

Staff Memorandum



To: Mayor A. Nuttall and Members of Council

Subject and Ward(s): Licence2Ride (All)

Date: April 30, 2025

Department Head

Approval: K. Datema, Director of Recreation & Culture Services

Executive Management

Approval: J. Schmidt, General Manager of Community and Corporate Services

CAO Approval: M. Prowse, Chief Administrative Officer

The purpose of this Memorandum is to provide members of Council with an update regarding the Licence2Ride Pass Program. This program began in the summer of 2016 as a partnership between Recreation and Culture Services and Transit and Parking Strategy Departments. The Licence2Ride pass is designed to support local youth by providing access to city transit services and recreational facilities and encouraging them to become active and involved community members. The Licence2Ride pass not only educates participants about City of Barrie services but also allows participants aged 12-17 years to ride Barrie's Transit system and participate in drop-in recreation programs at Allandale Recreation Centre, East Bayfield Community Centre and Peggy Hill Team Community Centre for free from July 1st to September 2nd, 2025.

Licence2Ride pass holders can explore and enjoy activities, including:

- Full access to Barrie Transit – Including On Demand services
- Public swimming
- Fitness Drop-ins (13yrs + with a mandatory free fitness orientation)
- Drop-in Gymnasium
- Public skating
- Drop-in youth centre at Peggy Hill Team Community Centre
- 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
- Other locations around the city, including employment and educational opportunities

The Licence2Ride program is intended to engage and encourage youth to use the transit system and recreation facilities throughout the summer months. The goal of this program is to build future transit riders through education and familiarity with the system, along with motivating a healthy lifestyle by providing access to recreation facilities and programming.

To register, interested participants can complete a one-page application form, along with parent/guardian signature, plus one piece of identification and submit in person to any of the City's

Community Centres starting on Thursday, May 1st, 2025, for on-the-spot approval. Virtual 'Rider's Ed' orientation sessions for transit and recreation will be available to program participants at the start of the summer. These sessions aim to educate youth on how to use public transit and to provide information for those interested in signing up for a fitness orientation. Dates and times for the Rider's Ed sessions can be found on barrie.ca.

Passes will be available on a first-come, first-served basis while quantities last.

Visit the city's website at barrie.ca for more information.

Appendix:

Memo Author:

K. Ellis, Manager of Recreation Programs and Special Events

File #: R00

Pending # (if applicable):