

From four buses to 300,000 rides:

Simcoe County and
Consat Telematics scaling
up rural travel





Project at a glance:

- **Partners:** Simcoe County / Linx Transit and Consat Telematics
- **Location:** Ontario, Canada
- **Objective:** Build a high-performing, technology-enabled rural public transportation service from the ground up
- **Start of collaboration:** 2018

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Shaw Dungate, Supervisor,
Transit Operations at County
of Simcoe

In 2018, Simcoe County launched Linx Transit, a regional public transit service designed to bridge communities across a vast and rural area of Ontario, Canada. At launch, Linx consisted of just one route and four buses – today, it has expanded to six routes and 22 buses, delivering over 300,000 rides per year. Behind this transformation is a trusted partnership with Consat Telematics, a relationship built from the very start.

The situation: Reliability across 4,800 km²

When Linx Transit was launched in 2018, Simcoe County was building something entirely new. Starting with one route, four buses, and a region spanning more than 4,800 km² – including 16 municipalities and long distances between communities – the goal was to create a reliable, data-driven rural public transit service that people could trust.

"We've worked with Consat since the very beginning, and we've never looked back," says Shaw Dungate, Supervisor of Transit Operations. "Being such a small team, we needed solutions that were tested, reliable, and came with strong and experienced support."

Operating under a contracted service model, the county handles planning and system oversight, while daily operations like driving and maintenance are outsourced. This makes real-time visibility crucial: knowing if buses are on time, whether people are riding, and how resources are being used. On top of that, accessibility was non-negotiable. Automated announcements, visual signage, and features to support passengers with disabilities needed to be integrated from the start.



"With passenger counting data, we can demonstrate our performance, not just to internal stakeholders but to council members and the wider community. It gives us a precise understanding of how our routes are performing, where the demand lies, and how we can optimise our services."

The solution: Intelligent tools for lean teams

Simcoe's challenge was twofold: build a public transit service in a county spanning over 4,800 km², and do it with a lean internal team and outsourced operations. The county needed real-time visibility, dependable data, and a proven partner to guide its early steps.

To meet these needs, Linx Transit adopted a full suite of solutions from Consat Telematics, including:

- **Traffic Control and Monitoring** using Traffic Studio for live fleet monitoring, reports, detour logging and service alerts.
- **Automatic Passenger Counting** to measure success and build credibility with stakeholders.
- **Passenger Information Displays** and automated announcements to meet accessibility standards.
- **Driver Displays** for real-time navigation, scheduling and communication.
- **Vehicle Computer** as the core of the vehicle systems onboard.
- **Data Insights** with reports generated using Consat 360 for driver coaching, incident tracking and operational insights.



The benefits:

- **Visibility:** Full real-time access to vehicle status, ridership, route timing and more.
- **Scalability:** Technology that grows with the service, even as new routes are added.
- **Planning:** Journey time reports and passenger data inform long-term decisions.
- **Accessibility:** Legal requirements like automated announcements and visual displays are built-in.
- **Performance:** Driver insights and tracking tools improve safety and accountability.

These tools integrate seamlessly into a unified platform that supports long-term operational growth, planning, and safety.

"Traffic Studio is the system we rely on most. We use it to see how buses are doing in real time, pull detailed reports, log detours and push alerts to riders. It's become our daily operations hub," Shaw says and continues:

"We also rely heavily on the passenger counting solution. With that data we can demonstrate our performance, not just to internal stakeholders but to council members and the wider community. It gives us a precise understanding of how our routes are performing, where the demand lies, and how we can optimise our services."

Simcoe also uses Consat 360 to generate Data Insights with reports of on-time performance, speed violations, and Driver Coaching to indicate harsh breaking or cornering:

"We've used that to reduce risk-taking behaviours and coach our drivers," says Shaw. "It's made our service safer."



The results: Scalable growth, safer service

The results of this long-term partnership are visible across every layer of Simcoe's operations – from performance metrics and safety to the day-to-day passenger experience. The impact has been significant:

- **Ridership growth:** From 12,000 rides in 2019 to over 300,000 in 2024 – a 28% year-over-year increase.
- **Operational efficiency:** On-time performance is tracked weekly, leading to proactive route and scheduling adjustments.
- **Safer service:** Driver behaviour data (e.g., speeding or harsh braking) has been used to reduce risk and support driver coaching.
- **Passenger satisfaction:** Real-time updates via partner apps ensure a smoother experience.

“For a growing agency like ours, being able to work with one trusted partner across multiple areas is a huge advantage,”

-Shaw Dungate, Supervisor, Transit Operations at

A partnership that evolves

What stands out in the collaboration is not just the technology but the relationship that has grown over years of close collaboration. From the very beginning, Consat Telematics has acted as an active partner in Simcoe's growth; whether it's offering hands-on training for both county and contractor staff, or providing fast, reliable troubleshooting.

“Consat is one of the best vendors we work with,” Shaw says. “If we call, someone picks up. If there's an issue, someone's with us right away. That kind of responsiveness is rare.”

Every year, the Canadian Consat team provides refresher training for county and contractor staff. They also host user group meetings, connecting agencies to share best practices.

“That kind of collaboration is incredibly valuable,” Shaw adds. “It's not just about tech. It's about learning from peers and growing together.”

Simcoe has already begun exploring future features like Fleet Studio for vehicle diagnostics and Push To Communicate for safer, hands-free driver communications. Looking ahead, Shaw sees potential for on-demand integrations and further system consolidation.

Key datapoints

- 300,000+ annual rides
- 4800+ km² service area
- 28%+ annual ridership growth



Traffic Control and Monitoring

Manage daily operations with real-time information and data insights.

Vehicle and Fleet Management

Vehicle telematics integrated into public transportation for complete control.

Passenger Information

Enhance the travel experience for all public transportation users.

Driver Assistance

Enhance hiring appeal while supporting the driver in their daily work.

Electromobility

Seamless integration with existing public transportation operations, providing a unified view of the entire fleet.

Data Insights

Offering valuable insights for continuous improvement in public transportation operations.

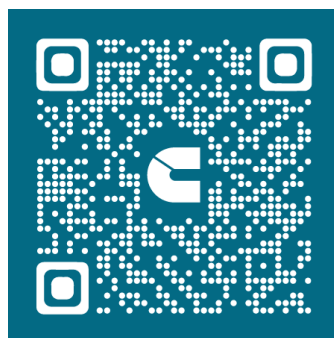
Bringing intelligent public transportation to life

Consat Telematics is dedicated to reducing the environmental impact of public transportation through cutting-edge innovation and widespread implementation. Aspiring to global leadership in executing electrification and digitalization within public transportation, we serve diverse markets and organizations.

Our promise is a user centric, modular, and adaptable intelligent public transportation solution that never compromises on quality, reliability, and security. By placing our customers at the core, we ensure that more organisations can receive better data to monitor, manage, and improve their operations.

Contact for more information or a demo:

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