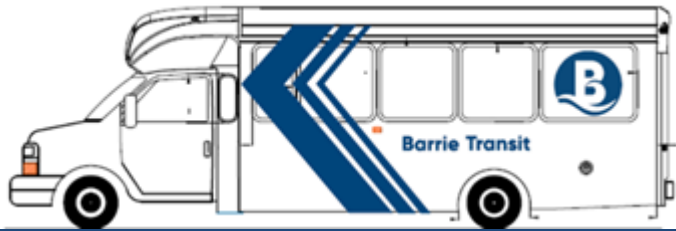


BARRIE TRANSIT

GETTING YOU THERE



Presented By: Julie MacDonald (Transit Coordinator)
& Jason Zimmerman (Supervisor Transit Operations & Infrastructure)
Date: November 11th, 2021



AAC Transit Report (Concerns)

- Length of Routes
- Sufficient Resources
- State of Resources
- Scheduling Process
- Accessible Alternatives
- Affordability

Meeting the Concerns – What's New?

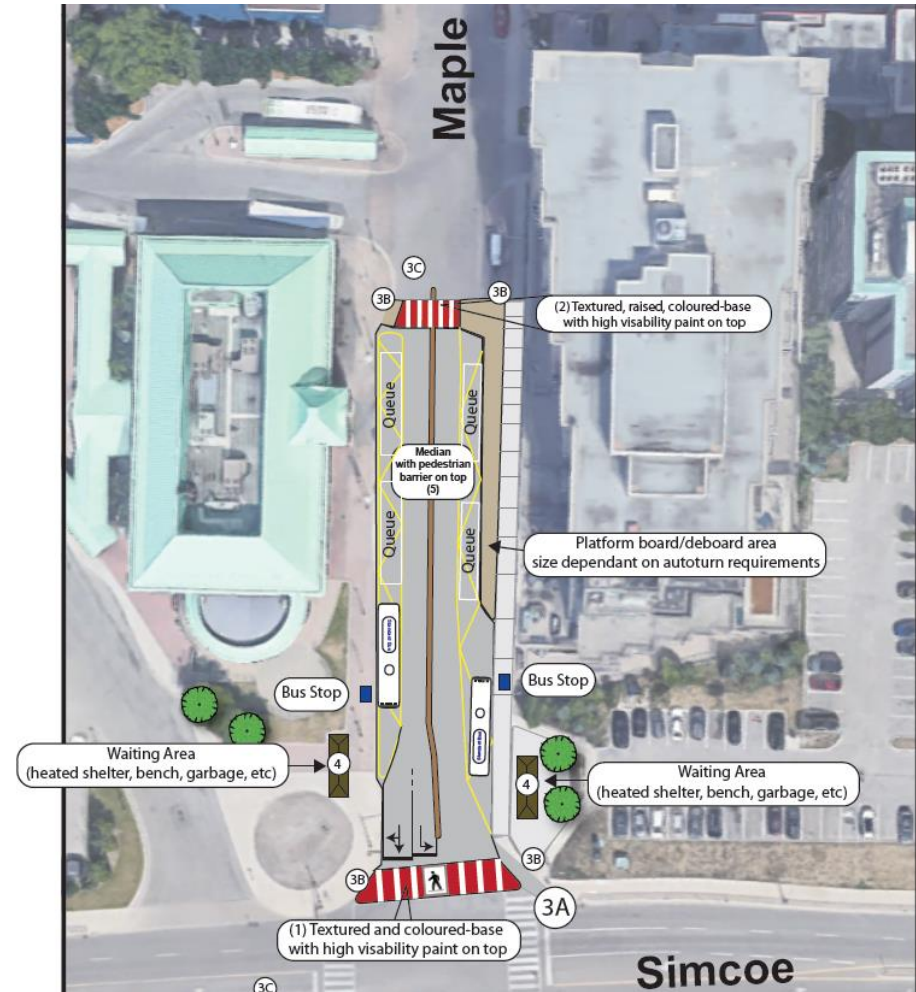
- ✓ Allandale Mobility Hub
- ✓ Transit Vision Project
- ✓ Transit On-Demand
- ✓ Upgrades to MyRide
- ✓ Public Health Measures
- ✓ Booking Software Upgrades
- ✓ Specialized Transit Fleet
- ✓ Improving Accessibility
- ✓ Magnus Cards
- ✓ Senior Fares

Allandale Mobility Hub (downtown mini-hub)

New Terminal (Concept)



Downtown Mini-Hub (Concept)



Transit Vision Project

The City of Barrie is building a blueprint for growing our existing transit system to best meet the needs of today's city, while developing a long-term plan for a future network.



New Growth



New Technology



New Hubs

1

2022 Network Plan

That aligns with the new Allandale Mobility Hub

2

Future Network Phases

To ensure a long-term transit outlook

3

Bus Stop Infrastructure Plan

To place stop amenities when and where they are needed



**Ride the
bus on
your
schedule**

Barrie Transit
ON Demand
IS HERE

ON Demand

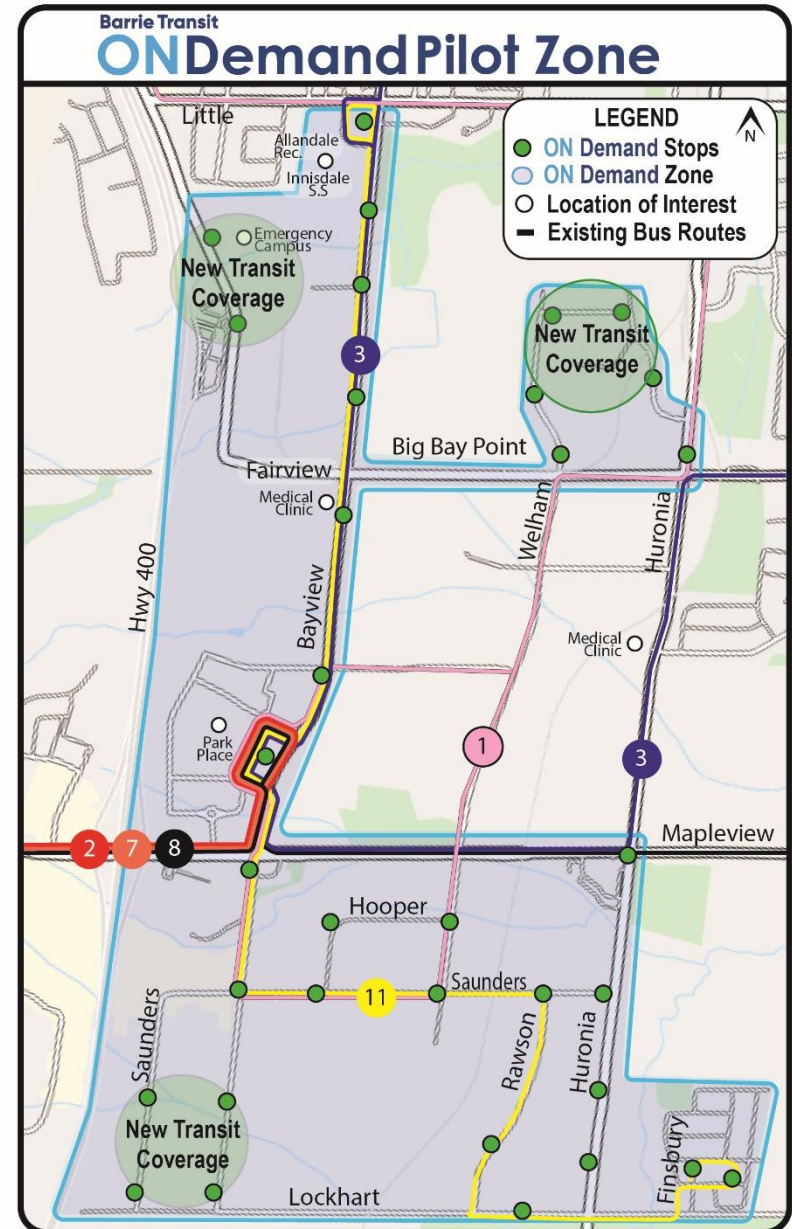
Transit ON Demand (ToD) is a Barrie Transit service without a fixed schedule or route.

Users book their trip through an application and then the bus travel is optimized through a computer-based system.

ToD operates within a specific zone allowing riders to travel from bus stop to bus stop within the zone on demand.

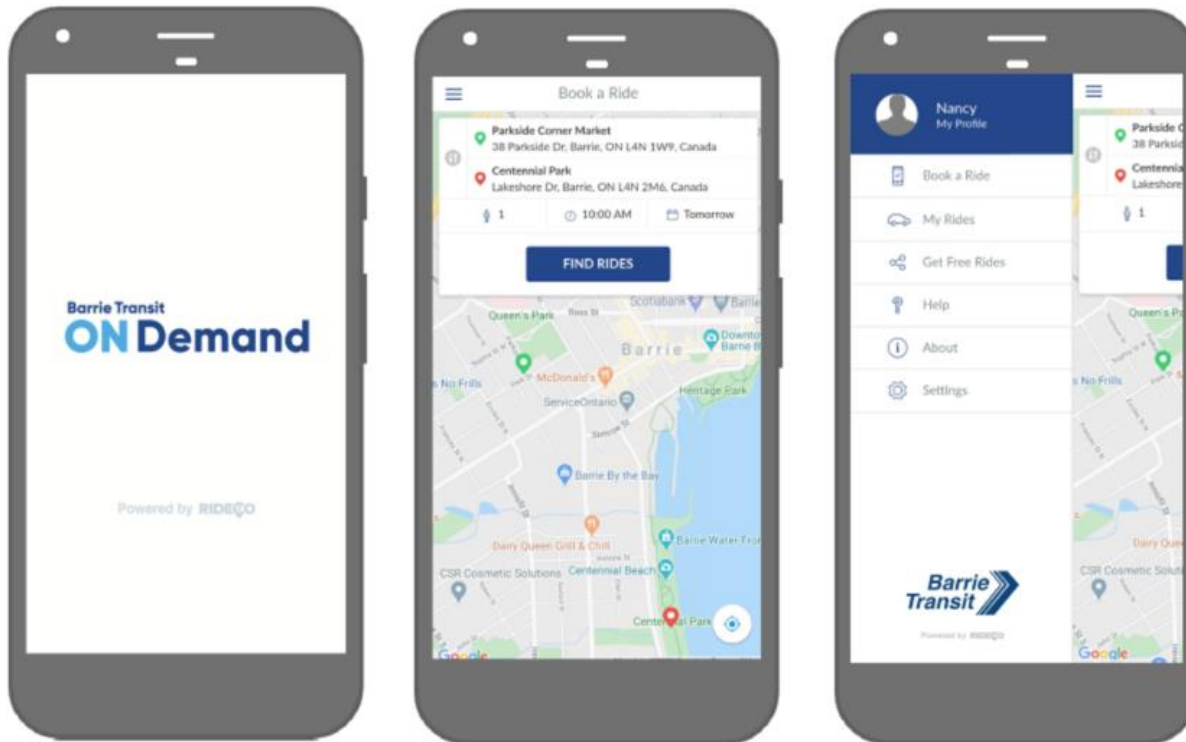
ToD currently services an area from Huronia Road and Lockhart Road to Bayview Drive and Little Avenue.

Transit ON Demand is best used in low transit demand times and areas where fixed routes are most inefficient.



Transit ON-Demand - Design

Mobile App



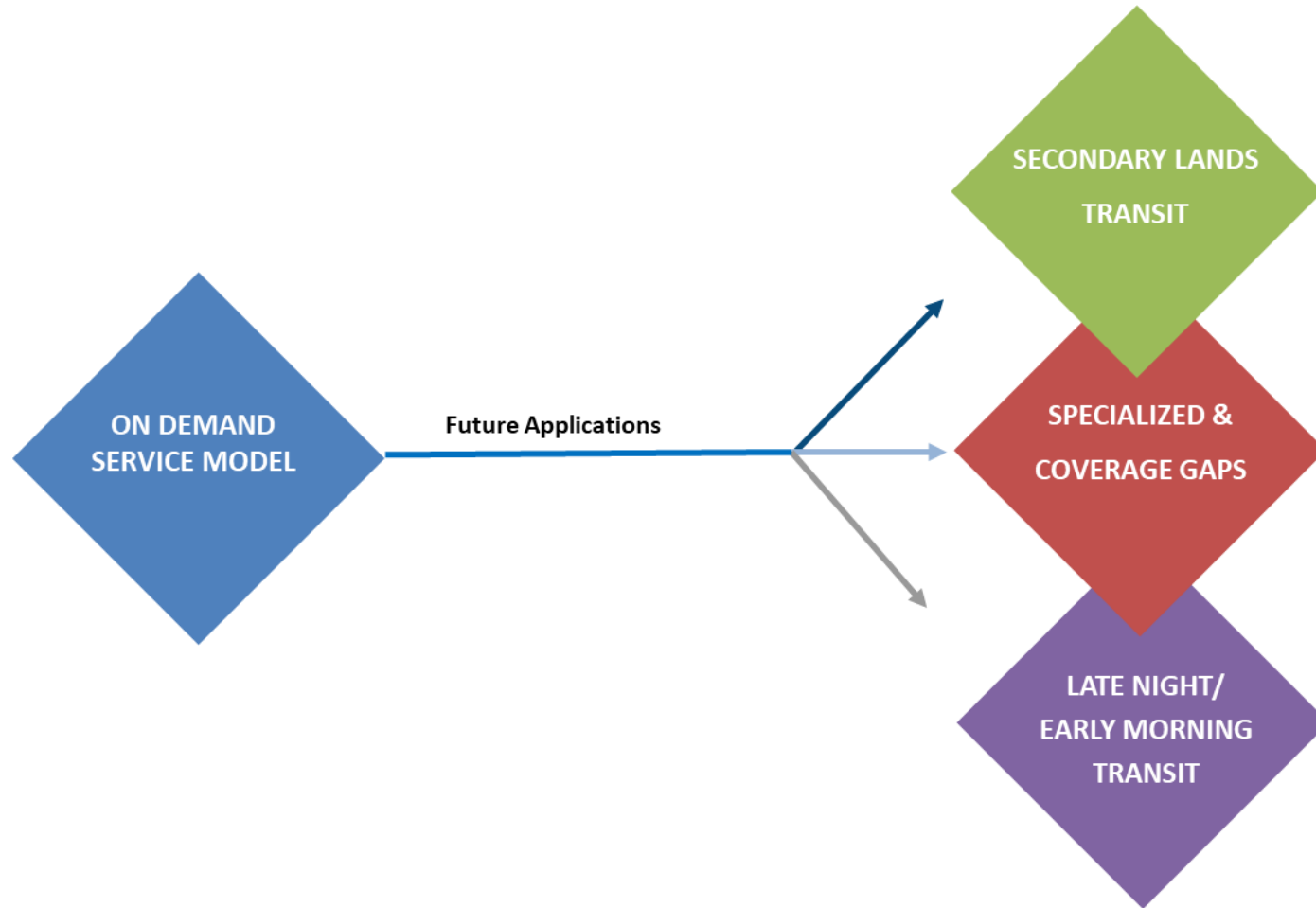
App Store Button



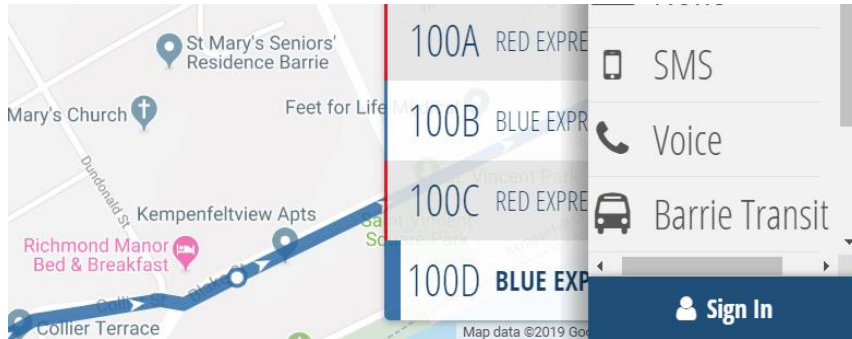
Bus Stop Sign



Transit ON-Demand – Expansion Potential

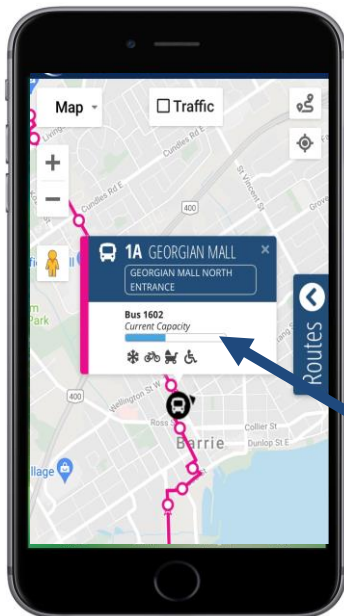


MyRide Barrie



New “Sign In” feature

Adjusts to any screen size



Bus Capacity



Public Health Measures

**Protect Yourself.
Protect Others.**



**For everyone's safety, please wear
a mask while riding Barrie Transit.**

To assist in protecting transit staff and riders, the Ministry of Health is recommending the use of face coverings, particularly when physical distancing is not feasible.

- Capacity Limits
- Masks Required
- PPE for Bus Operators
- Bus Operator Barrier
- Hand Sanitizers
- Enhance Bus/Facility Cleaning
- Spaced out Seating
- Enter/Exit Guidance
- Scratch Fare Media
- External Announcements
- Exterior Signage



barrie.ca/COVID19



Booking Software Upgrades



Specialized Transit offers an Interactive Voice Response (IVR) system to enable clients to manage their trip bookings. The IVR system offers clients an automated telephone self-serve service to confirm and/or cancel their upcoming trips and an automated telephone notification service for upcoming trips.

The Automated Self-Serve and Client Notification Services enable clients to have access to information regarding their trip bookings without being required to speak directly to a Booking Agent.



Reduce no-shows and late cancellations

Booking Software Upgrades

By upgrading the IVR software we were also able to update our scheduling software Trapeze PASS to the latest version.



City Transit Staff have been assisting the Booking Agents with learning the new version of PASS to enhance the client booking experience and improve the scheduling of the Specialized Transit service.



Reduce service denials



Increase passengers/vehicle
and trips/hour

Specialized Transit Fleet

A Specialized Transit Fleet that is now all the same vehicle type

These low floor buses allow all clients to board regardless of their mobility requirements.

- Having a fleet of same vehicles makes it easier for Specialized Transit clients to identify that their ride has arrived as they recognize the vehicles.
- Clients also need to learn to board only one type of vehicle which builds their confidence in accessing the community.
- Improves booking efficiency with same capacities when scheduling.



Specialized Transit Fleet - InQline Assist

The InQline assist system allows the operators to guide a client's manual wheelchair in and out of a specialized transit vehicle safely without having to push or pull the client's mobility device.

- The InQline assist is an operator controlled automatic winch system which provides a faster, smoother and safer boarding and de-boarding process for our clients who use a manual wheelchair.
- This system improves the client's experience and enables our clients to access the community independently.
- 75% of our fleet is currently equipped with InQline



Transit Accessibility

Enabling Change Campaign

- The Enabling change campaign is a program administered by the Province for strategic partnerships with industry / sector leaders to significantly improve accessibility for people with disabilities and promote compliance with Ontario's accessibility standards.
- With input from various Transit Agencies and their Accessibility Advisory Committees, the new campaign design are created to educate and bring awareness for Priority Seating / Courtesy Seating, Invisible Disabilities, and Service Animals to transit riders.



Transit Accessibility

- A guidelines information sheet was created to provide passenger with information for riding the transit bus with an Assistive Device
- Signage for the securement of devices was added to the priority seating area as a reminder being secured by the operator is recommended

Assistive Device Guidelines Information Sheet



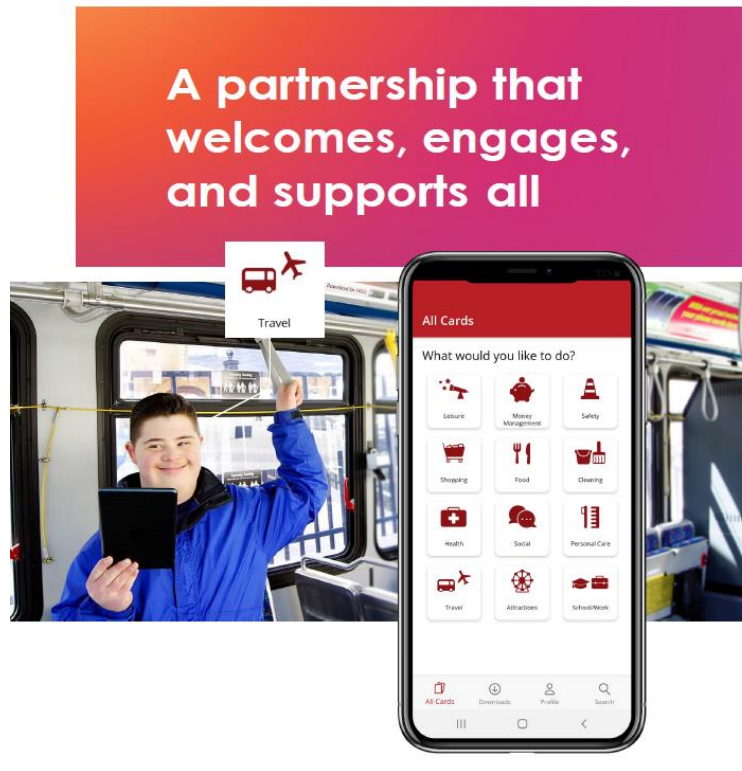
Assistive Devices on Barrie Transit:

Barrie Transit has a completely accessible low floor bus fleet. Within this fleet, there are several different styles of buses. Each bus style may have varying methods of securement and placement of your assistive device. These guidelines apply to all buses used in conventional fixed-route transit service.

For your safety, we recommend
you ask the operator to fully
secure your assistive device.



MagnusCards

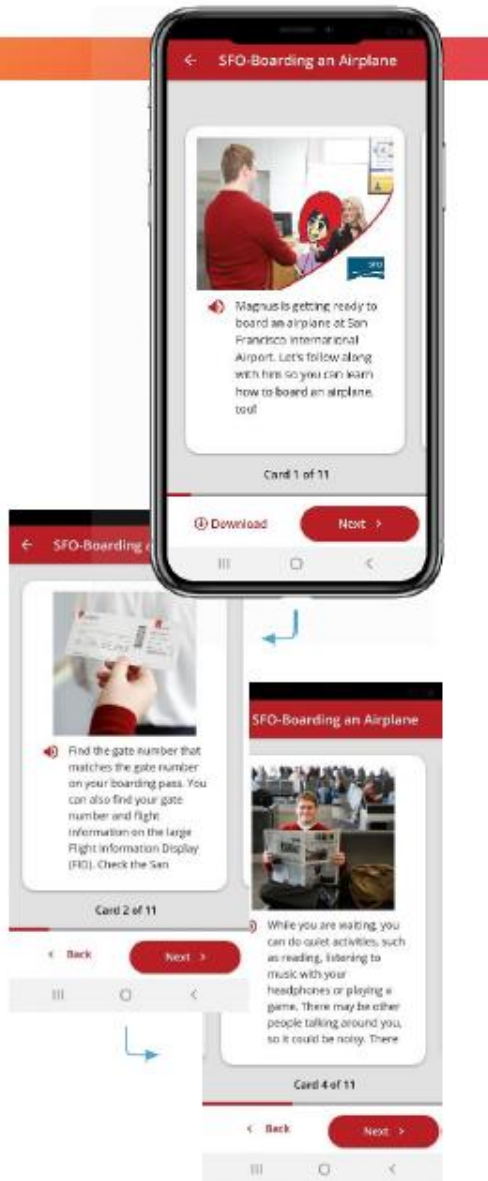


In 2020 Barrie Transit introduced MagnusCards



MagnusCards

- MagnusCards is a mobile app that combines specialized instruction of a behavior therapist, real-world images, and a whimsical illustrated character named Magnus to connect, engage, and enable guests.
- Magnus explains experiences through branded digital Card Decks – short how-to guides that are custom-designed and site-specific.
- Each Card Deck provides step-by-step visual, audio, and text instructions that set expectations and ease anxiety.



Barrie Transit Card Deck includes:

- Buying Transit Passes
- Planning Your Trip
- Riding the Bus
- Staying Safe and Getting Help
- Understanding the Barrie Transit System Map



Senior Fares

Barrie Transit values it's senior residents!

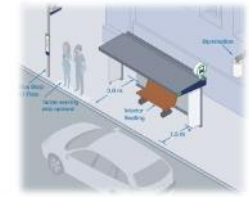
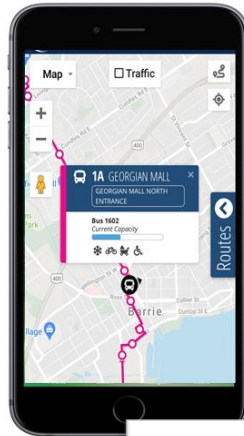
- Providing travel training to encouraged seniors to try using the transit services and give them the confidence to continue to do so.
- From previous survey results it was determined to implement Seniors **FREE every Thursday**, a great day to try the service.



Current Senior Fares

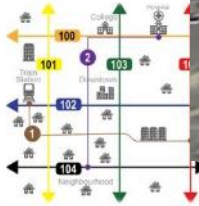
- Senior Cash Fare: \$3.00
- Senior Monthly Pass (age 65+): \$52.50
- Senior 10 Ride Card (age 65+): \$21.00

Questions?



03. Bus Stop Infrastructure Plan

TRAPEZE
VERSION 18



02. Future Network Plan

