TROUT PUBLIC TRANSIT

SERVING NORTH HASTINGS AND HIGHLANDS EAST
TROUT PUBLIC TRANSIT IS FOR EVERYONE
TROUT Public Transit is for EVERYONE

“Riding on the TROUT is fun.”

“I’d be housebound without it.”
Rationale for RPT
TROUT Background
Transit Model
Financial Plan
Challenges
Current Initiatives
Why we Need Public Transportation

*Enriches Quality of Life
*Promotes Economic Growth
*Attracts New Residents and Developers

Rural public transportation is a core component of sustainable rural communities.
Ridership increased 100% over the 4 years of operation, from 4500 at the end of year 1, to over 9000 this year. It will continue to increase!
TROUT PUBLIC TRANSIT SERVICE REGION

* Serving 8 Municipalities
* 3380 Square Kilometres
* 15,000 Residents (50,000 in summer)
* Pop. Density 4.4/Sq. km

www.CATCHTHETROUT.CA
TROUT Public Transit
“Blended Flex” Service Model

Scheduled Regional Routes
Door-To-Door Pick-up
Special Destination
Individualized
TROUT Public Transit
“Blended Flex” Service Model

[Image of people standing in front of a Home Hardware store with a TROUT bus and a TROUT bus stop sign]

[Website: www.catchthetROUT.ca]

20 March 2014
TROUT Public Transit
“Blended Flex” Service Model

Door-to-door pickup is available for adults 55+

And adults 18+ with a physical disability

www.catchetrot.ca
TROUT PUBLIC TRANSIT
SERVING SMETHWICK AND HIGHLANDS EAST
TROUT Public Transit
“Blended Flex” Service Model

Scheduled Regional Routes
Door-To-Door Pick-up

Special Destination
Individualized
Catching the TROUT at the Gemboree

L’Amable Dam Beach in the Summer

 Doesn’t a swim at the beach sound just ducky?

Take a TROUT TRANSIT Bus to L’Amable Dam Beach on Wednesday afternoons all summer long. Leave Bancroft at 2:15 p.m. and return at 4:30 p.m. Only $5 return ($2.50 each way) AND we’ll throw in a “cool” surprise treat!

CALL 613 332-4700 X*25 OR DRIVER DIRECT AT 613 332-8735 FOR INFORMATION AND PICKUP LOCATIONS
TROUT Public Transit
“Blended Flex” Service Model

- Scheduled Regional Routes
- Door-To-Door Pick-up
- Special Destination
- Individualized
TROUT TRANSIT MODEL

Individualized Service

Fully Accessible Service at all times
TROUT Public Transit
“Blended Flex” Service Model

Scheduled Regional Routes
Door-To-Door Pick-up
Special Destination
Individualized
TROUT TRANSIT BUS DRIVERS

They make Blended Flex Service work!

- Much more than bus drivers
  - Program Coordinators
  - Customer Service Specialists
  - Rider Support Providers

- Part Time Driver Model
Private Charters & Partnerships

- Weddings
- Private Parties
- Group Outings
- Inbound and outbound tour and event packaging partnerships

International Mineral Collecting Tour
Public transit services require subsidies to be sustainable

Municipal Responsibility

TROUT operating budget - $300,000

Funding Contributions

- CCNH/Other: 15% ($45,000)
- Ontario: 35% ($105,000)
- Revenue: 20% ($60,000)
- Municipalities: 30% ($90,000)
Current Initiatives

- Media Campaign to increase awareness of service and its importance.
- Speaking engagements (Bancroft BIA, Realtors, C of C, NHEDC, etc.)
- Presentations to Municipalities
- Advocates for Rural Public Transportation Committee
**Small ad running weekly in local newspaper**

**TROUT**

**THE RURAL OVERLAND UTILITY TRANSIT**

**SOMETHING TO BE PROUD OF**

TROUT Public Transit is the envy of rural communities throughout North America — something we can all be proud of.

Please support local politicians who understand the importance of regional public transportation in North Hastings and Highlands East — politicians with vision and the determination to steer the TROUT into a bright future.

Please contact your municipality & councilors.

**HELPING OUR PEOPLE**

**HELPING OUR ECONOMY**

**ADVANCING COMMUNITY DEVELOPMENT**

[Website: www.catchthetout.ca]

Call 613-332-4700 ext. 28
Recent ¼ page ad in local newspaper
Signs will be displayed on bus exteriors
SUMMARY

- Seek community partners
- Find funding sources
- Build your transportation service to suit your community’s needs and evolve as influences dictate
- Don’t forget the importance of your transit service frontline people
- Start small, but start now before the need for service becomes overwhelming