

**RECREATION SERVICES
MEMORANDUM**

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: B. ROTH, DIRECTOR OF RECREATION SERVICES
B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING STRATEGY

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE
D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: LICENCE2RIDE PASS

DATE: MAY 14, 2018

The purpose of this Memorandum is to update members of Council on the Licence2Ride Pass that began in the summer of 2016 and the outcome of the partnership between the City of Barrie's Recreation and Transit and Parking Strategy Departments. The Licence2Ride Pass is designed to educate future transit users and support Barrie's youth in their journey to become active and involved members of the community. The Licence2Ride pass will allow Barrie youth who are residents aged 12-15 years to ride for free on the Barrie Transit system as well as play for free in drop-in Recreation programs at the City's three Community Centres (Allandale, East Bayfield and Holly CC) from July 1st to September 3rd 2018.

In 2017, the City issued 946 Licence2Ride passes. Barrie Transit saw their ridership increase by over 5,000 trips in 2016 and increase by another 1,000 trips in 2017. Recreation Services had over 1,900 entry swipes into our facilities to access the drop-in programs during the summer. These statistics combined definitely display the success these two departments had in making our services available to the youth of Barrie.

Here's a list of the places licence-holders could explore and activities they could enjoy with their Licence2Ride pass.

- Full access to Barrie Transit's conventional routes (regardless of destination)
- Public swimming
- Fitness Drop-ins (13yrs + with a mandatory free fitness orientation)
- Drop-in Gymnasium
- Public skating
- Drop-in youth centre (Holly CC)
- Outdoor Basketball courts and sports fields
- Lampman Lane splash pad
- Queens Park Skateboard Park
- Barrie Public Library
- Downtown Waterfront and Marina
- Johnsons, Centennial, Tyndale and Minets Point Beaches

The Licence2Ride program is intended to engage and encourage youth to use the Transit system and to become comfortable riding on transit. The goal of this program is to build future transit ridership and motivate youth who are engaged in their community centres. Youth can complete a one-page application form (along with parent/guardian signature), provide one piece of identification and submit in person to one of the Recreation Centres from June 1st to June 30th, 2018 for on-the-spot approval. Voluntary Transit/Recreation orientation sessions will be offered to program participants at the beginning of the summer to help educate them on using transit or for those who want to sign up for a Fitness orientation. There will be four Transit/Recreation orientations which will take place at each facility East Bayfield CC, Allandale Recreation Centre and Holly Community Centre. Dates for the Riders Ed Sessions are: July 3rd (ARC), July 5th (EBC), July 10th (HCC) and July 11th (ARC), 2018 and all take place from

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7:00 p.m. to 8:30 pm. Passes will be available on a first come, first served basis until June 30, 2018 while quantities last.

As the Licence2Ride program began as a pilot in 2016, staff will be conducting a participant survey following the 2018 program to evaluate the impact of the program and plan to include this as part of the 2019 Business Plan base operations.

As a Silver Youth Friendly Community, engaging and supporting the Barrie youth population is vital to both Recreation and Transit services. We are reminded of the valuable contributions that Recreation and Transit services can make to foster healthy and positive youth development. Engaged youth can help shape city wide values and provide the foundation to build a stronger sense of community while contributing to the well-being of our community.