



TRANSIT AND PARKING MEMORANDUM

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

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

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

RE: BARRIE TRANSIT AND SIMCOE COUNTY DISTRICT SCHOOL BOARD HIGH SCHOOL PILOT PROGRAM

DATE: JUNE 19, 2024

This memorandum is intended to provide an update on discussions with the Simcoe County District School Board (SCDSB) and Barrie Transit Service regarding a potential high school pilot program.

Over the last number of months Barrie Transit has been working on a potential partnership between the City of Barrie and the SCDSB to pilot a service mirroring program.

Barrie Transit and SCDSB have developed a pilot program that would provide students in a specific area with free Barrie Transit Passes for the 2024-25 school year (pilot term). Appendix A illustrates the location selected as the pilot area. City staff had identified multiple possible pilot schools and zones, and the proposed area was selected by the school board. Students who reside in the green highlighted area will have the opportunity to participate in the pilot and the school board has estimated this could include approximately eighty (80) students.

Participating students would receive a free transit pass (via the City's Mobile Transit App), where ridership, usage, and travel patterns could be collected – all which will be important to monitor and measure the success of the pilot program. During the pilot, students in this area will continue to receive access to school board provided transportation per their transportation policies.

The goal of this program would be to encourage student use of public transit over school board provided transportation. By providing this program for high school students it has the opportunity to reduce school-based auto and yellow school bus trips and in turn gives the school board potential future alternative transportation options (whereby they could purchase student transit passes) to drive cost efficiencies. The program also has the potential to improve the student's sense of belonging, mobility, independence, and economic opportunities outside of school bell times, with the added opportunity of developing long-term transit users.

To help encourage the use of public transit, City and SCDSB staff would work in collaboration to provide educational and transit materials to participating students. An example of this would be City staff hosting an in-person travel training session for all participants during Fall 2024 (or at the beginning of the pilot term).

As the potential participation of students is unknown, a small pilot area was chosen to ensure Barrie Transit does not incur any capacity issues with its existing ridership. As the school year progresses, if City staff feel the area could be expanded without significantly impacting capacity on the public transit system or existing participants, staff would work with the SCDSB to potentially expand the pilot area further within the SCDSB designated transportation eligible zone.

Both the City of Barrie and SCDSB will review the results of the program at the end of both first and second semesters, to determine next steps and potential funding opportunities to expand the program further.

Appendix A:

Innisdale Secondary School Attendance Area - Effective September 2021

