



TRANSIT AND PARKING STRATEGY MEMORANDUM

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: M. MCCONNELL, TRANSIT OPERATIONS PLANNER

NOTED: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING STRATEGY
R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: SIMCOE COUNTY TRANSIT SERVICE IMPLEMENTATION

DATE: AUGUST 16, 2018

The purpose of this Memorandum is to inform members of Council on the implementation of new conventional and specialized transit services provided by Simcoe County. Over the past few years, Simcoe County and its constituent municipalities have been actively exploring transportation options that address future needs. They found that a county-wide transit plan fits well with the overall multi-modal focus of the County's transportation strategy that focuses on the integration of land use and transportation.

Simcoe County recently unveiled the LINX Transit Service that will eventually build out with a long term goal to provide transit services throughout the County of Simcoe. A full long term coverage map is provided in **Figure 1**.

The goal of this LINX Transit Service coverage area is to meet the following criteria:

- serve local communities
- connect urban centres
- facilitate local, regional and inter-regional commuter travel
- support the broader economic, environmental and social objectives of development in Simcoe County

The first route launched on August 7, 2018 and will directly connect Penetanguishene/Midland to Barrie and it has stops in Wyebriidge, Waverley, Elmvalle and Midhurst. The route will enter and exit the City of Barrie limits via St. Vincent Street stopping at St Joseph's High School, Georgian College and Royal Victoria Hospital.

The service operates from Monday to Friday, on a 60 minutes service frequency with service beginning at 6:00 a.m. and ending at 7:40 p.m. From August 7th to September 4th, the County is offering complimentary fares, at which point regular fares for the route are \$2, \$4, and \$6, based on a zone system.

The City of Barrie will be working collaboratively with Simcoe County in an effort to create seamless connections between their new transit service and Barrie Transit's service. As part of this service integration, the City of Barrie will be working to put agreements in place with Simcoe County that will accommodate fluid transfers for the transit service users between both the conventional and the specialized transit services.



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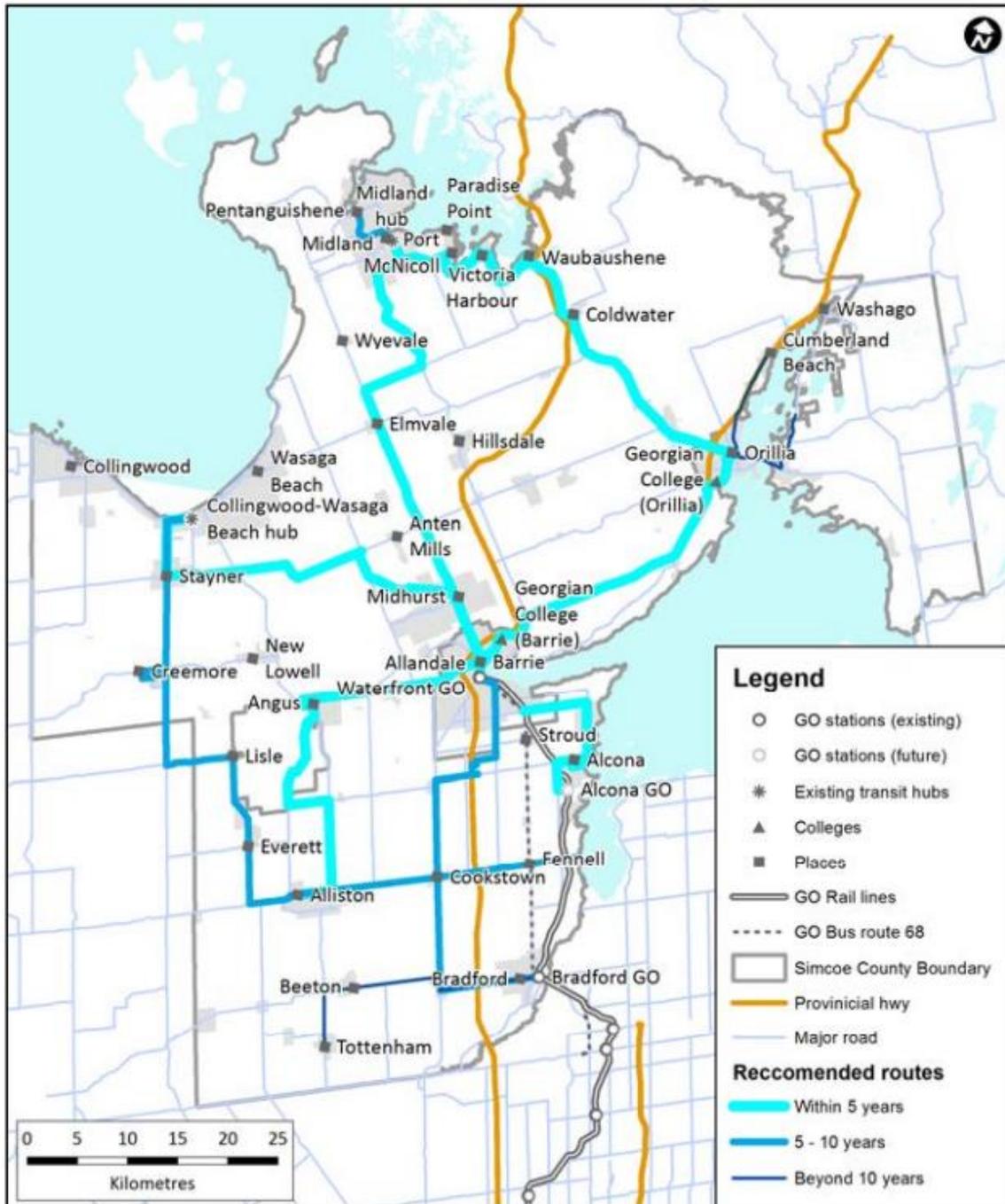


Figure 1: long term LINX Transit Service coverage map



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