



**TRANSIT AND PARKING
MEMORANDUM**

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TO: MAYOR, A. NUTTALL AND MEMBERS OF COUNCIL

FROM: T. GREEN, SUPERVISOR OF COMPLIANCE AND CUSTOMER SERVICE

**NOTED: H. MILLER, MANAGER OF BUSINESS SERVICES
B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING
R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE**

RE: BARRIE TRANSIT AND LOCAL SCHOOL BOARD PROGRAMS UPDATE

DATE: DECEMBER 14, 2022

The purpose of this Memorandum is to provide members of Council an update on collaborations between Barrie Transit and the Simcoe County Student Transportation Consortium (SCSTC). The SCSTC provides student transportation services for students within the City of Barrie for both the Simcoe County District School Board and the Simcoe Muskoka Catholic District School Board.

Continuing through the 2021/22 school year, all programs and pilots were put on hold due to the COVID-19 pandemic. Now that precautionary measures have been lifted and service has returned to normal, Barrie Transit and the SCSTC are working to reinstate both the Barrie Transit Field Trip Pass program and the Secondary School Field Trip Pass pilot.

The Barrie Transit Field Trip Pass program provides free transit to local elementary school students, teachers, and chaperones throughout the school year. The program operates as an educational opportunity, introducing young students to public transit, while removing transportation barriers for local schools.

Previously included in staff report TPS-0007-19, the 2019/20 High School pilot was to conclude in June 2020. The purpose of the pilot was to study the viability and benefits of expanding the Barrie Transit Field Trip Pass program to the secondary school level.

Due to numerous factors, including some extenuating circumstances throughout the pilot term, City staff were unable to collect sufficient data or feedback to properly assess the program. These events included but are not limited to:

- Strike and job action throughout the 2019/20 school year; and
- COVID-19 closure of publicly funded schools in March 2020

The secondary school student population is a group which would benefit from added exposure to transit services and travel training opportunities. Complimenting existing programs, such as Licence2Ride, the secondary school pilot is intended to increase the knowledge and comfort of students using the transit system, whereas, obtaining valuable feedback to make service improvements and increase ridership levels of this key demographic.

This pilot and partnership will assist the City of Barrie in continuing to develop strong connections with our student aged population and further promote a connected community. Enrollment in the pilot will include all local secondary schools, with participants being selected in coordination with the SCSTC. Upon completion of the pilot, City staff will report back to Council with future recommendations.

Barrie Transit and the SCSTC will continue to meet to discuss additional joint efforts and share information about upcoming initiatives, programs, or grant/funding opportunities.