



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: ROUTE 100 (GEORGIAN EXPRESS) REVISION

DATE: NOVEMBER 26, 2018

The purpose of this Memorandum is to provide members of Council a brief overview of the minor scheduling and routing revisions for Barrie Transit Route 100. These revisions are to be implemented on Monday, December 10th 2018.

1.0 ROUTE 100 – GEORGIAN EXPRESS

1.1 Route Background

Route 100 is the first express route in the City of Barrie. It was implemented with the launch of the Georgian College University Pass program on September 4th 2018 to accommodate the increased Barrie Transit ridership. This route travels in both directions from the Downtown area to Georgian College and Georgian Mall during weekdays from 7:30a to 10:00p. This is Barrie Transit's most successful route according to the performance indicator *boardings per service hour* as illustrated in **Appendix A**.

1.2 Scheduling Revisions

There are two reasons in which a schedule revision was triggered:

- i. **Capacity Issues:** The Johnson Street corridor during the weekday morning peak hour is operating with capacity constraints. Riders are unable to board the bus and are left at the stop due to full buses.

As a result of these observations, an additional trip was added to the express. This revision will provide an option of a third bus (currently two) for students to travel to Georgian College before the 8:00am class times:

- The 7:15a Route 100,
- The 7:20a Route 8A-NB, and
- The 7:44a Route 100.

- ii. **Optimization:** As this is Barrie Transit's first express route, the travel times were estimated based upon existing Barrie Transit routes with an 'express factor' built in. Now that the route has been in operation long enough to gather schedule performance data, the average real-time data is indicating an opportunity for schedule optimization. Some sections of the route have a surplus of travel time allocated.

As a result of these observations, the route 100 schedule travel times were adjusted. The schedule was also adjusted to capture more of the peak observed Barrie Transit travel patterns.

1.3 Financial Implications

The revisions in 1.2(i) and 1.2(ii) above result in a net zero cost change to existing service levels.

1.4 Routing Revisions

Ridership data collected on route 100 indicate a potential for increased ridership with a minor adjustment to the route. Currently, route 100 operates via Cundles between Georgian College and St. Vincent. This corridor provides supplementary transit service with Route 6 to the North Barrie Crossing retail plaza. The uptake of this service is limited with an average of 3 - 5 riders per weekday utilizing Route 100 at these stops. With this limited uptake, there is an opportunity for a minor revision to the routing to service additional residences along Bell Farm with the express service. This change will have minimal impact on the travel time of this route.

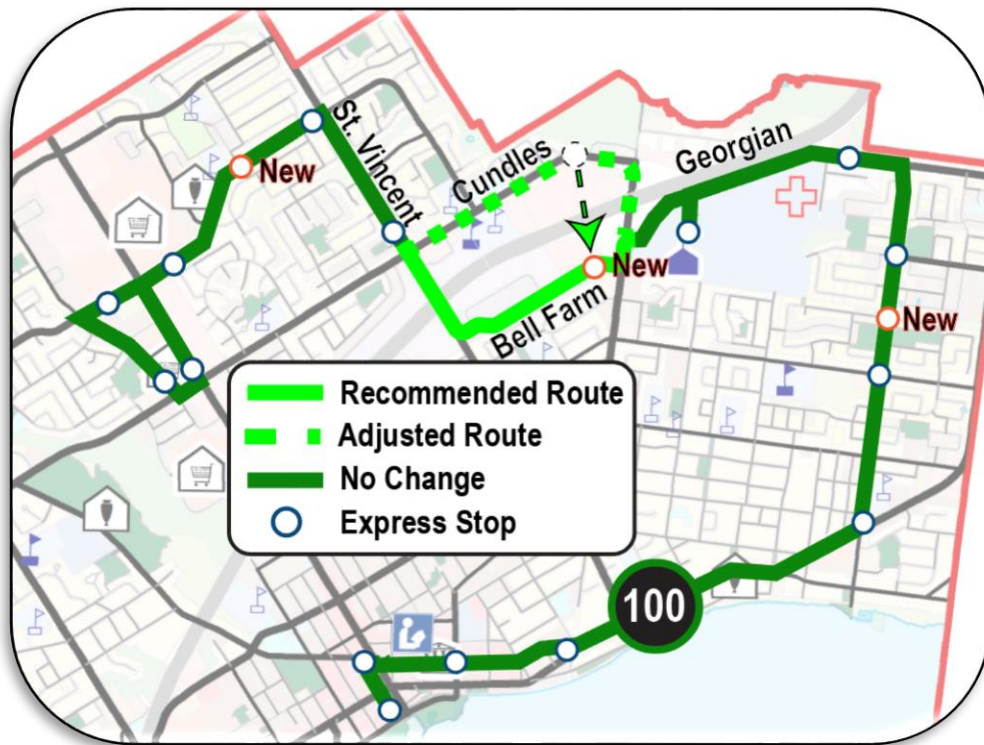


Figure 1: Route 100 Proposed Map

In addition to the above route changes, six new stops will be added to the express service and two taken away. The new stops were added based upon their high ridership levels in September and October 2018. It was determined that the benefits (increased express service coverage) outweighs the costs (travel time) at these locations. Furthermore, the Johnson at Hickling stops are expected to relieve congested conditions on Route 8 during the weekday AM peak hours.

New Route 100 service to stops at the intersections of:

- Johnson at Hickling
- Bell Farm at Duckworth
- Livingstone at Michael

Removed Route 100 service to stops at the intersection of:
a. Cundles at J.C. Massie

Appendix A

Barrie Transit Weekday Boards Per Service Hour

Weekday Boards Per Service Hour			
Route	Pre U-Pass (October 2017)	Post U-Pass (October 2018)*	Change (%)
100	-	36	N/A
1	20	27	36%
2	13	14	13%
3	17	27	58%
4	14	14	4%
5	18	19	4%
6	22	33	55%
7	14	20	39%
8	19	27	44%
11	2	6	N/A
Barrie Transit Ridership % Increase			↑ 36%
<i>*Late October Only due to Georgian College Reading Week</i>			

