

Staff Memorandum



To: Mayor A. Nuttall and Members of Council

Subject and Ward(s): 2025 Transit Route Plan Survey

Date: February 12, 2025

Department Head Approval: B. Forsyth, Director of Transit and Parking Strategy

Executive Management Approval: R. James-Reid, General Manager of Access Barrie

CAO Approval: M. Prowse, Chief Administrative Officer

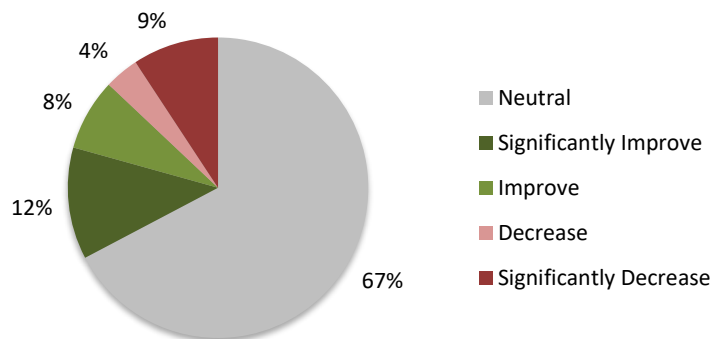
The purpose of this Memorandum is to provide members of Council with an update concerning the public feedback received, via a survey, with respect to the 2025 transit route changes approved within staff report TPS002-24: Barrie Transit 2025 Network Service Adjustments.

A total of 337 responses were collected via Building Barrie’s online survey tool and two in-person feedback sessions at the Downtown Terminal.

Route 2 Extension & Removal of Transit on Demand Zone G

How the extension of Route 2 to service the Pringle and Sproule neighborhoods, replacing the Transit On-Demand Zone G will affect your ability to get around.

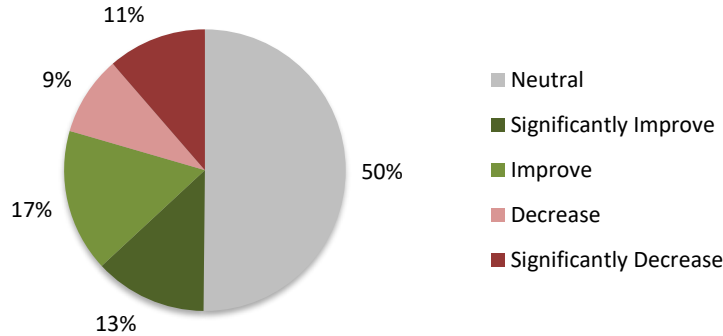
Respondant's Change in Mobility



Route 8 Adjustment

How adjusting Route 8's crossing point to the new Barrie Allandale Transit Terminal from the Downtown Terminal and new service coverage on Lakeshore drive will affect your ability to get around.

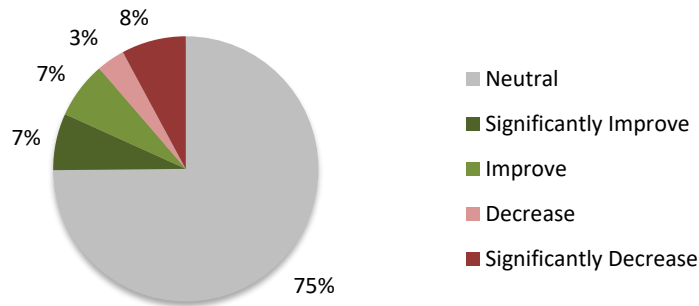
Respondant's Change in Mobility



New Transit On Demand Service Zones (Salem and Hewitt's)

How the addition of 3 new transit on demand zones providing new transit service coverage to the Salem and Hewitt's areas will affect your ability to get around.

Respondant's Change in Mobility



Open Ended Feedback:

The survey included space for open feedback. Some of the trending themes are provided in the table included looking for opportunities to increase service frequency, frequency on Sunday, service model preference, and new coverage areas. All comments were itemized to be referenced for future transit planning assessments.

Route Change Timelines in 2025

The planned timelines for the 2025 route changes are as follows:

- Route 2 Extension & Removal of Transit on Demand Zone G – March 9th, 2025
- New Transit On Demand Service Zones (Salem and Hewitt's) – Early Summer 2025
 - The launch date will be provided once the delivery of new transit fleet vehicles is solidified.
- Route 8 Adjustment – Late Summer 2025
 - In line with the new Barrie Allandale Transit Terminal.

A full communication and engagement plan will be launched for each of the noted changes to raise rider awareness and ensure minimal disruptions to them.

Memo Author:

Mike McConnell, Transit Project's Lead, Transit and Parking Strategy