

# Staff Memorandum



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To: Mayor A. Nuttall and Members of Council

Subject and Ward(s): Waterfront Transit Shuttle Update (Wards 1, 2 and 8)

Date: March 26, 2025

Department Head: S. Schlichter  
Approval: Director of Economic and Creative Development

Executive Management: B. Araniyasundaran  
Approval: General Manager of Infrastructure & Growth Management

CAO Approval: M. Prowse, Chief Administrative Officer

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The purpose of this Memorandum is to provide members of Council with an update concerning motion 24-A-022:

1. That staff in the Transit and Parking Strategy and Economic and Creative Development partner with Downtown Barrie BIA to support their grant submission concerning the development and implementation of a one-year pilot waterfront shuttle transit system with the route to include Downtown Barrie, Centennial Beach, Southshore Centre and Allandale GO Station to the Tourism Growth Program sponsored by the Federal Development Agency for Southern Ontario (FedDev Canada); and
2. That if successful in receiving funding for the initiative, staff report back to the General Committee with the details of the waterfront transit shuttle system.

**Application not successful.** The Downtown Barrie BIA submitted the application to FedDev Canada for the development and implementation of a one-year pilot waterfront transit system, and were informed on June 27, 2024 that their application was not successful. As such, no further action was taken by City staff.

**Appendix:**  
Not applicable

**Memo Author:**  
Kristen Eatch, Tourism Coordinator, Economic & Creative Development

**File #:**  
C11

**Pending #:**  
P3/24