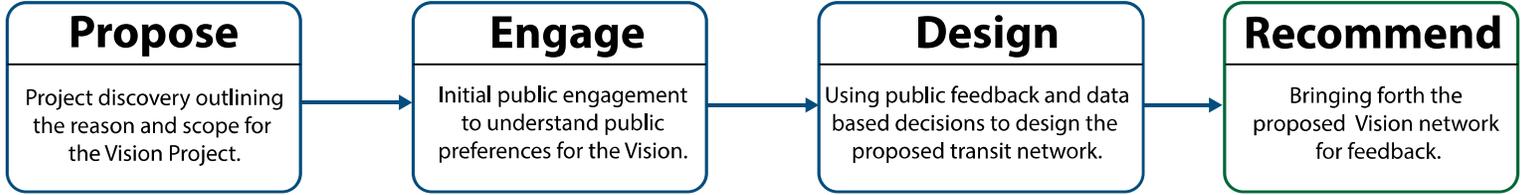


Barrie's Transit Vision



Introduction

This document outlines the process for Barrie's Transit Vision. The chapters are as follows:



Propose: The Vision Project

Reasons For Vision

1

New Allandale Mobility Hub



New primary bus hub at the Allandale GO Station requiring route changes.

2

New Official Plan



New plan to guide Barrie's future growth requiring the alignment of transit plans to encourage sustainable trips.

3

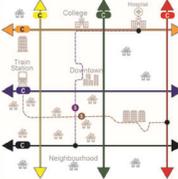
New Technology



New customer-focused service model that is more efficient in low demand areas or times

Vision Scope

New 2025 Transit Network



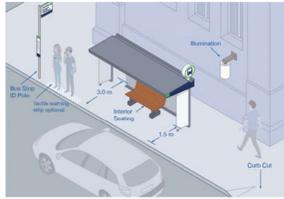
A new transit network for Barrie.

Future Transit Planning Past 2025



Longer outlook horizon to ensure network resilience.

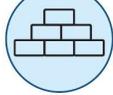
Bus Stop Infrastructure Plan



Planning for bus stop improvements.

Vision Principles





Service Promises:
Ideas shaping the longevity, financial feasibility, and experience of the transit network.

Pillars:
Values used to shape the transit network design.

Foundation:
Recognizing and working to achieve rider's needs for transit to be useful.

We Asked: Rate your satisfaction with existing Barrie Transit.

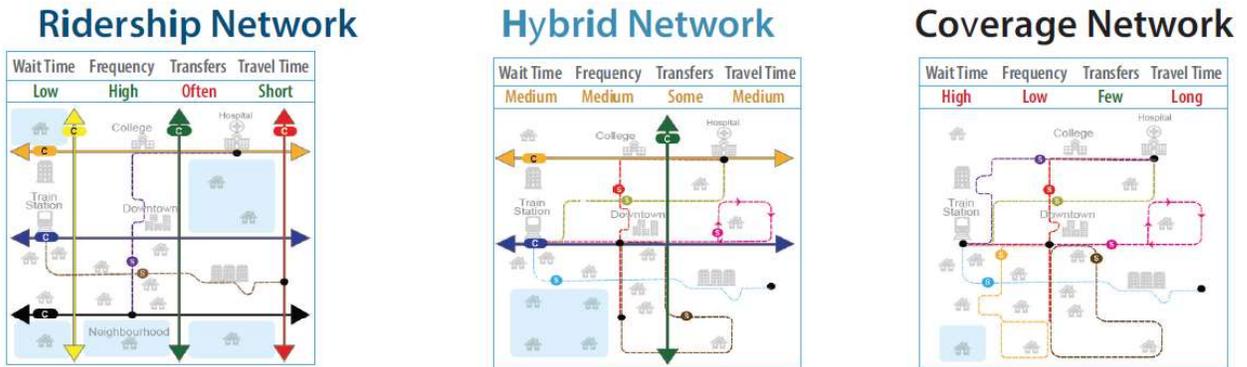
We Heard:



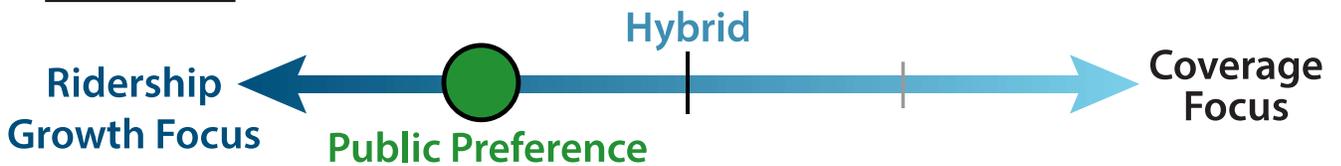
We Asked: Would you prefer a new network or the same as today?

We Heard: **90%** of respondents want a new network

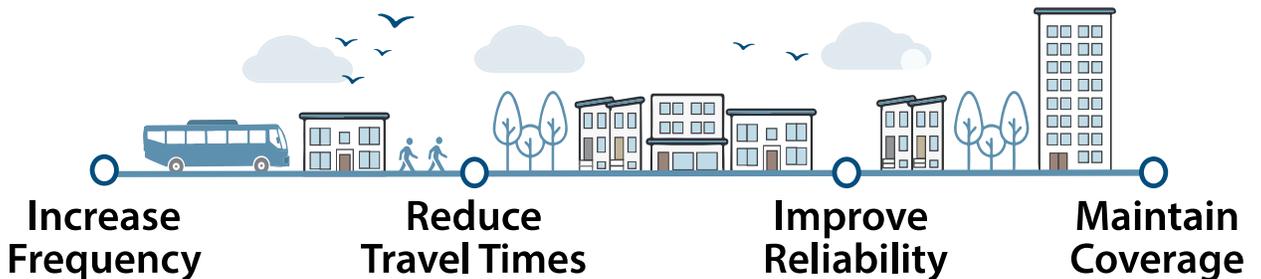
We Asked: What is your preferred network design?



We Heard:



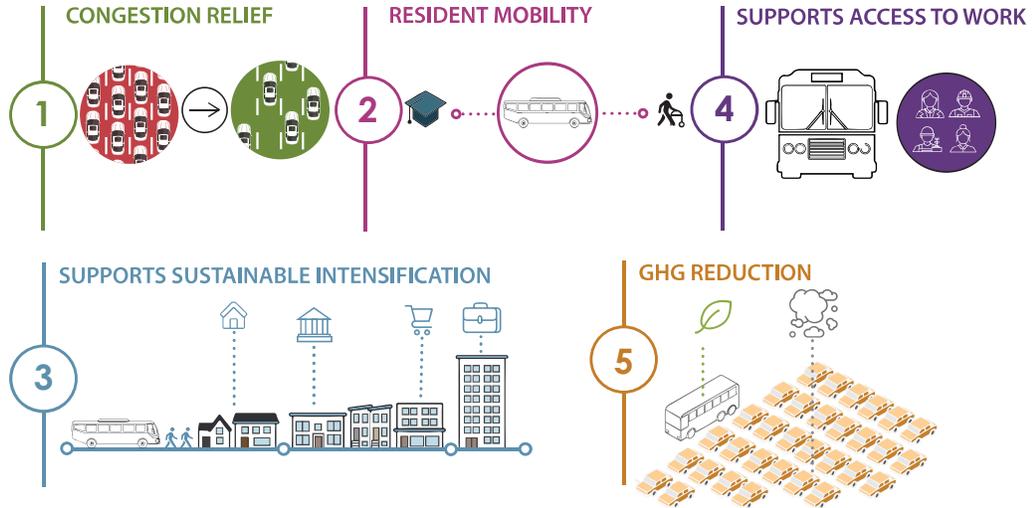
Public Desired Outcomes:



A transit network that is quick, frequent, and reliable while maintaining coverage levels.

Role of Transit: To move as many people, to as many destinations, as fast as possible

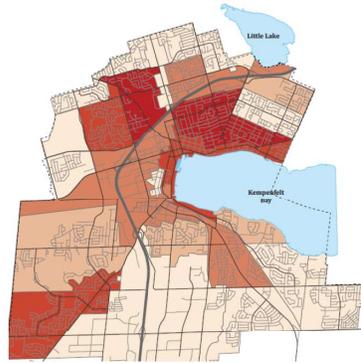
Additional Transit Benefits



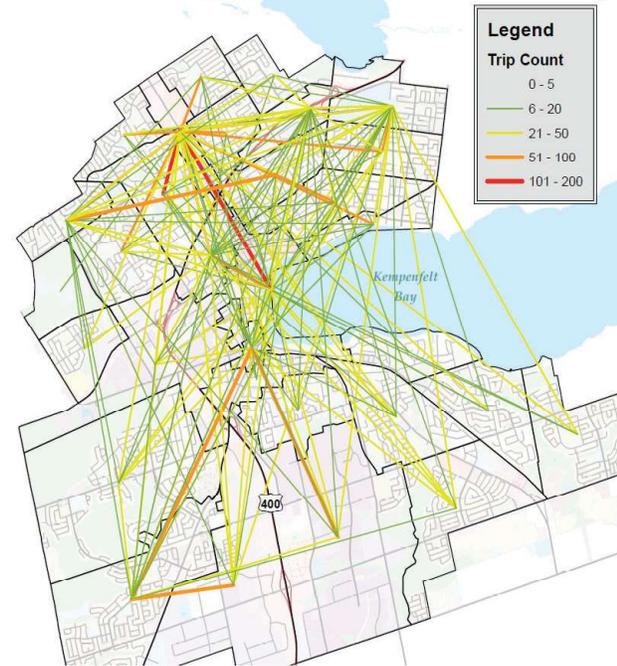
Assessing Existing Barrie Conditions

Carless Households

Legend	
# of carless households	
0 - 22	Lightest tan
23 - 108	Light tan
109 - 246	Medium tan
247 - 466	Dark tan
467 - 698	Dark red

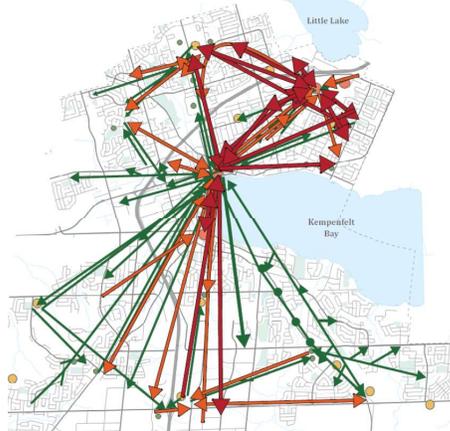


All Trips Per Km (Pedestrians, Cyclists, Transit, & Auto)



Transit Travel Patterns

Legend	
Weekday Daily Trips	
0 - 7	Lightest green
7 - 15	Light green
15 - 30	Dark green
30+	Red



Existing Weekday Stop Ridership

Legend	
Ridership	
●	1001 - 5000
●	401 - 1000
●	201 - 400
●	101 - 200
●	61 - 100
●	41 - 60
●	21 - 40
●	11 - 20
●	1 - 10
○	0



Notable Ridership Areas

- Downtown Barrie**
- Georgian College**
- Johnson Street**
- Bayfield Street**
- Allandale GO**

Future Barrie Transit

Allandale Mobility Hub

New Transfer Hub



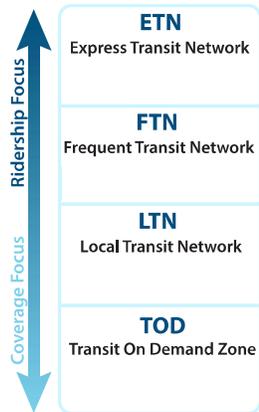
New Routes



Improved Access to GO Train



New Route Hierarchy



On Demand Transit

Late Night Service



New Growth Areas

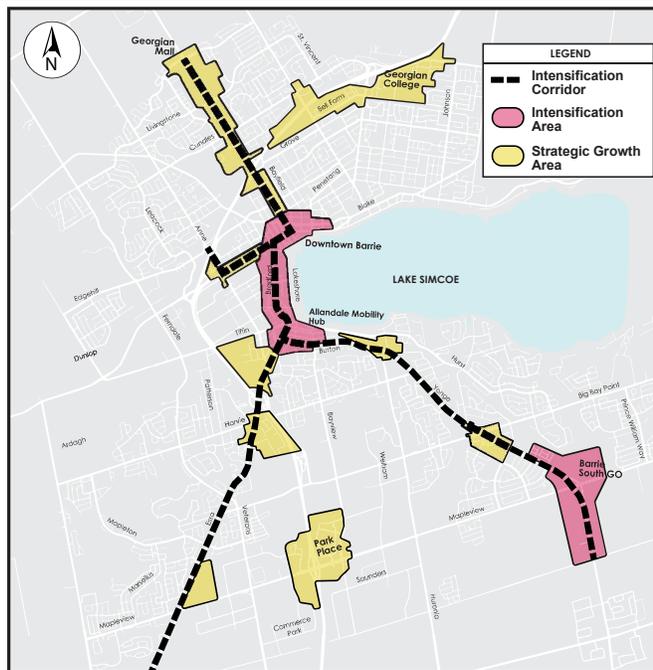


Improved travel options/choice for persons with disabilities



Future Barrie Growth Plans

Source: City of Barrie Official Plan



Recommend A New Network

Service Type	Express Transit Network (ETN)	Frequent Transit Network (FTN)	Local Transit Network (LTN)	Transit ON Demand (ToD)
Mobility Objective	Quick and direct travel between major destinations with limited stops. Ideal for cross-city trips.	Frequent and direct trips along major corridors. Typically, a bus every 15-minutes or better during peak times.	Connecting local residential to retail/employment clusters and/or higher order routes like an FTN or ETN route.	Flexible and optimized routing to efficiently service low ridership areas with the right-sized vehicle.
Route Example				

What Is Transit ON Demand?

Transit ON Demand is a Barrie Transit service without a fixed schedule or route. Transit customers can book their trip through an app, web browser or by phone with only 20 minutes notice required from their desired pick-up. A Barrie Transit bus will be sent to take them from their nearest Transit ON Demand stop to their destination or transfer stop.

Why Transit ON Demand?

Benefits

Generally short wait times



Typically quick & direct local trips



Generally short walking distances to and from a bus stop



Drawbacks

Must book a trip



Connections generally needed for cross-city trips



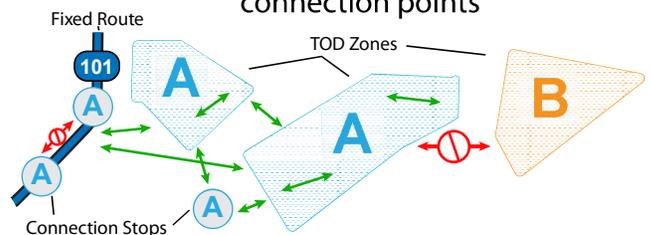
Using Transit ON Demand

Where

The Transit Vision features **7 Transit ON Demand Zones** where the service can be used

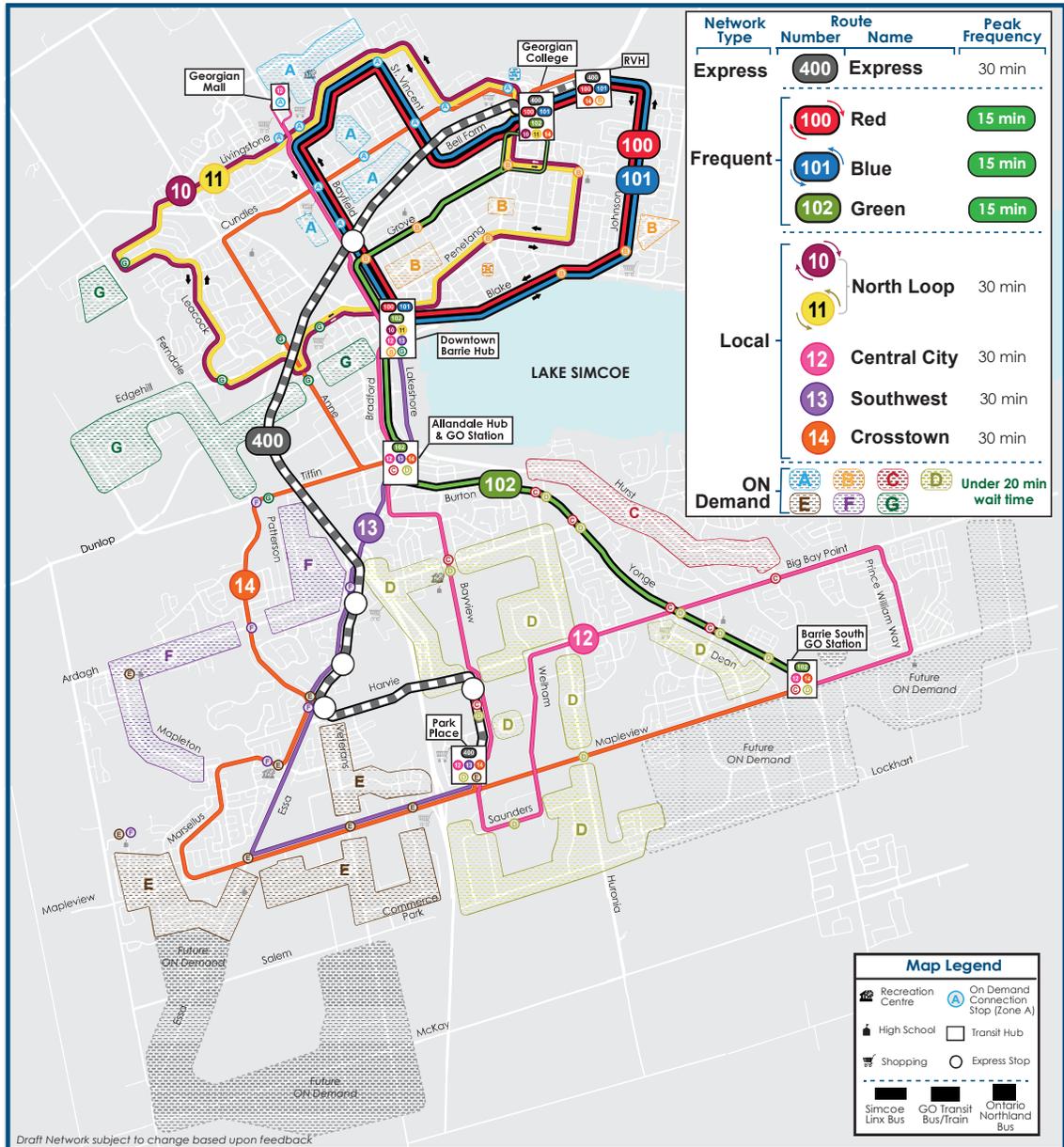
How

Customers can travel to and from ON Demand bus stops in the same colour/letter and to fixed-route connection points



Recommend A New Network

Proposed Vision Network



Public Feedback to Action - Proposed Network Highlights

How We Delivered

Call to Action
(From Early 2021 Consultation)

A transit network that is quick, frequent, and reliable while maintaining coverage levels.

Action

- Highway 400 Express
- Frequent Network
- Direct & Frequent Routing
- Employment Access
- New Transit Coverage

Result

- 23 minutes quicker cross city
- 70% of riders with direct access to 15-minute frequency
- 13% reduction in travel times
- 24% more jobs within 30 minutes of travel time
- Benson, Hanmer, Lakeside, Amelia, Morrow, Caplan, & King

Key Highlights

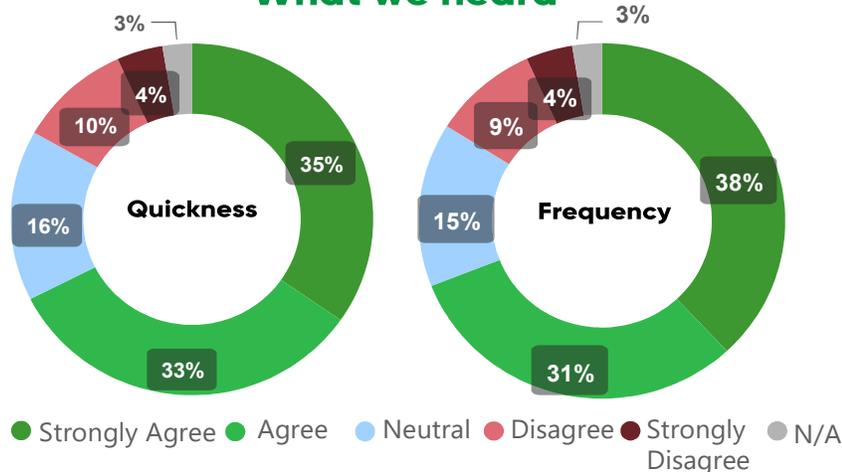
What we asked

The Call to Action from previous consultations emphasized **quickness** and **frequency**. How much do you agree/disagree that the Draft Vision accommodates this?

Key Takeaway:

The Draft Vision **largely accomplishes** the Call to Action.

What we heard



What we asked

Which features of the proposed network will positively impact your mobility

Key Takeaway:

Respondents indicated that the primary features of the Draft Vision will **improve mobility**.

What we heard

said expanded Transit On Demand service will have a positive impact (26% said N/A or no impact; 11% said negative impact)

said an express bus on HWY 400 will have a positive impact (22% said N/A or no impact; 3% said negative impact)

said implementing a frequent transit network will have a positive impact (39% said N/A or no impact; 1% said negative impact)

51%

of respondents who never/rarely use transit **would start using transit** if the Draft Vision was implemented.

Key Takeaway:

The Draft Vision has the opportunity to **convert non-transit riders** to transit riders (potentially replacing car trips)

Themes from the open-ended questions

- Consideration for weekend summer traffic congestion for the 400 Express; **bus only lanes on Highway 400, Bayfield, & Mapleview.**
- **Some confusion about how Transit On Demand works**, meaning there are opportunities for more education about this service.
- Better span of service, especially on Sundays.
- Desire for alternative payment options.