

Barrie's Transit Vision

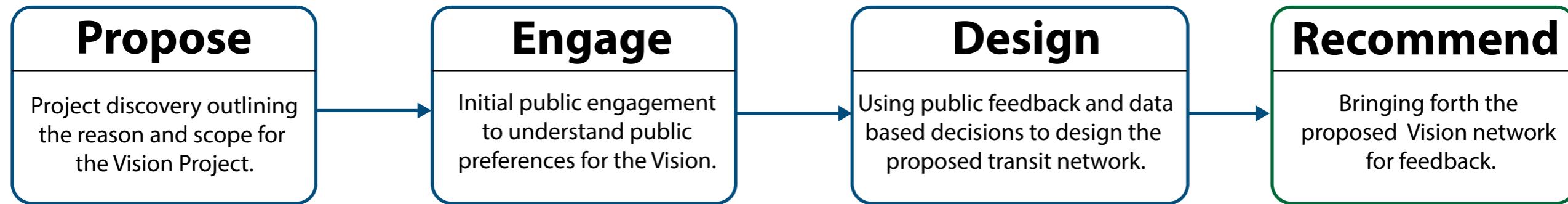


Fall 2022 Consultation

Introduction

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

We Are Here



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.

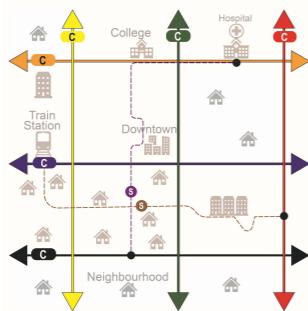
3 New Technology



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

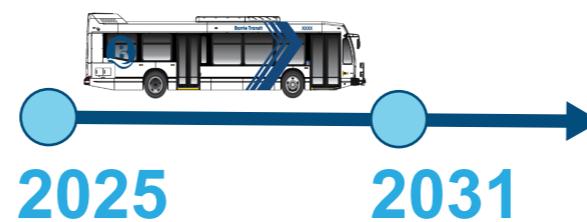
Vision Scope

New 2025 Transit Network



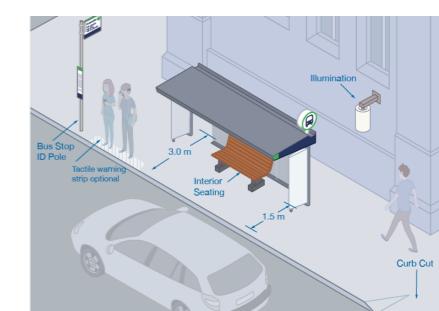
A new transit network for Barrie.

Future Transit Planning Past 2025



Longer outlook horizon to ensure network resilience.

Bus Stop Infrastructure Plan



Planning for bus stop improvements.

Vision Principles



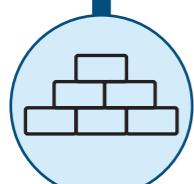
Service Promises:

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



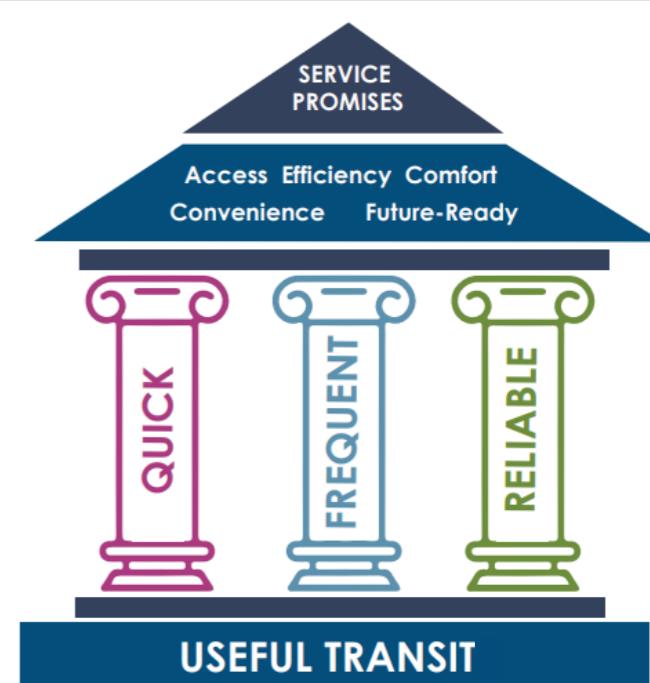
Pillars:

Values used to shape the transit network design.



Foundation:

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



Engage: With the Customer (Early 2021)

We Asked: Rate your satisfaction with existing Barrie Transit.

We Heard:

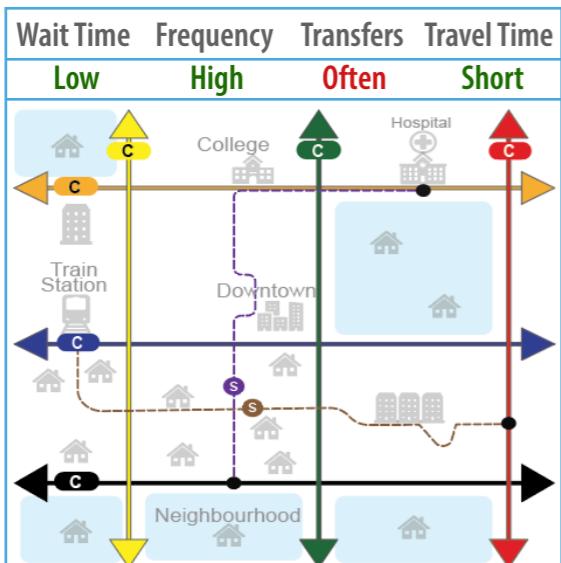


We Asked: Would you prefer a new network or the same as today?

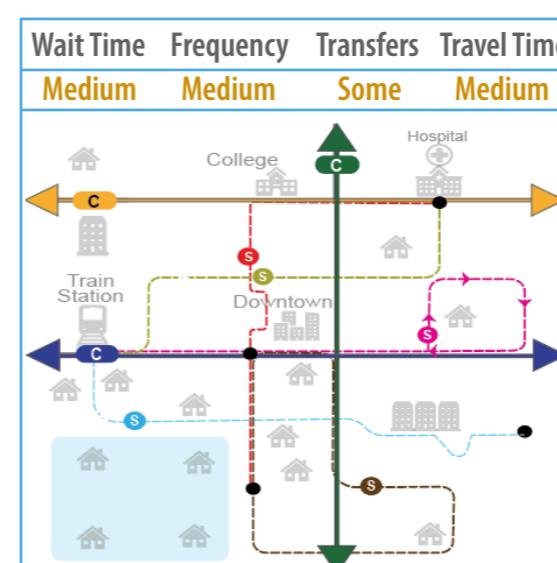
We Heard: **90%** of respondents want a new network

We Asked: What is your preferred network design?

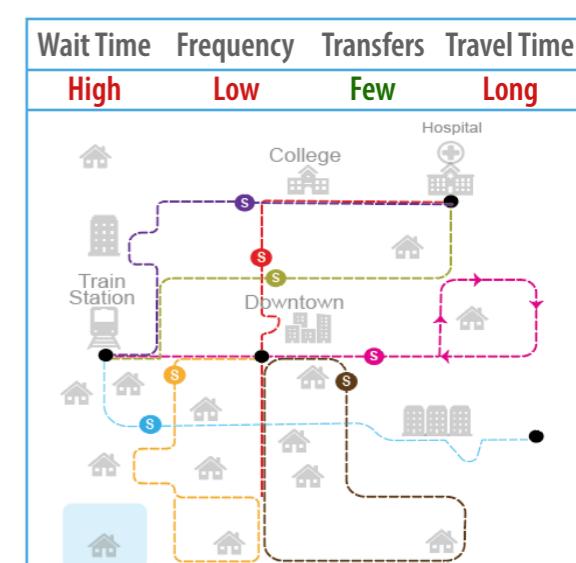
Ridership Network



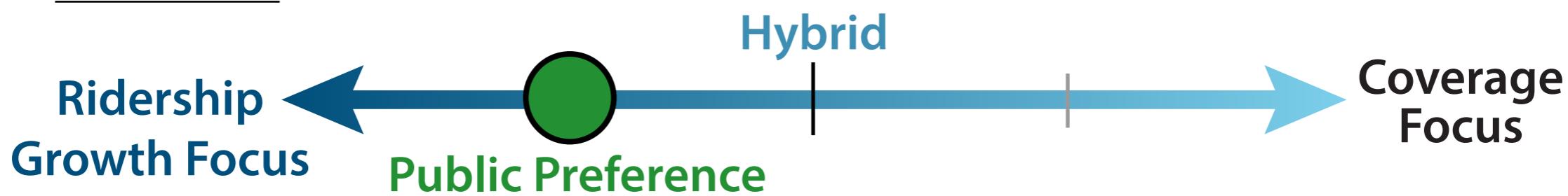
Hybrid Network



Coverage Network



We Heard:



Public Desired Outcomes:



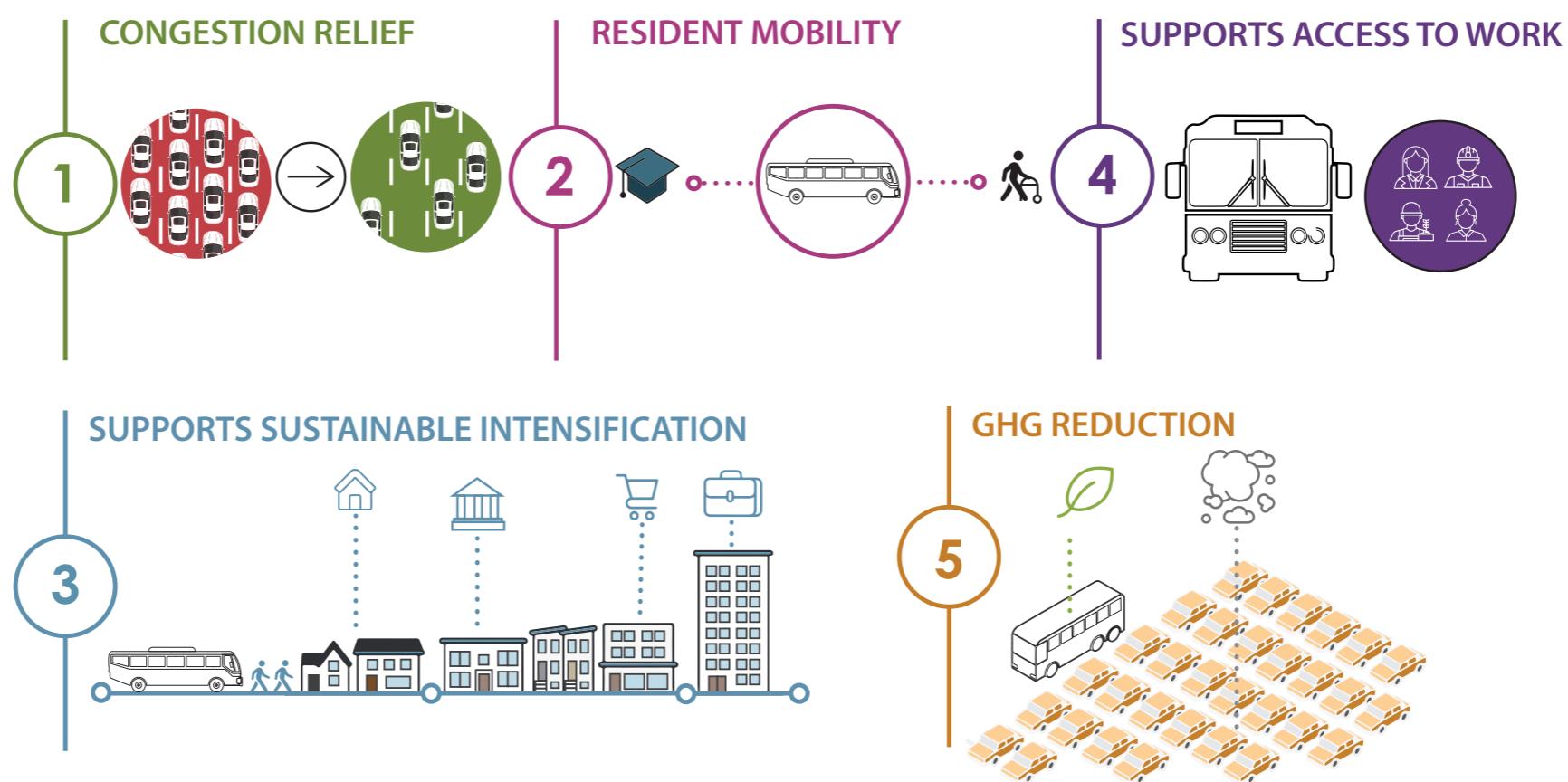
A transit network that is quick, frequent, and reliable while maintaining coverage levels.

Design: Planning Using Data

Role of Transit:

To move as many people, to as many destinations, as fast as possible

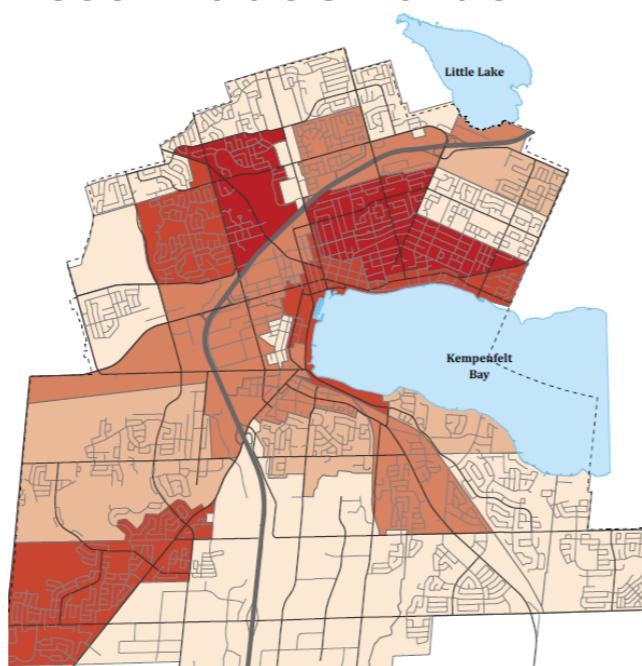
Additional Transit Benefits



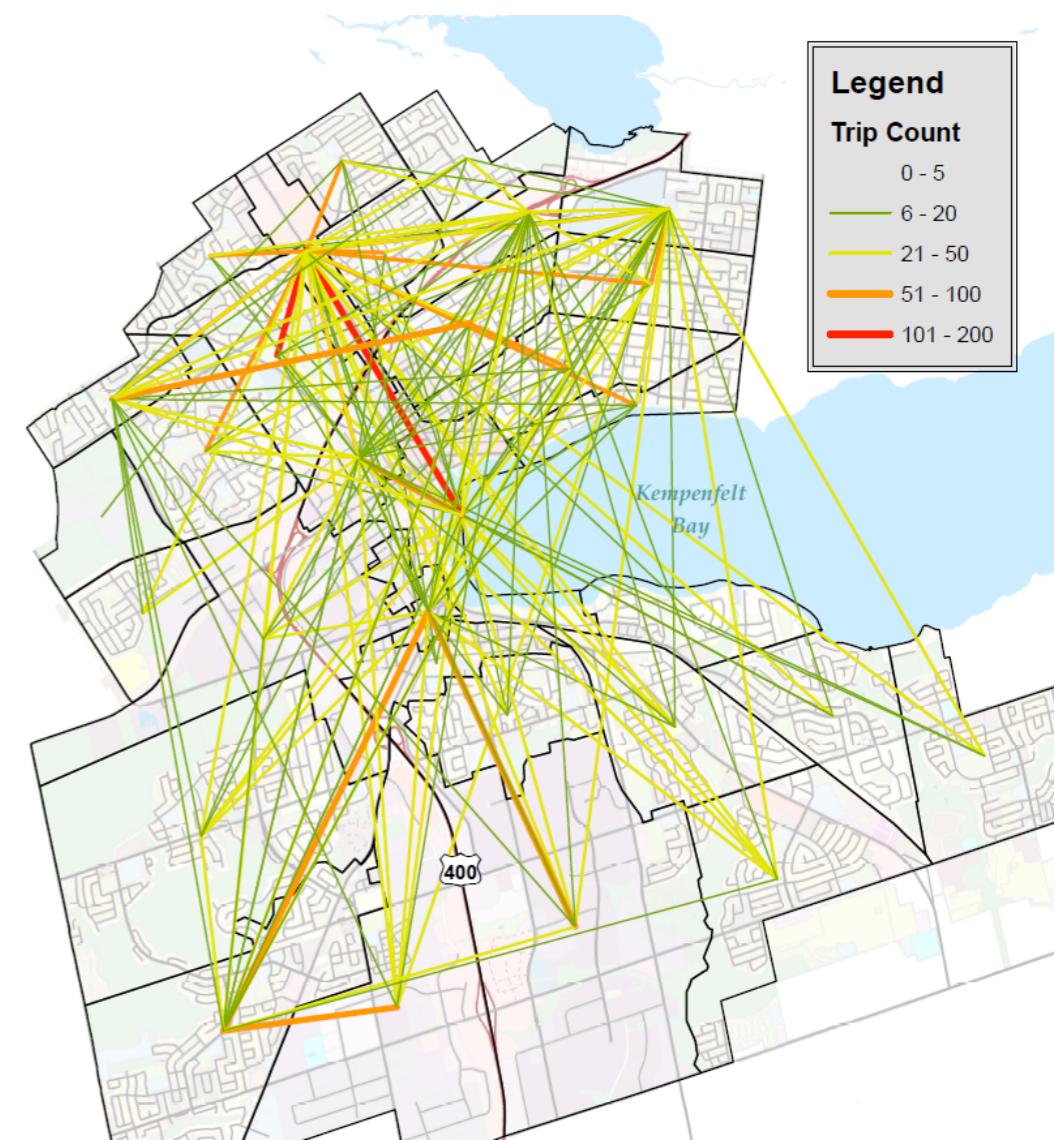
Assessing Existing Barrie Conditions

Carless Households

Legend	
# of carless households	
0 - 22	
23 - 108	
109 - 246	
247 - 466	
467 - 698	

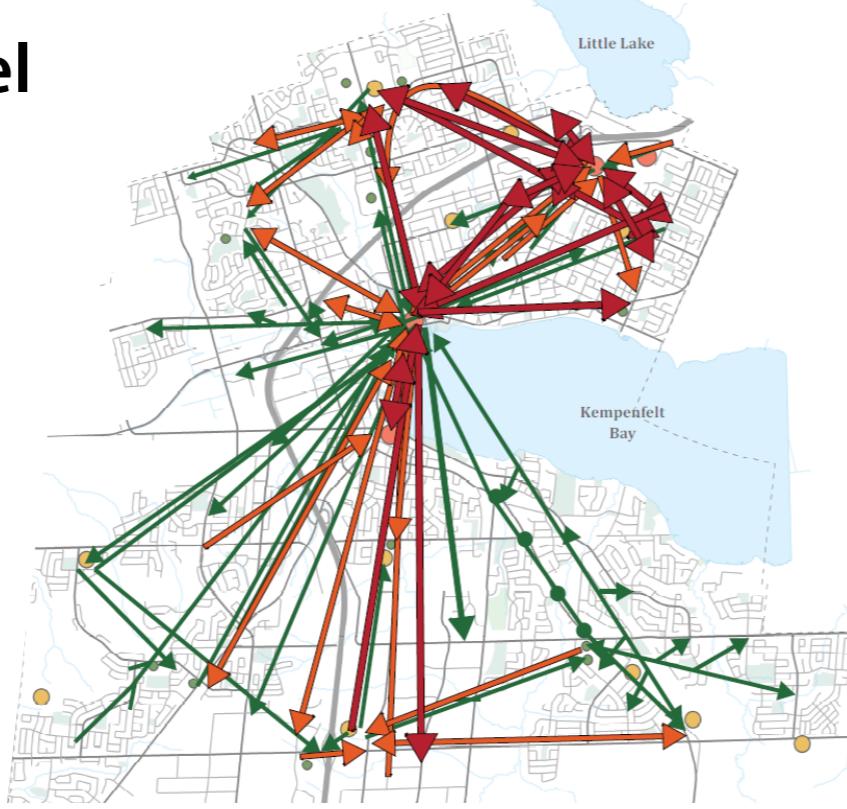


All Trips Per Km
(Pedestrians, Cyclists, Transit, & Auto)



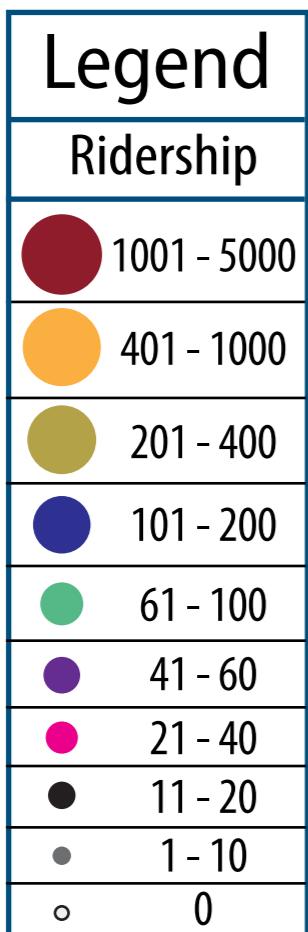
Transit Travel Patterns

Legend	
Daily Trips	
0 - 7	
7 - 15	
15 - 30	
30+	

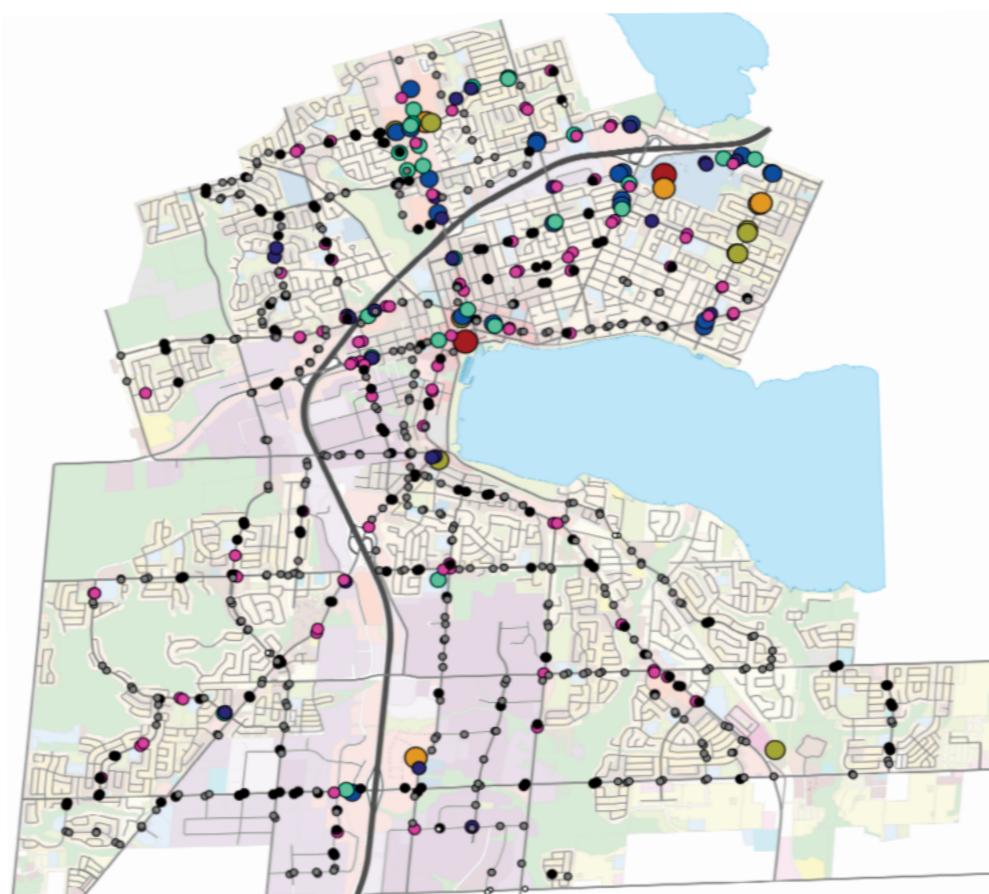


Design: Planning Using Data

Existing Conditions



Existing Stop Ridership



Notable Ridership Areas

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

Future Barrie Transit

Allandale Mobility Hub

New Transfer Hub



New Routes

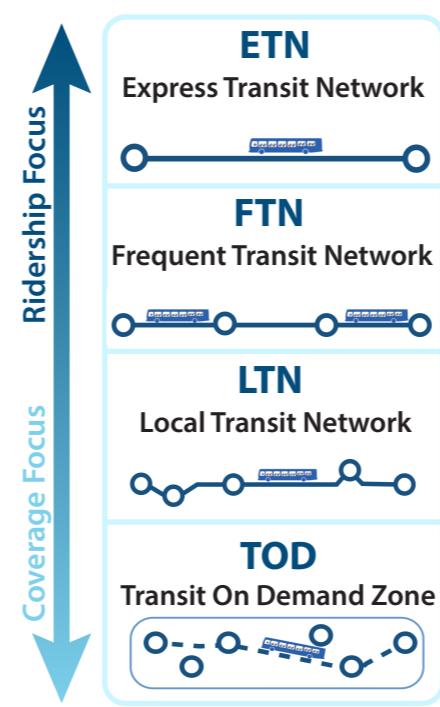


Improved Access to GO Train



Future Barrie Transit

New Route Hierarchy



On Demand Transit

Late Night Service



New Growth Areas

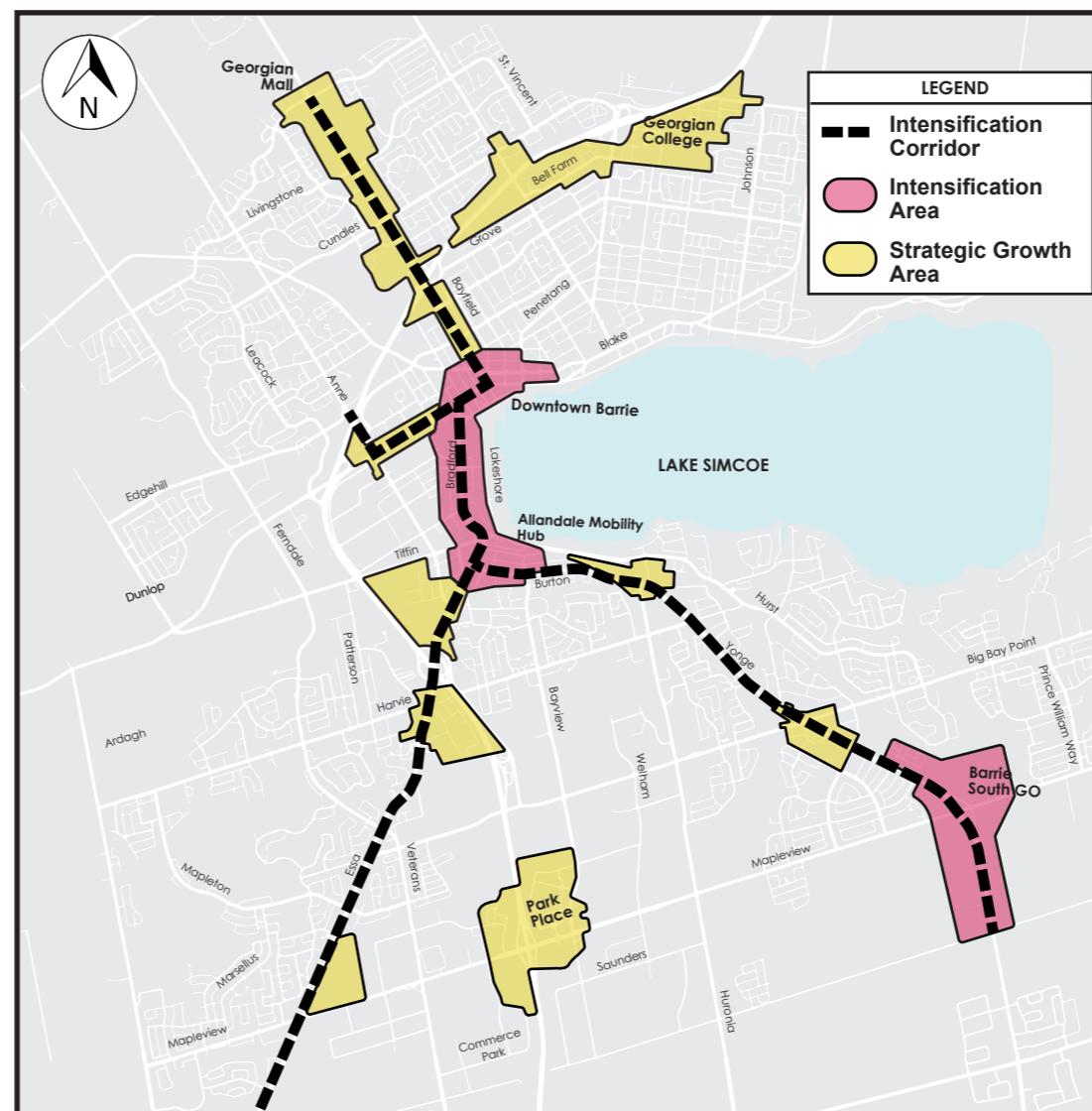


Improved travel options/choice for persons with disabilities



Future Barrie Growth Plans

Source: City of Barrie Official Plan



Recommend A New Network

Route Hierarchies

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				

High Demand Areas

Low Demand Areas

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



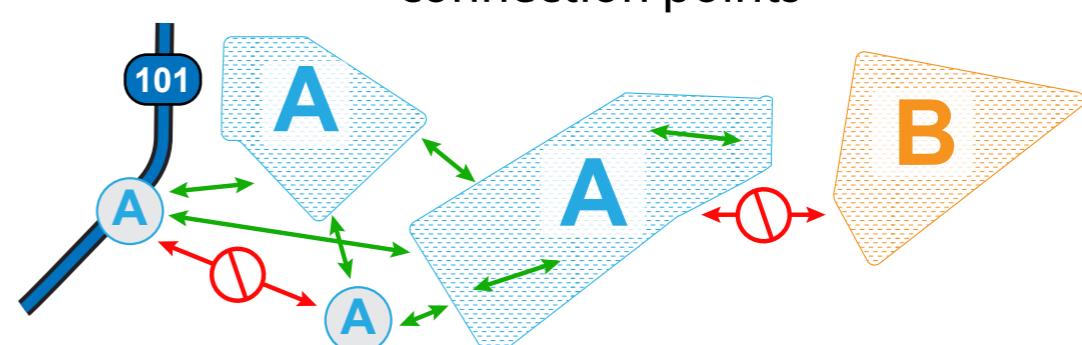
Using Transit ON Demand

Where

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

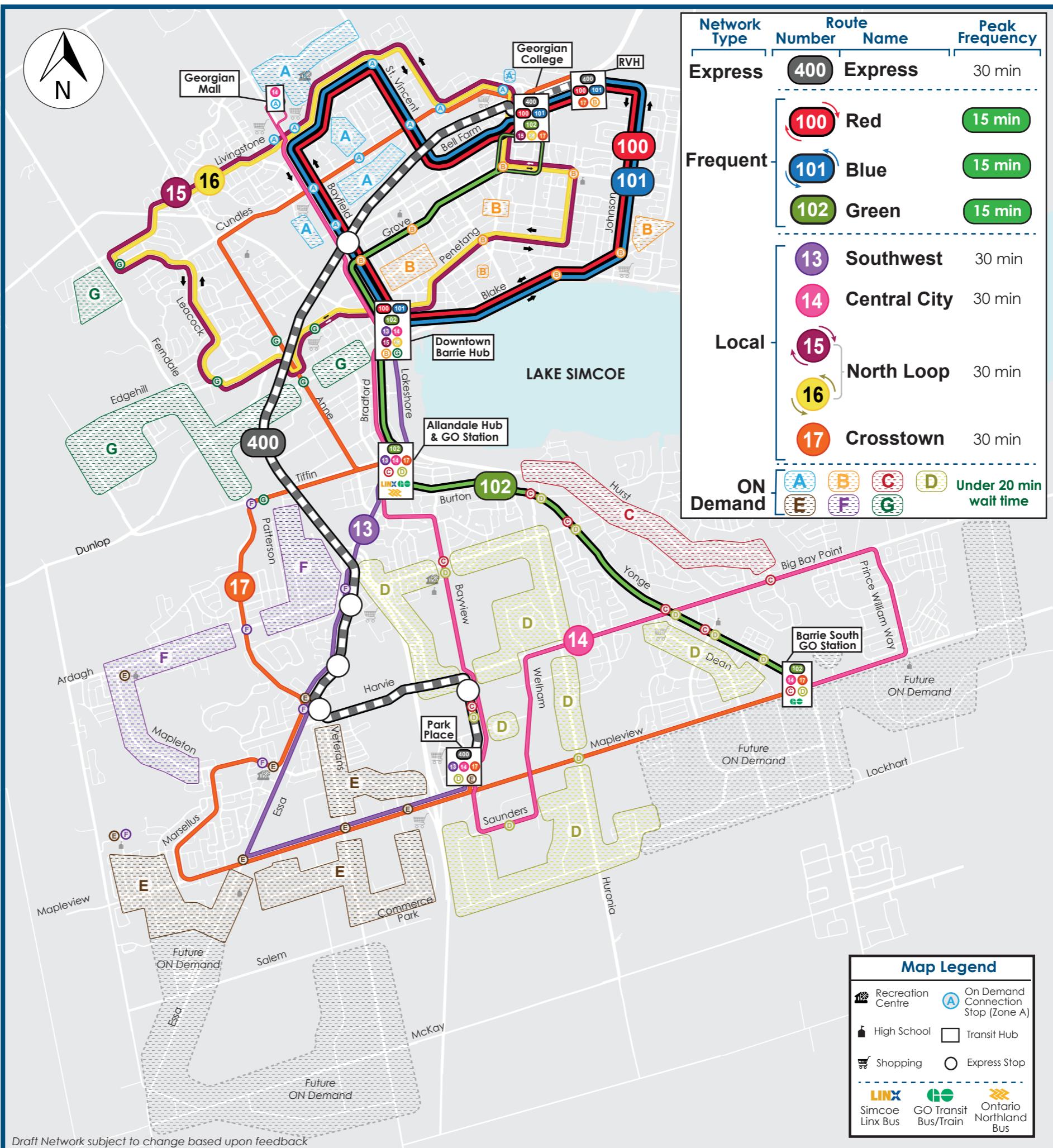
How

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

Call to Action

(From Early 2021 Consultation)

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

Action

Highway 400 Express

23 minutes quicker cross city

Frequent Network

70% of riders with direct access to 15-minute frequency

Direct & Frequent Routing

13% reduction in travel times

Employment Access

24% more jobs within 30 minutes of travel time

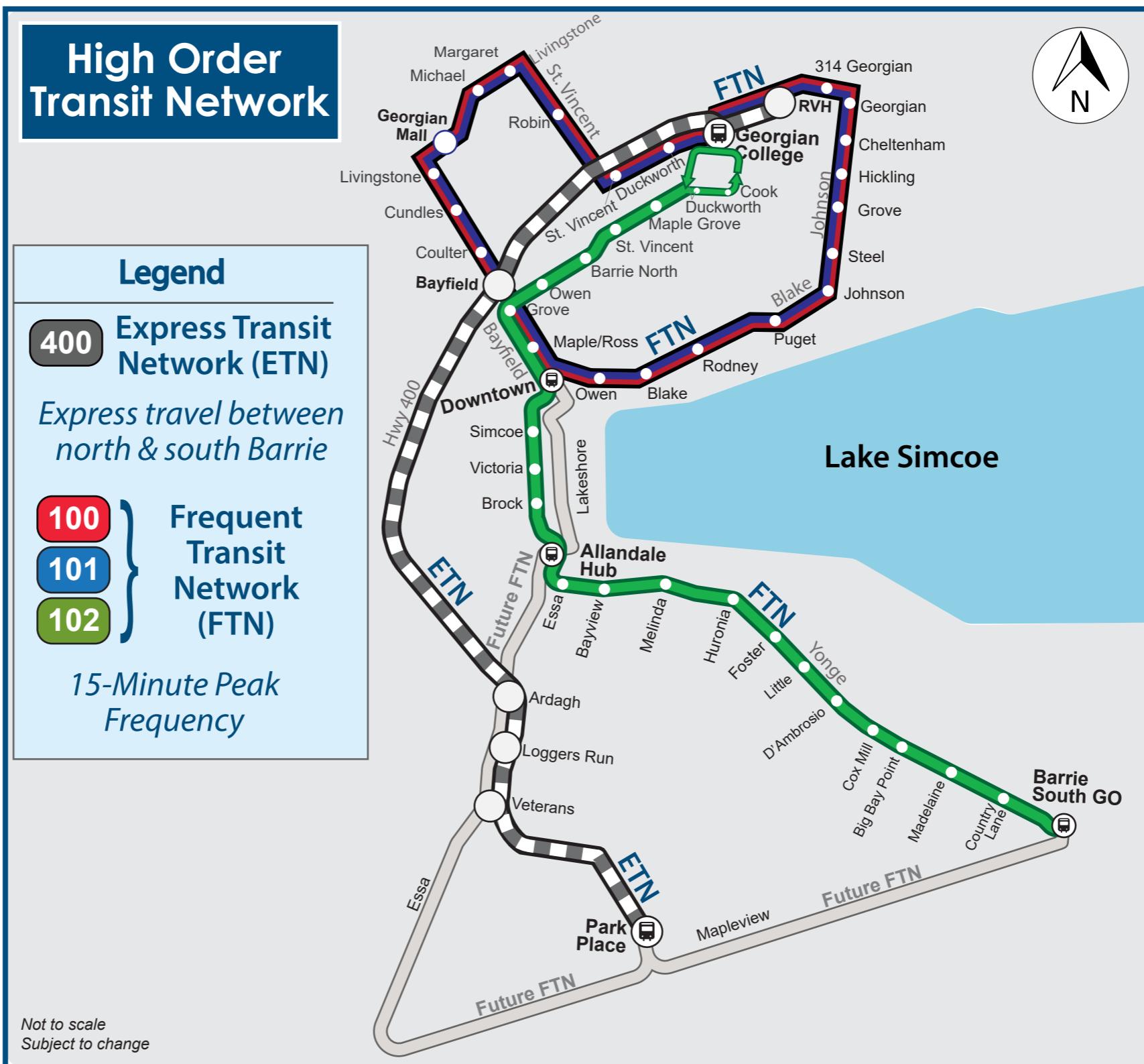
New Transit Coverage

Benson, Hanmer, Lakeside, Amelia, Morrow, Caplan, & King

How We Delivered

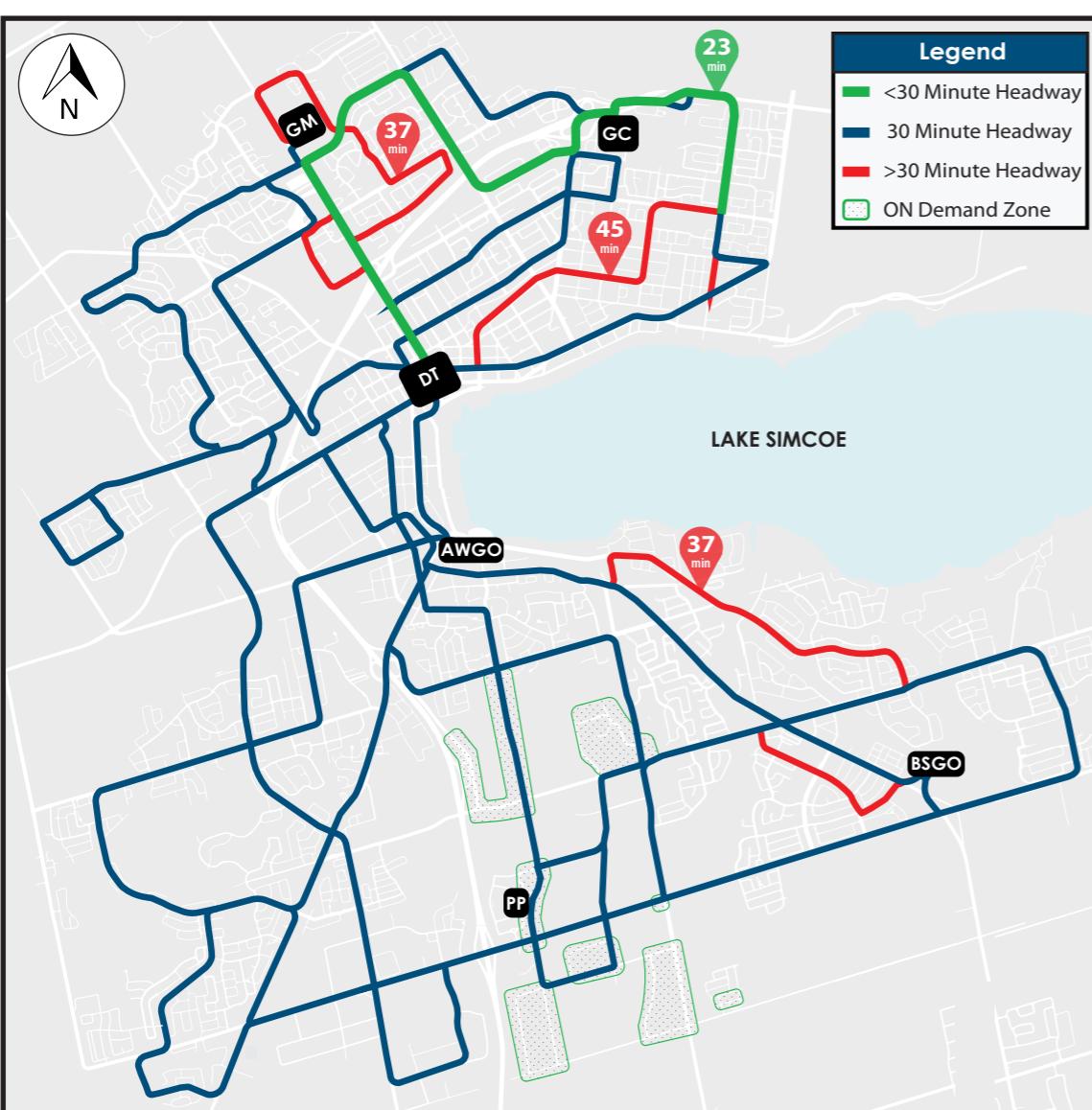
Recommend A New Network

Maps of the Proposed Vision Network



Peak Frequency Improvements From Current Network

Current Network



Proposed 2025 Network

