

REPORT OF THE TRANSPORTATION AND ECONOMIC DEVELOPMENT SERVICES COMMITTEE

For consideration by the General Committee
of the City of Barrie on March 7, 2011

The Transportation and Economic Development Services Committee met at 6:00 p.m. on February 16, 2011 in the Council Chambers.

PRESENT: Mayor J. Lehman (left the meeting at 6:54 p.m.)
Councillor J. Brassard, Chair
Councillor B. Jackson
Councillor A. Nuttall (left the meeting at 6:24 p.m.)
Councillor M. Prowse.

STAFF: City Clerk, D. McAlpine
Director of Engineering, W. McArthur
Director of Leisure, Transit and Facilities, B. Roth
Director of Strategy and Economic Development, H. Kirolos
General Manager of Community Operations, J. Sales
General Manager of Infrastructure, Development and Culture, R. Forward
Growth Management Co-ordinator, E. Hodgins
Infrastructure Planning Engineer, W. Bando
Manager of Fleet Services, D. Friary
Manager of Infrastructure Planning, S. Patterson
Manager of Transit, G. Kaveckas
Supervisor of Transportation Planning, S. Rose
Supervisor, Vital Statistics, Corporate Mail and Print Services, L. Pearson.

The Transportation and Economic Development Committee met and reports as follows:

SECTION "A"

11-TED-001 PRINCE WILLIAM WAY – INTERSECTION PEDESTRIAN SIGNAL AND PEDESTRIAN SAFETY REVIEW

The Committee met and discussed the Prince William Way – Intersection Pedestrian Signal and Pedestrian Safety Review and took no action. (10-A-465) (10-G-292) (ENG044-10) (File: T02-PA)

The Transportation and Economic Development Committee met and recommends adoption of the following recommendation(s):

SECTION "B"

11-TED-002 TRAFFIC FLOW AT SCHOOLS

That staff in the Engineering Department send a letter to the Simcoe County District School Board requesting a meeting to discuss overcrowded schools and the impact they have on traffic flow on City streets.

Transportation and Economic Development Committee Report – February 16, 2011

The Transportation and Economic Development Committee met and reports as follows:

SECTION “C”

11-TED-003 OBJECTIVES FOR THE TRANSPORTATION AND ECONOMIC DEVELOPMENT SERVICES COMMITTEE FOR THE 2010 – 2014 TERM OF COUNCIL

The Committee met and discussed the objectives for the Transportation and Economic Development Services Committee for the 2010 – 2014 Term of Council. Mayor Lehman commented that transportation issues have increased over the past few years and he feels that the Transportation and Economic Development Committee will provide an opportunity to work on strategic priorities and receive regular updates and feedback from staff. Mayor Lehman noted that the Transportation and Economic Development Committee will provide a reference committee format for economic development issues. He feels that the structure will assist with the alignment of projects with Council strategic priorities.

Councillor J. Brassard commented that the Committee will liaise with the Strategy and Economic Development Department. He feels that the Committee will provide an opportunity to review and improve process, review and update policies and be a conduit between businesses and Council. Councillor Brassard stated that there is much to be done with the transportation and transit within the City.

11-TED-004 SCHEDULE OF FUTURE MEETINGS

The Committee met and discussed the schedule of future meetings for 2011. The next meeting will be held in March, date to be determined.

11-TED-005 PRESENTATION REGARDING THE TRANSPORTATION MASTER PLAN

S. Patterson, Manager, Infrastructure Planning provided a presentation regarding the Transportation Master Plan. He commented that due to the annexation and to accommodate future growth, an update to the Transportation Master Plan is required. He explained that the Transportation Master Plan is a key factor to building a compact, vibrant and complete community. He noted that workshops are scheduled to provide the community with an opportunity to be engaged in the master plan process.

Mr. Patterson commented that the Transportation Master Plan is a key element to the secondary planning process. He stated that Phases 1 and 2 of the process will include preparation of the Master Plan and Class Environmental Assessments. He explained that the process will identify, model and evaluate the transportation demands of the City in 5 year intervals up until 2031. He indicated that the Transportation Master Plan will include transit initiatives (Local and GO Transit), an update to the Downtown and Waterfront Parking Studies, a noise impact assessment and an Active Transportation Plan.

Mr. Patterson reviewed current Transportation initiatives which include:

- Bayfield Street and Hwy. 400;
- Anne Street North and Hwy. 400;
- Dunlop Street West and Hwy. 400;
- Essa Road and Hwy. 400; and;
- The proposed Harvie Road and Hwy. 400 access.

The Committee asked several questions regarding the proposed Hwy 400 access improvements, the Ministry of Transportation of Ontario's involvement, funding for the projects and the priority sequence of the transportation initiatives.

Transportation and Economic Development Committee Report – February 16, 2011

11-TED-006 ECONOMIC DEVELOPMENT UPDATE

H. Kirolos, Director of Strategy and Economic Development provided the Committee with and update concerning economic development for the City of Barrie. He explained that the Strategy and Economic Development Department is utilizing the Economic Development Strategy that was adopted by Council in November of 2009 as a guiding document for the department's activities. He commented that some of the projects they are currently working on include:

- Leveraging the health and wellness sector;
- Working with investors, developers and landlords to develop the City Centre;
- Taking a lead role in marketing, promotion and branding;
- Strengthening support for small and medium enterprises,
- Bringing business to the community;
- Maintaining existing business relationships with institutional partners such as Royal Victoria Hospital, Georgian College and the University Partnership Centre;
- Establishing strong relations with Federal and Provincial governments; and
- Working with the Lake Simcoe Regional Airport Board.

The Committee asked questions regarding partnership opportunities related to Barrie Central Collegiate High School and current economic development policies and procedures.

The meeting adjourned at 7:20 p.m.

CHAIRMAN