

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

Project discovery outlining the reason and scope for the Vision Project.

Engage

Initial public engagement to understand public preferences for the Vision.

Design

Using public feedback and data based decisions to design the proposed transit network.

Recommend

Bringing forth the proposed Vision network for feedback.

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

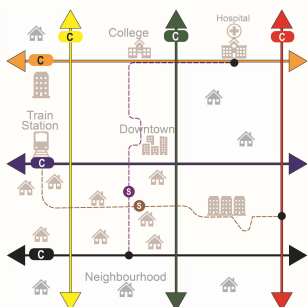
New Technology



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

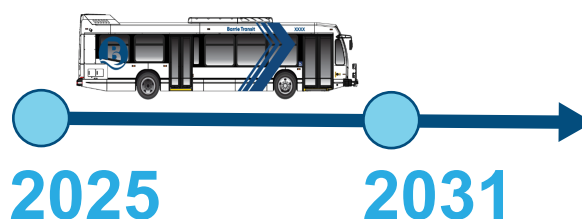
Vision Scope

New 2025 Transit Network



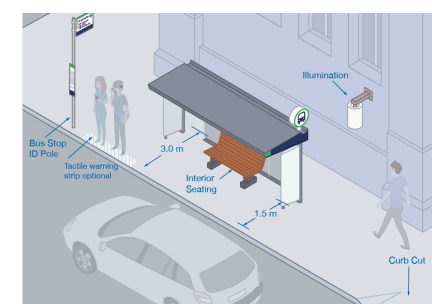
A new transit network for Barrie.

Future Transit Planning Past 2025



Longer outlook horizon to ensure network resilience.

Bus Stop Infrastructure Plan



Planning for bus stop improvements.

Vision Principles



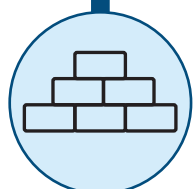
Service Promises:

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



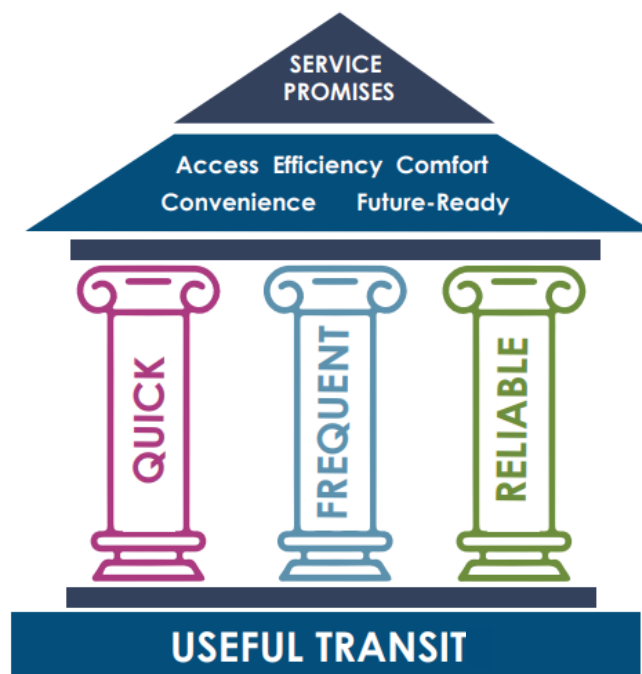
Pillars:

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:

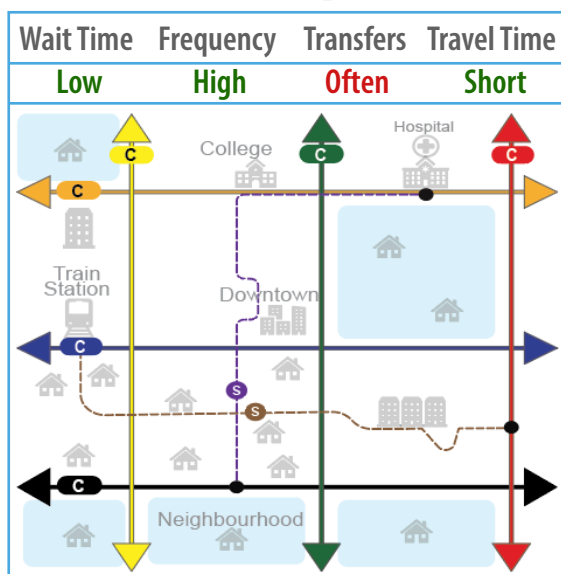


We Asked: Would you prefer a new network or the same as today?

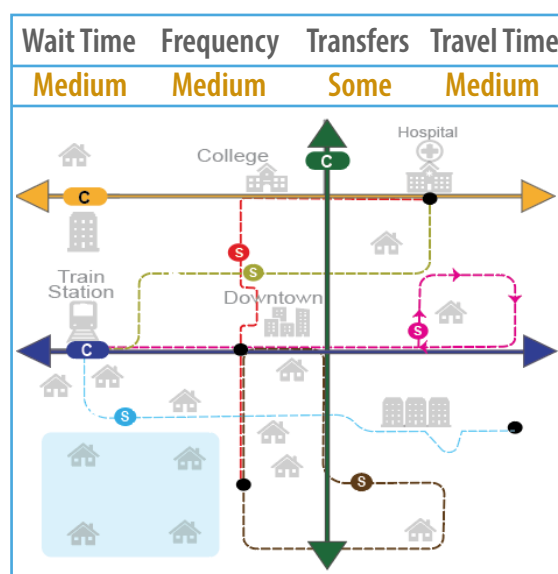
We Heard: **90%** of respondents want a new network

We Asked: What is your preferred network design?

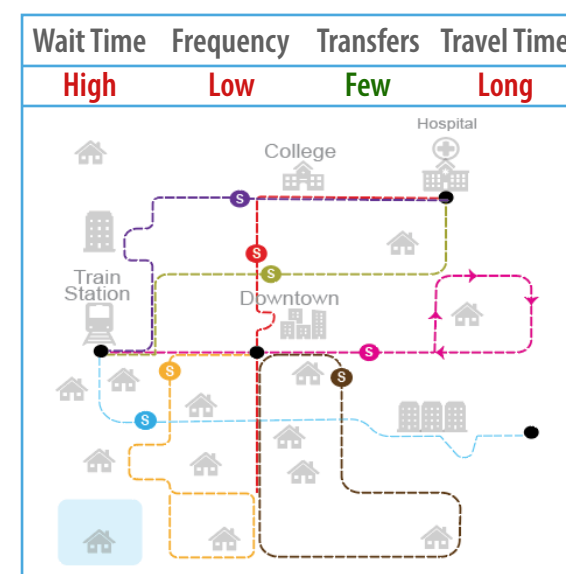
Ridership Network



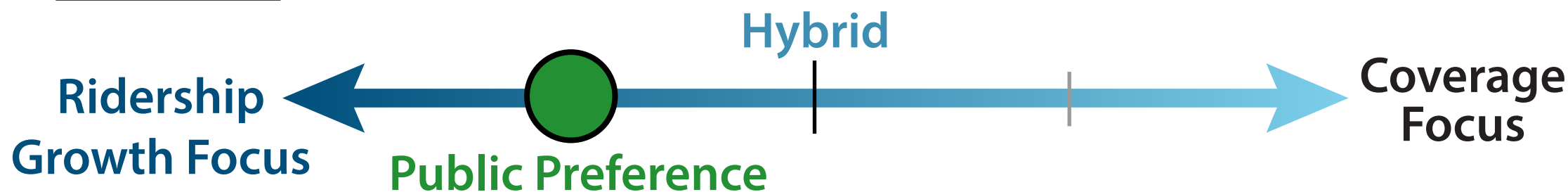
Hybrid Network



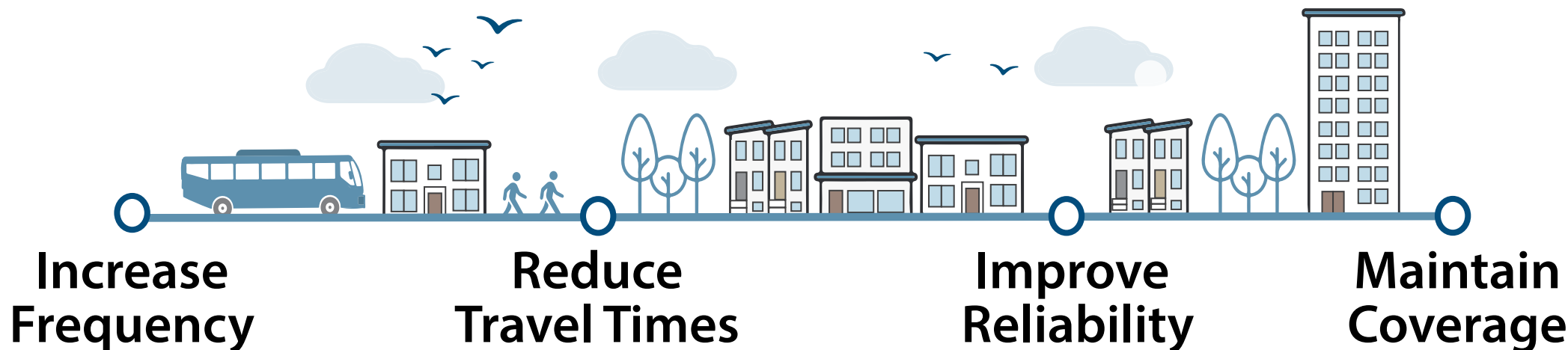
Coverage Network



We Heard:



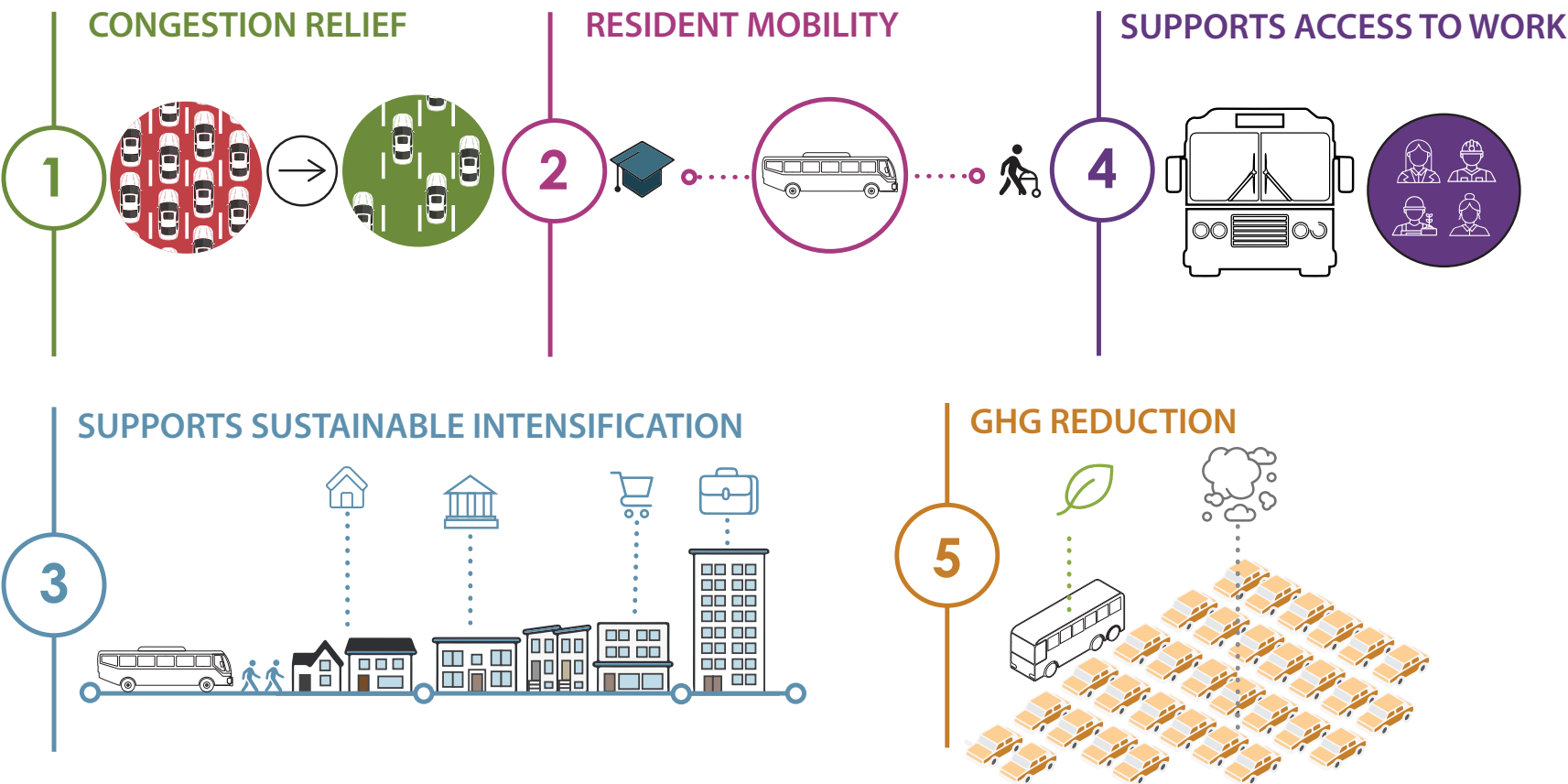
Public Desired Outcomes:



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

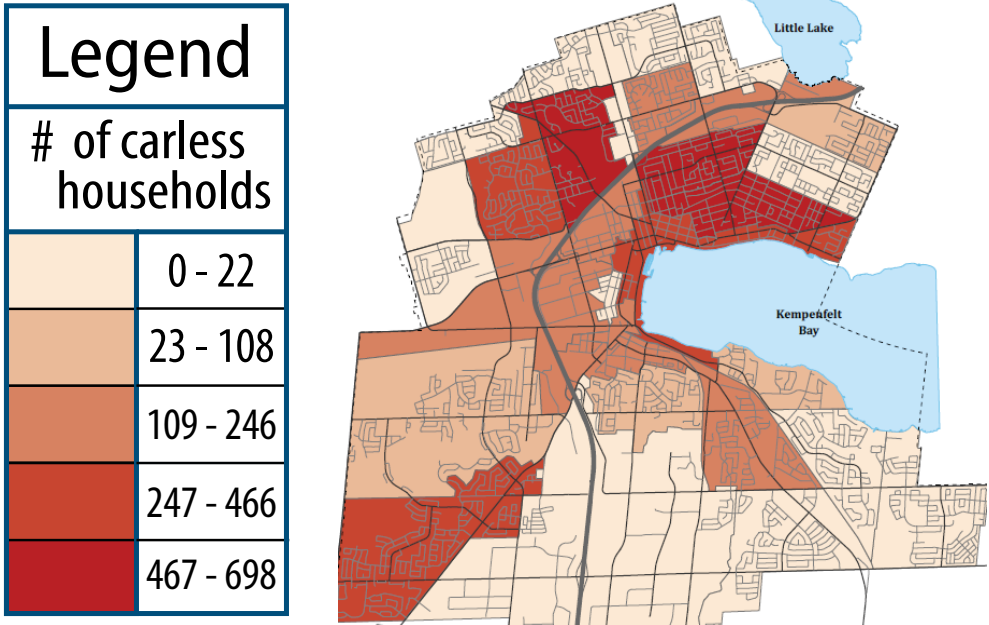
Role of Transit: To move as many people, to as many destinations, as fast as possible

Additional Transit Benefits

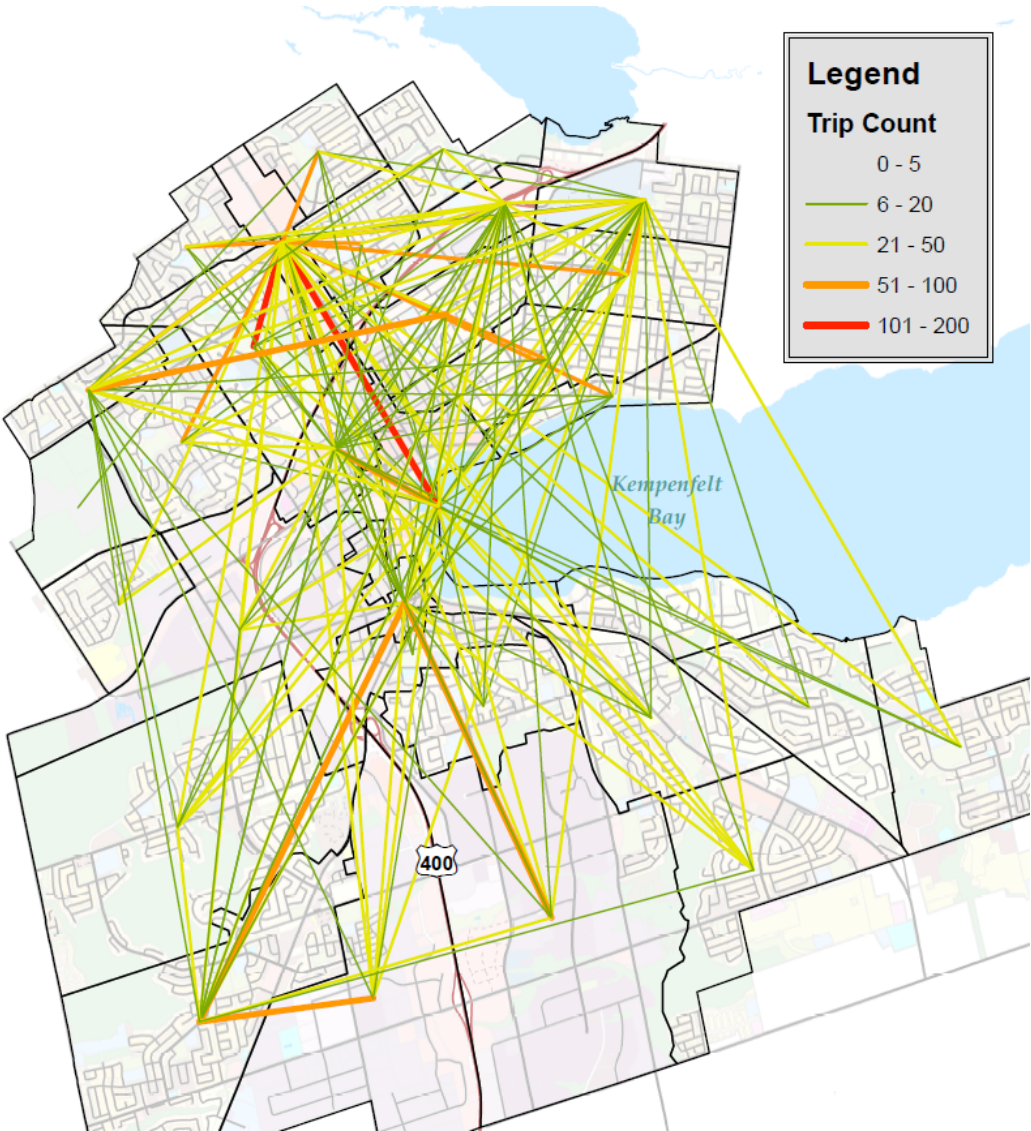


Assessing Existing Barrie Conditions

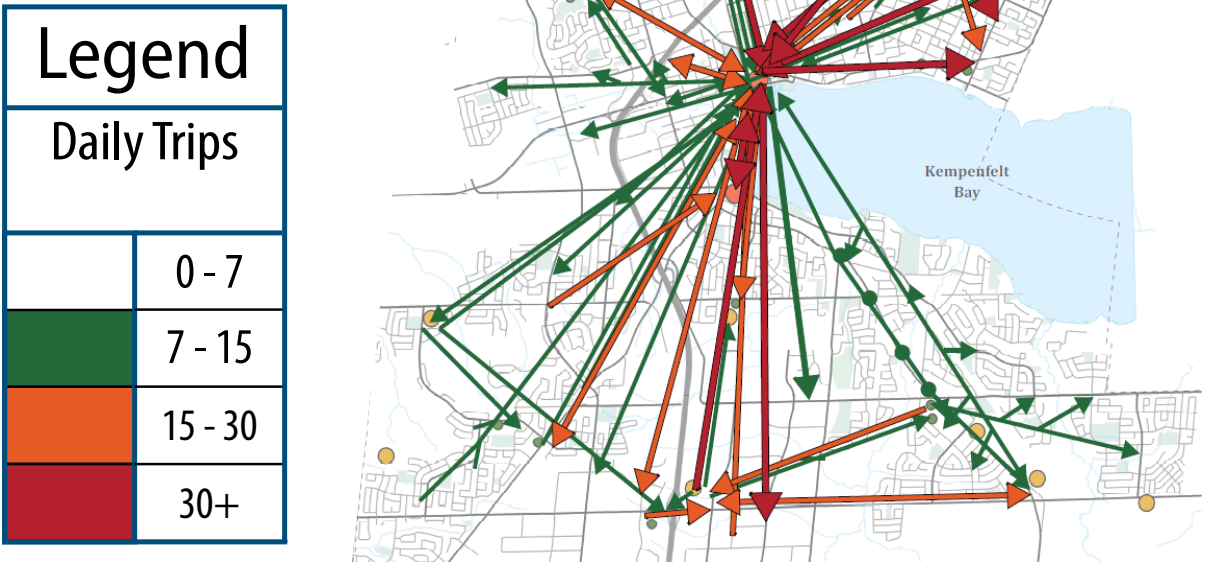
Carless Households



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



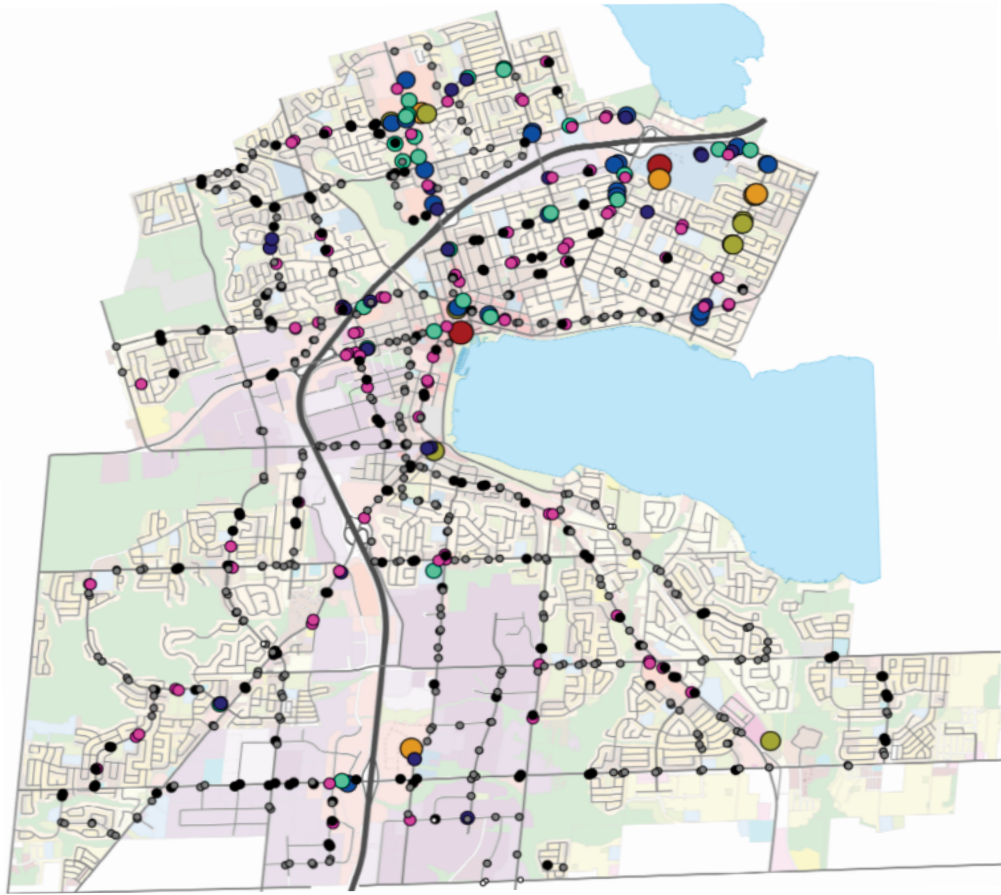
Transit Travel Patterns



Existing Conditions

Legend	
Ridership	
<div></div>	1001 - 5000
<div></div>	401 - 1000
<div></div>	201 - 400
<div></div>	101 - 200
<div></div>	61 - 100
<div></div>	41 - 60
<div></div>	21 - 40
<div></div>	11 - 20
<div></div>	1 - 10
<div></div>	0

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

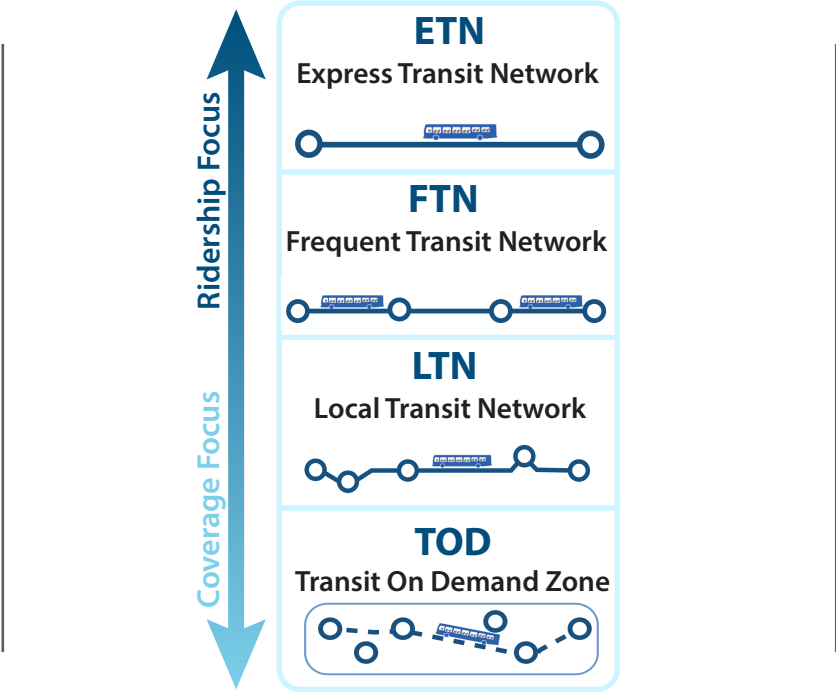


Improved Access to GO Train



Future Barrie Transit

New Route Heirarchy



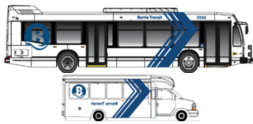
On Demand Transit
Late Night Service



New Growth Areas

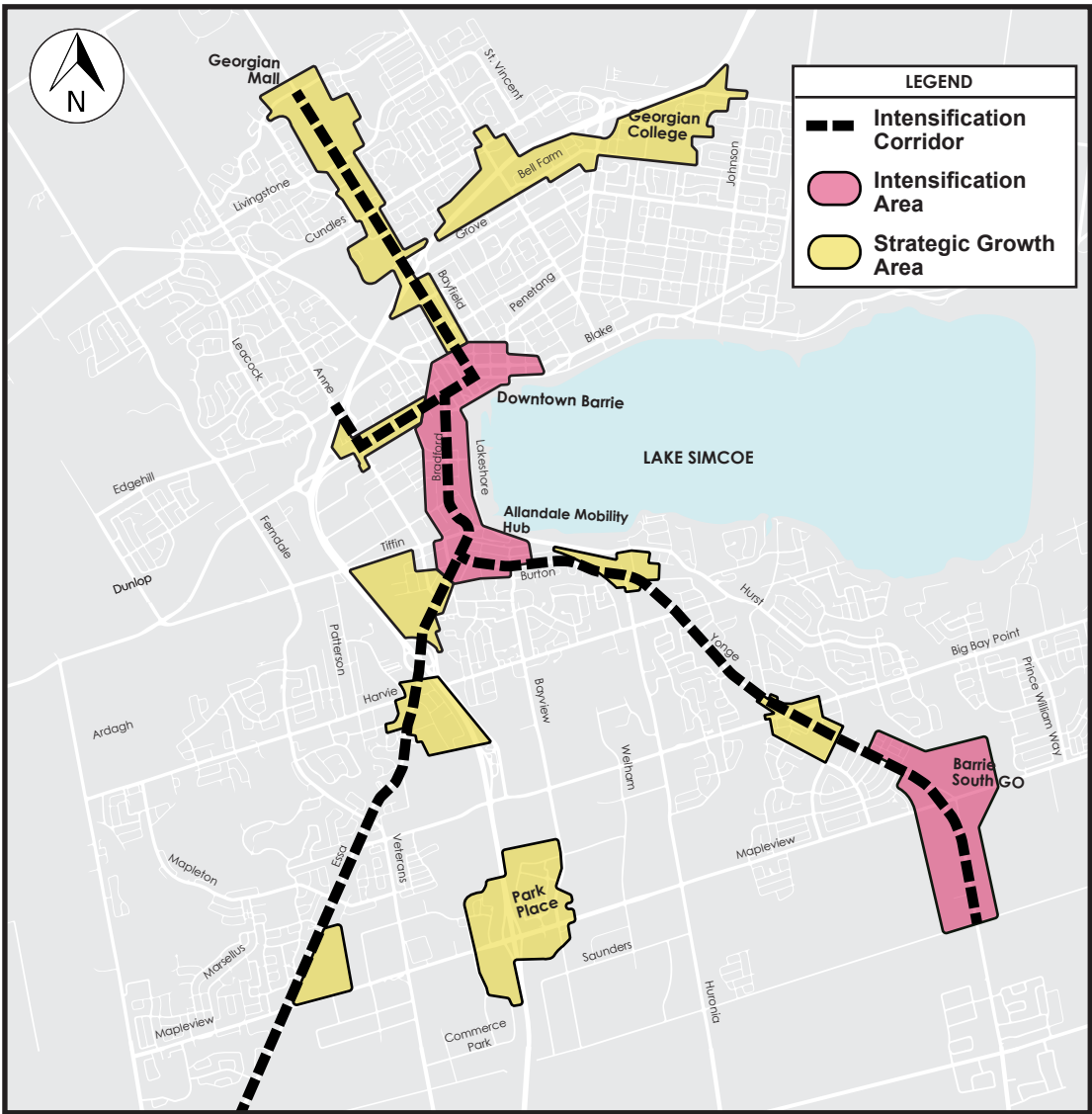


Improved travel options/choice
for persons with disabilities






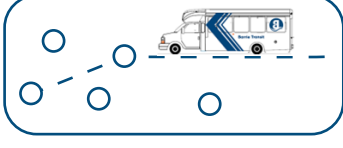
Future Barrie
Growth Plans

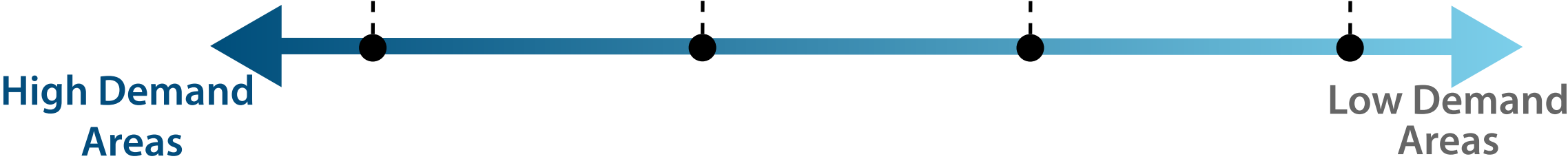
Source: City of Barrie Official Plan



Future Barrie

Recommend A New Network


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				




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



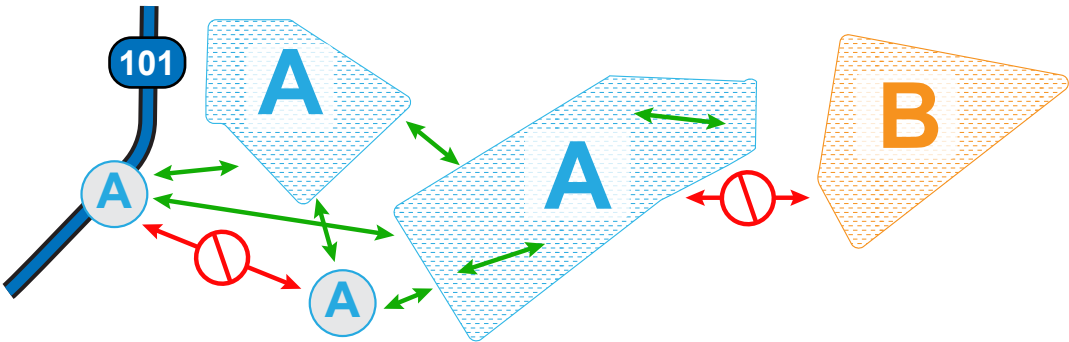
Using Transit ON Demand

Where

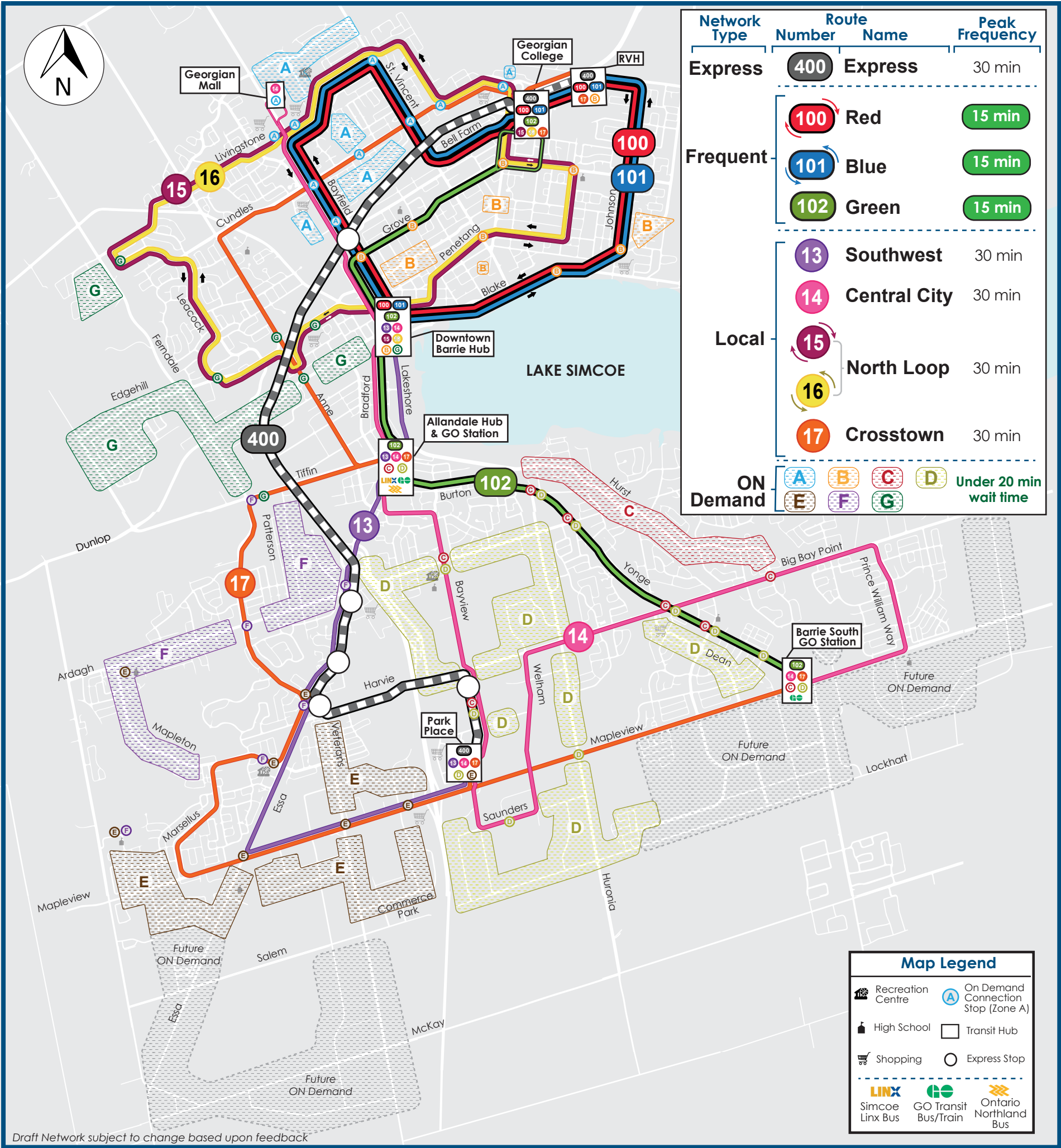
The Transit Vision features **7 Transit ON Demand Zones** where the service can be used

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



Public Feedback to Action - Proposed Network Highlights

Call to Action
(From Early 2021 Consultation)

Action

Result

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

Highway 400 Express

Frequent Network

Direct & Frequent Routing

Employment Access

New Transit Coverage

23 minutes quicker cross city

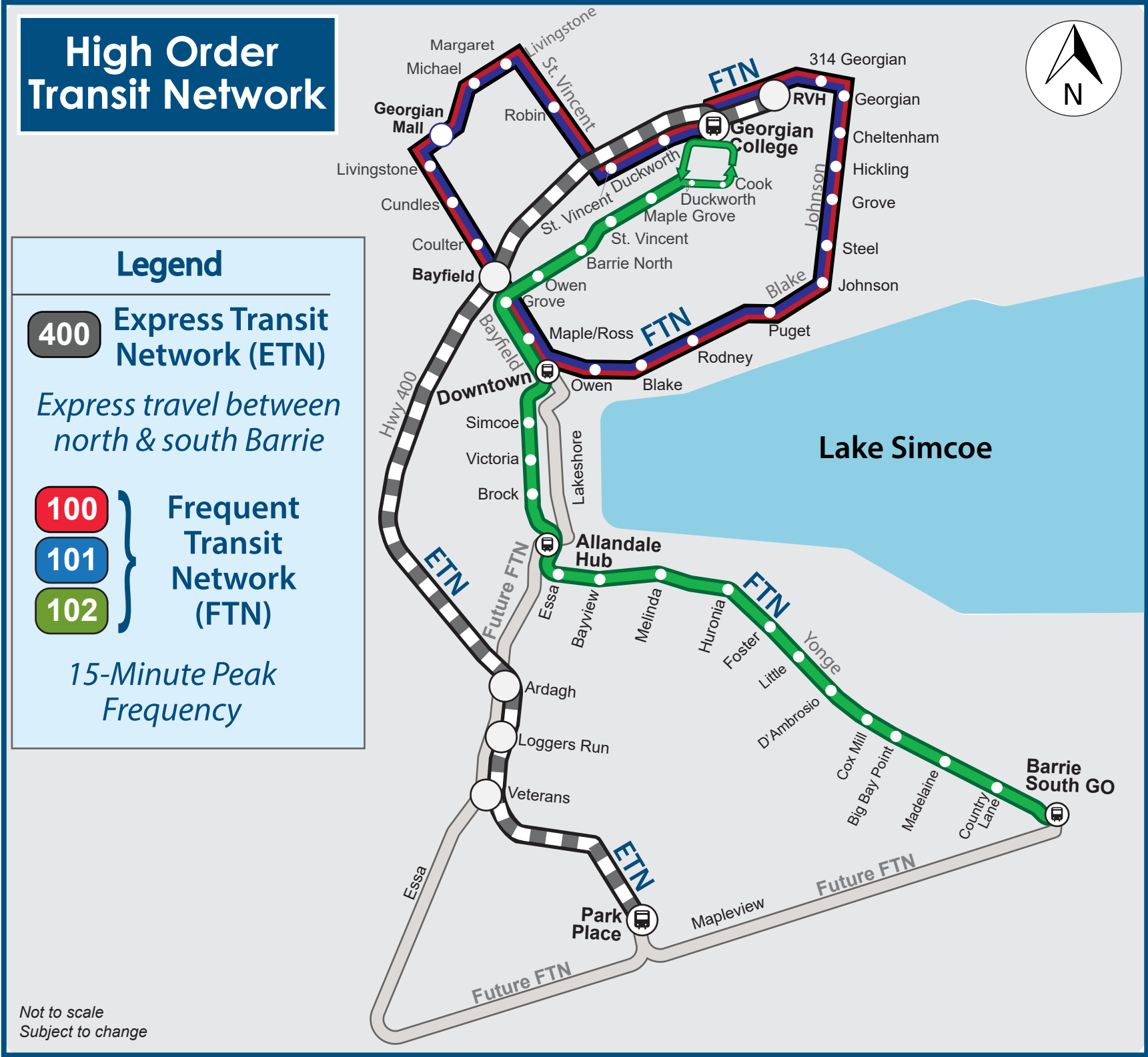
70% of riders with direct access to 15-minute frequency

13% reduction in travel times

24% more jobs within 30 minutes of travel time

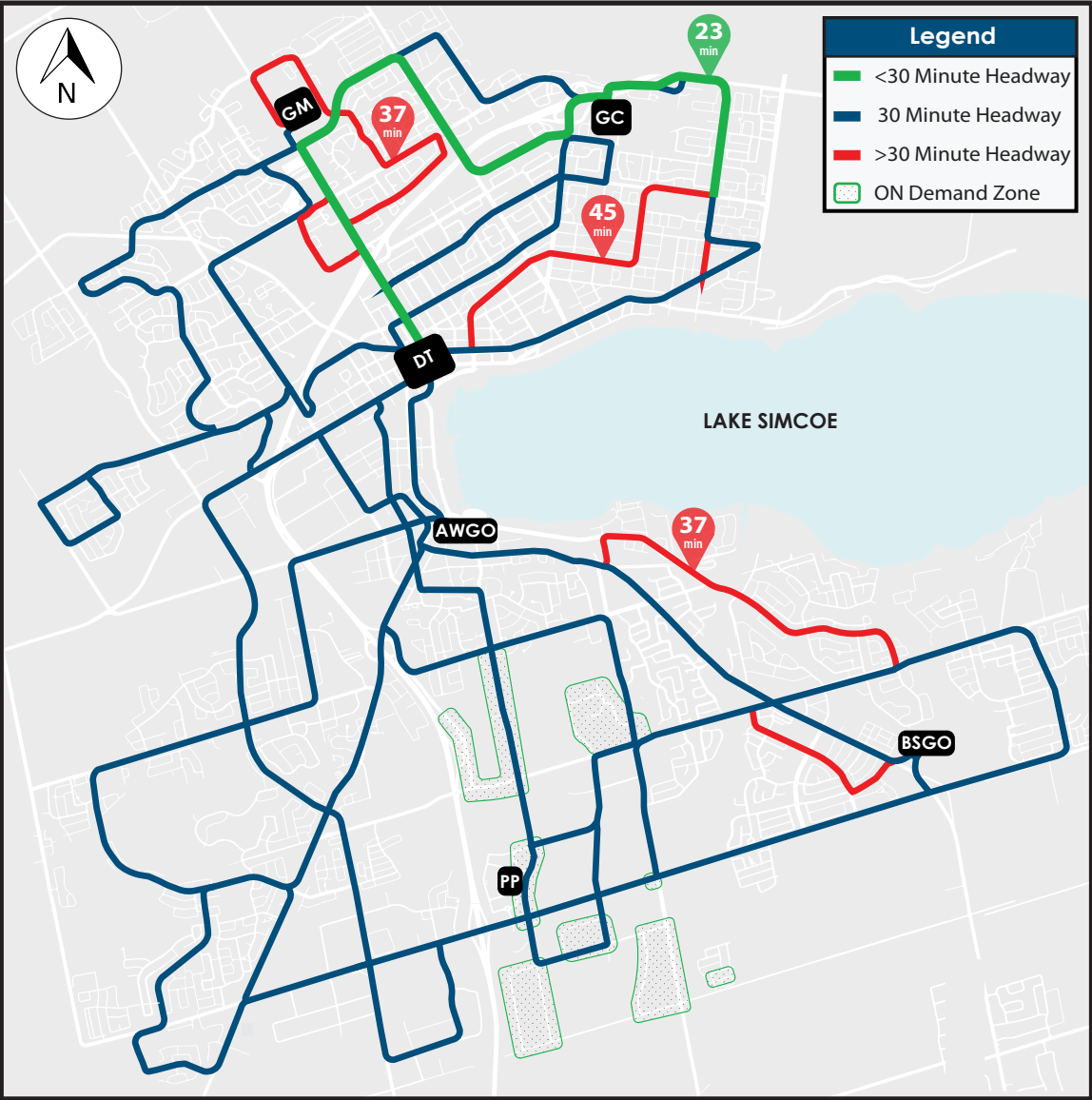
Benson, Hanmer, Lakeside, Amelia, Morrow, Caplan, & King

Recommend A New Network



Peak Frequency Improvements From Current Network

Current Network



Proposed 2025 Network

