
FOR IMMEDIATE RELEASE

NEW Simcoe County LINX Transit Service now connecting communities with Route 1

Midhurst/August 7, 2018 – The County of Simcoe celebrated the launch of its new LINX Transit Service today with representatives from local MPP offices, Council Councillors, partners, staff and media. Route 1 runs north and south from Penetanguishene/Midland to Barrie with stops in Wyebridge, Waverley, Elmvale and Midhurst. To introduce the service, the County is offering complimentary fares between August 7-September 4, with regular fare rates starting after Labour Day.

The County is also offering an accessible door-to-door transit service for individuals with mobility needs called the LINX+, which will launch on September 4. Residents are asked to complete a registration form to access the LINX+ service by visiting linx.simcoe.ca or by calling 1-800-263-3199.

“We’re officially in the transit business and we’re pleased to offer another crucial public service to our residents and communities,” said Warden Gerry Marshall. “Route 1 is just the first stop on an ambitious plan to link our municipalities across the region and connect residents to health services, jobs, education centres and retail hubs in other communities.”

During a formal launch celebration, the County also unveiled its unique social media marketing campaign to inform residents and encourage ridership called Get Your Brass on the Bus. The online video can be viewed at <https://youtu.be/cgpLUYww1bQ>.

In 2017, as part of the County’s Transit Implementation Plan, County Council approved a 5-year, \$5 million plan to create a regional transit service. Recognizing the need to increase public transit within Simcoe County, the Government of Ontario recently topped up funding with a significant \$8.4 million contribution.

As part of a five year roll out of the LINX service, the following proposed routes will be considered: Orillia to Barrie (2019), Collingwood to Barrie (2019/2020), Alliston to Bradford West Gwillimbury and Midland to Orillia (2020/2021). The County will also assume some existing inter-municipal routes currently operating throughout the County.

Visit linx.simcoe.ca to learn more.

Quick Facts:

Fares: Fares will operate on a zone system based on distance travelled – fares for Route 1 range from \$2, \$4 and \$6. Exact cash fares only will be accepted on the bus. The County will be offering a LINX reloadable card that users can purchase for convenient access to the LINX. LINX cards will be available in late August. For sales locations and information, please visit linx.simcoe.ca.

Hours of Operation: Route 1 LINX service will operate Monday to Friday with the first bus starting at 6 a.m. and the last drop off occurring at 7:40 p.m. The LINX Service does not operate on weekends.

Locating Your Bus: Alerts and real-time bus tracking will be available on linx.simcoe.ca. The County has also partnered with an existing App company to link real-time bus and route information through the popular app. Residents are encouraged to download the “Transit app” on their Apple and Android devices.

LINX Buses: The first route will start with four 30 foot buses, with seating for up to 24 passengers plus room for eight standing passengers each and two wheelchairs, and 2 LINX+ buses with seating for up to seven passengers, including 3 wheelchairs. The buses are equipped with GPS based vehicle location systems, automated stop announcements, smart card fare systems and CCTV cameras.

Environment: LINX buses are equipped with low emission engines with current clean diesel technology. The LINX bus offers above average fuel economy and the manufacture has also partnered with the aerospace industry, integrating proven concepts into the bus, greatly reducing noise pollution – making it one of the quietest transit buses on the road today.

Bus Operation: The County has entered into an agreement with First Canada ULC to operate and maintain LINX buses. First Canada has transit operating agreements across Canada and also provide school bus transportation services.

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at simcoe.ca.

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Members of County Council were joined by legendary brass band The Shuffle Demons to help launch the new Simcoe County LINX Transit Service, which started transporting passengers along Route 1 on August 7, 2018.