



Grey Transit Route

Overview

September 2020 – July 2021

An aerial photograph of a dense forest with vibrant autumn foliage in shades of green, yellow, orange, and red. A dirt road winds through the forest from the bottom right towards the top center. Overlaid on the image are several callout bubbles and the GTR logo.

GTR

Grey Transit Route

Marketing

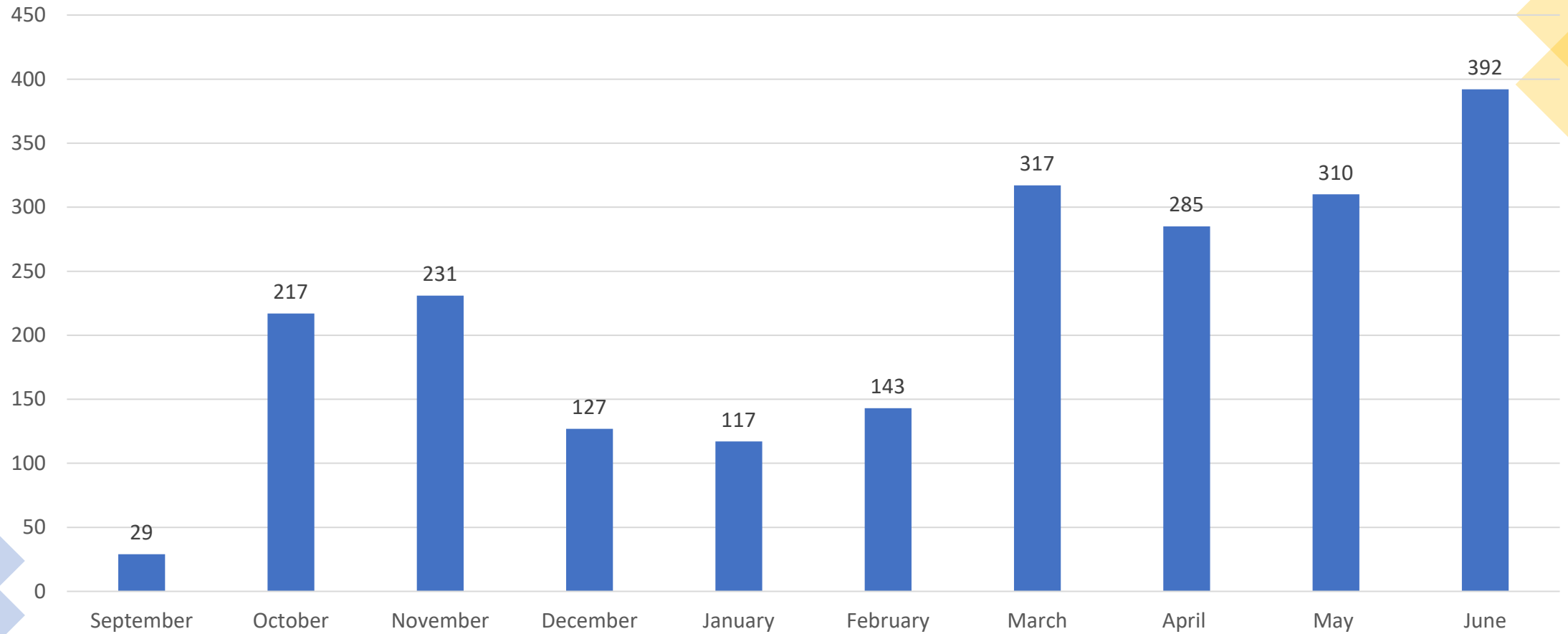
Survey

Challenges

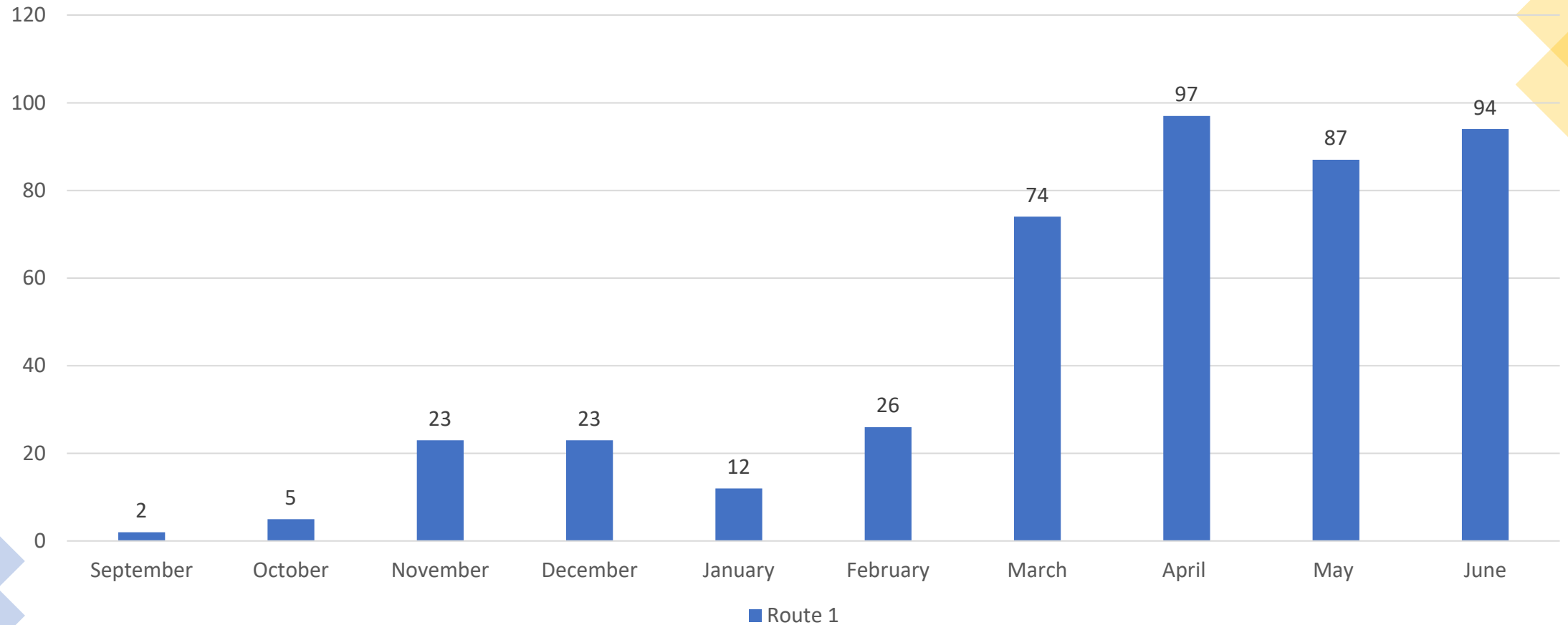
Successes

Ridership

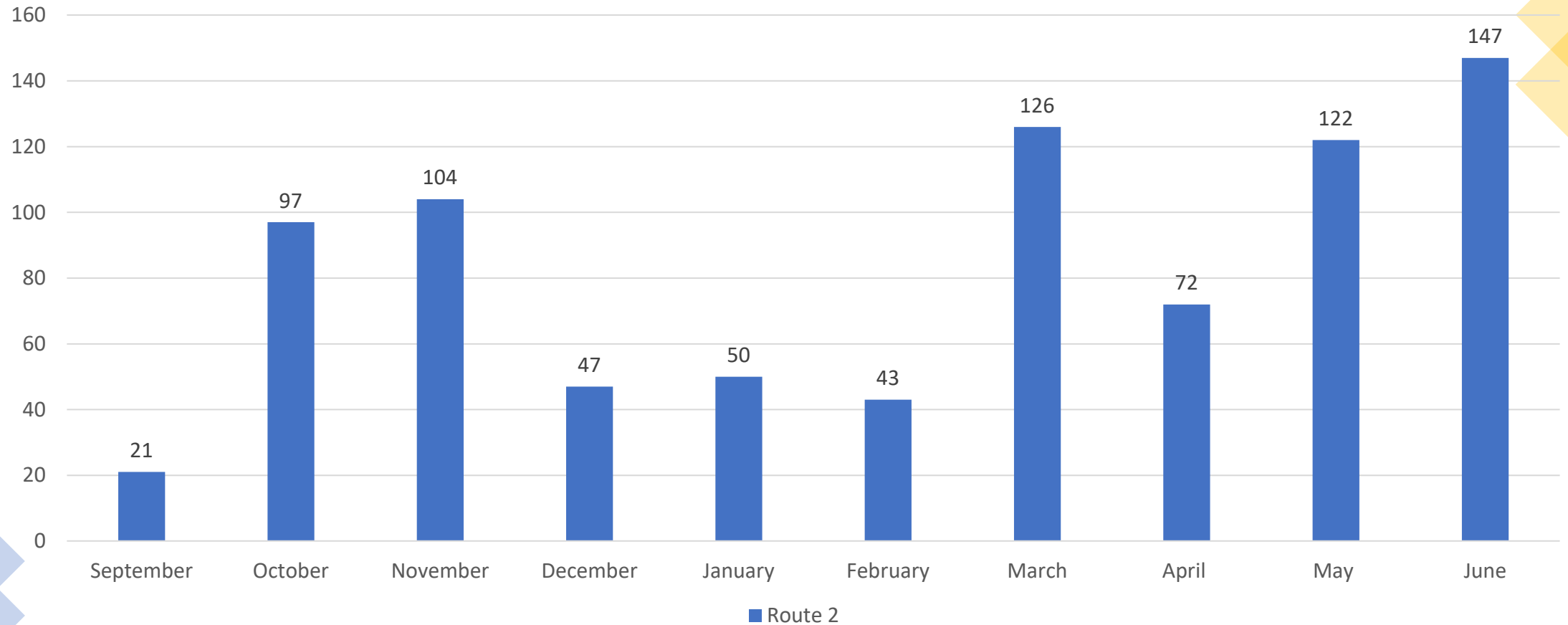
Total GTR Ridership



Route 1 Ridership - Owen Sound to Dundalk



Route 2 Ridership - Dundalk to Orangeville



Successes

Reliable

Affordable

Positive
Feedback

Community
Outreach

Weekend
Service

Bike Racks

Good News

Rider 1. Does not have a personal vehicle and rides from Shelburne to Orangeville for doctor's appointments. Rider 1 says this service is their primary mode of transportation.

Rider 2. Is a University student that lives in Shelburne and travels to and from work at Chapmans Ice Cream in Markdale for the nightshift.

Rider 3. Lives between Dundalk and Orangeville and rides to see family, make appointments and to find work.

Rider 4. Travels from their home in Shelburne to Dundalk for work.

Rider 5. Has yet to ride the GTR but is looking forward to travelling from Shelburne to Markdale to visit family.

Good News

Rider 6. Travels from the Skyview Motel to Shelburne and Orangeville for appointments.

Rider 7. Lives in Eugenia and rides the GTR from Flesherton to Owen Sound and Flesherton to Orangeville for shopping and appointments. Rider 7 says this service has *“Changed their Life”*.

Rider 8. Travels from the Skyview Motel for appointments and shopping in Orangeville.

Rider 9 & 10. Live in Dundalk and work at Chapman’s in Markdale they ride the GTR home each morning.

Challenges

Pandemic Regulations

- Stay at home order
- Social distance requirements

Decrease in transit demand

- More people working from home
- Many destinations were closed

Marketing & Promotions

- Essential Travel Only

Marketing

Social Media Campaign

- September to December 2021

Radio - Country 105

- July 3 to October 9, 2021

Newspaper

- Dundalk Herald & Flesherston Advance
 - June 30 & August 25
- Shelburne Free Press
 - July 8 & September 9



Guess what,
**ALL OUR GTR
BUSES NOW
HAVE BIKE
RACKS!**



226-910-1001
www.grey.ca/gtr

EASY BOOKING



The Grey't Way To Travel

EVERYDAY

July 10 to Dec. 12

Shelburne

Dundalk

Orangeville



226-910-1001
www.grey.ca/gtr

EASY BOOKING

GTR Service Improvement Survey

Online from
May 20 – June 18

- 149 responses in total
- 23 respondents for Route 1 & 2

What days of the
week would you
like to travel?

- 7 days a week

Where would you
like to travel ?

- Dundalk, Shelburne, Orangeville

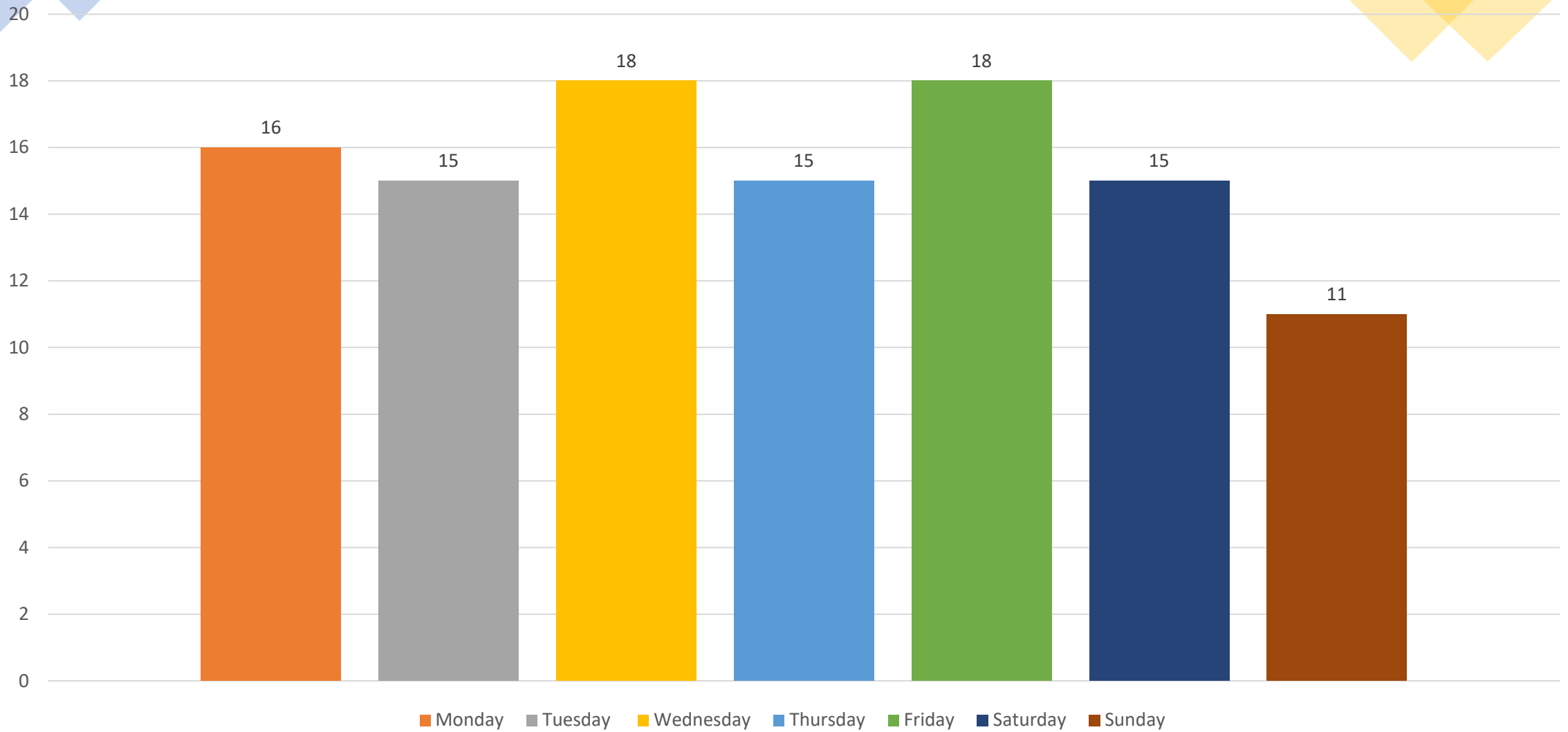
What time of the
day would you
like to travel ?

- 4:00 p.m. – 6:00 p.m.
- 6:00 a.m. – 8:00 a.m.

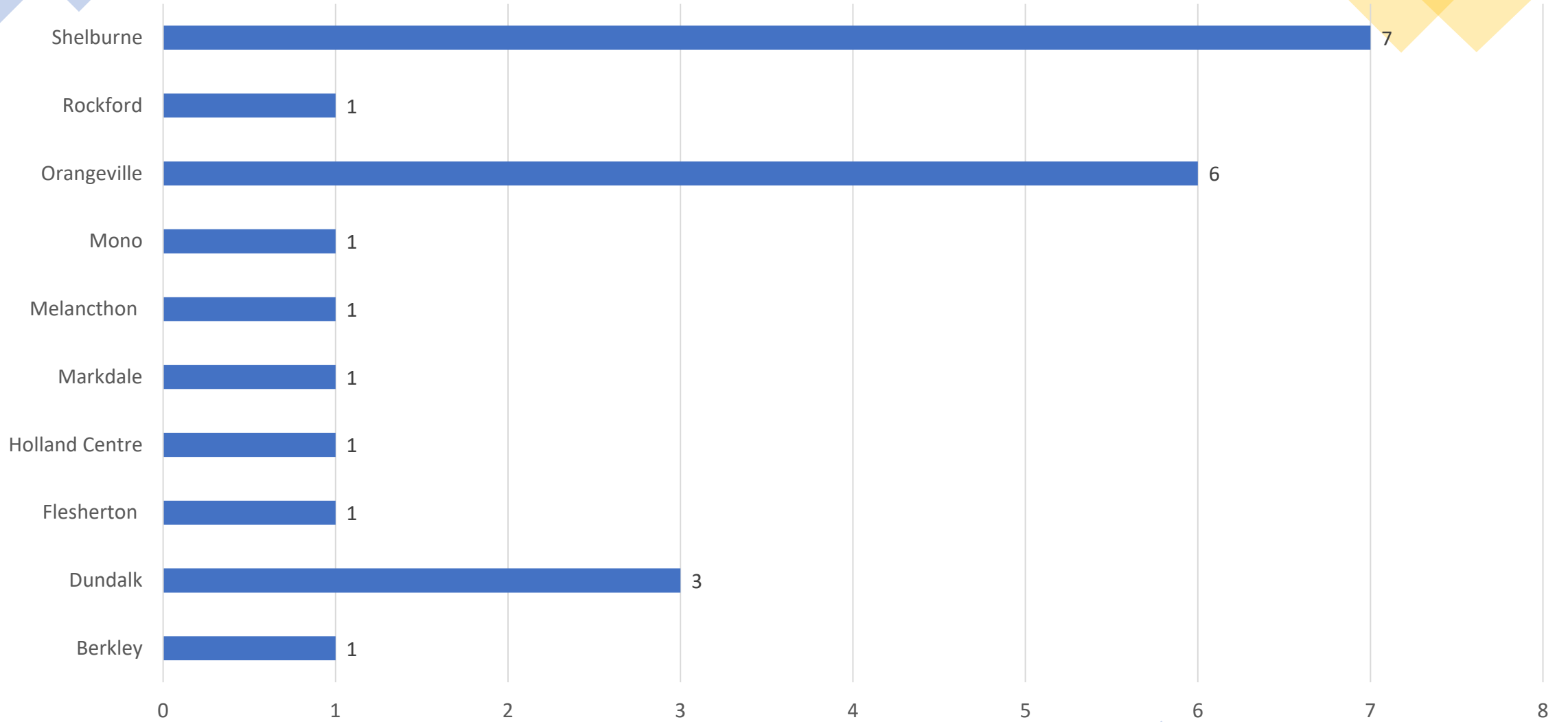
What is your
primary purpose
of travel ?

- Shopping & Employment

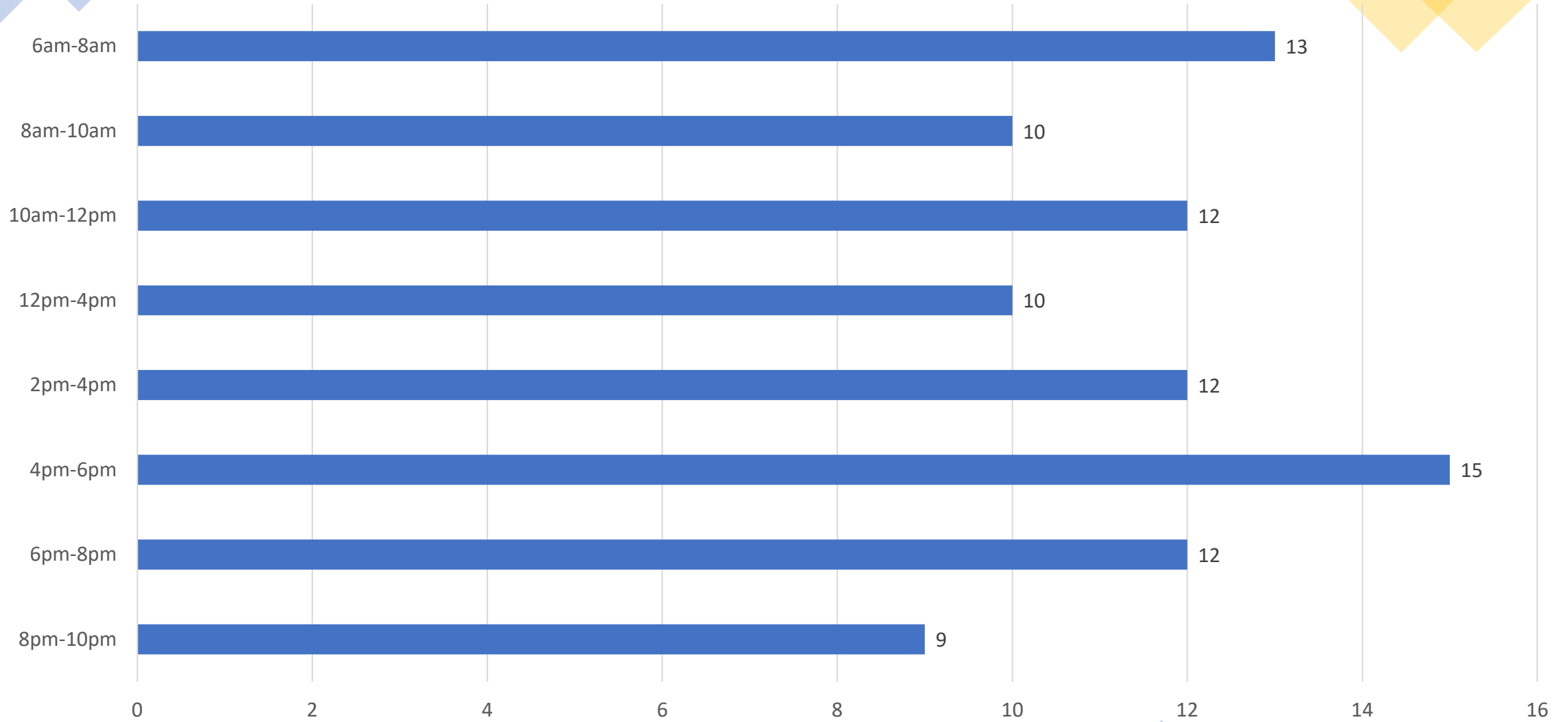
What days of the week would you like to travel ?



Where would you like to travel ?



What time of the day would you like to travel ?



What is your primary purpose of travel ?

