

An aerial photograph of a town square in Amherst, Nova Scotia, during autumn. The square is filled with people, tents, and colorful trees. A large brick building with two prominent spires is the central focus. The sky is a soft, hazy blue.

Amherst
NOVA SCOTIA

What We Heard Report

Transit System Feasibility Study

Town of Amherst
November 2026

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1 INTRODUCTION

The Town of Amherst, in collaboration with WSP Canada Inc., is undertaking a Transit System Feasibility Study (the “Study”) to assess the potential for implementing a local transit service within the Town. As part of this process, the project team carried out a comprehensive public engagement program designed to gather meaningful input from residents and stakeholders.

To promote the engagement opportunities, the Town used both digital and direct outreach methods. Event and online survey information was shared across municipal social media channels. These posts generated approximately 22,891 views, 9,762 reaches, 222 responses to the Open House event, and 17 interactions with the online survey. In addition, 6,347 postcards (Appendix A) were mailed to households within Amherst and beyond to notify residents of upcoming opportunities to get involved.

A variety of engagement events was offered throughout the process, including:

- Five (5) Stakeholder Interviews;
- Four (4) Staff Interviews;
- One (1) Public Open House; and
- One (1) Online Community Survey.

Together, the communication efforts and engagement events helped ensure broad participation and provided valuable insight into the community’s existing challenges, opportunities and aspirations of a transit service within the Town. The sections that follow summarize the engagement events completed and what we heard.



2 PUBLIC STAKEHOLDER & COMMUNITY ENGAGEMENT

This section provides an overview of the stakeholder and community engagement activities conducted to inform the development of the Study.

2.1 TOWN STAFF INTERVIEWS

One-on-one interviews were conducted with four (4) key municipal staff members. The purpose of these interviews was to identify potential opportunities or constraints for the operation of public transit service within the Town, as well as establish a vision for how transit might be positioned with other municipal services. Staff interviewed represented the following Departments:

- 1 Operations
- 2 Planning & Economic Development
- 3 Community Living
- 4 Finance

An overview of the **key insights** from the interviews include:

- A few concerns were raised around the ability of transit vehicles to navigate the width of streets and overall street layout.
- Preference by Town staff to limit the number of transit shelters used to minimize additional burden on street maintenance.
- No concerns with flag stopping or buses stopping in traffic lanes to do loading.
- Recent polling, completed by the Town, of larger businesses suggests public transit is necessary for growth.
- In the past, there has been a shuttle service between Amherst and Springhill.
- Many individuals who work in Amherst, live outside the Town limits.
- The Town has a growing population of newcomers.
- Pharmasave and Lawton's (downtown) both have large clinics that will be an important destination for transit users.
- Lower income residential is mostly disbursed throughout the Town and not concentrated in any one neighbourhood.
- Cumberland County Transportation Society (CCTS) does not receive annual funding from the Town but applies from time to time for community support grants.

2.2 STAKEHOLDER INTERVIEWS

Businesses and institutions that will most likely hold an important role or interest in the implementation of public transit were identified and interviewed. The interviews were conducted virtually and in some cases, follow-up information was exchanged through e-mail. A total of **three (3)** interviews were conducted and summarized below. Interview requests were also extended to Amherst and Area Chamber of Commerce, Nova Scotia Community College, Amherst Regional High School and IMP Aerospace, but no response was received, as of October 17, 2025.

1 Cumberland County Transportation Society (CCTS)

- Established in 2009 and provides a pre-booked door-to-door transportation service.
- Funding is provided by the Province, the County (annually), and the Town (from time to time).
- Fleet consists of six (6) vans (five of which are accessible) and have a new bus coming.
- NSCC, Pharmasave and the Hospital are the key destinations.
- Immigrants make up a large portion of their clients.
- Would consider the idea of taking on a fixed route service on behalf of the Town with proper funding.

Following the interview, CCTS shared helpful data on ride origins and destinations over a five (5) month period that will be referenced in the Study. Recent financial statements and a presentation made to Town Council in March 2025 were also provided.

2 Nova Scotia Public Health – Northern Zone

- The Transportation Support Program (Northern Zone) provides free transportation to residents for medical and wellness trips through CCTS.
- The program was initiated in 2023, and has had 37,000 trips booked within the first two (2) years.
- Buses with lifts are preferable than those with low-floor and ramp.
- Public transit can help with food insecurity issues.
- Cumberland County has a higher percentage of lower income residents than elsewhere in the Province.

Following the interview, NS Public Health provided additional information on trips provided through the Transportation Support Program which will be referenced in the Study.

3 Cumberland County

- As there are no sidewalks in Amherst to the Hospital, it makes driving a private vehicle the only choice for many.
- Future growth within the County is expected, especially in Parrsboro and Springhill. 100 residential units are coming to Springhill.
- Important destinations to consider providing transit services to include NSCC (Springhill) and Oxford Frozen Foods.

- Pugwash is an attraction for tourism, recreation (beaches), and has a manufacturing plant, and seniors residential complex.
- Part of annexation agreement with the Town has provided 400 units of sewer capacity for development along John Black Road and Willow Street.

2.3 PUBLIC OPEN HOUSE

On September 17, 2025, the Project Team held a 2-hour long Community Open House in a “drop-in” style format at the Community Credit Union Business Innovation Centre. The intent of the open house was to provide an opportunity for the public to provide input on the vision, aspirations, opportunities and challenges with transit in Amherst. The questions asked at the Open House were similar to many of those in the online survey, providing both in-person and virtual opportunities for the community to share feedback. The Community Open House used interactive displays to gather feedback.

The Community Open House was promoted on the Town’s webpage (<https://www.amherst.ca/transit>) and social media platforms. A total of 40 participants attended the Community Open House. A copy of the Open House display boards can be found in **Appendix B**.

2.4 COMMUNITY SURVEY SUMMARY

A Community Survey was available on SurveyMonkey from August 25, 2025 to September 26, 2025. The survey included multiple choice, ranking questions, open-ended questions, as well as a general comments section, to gather information and feedback on a proposed transit system in the Town of Amherst. The information received will be used to inform the development of the Study.

The survey was promoted on the Town’s webpage ([Transit - Town of Amherst](#)) and social media channels. **The survey received an exceptional response rate receiving a total of 1049 responses, accounting for approximately 10.7% of the Town’s population.** A detailed summary of the survey feedback is presented in **Appendix C**.



3 WHAT WE HEARD

The findings from the stakeholder and community engagement activities conducted have been summarized into a series of “Key Themes”. The input collected through internal and external stakeholder interviews, the community survey, and an open house provide valuable insight into the barriers, opportunities, and aspirations to help inform the development of the Transit Feasibility Study.

While the feedback received varies, several key themes were identified, which will support the development of the Study’s recommendations. This section provides an overview of key themes heard throughout these engagement efforts, which have been categorized into four (4) “Key Themes” which are outlined below:

- 1 Safe and Equitable Transportation
 - 2 Shifting from Car Culture to Choice
 - 3 Design a Service that Fits Daily Life
 - 4 Building a Sustainable and Scalable Service
-

3.1 KEY THEMES



SAFE AND EQUITABLE TRANSPORTATION

The engagement feedback emphasized that equity, safety, and affordability are central to developing a successful transit system in Amherst. Respondents consistently noted that a successful transit system must be inclusive and accessible for all, particularly seniors, youth, newcomers, and individuals with mobility challenges. Participants highlighted that public transit can play a vital role in promoting independence, reducing social isolation and enhancing overall quality of life, especially for those who rely on it as their primary mode of travel.

Feedback also highlighted that safety and comfort at both bus stops and on board are key to encouraging usage. Investments in shelters, lighting, benches, and accessible design were viewed as essential to ensuring all users feel confident and secure when using transit services.

The Study should consider:

- **Accessible Vehicles and Barrier-Free Stops**
 - Design all vehicles and stops with universal accessibility in mind, ensuring safe, comfortable, and convenient use by people of all ages and abilities.
 - Consider vehicles with lifts, rather than low-floor/ramp buses to promote ridership for all users.
- **Investment in Supportive Infrastructure**
 - Prioritize infrastructure improvements that promote safety, comfort, and convenience, including lighting, shelters, benches and clear wayfinding signage at transit stops.
 - Ensure that new infrastructure aligns with accessibility standards and supports equitable access to public spaces and transportation services.

- **Affordable Fare Structures and Flexible Payment Options**

- Explore opportunities to provide affordable fare options that maintain long-term financial sustainability while ensuring accessibility for all users.
- Consider multi-faceted payment methods, including electronic payment (e.g., app or tap cards), prepaid tickets or passes, and cash options to accommodate diverse user preferences and needs.
- Engagement results indicated that 42% of survey respondents indicated they would be willing to pay a maximum of \$2.01-\$3.00 for a one-way trip, while 19% would be willing to pay \$3.01-\$4.00 and 5% would be willing to pay more than \$4.00.

How do riders want to pay?

Survey results show that 73% of respondents prefer to pay for bus tickets electronically (such as through an app or tap card), 54% would like to buy tickets online, and 43% still want the option to purchase tickets in person.

- **Social and Community Benefits of Transit**

- Recognize the broader social value of transit in promoting independence and inclusion, particularly for individuals who do not drive.
- Strengthen connections between transit planning and community well-being by reducing social isolation and enhancing access to daily needs, services, and employment opportunities.



2

SHIFTING FROM CAR CULTURE TO CHOICE

Engagement feedback revealed that most Amherst residents rely heavily on private vehicles for transportation, indicating that a meaningful shift toward public transit will require both cultural and infrastructural change. Participants emphasized the need for improved pedestrian infrastructure, such as sidewalks, to enable residents to safely and conveniently choose alternatives to driving.

Respondents also acknowledged that transitioning to a transit-supportive community will take time and should focus on increasing awareness, improving connectivity, and demonstrating the convenience and reliability of transit as a viable travel option.

The Study should consider:

- **Encourage Mode Shift From Private Vehicle Use**
 - Introduce awareness campaigns and pilot initiatives to showcase the benefits of transit use, such as cost savings, environmental impacts, and improved accessibility.
 - Partner with schools, major employers, and community groups to build ridership and reduce single-occupancy vehicle trips. Of survey respondents, 68% indicated they would consider using a public transit system if it were available to them.
- **Supporting Behavioural Change**
 - Provide early demonstration projects or temporary routes to build familiarity and trust in new services.
 - Use consistent branding and clear communication to reinforce the reliability and value of the system.
- **Addressing Infrastructure Barriers**
 - Integrate pedestrian and cycling connections within transit planning to create a truly multi-modal network.

67% of survey respondents use a personal vehicle as their primary means of transportation

3

DESIGNING A SERVICE THAT FITS DAILY LIFE

Participants expressed a strong desire for a transit system that reflects how and where residents travel in their daily routines. Convenience, reliability, and accessibility of routes and schedules were identified as critical factors that would influence ridership. Survey results indicated that 74% of respondents would be more likely to use public transportation if routes and schedules aligned with their work, school, and shopping patterns.

The Study should consider:

- Convenient Routes and Schedules

- o Design transit routes and service frequencies that align with residents' daily travel needs and common destinations. Key destinations identified by survey respondents included, the Hospital, Amherst Centre Mall/Town Square, and the Downtown Core.
- o Ensure schedules are predictable, reliable, and easy to understand, allowing users to plan trips with confidence.

68% of survey respondents indicated they would consider using a public transit system if it were available

- Strategic Stop Placement

- o Prioritize transit stops near high-demand areas such as employment centres, healthcare facilities, retail hubs, and schools.
- o Explore opportunities to enhance comfort and accessibility at stops, such as lighting, benches, and shelters.

- Optimizing Access to Transit

- o Recognize that 57% of survey respondents are willing to walk up to five minutes to reach a bus stop and plan routes to reflect that comfort range.
- o Implement pedestrian-friendly design and wayfinding to make access routes to stops clear and safe.



4

BUILDING A SUSTAINABLE AND SCALABLE SERVICE

Participants emphasized that a future transit system should be both adaptable and scalable to respond to the community’s changing needs. The system should not only meet current travel demands but be capable of evolving alongside population growth, employment shifts, and regional development.

There was a strong interest in partnerships, with employers, educational institutions, and surrounding municipalities, to increase transit efficiency, ridership, and reach. Several respondents expressed a desire for potential regional routes connecting Amherst with neighbouring communities such as Oxford, Springhill, and Parrsboro.

The Study should consider:

- **Flexible and Responsive Service Design**

- o Build flexibility into service design to accommodate changes in population, ridership, and travel patterns.
- o Explore phased implementation to test, refine, and expand service over time.
- o Incorporate pilot programs or phased implementation to test and refine service options.

- **Partnerships for Success**

- o Collaborate with local employers, schools, and institutions to explore transit partnerships that support employee and student transportation.
- o Pursue funding and resource-sharing partnerships that support long-term operational sustainability.

- **Regional Connectivity**

- o Evaluate options for expanding transit beyond Amherst’s boundaries to strengthen regional access to jobs, education and services.
- o Assess opportunities to expand service to nearby communities such as Oxford, Springhill, and Parrsboro to support regional mobility and economic ties.

74% of survey respondents indicated they would be more likely to use a transit service if schedules and routes worked with their schedule

4 NEXT STEPS

The Town of Amherst and the Project Team will use the feedback presented in this report as inputs to support the development and evaluation in the Transit System Feasibility Study.

Thank you to all that have provided input throughout this process, so far. It is invaluable for the Project Team to develop a better understanding of the transit needs, wants, and challenges throughout the community. Your continued input and participation is crucial in the success of the project overall. For more information and to stay up to date on the project, please visit: <https://www.amherst.ca/transit>.



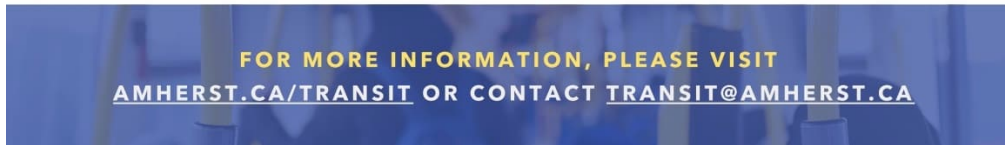
APPENDIX A – POSTCARD

Postcard – Front

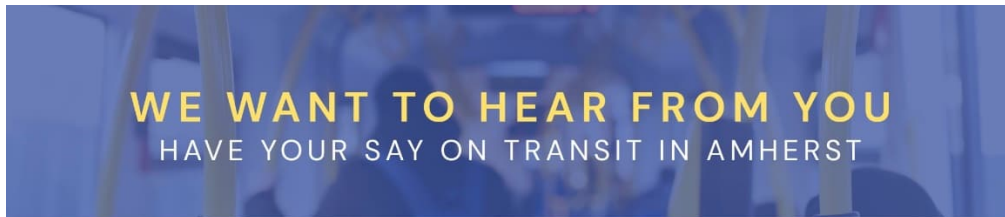


THE TOWN OF AMHERST WANTS TO KNOW IF PUBLIC TRANSIT COULD WORK IN OUR COMMUNITY.

WE WANT TO MAKE TRANSPORTATION EASIER, MORE AFFORDABLE, AND ACCESSIBLE FOR EVERYONE.



Postcard – Back



JOIN US AT OUR OPEN HOUSE OR FILL OUT OUR SURVEY

PUBLIC OPEN HOUSE

SEPT. 17 | 6:30–8:30 P.M.

5 RATCHFORD ST
AMHERST

DROP IN ANYTIME

ONLINE SURVEY
OPEN UNTIL SEPT. 26



SCAN THE QR CODE OR
VISIT WWW.SURVEYMONKEY.COM/R/AMHERST-TRANSIT

THIS PROJECT IS IN COLLABORATION WITH WSP CANADA INC.

APPENDIX B – OPEN HOUSE DISPLAY BOARDS



WELCOME!

Town of Amherst Transit System Study

Public Open House
September 17, 2025
6:30 p.m. - 8:30 p.m.

Please sign-in and feel free to speak with a member of Amherst Staff and/or WSP to share your comments or ask questions.

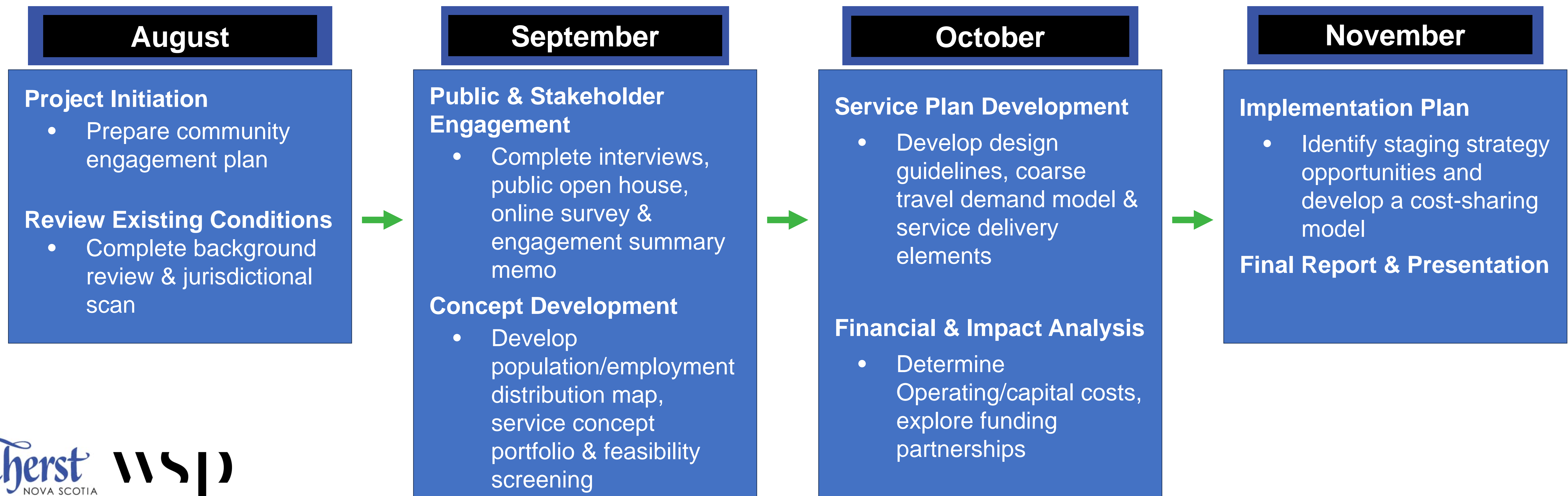


About the Project

The Town of Amherst has initiated a **Transit System Study** to assess the potential for a fixed-route public transit service within the Town.

The study will evaluate **route options, how the system would operate, public needs, vehicle requirements, and integration with existing services.**

Project Timeline



Why Public Transit?

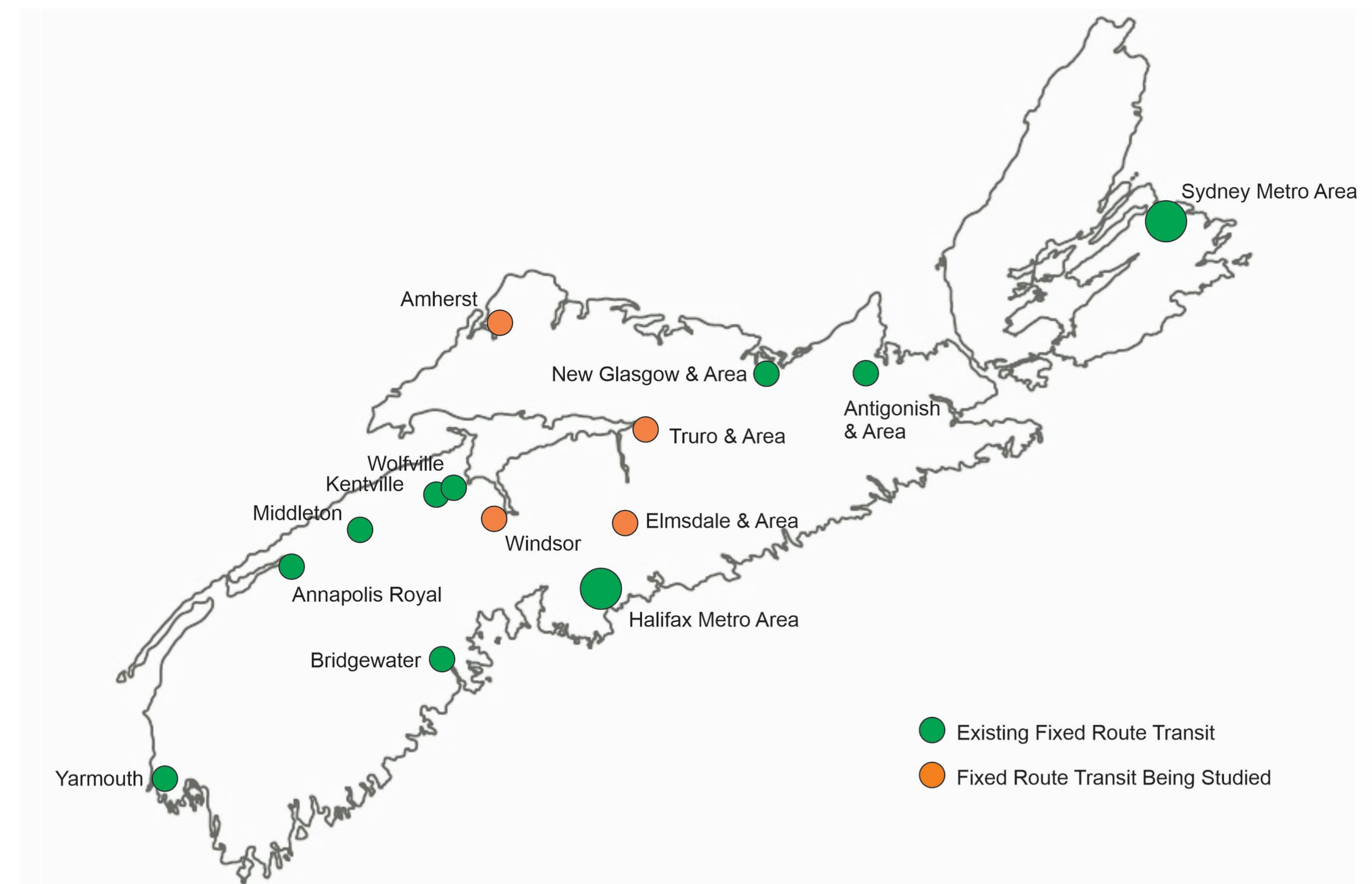
Social Equity: Providing more employment and social opportunities for low income and mobility-challenged residents.

Economic: Opening up a larger potential worker pool for employers.

Transportation Demand Management: Reducing parking space requirements and congestion impacts of private vehicles.

Environmental: Reducing emissions and noise impacts of private vehicles, creating greater efficiency by attracting trips away from private vehicle travel, and creating opportunities to employ electric vehicle technology.

Public Transit in Nova Scotia



The map illustrates Regions and Towns throughout Nova Scotia with existing fixed-route transit services, and those currently developing plans/evaluating feasibility.

Transit Service Needs

Different ways **Public Transit Service** can be delivered

DEMAND-RESPONSIVE ROUTING



A van or bus will come to my door to pick me up if I call in advance to book a trip. I will get dropped off at my destination or at a bus stop on the fixed route. Other riders may be picked up or dropped off along the way. The cost depends on the length of my trip, but may be more than the normal fixed route fare.



TEMPORAL ROUTING

A van or bus will come to a location(s) in my community several times a day, one day a week. I plan my shopping, medical and social trips to be on that day.

DYNAMIC ROUTING

The bus will divert from its route to come to the bus stop(s) in my community only if I call in advance (or use the transit app on my phone) to indicate that I want to be picked up. When I'm returning on the bus, I tell the driver I'd like to get off at the bus stop in my community.

FIXED ROUTING

My bus arrives on a regular schedule and travels along a consistent route.



Transit Service Needs

What is your current **primary** means of transportation?

Place a **dot** next to your answer!

Personal Vehicle (Driver)	Taxi
Personal Vehicle (Passenger)	Carpool
Walking/Cycling	Other (Please Specify)

Exploring the Future

What would make you more likely to use a fixed-route transit service?

Place a dot underneath your top 3 choices!

Schedules & routes that work with my schedule	Stops close to where I work/travel	Ability to track buses in real time	Reliability & Accessibility	Other (please specify)

What time of day would you be most likely to use a fixed-route transit service?

Place a dot underneath all choices that apply!

Early Morning (Before 7 am)	Morning (7 am to 10 am)	Midday (10am to 4 pm)
Late Afternoon (4 pm to 6pm)	Evenings (6 pm to 9 pm)	Late Evenings (9 pm to 11 pm)

Sharing your Vision



Use a sticky note to share your thoughts below, or add to the Maps on the tables!

Where would you be most likely to take transit to/from?

Example Locations:

- Downtown Core (Victoria St., Church St., Albion St.)
- Amherst Centre Mall / Amherst Town Square Mall
- Amherst Train Station / Via Rail Station
- Cumberland Regional Health Care Centre (Hospital)
- Amherst Industrial Park
- Maritime Bus Stop (Esso)

Thank you for Participating!

Next Steps

- Service Plan Development - **October 2025**
- Financial & Impact Analysis - **October 2025**
- Implementation Plan - **November 2025**
- Final Report & Presentation - **November 2025**

How to Stay Involved

Stay informed on future project milestones:

Project Webpage: [amherst.ca/transit](https://www.amherst.ca/transit)

Contact Information:

If you have comments or questions: transit@amherst.ca.

We Want to Hear From You!

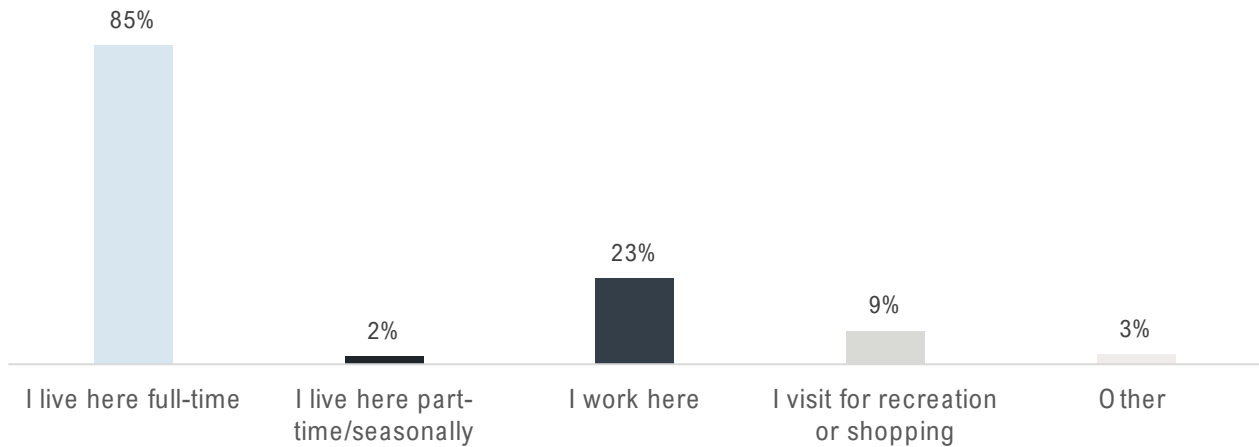
Please take the community survey at <https://www.surveymonkey.com/r/amherst-transit> or scan the QR code below!



The survey closes September 26, 2025.

APPENDIX C – COMMUNITY SURVEY RESULTS

Question: Select which best describes you? Select all that apply.



Survey respondents were asked to identify which best describes their connection to Amherst. Based on responses provided, over three-quarters (85%) live in Amherst full-time. Just under one-quarter (23%) work in Amherst, while 9% visit for recreation or shopping, and 2% live in Amherst part-time/seasonally. Approximately, 3% of survey respondents indicated “other”. Common ‘other’ responses included:

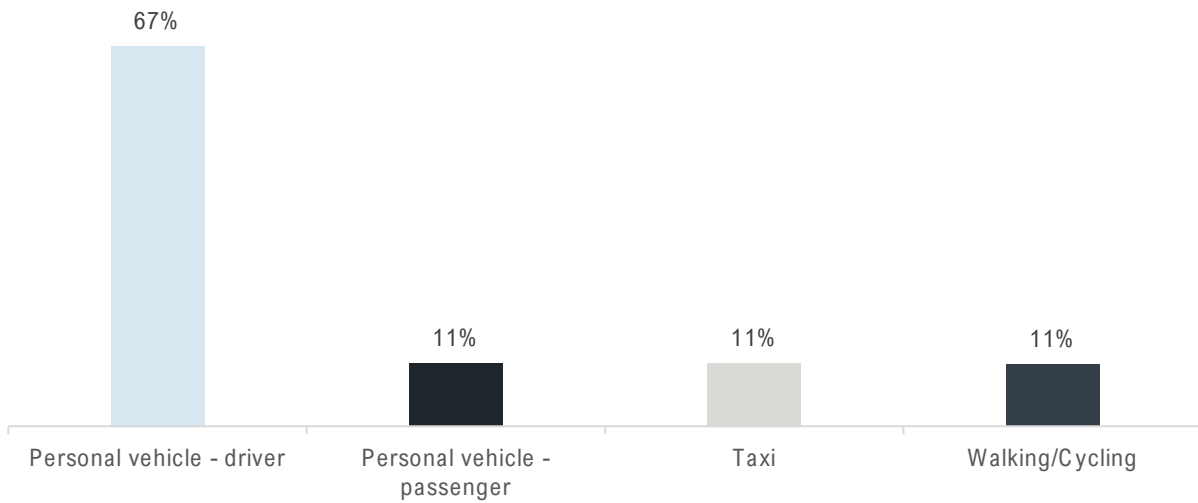
- Visiting family who live in Amherst
- Previously lived in Amherst
- Visit Amherst for medical appointments
- Live outside the Town limits

Question: What is your age?



Participants were asked to identify their age to better understand survey demographics. The responses indicate a broad range of survey respondents. Among the age categories shown, the most common age groups of participants were 40-64 years old (46%), 20-39 years old (34%), and 65+ (18%). Participants within the 19 or under category only accounted for 2% of respondents.

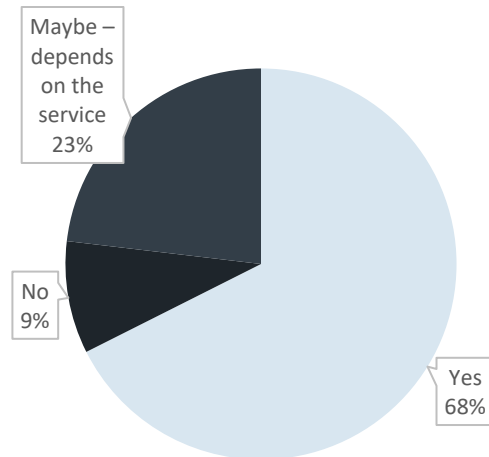
Question: What is your current primary means of transportation?



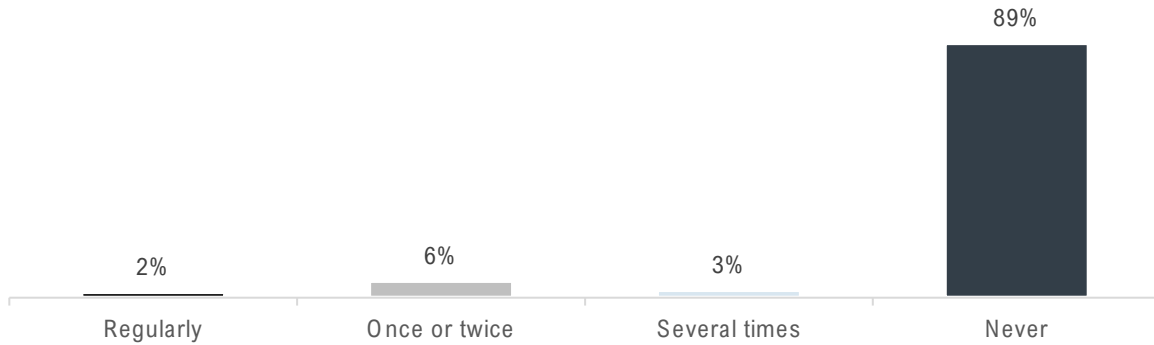
Survey respondents were asked to identify their primary means of transportation. Over two-thirds (67%) indicated they primarily drive a personal vehicle. A small portion of respondents reported being passengers in person vehicles (11%), using taxis (11%), or walking/cycling (11%) as their main mode of travel, each representing just over one-tenth of responses.

Question: Would you consider using a public transit system if it were available?

Survey respondents were asked whether they would consider using a public transit system if one was available. Over two-thirds (68%) indicated they would use public transit, while just under one-quarter (23%) said they might, depending on the service. A small portion of respondents (9%) indicated they would not consider using it.

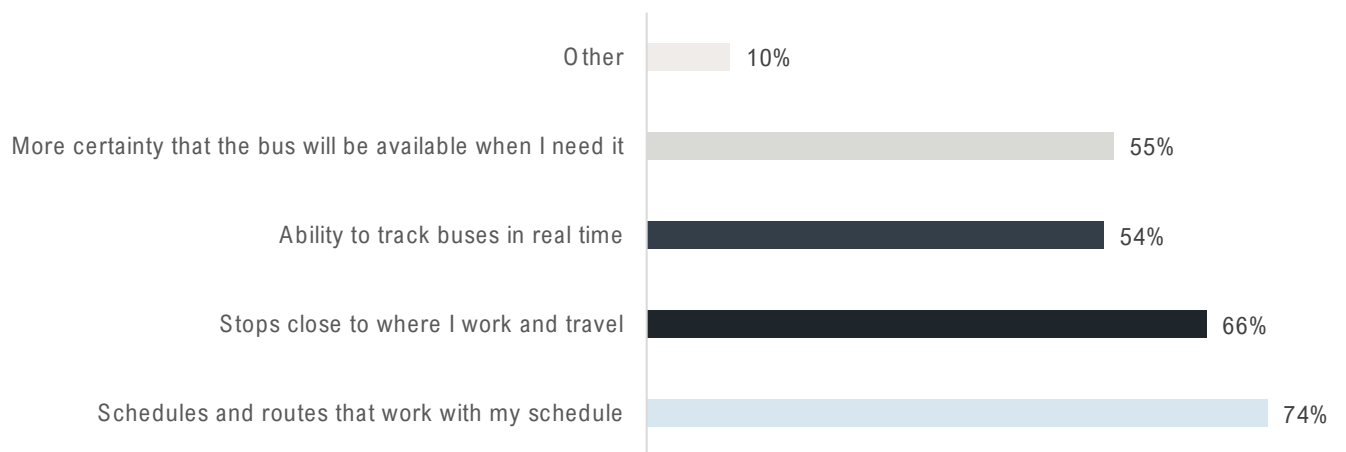


Question: In the past year, have you used the transit service provided by Cumberland County Transportation Service (CCTS)? Please explain why.



Participants were asked to identify if they have used Cumberland County Transportation Service (CCTS) within the last year. Over three-quarters (89%) indicated they have never used CCTS, and when asked to explain why the most common reasons included not aware of the service or assumed the service is only for those with mobility challenges, prefer to use a personal vehicle, or haven't needed the service. 6% of survey respondents indicated they've used their service once or twice most commonly for medical appointments/hospital appointments, use the service on a as-needed basis, or for occasional events. 3% of survey respondents indicated they have used CCTS's service several times, primarily for medical appointments/hospital appointments, commuting for work, or when an accessible transport is required. 2% of the respondents indicated they use CCTS on a regular basis and when asked to explain why the most common reason for using the service included medical appointments/hospital appointments.

Question: What would make you more likely to use a fixed-route transit service in Amherst? (Select your top three)



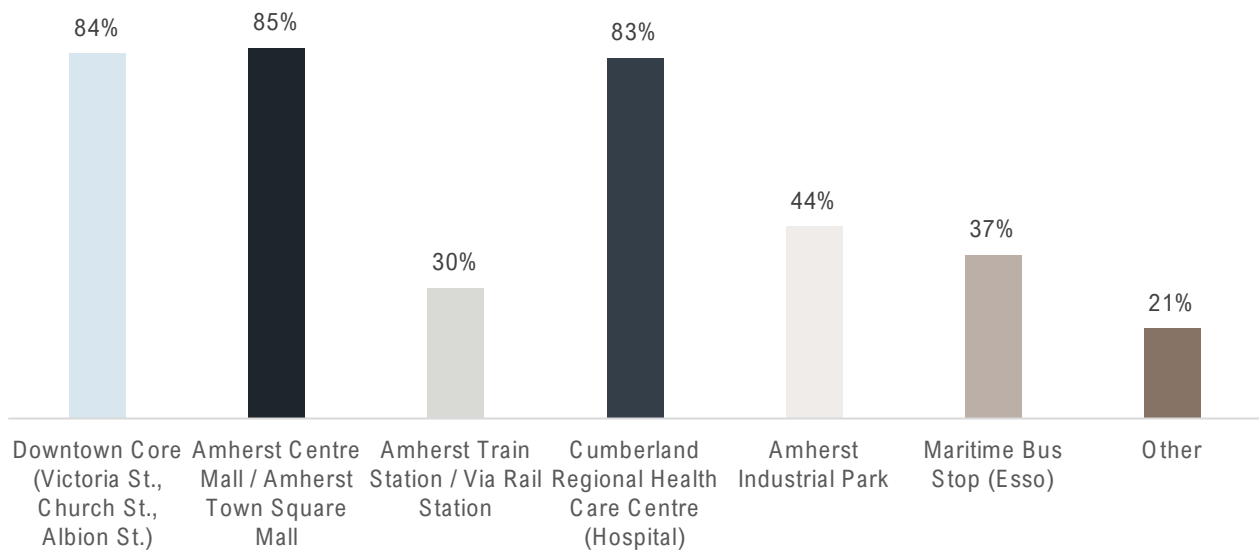
Participants were asked to identify what factors would make them more likely to use a fixed-route transit service in Amherst. The most common response, with just under three-quarters (74%), was having schedules and routes that align with their personal schedules, followed by having stops close to where they work or travel (66%). Over half of the respondents also indicated the importance of being able to

Appendix C – Community Survey Results

track buses in real time (54%) and having greater certainty that a bus would be available when needed (55%). Approximately, 10% of survey respondents indicated “other”. Common ‘other’ responses included:

- Affordable transit for all
- Needs to be easily accessible that travels to common locations (e.g. grocery stores, business areas, downtown, etc.)
- Transit service needs to be frequent and reliable
- Not interested in using public transit

Question: Thinking about where you travel in Amherst, where would you like to see a fixed-route transit service provided to/from? Select all that apply.

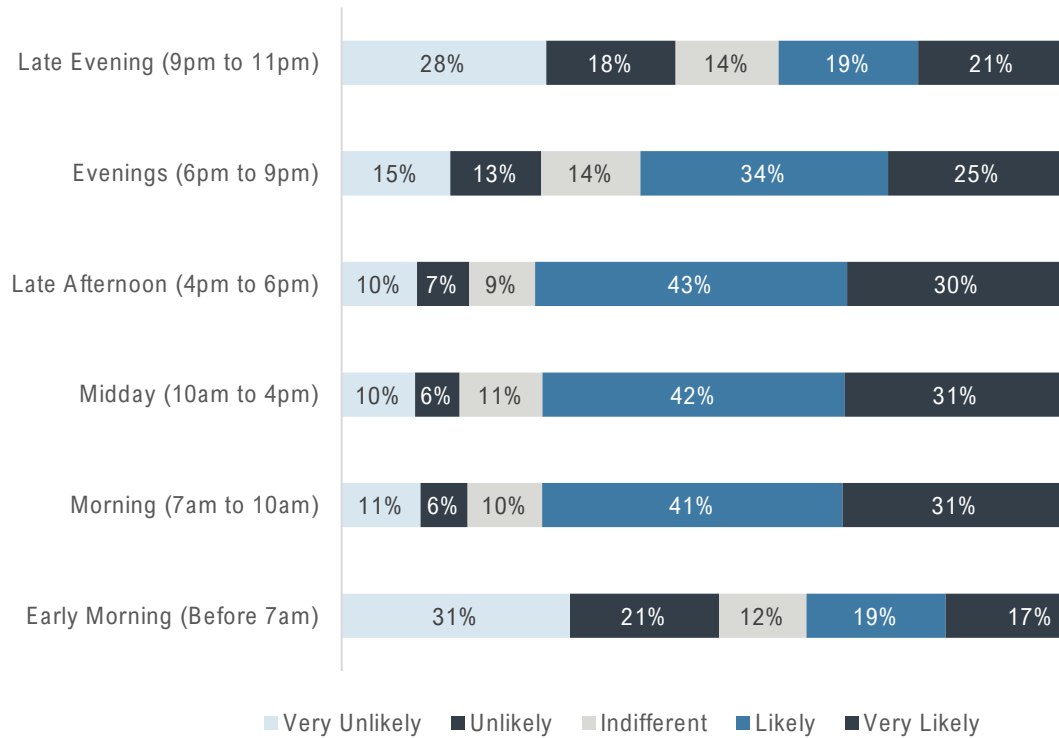


Respondents were asked to identify where they would like to see a fixed-route transit service provided to and from within Amherst. The most predominant responses with more than three-quarters of respondents included the Amherst Centre Mall/Town Square Mall (85%), the Downtown Core (84%), and the Cumberland Regional Health Care Centre (83%). Just under half (44%) respondents indicated the Amherst Industrial Park (44%), followed by the Maritime Bus Stop (Esso) (37%) as preferred destinations, while about one-third (30%) selected the Amherst Train Station/VIA Rail Station. Of the respondents who indicated other (21%), the most common responses included:

- Commercial areas (e.g., Walmart, grocery stores, Pharmasave)
- Amherst Stadium
- Locations beyond Town limits (e.g., Springhill, Oxford, Sackville, Moncton)
- Not interested in using public transit

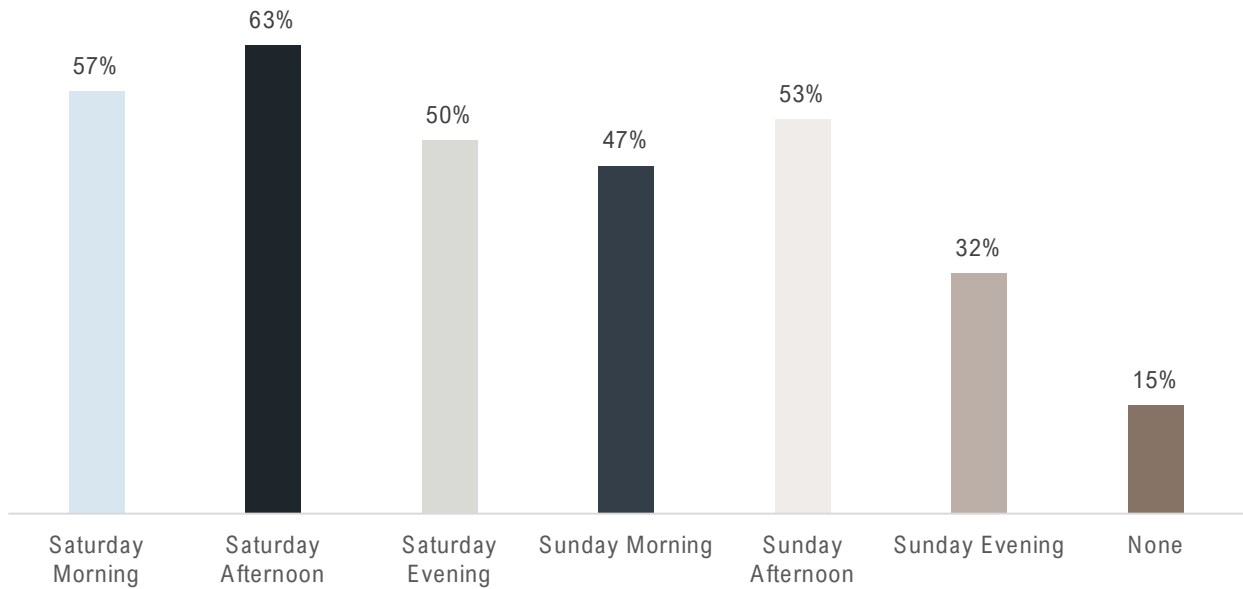
Appendix C – Community Survey Results

Question: From “Very Unlikely” to “Very Likely” select when you would be most likely to use a fixed-route transit service. (Weekdays only)



Survey respondents were asked to identify what time they would be most likely to use a fixed-route transit service on weekdays. Responses show that the highest interest in using transit would be in the late afternoon (4-6pm), midday (10am-4pm), and morning (7-10am) periods, with 41-43% of respondents indicating that they would be “likely” and 30-31% indicating they would be “very likely” to use transit at these times. Evening (6-9pm) and late evening (9-11pm) service received moderate interest, while early morning (before 7am) had the lowest likelihood of use. Overall, week day transit demand appears to be strongest during traditional commuting and daytime hours.

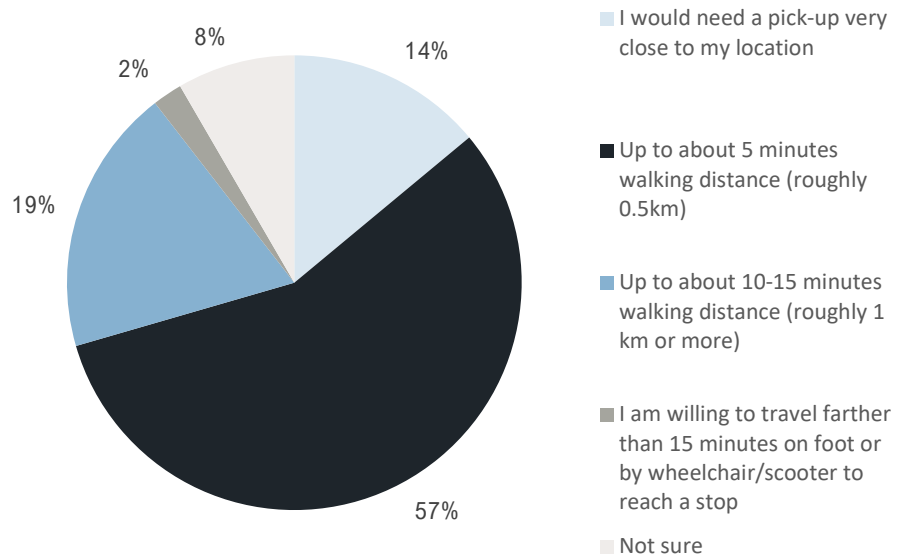
Question: If a fixed-route transit service was available on weekends, during which times of the day would you be most likely to use it? Select all that apply.



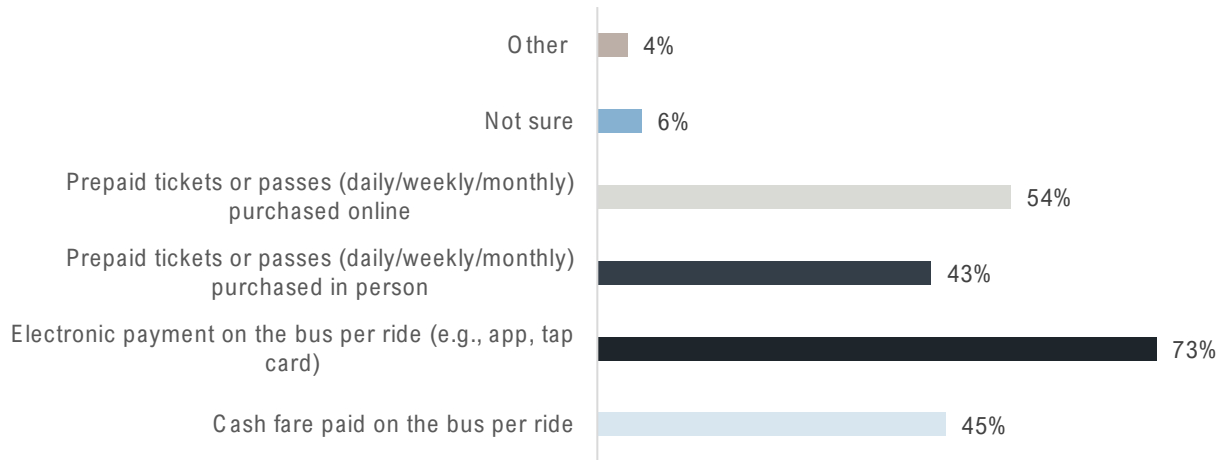
Respondents were asked to identify when they would be most likely to use a fixed-route transit service on weekends. The highest service interest was shown on Saturday, particularly in the afternoon (63%) and morning (57%). Just over half of the respondents (53%) also indicated interest in Sunday afternoon and morning service (47%), while fewer identified Sunday evening (32%) as a preferred time. A small portion (15%) of respondents indicated they would not use weekend transit service.

Question: How far would you be willing to walk from your location to reach a bus stop?

Participants were asked how far they would be willing to walk to reach a bus stop. The majority (57%) indicated they would walk up to about five minutes, or roughly 0.5 km. Just under one-fifth of respondents (19%) indicated they would walk up to 10-15 minutes, while very few (2%) were willing to travel farther than that. Some respondents (14%) noted they would need a pickup very close to their location, and a small number (8%) were unsure.



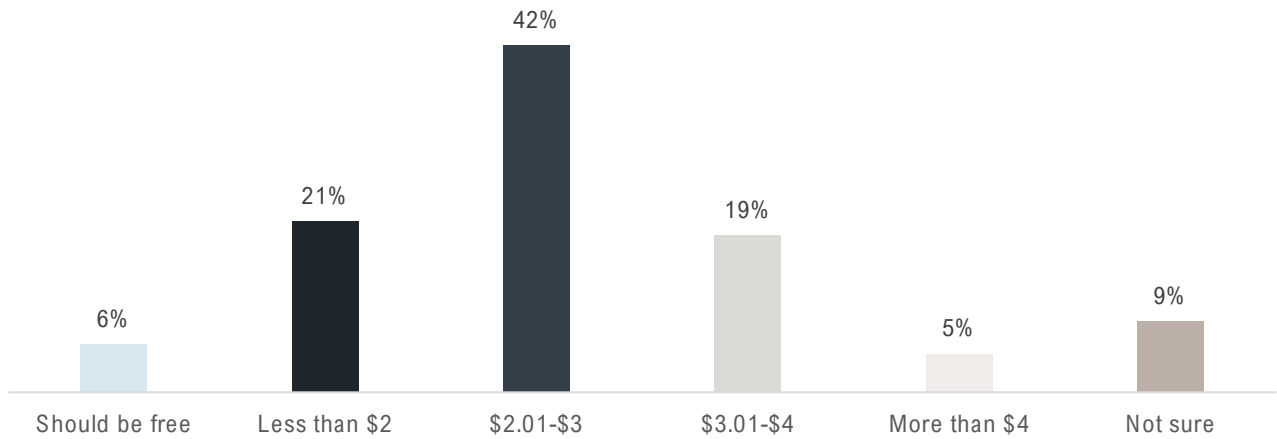
Question: How would you prefer to pay for your transit trips? Select all that apply.



Survey respondents were asked how they would prefer to pay for their transit trips. The most common preference was for electronic payment on the bus using an app or tap card (73%), followed by over half (54%) respondents identifying purchasing prepaid tickets or passes online. Nearly half of the respondents (45%) also indicated interest in paying cash fares on the bus or buying prepaid passes in person (43%). A small portion (10%) of respondents were unsure or selected “other”. Of the respondents who indicated other, common responses included:

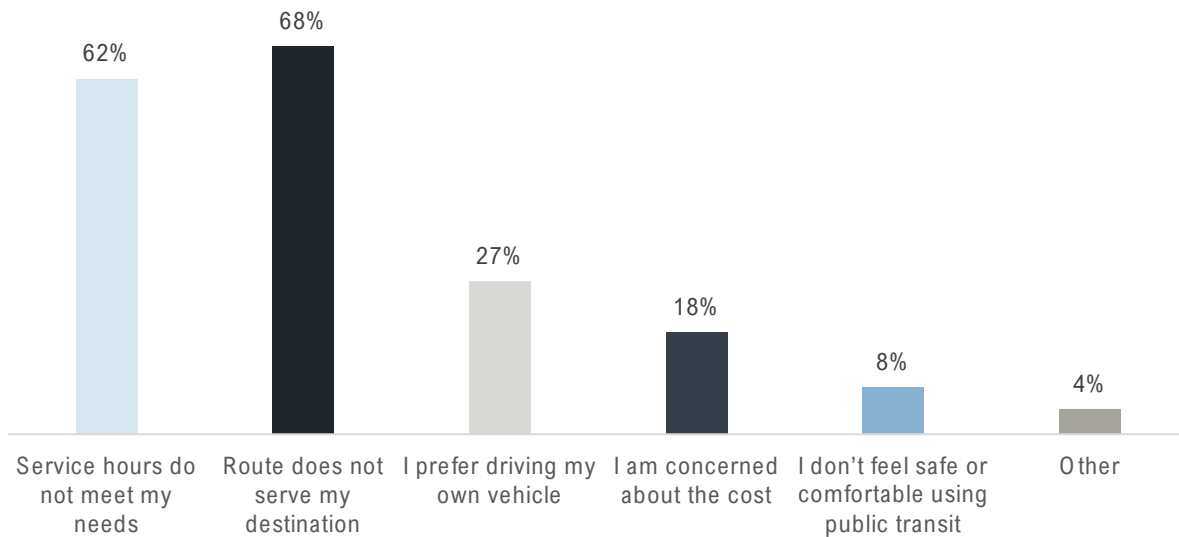
- Variety of options to purchase tickets (paper tickets, on an app, etc.) to meet the needs of all users
- Transit should be free
- Not interested in public transit

Question: What is the maximum one-way fare you would consider paying for a trip?



Participants asked what the maximum amount for a one-way fare they would consider paying for a trip would be. The largest share (42%) indicated a preferred fare between \$2.01 and \$3, while just over one-fifth (21%) were willing to pay less than \$2, and 19% were willing to pay between \$3.01 and \$4. A few respondents (6%) felt transit should be free, while a very small number (5%) were willing to pay more than \$4. 9% of respondents were unsure the maximum amount they would be willing to spend for a trip.

Question: What are the main reasons you might not use a fixed-route service? Select all that apply.



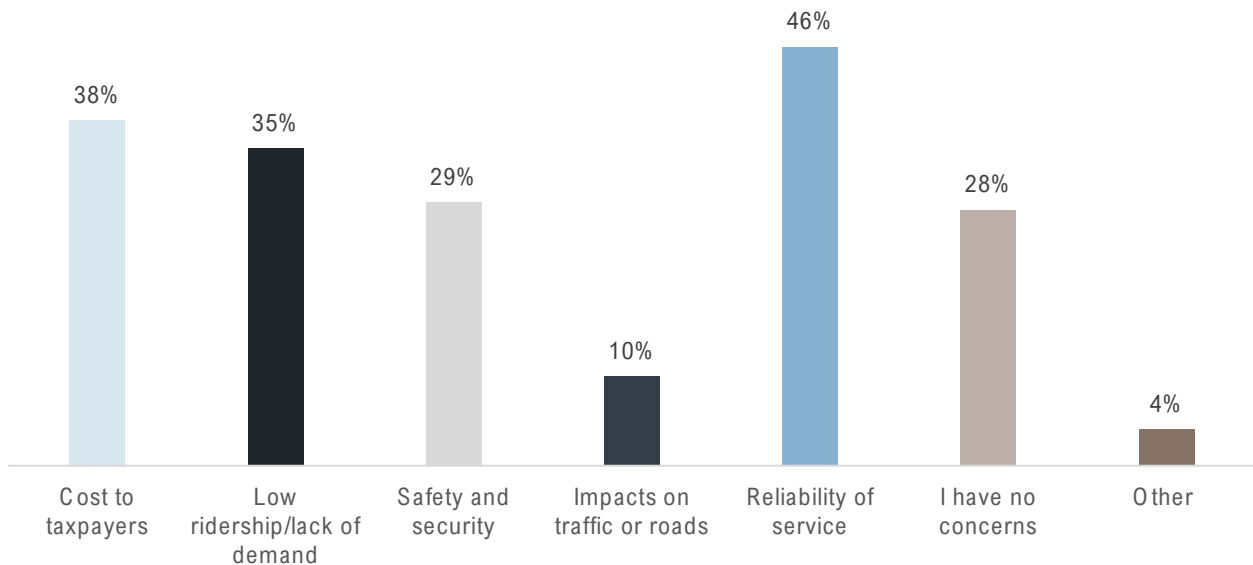
Survey respondents were asked to identify the main reasons they might not use a fixed-route transit service. The most common responses were that the route does not serve their destination (68%) and that service hours do not meet their needs (62%). Smaller portions of respondents indicated they prefer to drive their own vehicle (27%) or were concerned about cost (18%). A few respondents (8%) mentioned safety or comfort concerns, while a small number (4%) selected “other”. Common ‘other’ responses included:

- Prefer to walk

Appendix C – Community Survey Results

- Accessibility to and from bus stop locations
- Concerns with travelling with children by public transit
- No reason/are not supportive of a fixed-route service

Question: What concerns do you have about introducing public transit in your area? Select all that apply.



Respondents were asked what concerns they have about introducing public transit in their area. The most common concern identified by just under half respondents (46%) was the reliability of service, followed by cost to taxpayers (38%) and low ridership or lack of demand (35%). Over a quarter of respondents (28%) also identified safety and security, with another 28% identifying they have no concerns. Only 10% identified concern with potential impacts on traffic and roads. Of the respondents who indicated “other” (4%), common responses included:

- Concern with the impacts to existing transit providers (CCTS, taxi, etc.)
- Concerns with maintained ridership following implementation
- Time of operations could limit ridership
- Not realistic for the size of Amherst

ADDITIONAL SURVEY COMMENTS

Question: Are there any additional comments or suggestions you would like to share with the project team regarding future transit in Amherst?

All participants were given the opportunity to provide additional comments to the Project Team. 361 survey respondents chose to add their own input. The comments provided have been summarized into key themes in **Table 2** below:

Table 1: Summary of Additional Survey Feedback

Topic	Feedback Received
Transit Service & Route Design	<ul style="list-style-type: none"> • Desire for routes that cover key destinations and neighbourhoods • Requests for convenient and frequent service • Suggestions for clear and reliable scheduling • Ensure information about the service is well publicized
Transit Affordability and Financial Sustainability	<ul style="list-style-type: none"> • Importance of keeping fares affordable for all users • Concerns about the long-term financial viability of the system • Suggestions for funding models that minimize taxpayer burden
Community Engagement and Preferences	<ul style="list-style-type: none"> • Should the project move forward to implementation, ensure the Town is adaptable to changing community needs • Requests to consider diverse community needs and feedback • Emphasis on transparent communication about transit plans
Accessibility and Support for Mobility-Challenged/Senior/Underserved Populations	<ul style="list-style-type: none"> • Need for accessible vehicles and stops • Importance of services tailored to seniors and those with mobility challenges • Ensure equitable access for underserved groups
Regional Connectivity and Infrastructure	<ul style="list-style-type: none"> • Interest in connecting Amherst with neighbouring towns and municipalities • Requests for infrastructure such as dedicated bus stops and shelters • Include stops in front of businesses and services, not just along the street
Flexible and On-Demand Transit Options	<ul style="list-style-type: none"> • Support for on-demand or flexible transit services • Requests for services that adapt to varying schedules and needs • Suggestions for pilot programs or technology-driven solutions