



## TRANSIT AND PARKING STRATEGY MEMORANDUM

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**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

**RE:** VISION TRANSIT - PUBLIC CONSULTATION PLAN

**DATE:** FEBRUARY 4, 2019

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The purpose of this Memorandum is to provide members of Council with a brief overview of Barrie Transit's Vision Transit project and the associated public consultation plan.

### 1.0 WHAT IS VISION TRANSIT?

Barrie Transit implemented a network redesign in 2013. Over the past 6 years City of Barrie has grown and changed and transit has seen a substantial increase in their ridership.

Vision Transit is a transit system review implemented by Barrie Transit staff in response to the Allandale Mobility Hub study, two-way all day GO train service, the Barrie Transportation Master Plan Update, changes in Development Charges legislation and the projected growth in Secondary Lands. Each of these items provide our transit system with opportunities for improved transit in the City of Barrie.

This review will allow Barrie Transit to have a future oriented system plan in place for efficient service delivery and infrastructure decisions moving forward over the next 20+ years. This plan will not be implemented all at once but in a pre-emptive phased approach responding to the City's growth and changing travel patterns. This pre-emptive phasing allows the transit demand to match the provided transit resources while minimizing the disruption to Barrie Transit's riders.

The Vision Transit Plan is coordinated with the ongoing plans and reports such as the 2018 Multi-Modal Active Transportation Master Plan, the Barrie Transit Asset and Financial Strategy, and the Official Plan Update towards one holistic transit system plan which considers where Barrie will be in the future.

### 2.0 WHAT HAS BEEN DONE TO DATE?

Preliminary research has been done on this project to identify an overall transit service plan and objectives of the Vision Transit Plan. City staff are working with a consultant (WSP) within the 2018 Multi-Modal Active Transportation Master Plan process towards a preliminary transit service plan concept.

### 3.0 PUBLIC CONSULTATION PLAN

On Wednesday January 16<sup>th</sup> and Thursday January 17<sup>th</sup>, Barrie Transit staff in partnership with the Planning Department, participated in the Official Plan Public Workshops with display boards, a Vision Transit System Design activity, and hard copies of a Vision Transit survey. The survey and information on the Vision Transit Project will also be available online within BuildingBarrie.ca for those who cannot attend the workshops. The public feedback will be used towards the generation of the Vision Transit System Plan. The display boards at the Official Plan Workshop are provided in **Figure 1**. The survey will be available on BuildingBarrie.ca from January 31, 2019 to February 21, 2019.

This is the initial public consultation plan to determine the priorities of Barrie residents for their transit system. Further public consultation will be undertaken as the Vision Transit Plan advances.

## Vision Transit

### What is Vision Transit?

- As Barrie land use and travel patterns change, so does demand for transit.
- In response to a changing City, Barrie Transit is beginning to explore what our future transit system could look like.
- Vision Transit is **our future transit system**.

Our Current Transit System



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Our Future Transit System

Your Input Needed



### We Need Your Feedback

**Design your own Barrie Transit System!**  
What routes would you design? Let us know with the provided City of Barrie Map.

**Complete the Survey**  
Submit the survey to Barrie Transit staff or via [buildingbarrie.ca](http://buildingbarrie.ca)



## Vision Transit

### Suggestions For Your System Design

Transit systems around the world, including Barrie, aim to provide a transit system which ***moves as many people as fast as possible***. Below are general guiding principals of a transit system design.

1) **Maximize ridership** by providing more and/or better service to areas of high ridership. Typically, these are areas with:

Mixed-Use Higher Densities



Major Activity Centres (Malls, Colleges, Hospitals)



Paid Parking Areas



2) **Right sizing** the service levels to the demand.


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Over-supply
Efficient and Productive
Overcrowding

3) **Future oriented routes** with considerations on where ridership could be. This includes Barrie's intensification nodes and corridors.

4) **Simple and direct routes** towards faster and more legible transit service.





Figure 1: Vision Transit Display Boards