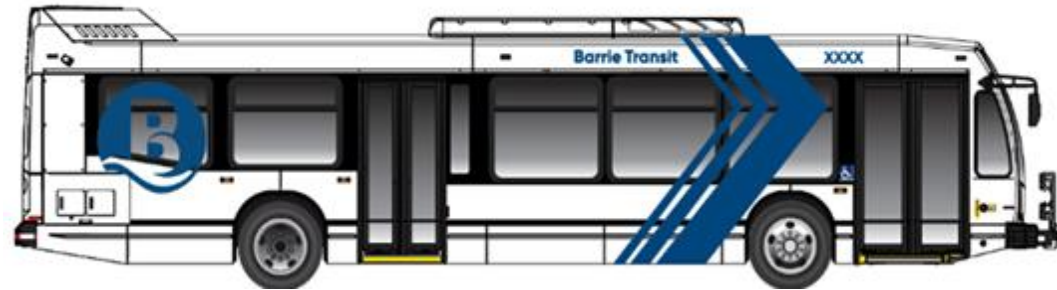
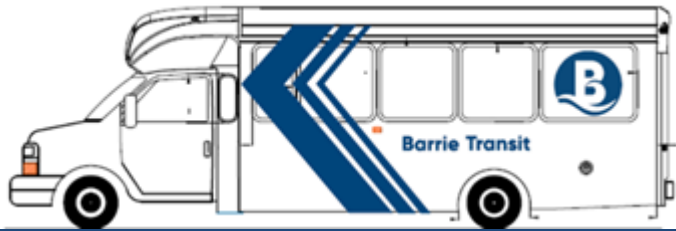


# BARRIE TRANSIT

## GETTING YOU THERE



Presented By: Julie MacDonald (Transit Coordinator)  
& Jason Zimmerman (Supervisor Transit Operations & Infrastructure)  
Date: October 25<sup>th</sup>, 2021



# Whats New?

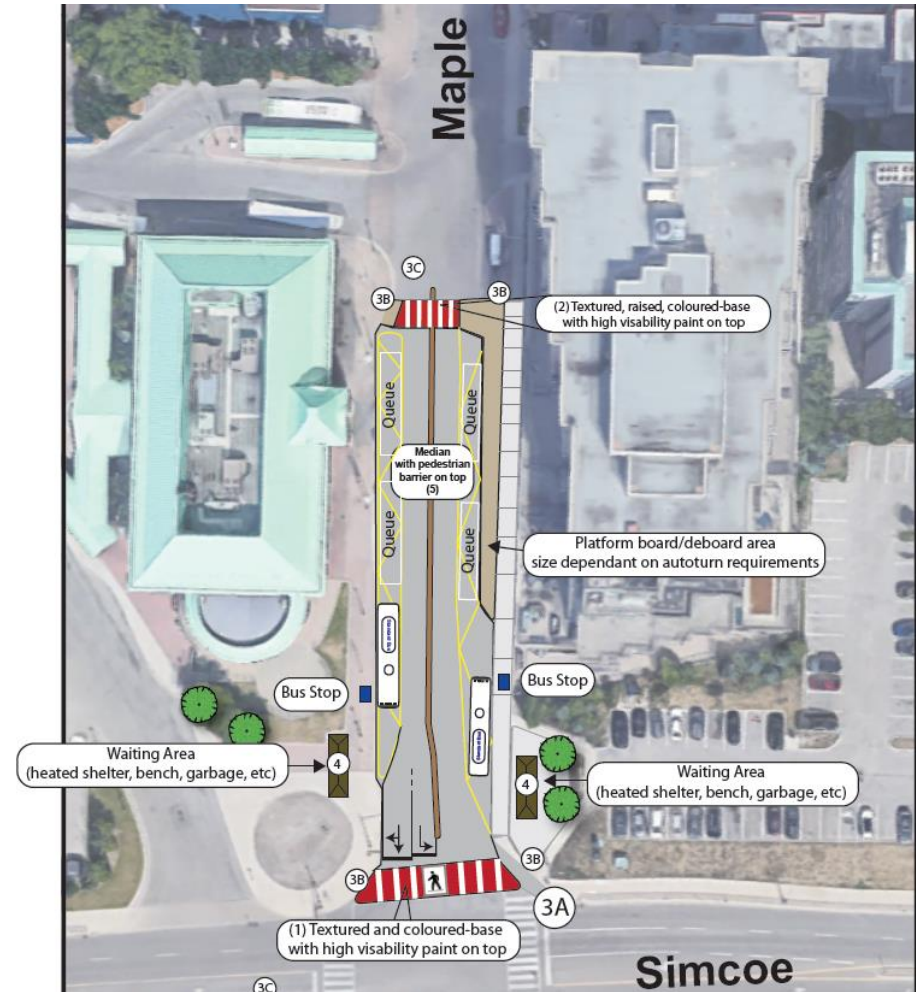
- ✓ Allandale Mobility Hub
- ✓ Transit Vision Project
- ✓ Transit On-Demand
- ✓ Upgrades to MyRide
- ✓ Public Health Measures
- ✓ Booking Software Upgrades
- ✓ Specialized Transit Fleet
- ✓ Senior Fares

# Allandale Mobility Hub (downtown mini-hub)

New Terminal (Concept)



Downtown Mini-Hub (Concept)



# Transit Vision Project

The City of Barrie is building a blueprint for growing our existing transit system to best meet the needs of today's city, while developing a long-term plan for a future network.



*New Growth*



*New Technology*



*New Hubs*

1

## 2022 Network Plan

That aligns with the new Allandale Mobility Hub

2

## Future Network Phases

To ensure a long-term transit outlook

3

## Bus Stop Infrastructure Plan

To place stop amenities when and where they are needed





**Ride the  
bus on  
your  
schedule**

**Barrie Transit**  
**ON Demand**  
**IS HERE**

# Barrie Transit ON Demand

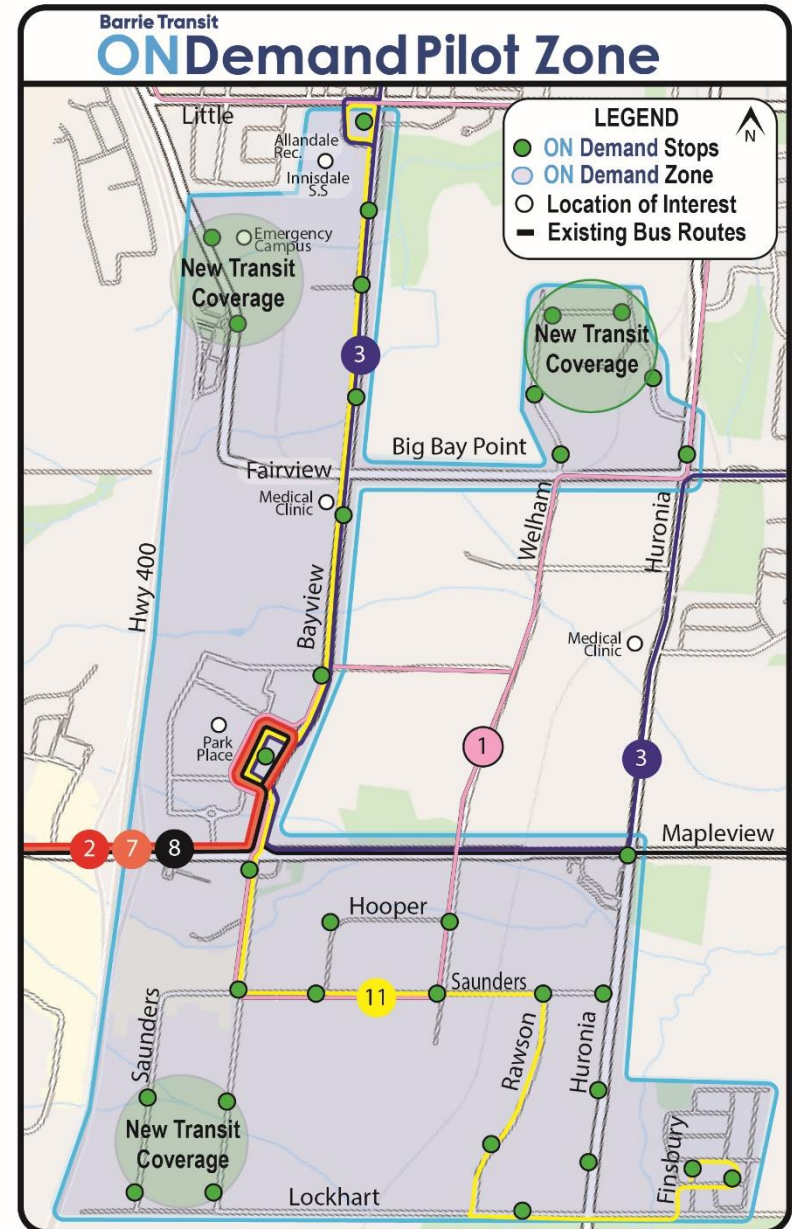
Transit ON Demand (ToD) is a Barrie Transit service without a fixed schedule or route.

Users book their trip through an application and then the bus travel is optimized through a computer-based system.

ToD operates within a specific zone allowing riders to travel from bus stop to bus stop within the zone on demand.

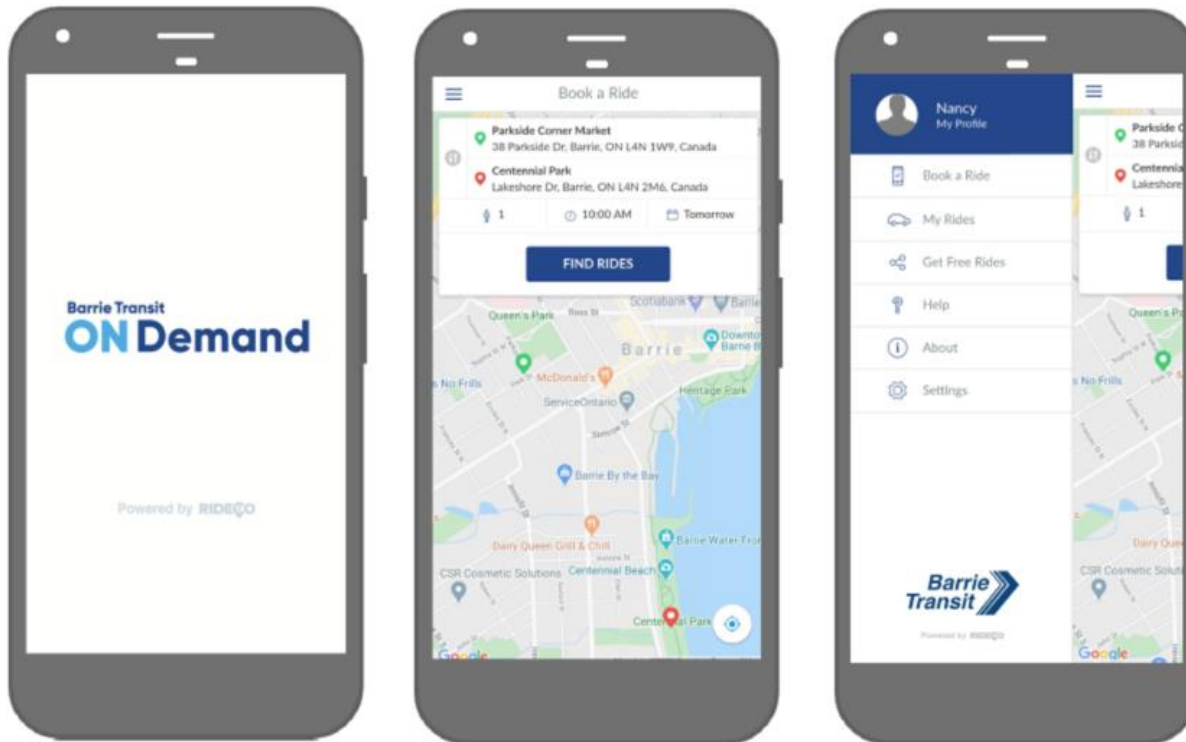
ToD currently services an area from Huronia Road and Lockhart Road to Bayview Drive and Little Avenue.

Transit ON Demand is best used in low transit demand times and areas where fixed routes are most inefficient.



# Transit ON-Demand - Design

Mobile App



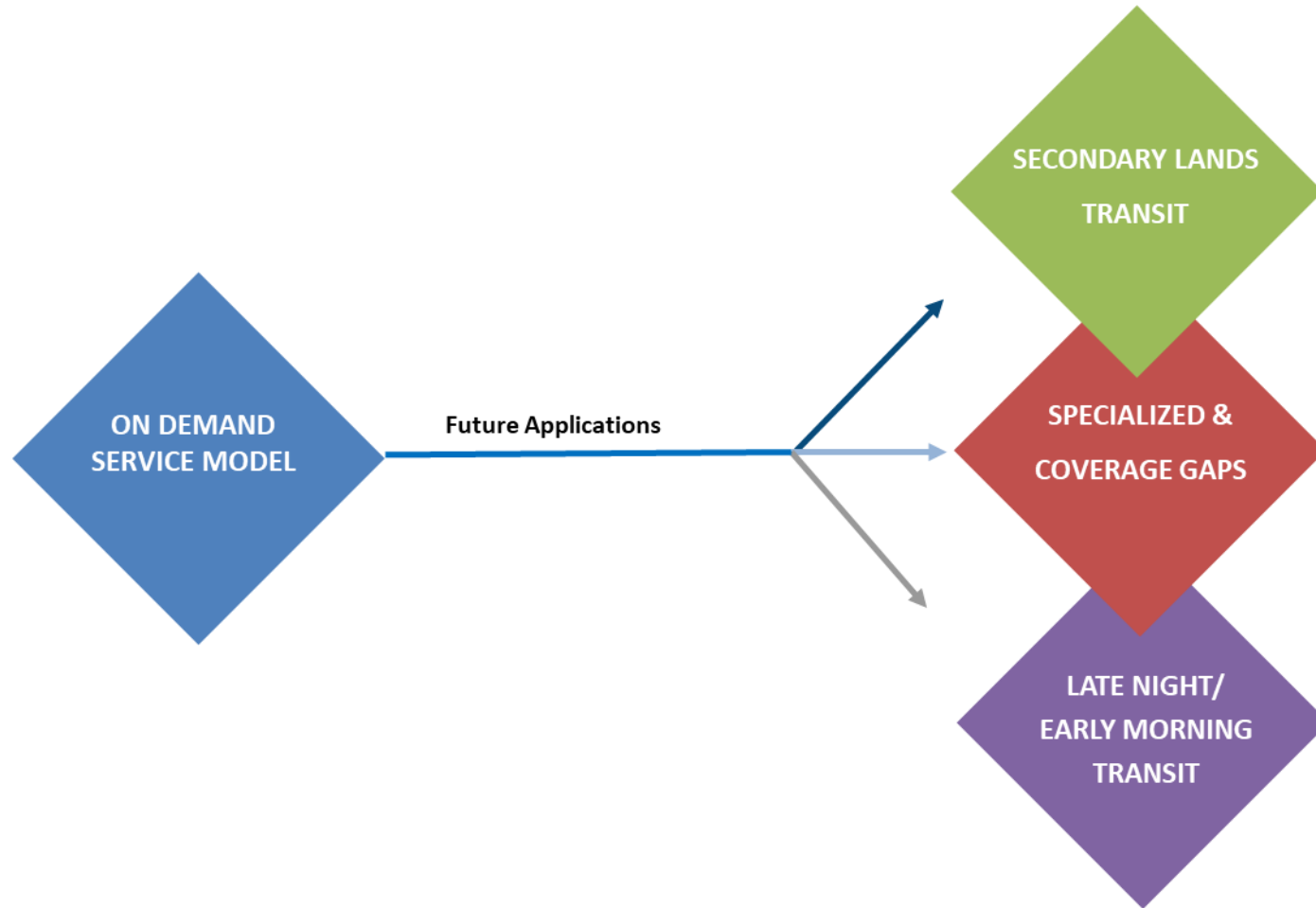
App Store Button



Bus Stop Sign

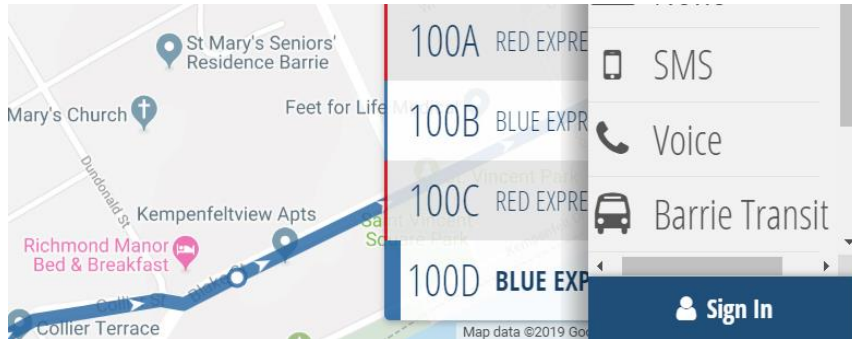


# Transit ON-Demand – Expansion Potential



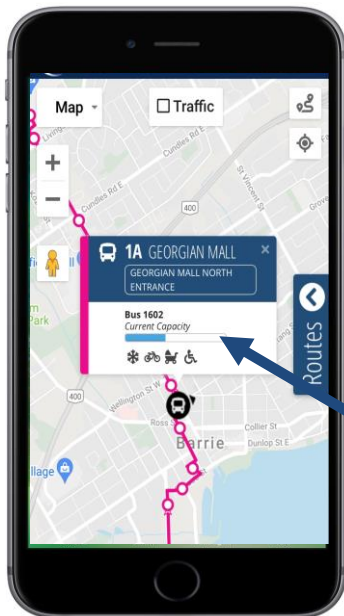


# MyRide Barrie



New "Sign In" feature

Adjusts to any screen size



Bus Capacity



# Public Health Measures

**Protect Yourself.  
Protect Others.**



**For everyone's safety, please wear  
a mask while riding Barrie Transit.**

To assist in protecting transit staff and riders, the Ministry of Health is recommending the use of face coverings, particularly when physical distancing is not feasible.

- Capacity Limits
- Masks Required
- PPE for Bus Operators
- Bus Operator Barrier
- Hand Sanitizers
- Enhance Bus/Facility Cleaning
- Spaced out Seating
- Enter/Exit Guidance
- Scratch Fare Media
- External Announcements
- Exterior Signage



[barrie.ca/COVID19](https://barrie.ca/COVID19)



# Booking Software Upgrades



Specialized Transit offers an Interactive Voice Response (IVR) system to enable clients to manage their trip bookings. The IVR system offers clients an automated telephone self-serve service to confirm and/or cancel their upcoming trips and an automated telephone notification service for upcoming trips.

The Automated Self-Serve and Client Notification Services enable clients to have access to information regarding their trip bookings without being required to speak directly to a Booking Agent.



Reduce no-shows and late cancellations

# Booking Software Upgrades

By upgrading the IVR software we were also able to update our scheduling software Trapeze PASS to the latest version.



City Transit Staff have been assisting the Booking Agents with learning the new version of PASS to enhance the client booking experience and improve the scheduling of the Specialized Transit service.



Reduce service denials



Increase passengers/vehicle  
and trips/hour

# Specialized Transit Fleet

## A Specialized Transit Fleet that is now all the same vehicle type

These low floor buses allow all clients to board regardless of their mobility requirements.

- Having a fleet of same vehicles makes it easier for Specialized Transit clients to identify that their ride has arrived as they recognize the vehicles.
- Clients also need to learn to board only one type of vehicle which builds their confidence in accessing the community.
- Improves booking efficiency with same capacities when scheduling.





# Specialized Transit Fleet - InQline Assist

The InQline assist system allows the operators to guide a client's manual wheelchair in and out of a specialized transit vehicle safely without having to push or pull the client's mobility device.

- The InQline assist is an operator controlled automatic winch system which provides a faster, smoother and safer boarding and de-boarding process for our clients who use a manual wheelchair.
- This system improves the client's experience and enables our clients to access the community independently.
- 75% of our fleet is currently equipped with InQline



# Senior Fares

## Barrie Transit values it's senior residents!

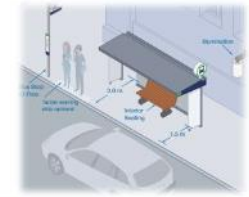
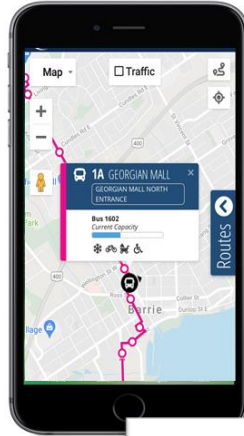
- Providing travel training to encouraged seniors to try using the transit services and give them the confidence to continue to do so.
- From previous survey results it was determined to implement Seniors **FREE every Thursday**, a great day to try the service.



### Current Senior Fares

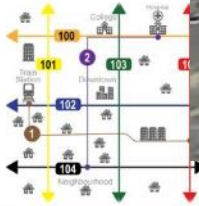
- Senior Cash Fare: \$3.00
- Senior Monthly Pass (age 65+): \$52.50
- Senior 10 Ride Card (age 65+): \$21.00

# Questions?



03. Bus Stop Infrastructure Plan

**TRAPEZE**  
VERSION 18



02. Future Network Plan

