



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: UNIVERSAL TRANSIT PASS(U-PASS) IMPLEMENTATION UPDATE AND ROUTE 100 (GEORGIAN EXPRESS)

DATE: AUGUST 16, 2018

The purpose of this Memorandum is to provide members of Council with an update on the progress of the U-PASS implementation. Under motion 18-G-090, Council approved an additional 1,000 service hours to increase service to and from Georgian College to accommodate the anticipated ridership increase associated with the implementation of the U-Pass. The service level enhancements will begin on September 4, 2018 and will introduce a new express transit service route, as well as a late night service loop involving extended late evening services on Friday and Saturday nights. Details on these service level enhancements can be found in **Appendix A**. Relevant highlights are as follows:

GEORGIAN COLLEGE SERVICE ENHANCEMENTS:

ROUTE 100 (Georgian Express)

- **What is it:** A new express route from downtown to Georgian College with select high ridership stops in between. In the afternoon, the express route extends to Georgian Mall in addition to servicing Downtown and Georgian College.
- **Why:** The primary objectives of the route are to relieve student ridership congestion along Johnson Street, provide a route that is tailored to where and when Georgian Students need to travel, and provide a flexible route to quickly adapt to unforeseen changes in student travel patterns.

Late Night Loop

- **What is it:** Two additional route 8 trips on Friday and Saturday nights. The route 8 trips will loop in the north end of Barrie only where the majority of the student population resides.
- **Why:** To provide a safe ride for students between downtown and home during typical social nights.

U-PASS IMPLEMENTATION:

U-Pass Media

For the 2018 fall semester the U-Pass will be distributed to full-time students through a secure label (sticker) that will be fixated to their Georgian ONE student card with every label having a unique identifier and expiry date. Labels have been designed to serve as a viable media option and a potential backup once a smart card integration is achieved.



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Staff are currently working with our technology provider to program our existing fare boxes to read the smart card chip on Georgian's ONE student card with the goal of seamlessly integrating the functionality into one card for future semesters.

Advisory Committee

As part of the U-PASS program an advisory committee has been formed with the following initial terms of reference:

- Ensure the launch and ongoing operation of the U-Pass are successful and improvements can be made over time
- Review any technical issues, service requirements, and optimization
- Review key data from the U-Pass program to track utilization, travel patterns, and identify new ways to enhance the U-Pass program and transit service for students
- Identify project risks as they may arise

The first meeting was held on July 9th with a presentation of the new Georgian Express (Route 100) with confirmation to proceed by the committee. The committee will plan to meet monthly throughout the launch of the U-Pass and at a minimum of twice per semester thereafter.

U-PASS Marketing and Communications Plan

Staff will be rolling out a full communications plan that includes social media posts, Barrie Transit website notifications, MyRide notifications, and updates to all hard copy public schedules to keep the public up to date on the proposed route revisions.

Staff will also be attending several events at Georgian College leading up to the fall semester and launch of the U-Pass. Staff will be educating prospective students on the Barrie Transit system, existing technologies such as MyRide, and the additional Georgian Express and late night weekend service.

APPENDIX A

Route 100 – Georgian Express Description

The Georgian Express route map is provided in Figure 1. There are two patterns of Route 100, the morning and midday pattern, and the afternoon and evening pattern. These patterns match the travel demand of Georgian students as efficiently as possible.

Morning and Midday Pattern (Route 100A & B)

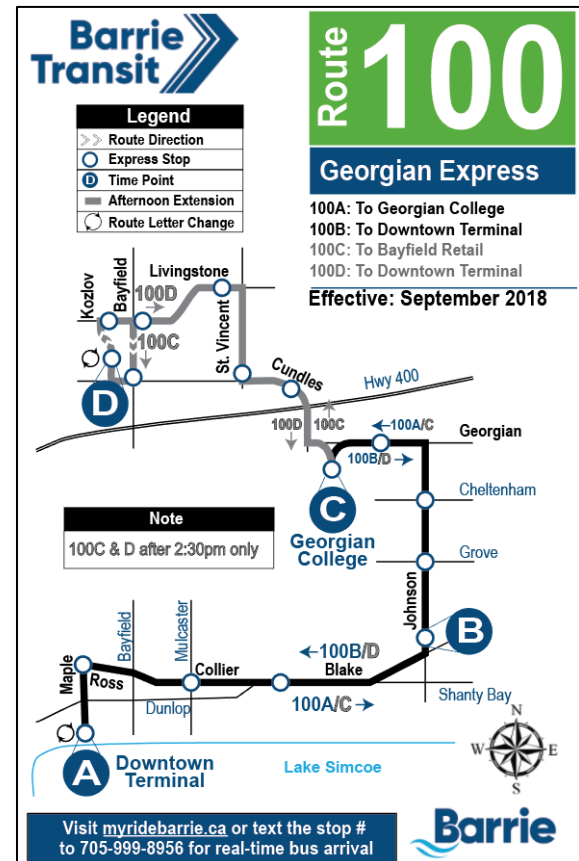
The route will begin at the Downtown Terminal and travel, on express, to Georgian College with selected high ridership stops along the way. There are 9 stops each way between downtown and Georgian College. These stops were selected to maximize ridership while maintaining the express typology.

The route will begin from downtown at 7:30am and arrive at Georgian College for 7:50am which should provide sufficient time for students to arrive to their 8:00am classes. The route will travel back and forth between Georgian College and the Downtown Terminal on an approximately 45 minute headway until 2:30pm wherein the route will change to the afternoon and evening pattern.

Afternoon and Evening Pattern (Route 100C & 100D)

The passenger counting data indicates a strong travel pattern from Georgian College to the Georgian Mall area beginning at 2:30pm. This is most likely explained by students shopping, or working in the Georgian Mall area after classes end. To accommodate this, an afternoon extension will be implemented.

The afternoon extension route 100 (100C & 100D) will travel from the Downtown Terminal to Georgian College wherein the same bus will continue to Georgian Mall and Bayfield Retail area with selected high ridership stops along the way. There are 7 additional stops each way between Georgian College and Georgian Mall.



These stops were selected to maximize

Figure 1: Route 100 – Georgian Express Map

ridership while maintaining the express typology. The

ridership data and communications with Georgian College of this extension will be monitored post implementation to ensure the timing and span of this extension is optimal to the students travel patterns.

With the extension, the route will operate from Downtown to Georgian Mall via Georgian College on a 75 minute headway. The extension will begin at 2:30pm and end at 10:00pm.



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Overall

Overall this route matches the ridership patterns of Georgian Students today. However, Barrie Transit will be in communication with the Georgian College Student Association to ensure the route meets the student base's travel needs on an ongoing basis post implementation.



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Route 8 – Late Night Loop

The late night loop is designed to provide a safe ride home during typical social nights. This service is provided at minimal additional service hours with potential for high benefit to the students of Georgian College.

The route will follow route 8 in north Barrie in two loops to and from downtown. The first clockwise loop will depart downtown at 12:50 AM. The second counter-clockwise loop will depart downtown at 1:50 AM. A map demonstrating the two late night loops is provided in **Figure 2**. The route will operate on Friday and Saturday nights only.

