



TRANSIT & PARKING MEMORANDUM

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: M. MCCONNELL, TRANSIT PROJECTS LEAD

NOTED: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING
R. JAMES-REID, GENERAL MANAGER OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: BARRIE TRANSIT – NEW NETWORK PHASE 1 LAUNCH

DATE: March 20, 2024

This memo is intended to inform Council of the upcoming launch of Phase 1 of Barrie Transit's New Network on June 2, 2024, based upon the Council approved motion 23-G-133. The New Network is a route plan which introduces Express, Frequent, Local, and Transit On Demand routes to better meet the needs of current and future transit customers. Both Phase 1 and Phase 2 network maps are attached to this memo. Within Phase 1, a few key highlights include:

- New Express Route 400 between Park Place & Georgian College/RVH on Highway 400 with 30-minute frequency operating from 7:00am to 7:00pm on weekdays and 9:00am to 7:00pm on Saturdays,
- Added service coverage on Hamner St, Lakeside Trail, and Amelia St,
- Cost neutral operating costs, and
- Maintaining existing transit operating service start and end times.

The additional benefits, such as the 15-minute Frequent Transit Network and service coverage expansions (Benson Dr, King St, Morrow Rd, and Caplan Ave) will occur in Phase 2 of the New Network. This is expected to be launched in mid-2025.

On May 1, 2024, through to June 2, 2024, Barrie Transit will initiate an overlap of the Transit On Demand service. This includes a fare-free launch of Phase 1's Transit On Demand zones, while retaining the existing scheduled routes for the month. The primary objective of the overlap is to familiarize transit customers with the expanded Transit On Demand service. Transit On Demand is a convenient bus stop-to-bus stop service that allows passengers to book trips via a mobile app, web browser, or phone call. This innovative service model is particularly suited for low-demand transit areas. The current Transit On Demand service has garnered exceptional customer feedback, with an average rating of over 4.7 out of 5 stars.

Based on experiences from peer transit agencies, staff are expecting an increase in community feedback immediately following the changes as customers become familiar to the new routes and schedules. Staff will monitor the feedback volumes and make appropriate adjustments for trending feedback. Public education is a key component of change management. To support the transition, the following communication methods will be used during the lead up to the launch of Phase 1:

- In person education sessions in April 2024 about the Phase 1 changes at Allandale Recreation Centre, Parkview Community Centre, Transit Terminal, and Georgian College.
- On site educational materials sent to facilities such as community/recreation centres, retirement residences, and transit hubs.
- Online content detailing the changes to each route at barrie.ca/NewTransitNetwork,
- Posters (including on bus), TV, radio, social media, & facility screen ads, and
- FAQs and education for front line staff (such as Service Barrie) to assist riders in trip planning.

The New Transit Network has been built to align with public consultation feedback asking for a transit network that is quick, frequent, and reliable while maintaining coverage levels so that Barrie Transit moves as many people, to as many destinations, as quickly as possible. For more information, visit barrie.ca/NewTransitNetwork.



2024

Phase 1 Transit Network

Map depicts Phase I
Route changes that are
not currently in effect.



Barrie Transit



Visit MyRideBarrie.ca for real-time bus arrival and trip planning



Visit barrie.ca/transit for schedules and fare information

For More Information Contact:



Service Barrie at 705 726 4242



ServiceBarrie@barrie.ca



2025

Phase 2 Transit Network



Barrie
Transit



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For More Information Contact:



Service Barrie at 705 726 4242



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