all options are shown for comparison. It is important to note that the differences between the annual net operating cost for Option 1 and Option 2 are minimal and are contained to the On-Demand service. There is approximately 10% more ridership expected in 2026 for the Option 1 dedicated service scenario, resulting in a \$2,000 difference for that year. The cost projections also include the cost of converting the dedicated on-demand Picton service to a fixed route service in 2028. Although this is an option to consider upon monitoring of the service, the costs projection reflect this scenario to provide a fulsome picture of costs.

Table 23 outlines the expected annual operating cost for County Transit from 2025 towards the recommended network in 2028. The table includes cost estimates with the Status Quo, which shows 2025 budget for comparison purposes only. A detailed budget table is provided in Appendix B.

**Table 23.** Summary of Annual Operating Costs Across Options

	2025	2026	2027	2028
<b>Option 1</b>				
Operating Costs	\$740,500	\$852,800	\$1,026,900	\$1,203,200
Fares and Funding	\$528,200	\$447,500	\$476,200	\$503,300
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$405,300</b>	<b>\$550,700</b>	<b>\$699,900</b>
<b>Option 2</b>				
Operating Costs	\$740,500	\$852,800	\$1,026,900	\$1,203,200
Fares and Funding <sup>32</sup>	\$528,200	\$447,500	\$476,200	\$503,300
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$405,300</b>	<b>\$550,700</b>	<b>\$699,900</b>
<b>Option 3</b>				
Operating Costs	\$740,500	\$848,400	\$995,700	\$1,204,100
Fares and Funding	\$528,200	\$451,900	\$473,500	\$498,600
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$396,500</b>	<b>\$522,200</b>	<b>\$705,500</b>
<b>Status Quo – For Comparison Purposes Only</b>				
Operating Costs	\$740,500	\$755,500	\$774,100	\$796,800
Fares and Funding	\$528,200	\$448,500	\$456,100	\$464,000
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$307,000</b>	<b>\$318,000</b>	<b>\$332,800</b>

## 6.2 Capital Budget

This section provides an overview of the annual capital costs associated with the recommendations for County Transit from 2026 to 2028. Capital costs include costs associated with vehicle procurement, technology (hardware) procurement, and technology installation. Capital funding listed in Table 24 includes federal and provincial funding earmarked to procure a cutaway bus in Q4 2025 and two smaller vehicles for on-demand service in 2026. In 2027, there is a surplus of \$78,300 of federal and provincial funding which can be used to attain fleet assets (e.g., spare vehicle), should the County choose to utilise it. This funding cannot be used to support other capital procurements or to support operating costs of the transit services.

The table includes cost estimates with Status Quo, which shows 2025 budget for comparison purposes only. A detailed budget table is provided in Appendix C.

The capital resources required for Option 1 and Option 2 are the same, therefore the expected capital costs for the two options are equivalent to one another.

<sup>32</sup> The difference in the number of dedicated on-demand trips in Options 1 and 2 are miniscule throughout the years, resulting in the same revenues across the two options.

**Table 24.** Summary of Annual Capital Costs Across Options.

	2025	2026	2027	2028
<b>Option 1</b>				
Total Capital Costs	\$230,000	\$237,200	\$2,000	\$2,000
Vehicle Capital Funding <sup>33</sup>	\$230,000	\$214,200	\$78,300 <sup>34</sup>	\$ -
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Option 2</b>				
Total Capital Costs	\$230,000	\$237,200	\$2,000	\$2,000
Vehicle Capital Funding	\$230,000	\$214,200	\$78,300	\$ -
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Option 3</b>				
Total Capital Costs	\$230,000	\$237,200	\$2,000	\$2,000
Vehicle Capital Funding	\$230,000	\$214,200	\$78,300	\$ -
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Status Quo – For Comparison Purposes Only</b>				
Total Capital Costs	\$230,000	\$214,200	\$-	\$-
Vehicle Capital Funding	\$230,000	\$214,200	\$78,300	\$-
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>

### 6.3 Funding Opportunities

To support a successful transit expansion, timely investment is required. Where possible, County Transit should leverage funding opportunities to offset operating and capital costs. Opportunities described below are meant to serve as a guide to navigating the public transit funding landscape. However, it is critical that County Transit continue to monitor the provincial and federal funding channels for additional opportunities or considerations.

#### Ontario Transit Investment Fund

The Ontario Transit Investment Fund (OTIF) was established in October 2024 to provide supporting funds for transit agencies to establish new services, expand coverage, and integrate existing transit services in Ontario. Funding from OTIF can be used for operating and capital expenses. OTIF can cover up to 50% of total project costs, but it is to be capped at 30% of project costs in the final funding year. Applicants are expected to gradually increase their contributions as the OTIF allotments are scaled back to ensure project sustainability over the long-term.

OTIF is not mutually exclusive with other public transit funds, meaning a project could simultaneously be funded by OTIF and other Provincial or Federal sources. County Transit is recommended to apply for OTIF

<sup>33</sup> Vehicle capital funding refers to federal and provincial funding acquired for vehicle procurement. This funding cannot be applied to other capital purchases or towards operating costs.

<sup>34</sup> There is a surplus of \$78,300 of federal and provincial funding for fleet assets in 2027.

funding to support the introduction of recommended services and changes. Additional funding can be used to explore the provision of year-round evening and/or weekend service.

### **Ontario Provincial Gas Tax Funding**

The Ontario government invests a portion of the gas tax revenue to municipalities in support of public transit. While the Provincial Gas Tax funding for transit follows a formula based on ridership and service area population, it is capped based on the municipal contribution to the service. County Transit is a recipient of this funding and has received a capped \$225,658 for the 2024-2025 period<sup>35</sup>. It is recommended that County Transit assume roughly the same allocation in the near-term.

### **Canadian Public Transit Fund – Baseline Funding**

The Canadian Public Transit Fund (CPTF) was introduced in 2024. As part of the CPTF, the Baseline Funding stream was designed to provide capital and operating costs for public transit, including planning projects, service expansion, and fleet procurement. While the intake period has since closed, future intake windows may be opened. To be eligible for the funding, the applicant must have a minimum average historical capital investment of \$100,000 annually and have a minimum annual ridership of 30,000, among other criteria. It is anticipated that with the service changes, County Transit will meet the minimum annual ridership requirement and be able to apply for this funding.

### **Canadian Public Transit Fund – Rural Transit Solutions Fund**

In addition to the Baseline Funding, the CPTF includes the Rural Transit Solutions Fund (RTSF). The RTSF is aimed at supporting public transit solution in rural, remote, Indigenous, and Northern communities. RTSF offers two streams: Planning and Design Projects stream and the Capital Projects stream. County Transit has received RTSF funding for the purchase of additional vehicles in 2025 and should continue to evaluate the future applicability of this funding opportunity.

### **Canadian Public Transit Fund – Zero Emissions Transit Fund**

The CPTF also includes the Zero Emission Transit Fund (ZETF), which provides funding to support transit agencies in planning for or purchasing zero emission vehicles and associated infrastructure. While the application period for the ZETF has closed, County Transit should monitor this opportunity and consider future fleet electrification.

### **Federation of Canadian Municipalities – Green Municipal Fund**

The Federation of Canadian Municipalities (FCM) is a national advocacy group representing more than 2,000 communities across Canada. The Green Municipal Fund (GMF) is a grant opportunity to support the reduction of greenhouse gas emissions in five core sectors, including transportation. Within the transportation sector, the GMF provides funding for six streams.

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<sup>35</sup> County Transit is a recipient of this funding and has received \$225,658 for the 2024-25 period, which is capped.

- Capital project: Municipal Fleet Electrification
- Study: Municipal Fleet Electrification
- Capital project: Net-Zero Transformation
- Pilot: Net-Zero Transformation
- Study: Net-Zero Transformation
- Plan: Net-Zero Transformation

County Transit should consider the feasibility of leveraging this funding opportunities to support electric vehicle procurements. Applications to the FCM-GMF can be submitted year-round.

### **Local/Regional Partnerships**

County Transit has developed strong relationships with local and regional partners including the County’s Tourism services (through the Municipal Accommodation Tax), Base 31, Stay PEC, the Royal, and The Eddie. These partnerships have funded the summer service in 2025. It is recommended that County Transit continue to build upon these partnerships to continue to deliver the summer service.

## **7 Moving Forward**

The next three years will see transformational change in the way transit is delivered in Prince Edward County. This County Transit Strategy takes a pragmatic approach to providing the community with transit options that address key pain points, while ensuring financial feasibility of proposed recommendations. The County Transit Strategy also details the phased approach to implement various service improvements across fixed route, dedicated on-demand and the co-mingled County-wide specialized and on-demand service. Supporting recommendations and funding opportunities have also been provided to help County Transit staff prepare for the implementation.

Although the -use of personal vehicles predominates in Prince Edward County - there is a need for transit services for residents who do not have full-time access to a car. These community members have expressed clear need for improvements to the current transit service. Awareness of the services and increases in ridership have been observed throughout the development of this County Transit Strategy. With continued marketing and communication efforts, as well as careful monitoring and implementation of recommendations, the proposed Transit Strategy has significant potential to transform the way people travel in Prince Edward County.

The next step for this Transit Strategy is to share the proposed recommendations with the community for feedback. Upon which, the Transit Strategy will be finalized and presented to Council for approval.

# Appendix A: On-Demand Service Delivery Considerations

On-demand service can operate in place of local fixed routes in lower demand areas or locations with lower population density. This service allows riders to request trips with minimal notice and access the service with a self-serve mobile app or web browser. The flexible (or designated) pick-up and drop-off locations also enable users to unlock access to locations beyond the capacity of conventional fixed route systems.

Delivery of such a service type is becoming more common for transit agencies as it becomes an increasingly popular service option due to its capacity for increased service quality and cost efficiencies, as well as its feasibility in locations that cannot support conventional systems. As with conventional fixed route transit, on-demand service is flexible and subject to contractual agreements that may dictate more or fewer responsibilities on municipal or contracted partners. However, there are certain factors that are becoming increasingly standard throughout the industry in terms of the division of responsibilities and implementation. Below is an overview of some of these considerations and responsibilities:

## How do app-based platforms and their call centres function?

App-based platforms receive trip requests and process the information against available vehicles/seats during requested times. Requests can be made based on pick-up time and location or drop-off time and location. If the requested time is unavailable, the system will process the request for similar times before and after the originally requested time and recheck availability. For example, if a trip was requested for 8:00am and a vehicle is available, the trip will be booked. If the 8:00am timeslot has already been booked by other parties, the system will process such alternate times between 7:50am – 8:30am (the range of alternative times can be adjusted by the operator to accommodate agency preferences). If a slot is found, the trip will be booked for the alternate time.

Users also have the option to call in their request. Calls are received by call centres, typically operated by the service delivery contractor. A dispatch agent will receive the trip information request and, depending on the system capabilities, either register it into the system or manually schedule it:

- Automatic registration of call-in requests – The majority of on-demand platforms have backend dashboards that can be accessed by agency and operator staff. Dispatch will have a portal to enter information on behalf of the caller in a similar manner to how a user would book through the app. The system algorithm will check for availability (as described above) and book or deny the request.
- Manual scheduling – This method is labour intensive and time sensitive. It often requires call-ins to be booked at least 24 hours in advance so that dispatch may consolidate all requests and map effective routing and integration with trips booked through the application. Manual scheduling is not recommended.

## Are there limitations to the implementation/delivery of on-demand technology?

There are few limitations to on-demand technologies, particularly as broader technologies become more advanced, mainstream, and accessible. The predominant limitations are typically characterized as:

- **Cellular Coverage limitations** – On-demand technologies not only require mobile applications for booking, but push mapping, directions, and updates to drivers in real-time. Without reliable cellular coverage, or having significant gaps in said coverage, residents/user access to the system, routing efficiencies, as well as driver tracking and tools can be limited.
- **Call Centre limitations** – On-demand services often employ an alternative booking method to a smartphone application, which is typically a call-in phone number. This is often an equity-related requirement of service providers that requires additional staff/operator capacity as well as schedule updating. For certain systems this may result in manual schedule updates that render the system more inconvenient to use.

### What are relevant considerations when implementing an on-demand platform?

There are considerations with regards to agency and operator preferences, usage, and data metrics produced by these platforms. Notable considerations include:

- **Backend Dashboard** – On-demand platforms are proprietary and offer unique dashboard/portal to view data, analysis, vehicle monitoring, etc. Dashboards can be customized to a degree, but the depth and configuration of information, as well as its intuitiveness, are subjective to the user.
- **Driver Ease-of-Use** – On-demand platforms provide drivers with navigational information and rely on drivers to input various metrics as they arise that may include shift times, boardings, fare payment type, and others. Data analytics produced by the platform are dependent on accurate information input by the driver, therefore ease of data input correlates to higher quality outputs.
- **Rider Notification System** – Customer experience correlates to increased ridership growth. Conveying information to customers improves the overall service quality and shortens user wait times. Having a system that automatically notifies users of bookings and trip changes are crucial to building trust in the system.
- **User Interface/Mobile Application** – As with the backend dashboard, every on-demand contractor provides their own mobile application for public use and booking. The capabilities of these applications vary and can provide bookings, push notifications, real-time vehicle tracking, fare payment, transaction history, e-wallets, travel profiles, and/or more. Choosing a technology contractor with an intuitive and easy-to-use application will aid in removing barriers of access.

### How do fleet operators typically support on-demand systems?

Fleet/service delivery operators have various responsibilities pertaining to on-demand systems that can be negotiated within service contracts. Responsibilities that are becoming industry standard include:

- **Call Centre Operations** – In fixed route systems, third party service operators are responsible for on-time performance, dispatch, hiring operators, and the overall delivery of service. Handling trip requests via phone is a piece of the overall delivery of the service and operators are generally equipped via their dispatch team.
- **Operator Preferences** – As on-demand expands, contracted operators develop preferences and agreements with technology providers to streamline their own internal operations (e.g., not having to

manage multiple technologies across jurisdictions). This may affect contractor or technology procurement/selection.

- **Customer Support** – Contracted operators, responsible for service delivery and call centre operations, are also responsible for being the first line<sup>36</sup> of customer support to handle feedback, questions, and complaints.
- **Training Drivers** – Contractors are responsible for hiring and training bus drivers in the use, inputs, and requirements of the on-demand platform.

### What are some examples of on-demand platforms in similar rural communities?

Table 25 provides an overview of service and technology providers for similar rural communities.

**Table 25.** On-Demand and Specialized Service and Technology Providers for Similar Rural Communities.

Municipality	Service Provider	OD and Specialized Technology Provider
Norfolk County	Voyago	Blaise Transit
Wasaga Beach	Landmark	Blaise Transit
Belleville	In-house	RideCo
Guelph	In-house	RideCo
York Region	Multiple <sup>37</sup>	Via
Durham Region	In-house	Via
Lethbridge	In-house	TripSpark
Whitehorse	In-house	TripSpark <sup>38</sup>

Each technology service provider has a proprietary software and algorithm that aids in seamless trip provision. For example:

- Technology providers can provide modelling simulations to predict cycle time to increase accuracy of timed connections to fixed route services,
- System parameters can be modified to prioritize connections to fixed route services, particularly for time-sensitive trips and connections to lower frequency routes,
- Zones can be developed and subdivided to better manage anywhere-to-anywhere connections in smaller areas to facilitate connections being made to nearby bus routes.

Additional considerations for the planning, operating, and monitoring of on-demand services can be found in CUTA’s On-Demand Transit Toolkit<sup>39</sup>.

<sup>36</sup> Customer support extends beyond the operators to internal staff. Internal staff are typically responsible for general communications, service alerts, and service changes. Responsibilities can be refined through contracting.

<sup>37</sup> Service delivery is contracted to Miller Transit, TOK Transit, and TTC as per the Canadian Conventional Transit Statistics (2023) produced by the Canadian Urban Transit Association.

<sup>38</sup> Whitehorse does not provide on-demand transit. They use TripSpark’s demand response software solution to assist with backend scheduling and vehicle utilization optimization.

<sup>39</sup> CUTA’s On-Demand Transit Toolkit (2023) can be accessed here: <https://cutaactu.ca/wp-content/uploads/2023/08/CUTA-On-demand-transit-toolkit.pdf>

## Appendix B: Detailed Operating Budget

The following section expands on the operating budget summarized in Section 6.1. Table 26 includes an itemized breakdown of the operating costs, including the delivery of the service, on-demand technology, staff resources, marketing and promotions, and materials.

**Table 26.** Detailed Annual Operating Costs (amounts are rounded to the nearest hundred).

	2025	2026	2027	2028
Inflation 2025-2028	2%	2%	2%	2%
<b>Option 1</b>				
<i>Fixed Route Service Hours</i>	3,783	3,619	3,363	4,250
Fixed Route Service Operating Cost	\$261,400	\$255,100	\$241,800	\$321,000
<i>On-Demand Service Hours</i>	0 <sup>40</sup>	451	2,316	3,110
On-Demand Service Operating Cost <sup>41</sup>	\$34,200	\$75,400	\$247,400	\$326,500
<i>Specialized Service Hours</i>	6,048	6,048	6,048	6,048
Specialized Service Operating Cost	\$278,100	\$283,700	\$289,400	\$295,200
<b>Total Service Operating Cost</b>	<b>\$573,700</b>	<b>\$614,200</b>	<b>\$778,600</b>	<b>\$942,700</b>
On-Demand Central System Licensing	\$ -	\$52,000	\$53,100	\$54,200
Cellular Service	\$ -	\$800	\$2,100	\$2,100
Vehicle Driver System Licensing	\$ -	\$15,600	\$16,000	\$16,300
Warranty & Support	\$ -	\$ -	\$ -	\$ -
<b>Total On-Demand Technology Costs</b>	<b>\$ -</b>	<b>\$68,400</b>	<b>\$71,200</b>	<b>\$72,600</b>
<b>Total Dedicated Staff Costs</b>	<b>\$134,800</b>	<b>\$137,500</b>	<b>\$143,000</b>	<b>\$151,800</b>
<b>Marketing and Promotional Costs</b>	<b>\$30,000</b>	<b>\$30,600</b>	<b>\$31,900</b>	<b>\$33,800</b>
<b>Materials and Supplies Costs</b>	<b>\$2,000</b>	<b>\$2,100</b>	<b>\$2,200</b>	<b>\$2,300</b>
<b>Total Operating Costs</b>	<b>\$740,500</b>	<b>\$852,800</b>	<b>\$1,026,900</b>	<b>\$1,203,200</b>
Fixed Route Service Fare Revenue	\$30,700	\$33,500	\$40,500	\$51,100 <sup>42</sup>
On-Demand Service Fare Revenue	\$13,900	\$14,700	\$30,200	\$39,700
Specialized Service Fare Revenue	\$88,300	\$89,200	\$90,200	\$91,200
<b>Total Fare Revenue</b>	<b>\$132,900</b>	<b>\$137,500</b>	<b>\$160,900</b>	<b>\$182,100</b>
<b>Gas Tax Funding</b>	<b>\$225,700</b>	<b>\$225,700</b>	<b>\$225,700</b>	<b>\$225,700</b>
<b>Other Funding</b>	<b>\$169,600</b>	<b>\$84,300</b>	<b>\$89,600</b>	<b>\$95,500</b>
<b>Total Fares and Funding</b>	<b>\$528,200</b>	<b>\$447,500</b>	<b>\$476,200</b>	<b>\$503,300</b>
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$405,300</b>	<b>\$550,700</b>	<b>\$699,900</b>
<b>Option 2</b>				
<i>Fixed Route Service Hours</i>	3,783	3,619	3,363	4,250
Fixed Route Service Operating Cost	\$261,400	\$255,100	\$241,800	\$321,000
<i>On-Demand Service Hours</i>	0 <sup>40</sup>	451	2,316	3,110
On-Demand Service Operating Cost <sup>41</sup>	\$34,200	\$75,400	\$247,400	\$326,500

<sup>40</sup> Service hours are 0 in 2025 as there is no dedicated on-demand service. Co-mingled trips are delivered using the specialized vehicles when capacity and scheduling allows.

<sup>41</sup> This includes both the co-mingled and dedicated services.

<sup>42</sup> Revenue assumes Picton Fixed Route service.

	2025	2026	2027	2028
Inflation 2025-2028	2%	2%	2%	2%
<i>Specialized Service Hours</i>	6,048	6,048	6,048	6,048
Specialized Service Operating Cost	\$278,100	\$283,700	\$289,400	\$295,200
<b>Total Service Operating Cost</b>	<b>\$573,700</b>	<b>\$614,200</b>	<b>\$778,600</b>	<b>\$942,700</b>
On-Demand Central System Licensing	\$ -	\$52,000	\$53,100	\$54,200
Cellular Service	\$ -	\$800	\$2,100	\$2,100
Vehicle Driver System Licensing	\$ -	\$15,600	\$16,000	\$16,300
Warranty & Support	\$ -	\$ -	\$ -	\$ -
<b>Total Technology Costs</b>	<b>\$ -</b>	<b>\$68,400</b>	<b>\$71,200</b>	<b>\$72,600</b>
<b>Total Dedicated Staff Costs</b>	<b>\$134,800</b>	<b>\$137,500</b>	<b>\$143,000</b>	<b>\$151,800</b>
<b>Marketing and Promotional Costs</b>	<b>\$30,000</b>	<b>\$30,600</b>	<b>\$31,900</b>	<b>\$33,800</b>
<b>Materials and Supplies Costs</b>	<b>\$2,000</b>	<b>\$2,100</b>	<b>\$2,200</b>	<b>\$2,300</b>
<b>Total Operating Costs</b>	<b>\$740,500</b>	<b>\$852,800</b>	<b>\$1,026,900</b>	<b>\$1,203,200</b>
Fixed Route Service Fare Revenue	\$30,700	\$33,500	\$40,500	\$51,100 <sup>43</sup>
On-Demand Service Fare Revenue	\$13,900	\$14,700	\$30,200	\$39,700
Specialized Service Fare Revenue	\$88,300	\$89,200	\$90,200	\$91,200
<b>Total Fare Revenue</b>	<b>\$132,900</b>	<b>\$137,500</b>	<b>\$160,900</b>	<b>\$182,100</b>
<b>Gas Tax Funding</b>	<b>\$225,700</b>	<b>\$225,700</b>	<b>\$225,700</b>	<b>\$225,700</b>
<b>Other Funding</b>	<b>\$169,600</b>	<b>\$84,300</b>	<b>\$89,600</b>	<b>\$95,500</b>
<b>Total Fares and Funding<sup>44</sup></b>	<b>\$528,200</b>	<b>\$447,500</b>	<b>\$476,200</b>	<b>\$503,300</b>
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$405,300</b>	<b>\$550,700</b>	<b>\$699,900</b>
<b>Option 3</b>				
<i>Fixed Route Service Hours</i>	3,783	3,795	4,419	5,570
Fixed Route Service Operating Cost	\$261,400	\$267,500	\$317,700	\$444,100
<i>On-Demand Service Hours</i>	0 <sup>40</sup>	264	1,444	1,800
On-Demand Service Operating Cost <sup>41</sup>	\$34,200	\$58,600	\$140,300	\$204,300
<i>Specialized Service Hours</i>	6,048	6,048	6,048	6,048
Specialized Service Operating Cost	\$278,100	\$283,700	\$289,400	\$295,200
<b>Total Service Operating Cost</b>	<b>\$573,700</b>	<b>\$609,800</b>	<b>\$747,400</b>	<b>\$943,600</b>
On-Demand Central System Licensing	\$ -	\$52,000	\$53,100	\$54,200
Cellular Service	\$ -	\$800	\$2,100	\$2,100
Vehicle Driver System Licensing	\$ -	\$15,600	\$16,000	\$16,300
Warranty & Support	\$ -	\$ -	\$ -	\$ -
<b>Total Technology Costs</b>	<b>\$ -</b>	<b>\$68,400</b>	<b>\$71,200</b>	<b>\$72,600</b>
<b>Total Dedicated Staff Costs</b>	<b>\$134,800</b>	<b>\$137,500</b>	<b>\$143,000</b>	<b>\$151,800</b>
<b>Marketing and Promotional Costs</b>	<b>\$30,000</b>	<b>\$30,600</b>	<b>\$31,900</b>	<b>\$33,800</b>
<b>Materials and Supplies Costs</b>	<b>\$2,000</b>	<b>\$2,100</b>	<b>\$2,200</b>	<b>\$2,300</b>
<b>Total Operating Costs</b>	<b>\$740,500</b>	<b>\$848,400</b>	<b>\$995,700</b>	<b>\$1,204,100</b>
Fixed Route Service Fare Revenue	\$30,700	\$36,600	\$50,300	\$66,000 <sup>45</sup>
On-Demand Service Fare Revenue	\$13,900	\$16,100	\$17,700	\$20,200

<sup>43</sup> Revenue assumes Picton Fixed Route service.

<sup>44</sup> The difference in the number of dedicated on-demand trips in Options 1 and 2 are miniscule throughout the years, resulting in the same revenues across the two options.

<sup>45</sup> Revenue assumes Picton Fixed Route service.

	2025	2026	2027	2028
Inflation 2025-2028	2%	2%	2%	2%
Specialized Service Fare Revenue	\$88,300	\$89,200	\$90,200	\$91,200
<b>Fare Revenue</b>	<b>\$132,900</b>	<b>\$141,900</b>	<b>\$158,200</b>	<b>\$177,400</b>
<b>Gas Tax Funding</b>	<b>\$225,700</b>	<b>\$225,700</b>	<b>\$225,700</b>	<b>\$225,700</b>
<b>Other Funding</b>	<b>\$169,600</b>	<b>\$84,300</b>	<b>\$89,600</b>	<b>\$95,500</b>
<b>Total Fares and Funding</b>	<b>\$528,200</b>	<b>\$451,900</b>	<b>\$473,500</b>	<b>\$498,600</b>
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$396,500</b>	<b>\$522,200</b>	<b>\$705,500</b>
<b>Status Quo</b>				
<i>Fixed Route Service Hours</i>	3,783	3,783	3,783	3,783
Fixed Route Service Operating Cost	\$261,400	\$266,700	\$272,000	\$277,400
<i>On-Demand Service Hours</i>	0 <sup>40</sup>	0	0	0
On-Demand Service Operating Cost <sup>41</sup>	\$34,200	\$34,900	\$35,600	\$36,300
<i>Specialized Service Hours</i>	6,048	6,048	6,048	6,048
Specialized Service Operating Cost	\$278,100	\$283,700	\$289,400	\$295,200
<b>Total Service Operating Cost</b>	<b>\$573,700</b>	<b>\$585,300</b>	<b>\$597,000</b>	<b>\$608,900</b>
On-Demand Central System Licensing	\$-	\$-	\$-	\$-
Cellular Service	\$-	\$-	\$-	\$-
Vehicle Driver System Licensing	\$-	\$-	\$-	\$-
Warranty & Support	\$-	\$-	\$-	\$-
<b>Total Technology Costs</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>
<b>Total Dedicated Staff Costs</b>	<b>\$134,800</b>	<b>\$137,500</b>	<b>\$143,000</b>	<b>\$151,800</b>
<b>Marketing and Promotional Costs</b>	<b>\$30,000</b>	<b>\$30,600</b>	<b>\$31,900</b>	<b>\$33,800</b>
<b>Materials and Supplies Costs</b>	<b>\$2,000</b>	<b>\$2,100</b>	<b>\$2,200</b>	<b>\$2,300</b>
<b>Total Operating Costs</b>	<b>\$740,500</b>	<b>\$755,500</b>	<b>\$774,100</b>	<b>\$796,800</b>
Fixed Route Service Fare Revenue	\$30,700	\$34,700	\$35,200	\$35,700
On-Demand Service Fare Revenue	\$13,900	\$14,500	\$15,300	\$15,800
Specialized Service Fare Revenue	\$88,300	\$89,200	\$90,200	\$91,200
<b>Total Fare Revenue</b>	<b>\$132,900</b>	<b>\$138,500</b>	<b>\$140,800</b>	<b>\$142,800</b>
<b>Gas Tax Funding</b>	<b>\$225,700</b>	<b>\$225,700</b>	<b>\$225,700</b>	<b>\$225,700</b>
<b>Other Funding</b>	<b>\$169,600</b>	<b>\$84,300</b>	<b>\$89,600</b>	<b>\$95,500</b>
<b>Total Fares and Funding</b>	<b>\$528,200</b>	<b>\$448,500</b>	<b>\$456,100</b>	<b>\$464,000</b>
<b>Net Operating Cost</b>	<b>\$212,300</b>	<b>\$307,000</b>	<b>\$318,000</b>	<b>\$332,800</b>

## Appendix C: Detailed Capital Budget

The following section expands on the operating budget summarized in Section 6.2. Table 27 includes an itemized breakdown of the capital costs, including vehicles costs, on-demand technology costs, and the additional capital investments required to support the phased implementation of the 2028 County Transit network.

**Table 27.** Detailed Annual Capital Costs (amounts are rounded to the nearest hundred).

	2025	2026	2027	2028
Inflation 2025-2028	2%	2%	2%	2%
<b>Option 1</b>				
Additional Cutaway Vehicles	\$230,000	\$ -	\$ -	\$ -
Additional Vans	\$-	\$214,200	\$-	\$-
<b>Total Vehicle Costs</b>	<b>\$230,000</b>	<b>\$214,200</b>	<b>\$-</b>	<b>\$-</b>
Implementation Costs	\$ -	\$17,000	\$ -	\$ -
Hardware (iPad with mount and case)	\$ -	\$6,000	\$2,000	\$2,000
<b>Total On-Demand Technology Costs</b>	<b>\$ -</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Total Capital Costs</b>	<b>\$230,000</b>	<b>\$237,200</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Vehicle Capital Funding<sup>46</sup></b>	<b>\$230,000</b>	<b>\$214,200</b>	<b>\$78,300<sup>47</sup></b>	<b>\$-</b>
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Option 2</b>				
Additional Cutaway Vehicles	\$230,000	\$ -	\$ -	\$ -
Additional Vans	\$-	\$214,200	\$-	\$-
<b>Total Vehicle Costs</b>	<b>\$230,000</b>	<b>\$214,200</b>	<b>\$-</b>	<b>\$-</b>
Implementation Costs	\$ -	\$17,000	\$ -	\$ -
Hardware (iPad with mount and case)	\$ -	\$6,000	\$2,000	\$2,000
<b>Total On-Demand Technology Costs</b>	<b>\$ -</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Total Capital Costs</b>	<b>\$230,000</b>	<b>\$237,200</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Vehicle Capital Funding</b>	<b>\$230,000</b>	<b>\$214,200</b>	<b>\$78,300</b>	<b>\$-</b>
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>

<sup>46</sup> Vehicle capital funding refers to federal and provincial funding acquired for vehicle procurement. This funding cannot be applied to other capital purchases or towards operating costs.

<sup>47</sup> There is a surplus of \$78,300 of federal and provincial funding for fleet assets in 2027.

	2025	2026	2027	2028
Inflation 2025-2028	2%	2%	2%	2%
<b>Option 3</b>				
Additional Cutaway Vehicles	\$230,000	\$ -	\$ -	\$ -
Additional Vans	\$-	\$214,200	\$-	\$-
<b>Total Vehicle Costs</b>	<b>\$230,000</b>	<b>\$214,200</b>	<b>\$-</b>	<b>\$-</b>
Implementation Costs	\$ -	\$17,000	\$ -	\$ -
Hardware (iPad with mount and case)	\$ -	\$6,000	\$2,000	\$2,000
<b>Total On-Demand Technology Costs</b>	<b>\$ -</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Total Capital Costs</b>	<b>\$230,000</b>	<b>\$237,200</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Vehicle Capital Funding</b>	<b>\$230,000</b>	<b>\$214,200</b>	<b>\$78,300</b>	<b>\$-</b>
<b>Additional Funding Required</b>	<b>\$-</b>	<b>\$23,000</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>Status Quo</b>				
Additional Cutaway Vehicles	\$230,000	\$ -	\$ -	\$ -
Additional Vans	\$-	\$214,200	\$-	\$-
<b>Total Vehicle Costs</b>	<b>\$230,000</b>	<b>\$214,200</b>	<b>\$ -</b>	<b>\$ -</b>
Implementation Costs	\$ -	\$ -	\$ -	\$ -
Hardware (iPad with mount and case)	\$ -	\$ -	\$ -	\$ -
<b>Total On-Demand Technology Costs</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Total Capital Costs</b>	<b>\$230,000</b>	<b>\$214,200</b>	<b>\$-</b>	<b>\$-</b>
<b>Vehicle Capital Funding</b>	<b>\$230,000</b>	<b>\$214,200</b>	<b>\$78,300</b>	<b>\$-</b>
<b>Additional Funding Required</b>	<b>\$ -</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>