Public Information Centre #1

2051 Transportation Master Plan



Project Overview & Purpose

What is a Transportation Master Plan (TMP)?

A TMP is a comprehensive, long-term strategic plan that outlines the vision, goals, and policies for developing and managing a municipality's transportation system, covering all modes of transportation including roads, trails, transit, cycling, and walking.

What is the purpose of a TMP?

The purpose of a TMP is to enhance transportation efficiency, safety, and sustainability, support economic development, improve accessibility, reduce environmental impacts, and align transportation investments with community goals and priorities.

Is this a new plan?

The City updates its TMP to align with any changes in the City's vision, and Provincial growth forecasts, about every 5 years. This TMP will plan to 2051.



Focus Areas

- This TMP will update the policies, decision-making approaches, and implementation plan to **reflect a changing policy landscape**, including the strategic directions of the City's new Official Plan, current Council Priorities, industry trends, and best practices in transportation planning.

- The TMP will focus on developing a **comprehensive long-term plan** that aims to enhance mobility choice, improve road safety, support a vibrant downtown and local economy, and provide access to community amenities. The TMP will be **flexible and pace growth**.

- A core component of the TMP update is understanding the people of Barrie, and how the TMP can support a **gradual but meaningful shift to sustainable transportation modes**.



Transportation Challenges

Population Growth

Planning a functioning transportation network for a population doubling in size by 2051. Not everyone will want to (or be able to) own a car in 2051; a multi-modal network that supports all road users is critical.

Mode Shifts

Limited opportunities for road widenings coupled with policy objectives and fiscal constraints require a shift away from single passenger auto trips, especially during peak periods.

Land Use & Employment

Lack of central business district(s) or concentrated employment areas coupled with dispersed residential areas can make trips by transit or active transportation challenging.

Financial Impacts

Construction cost increases have negatively impacted the affordability of transportation improvements. The cost of owning a vehicle has increased significantly and will likely continue to do so.

Building on Previous Material

Previous TMPs

The City updated the TMP in 2019 and prior to that in 2014. These updates reflect ongoing changes to population and employment forecasts and were representative of the priorities of the community and Council at the time.

Updated Official Plan and Strategic Plan

The City recently adopted a new Official Plan that prioritizes: managing growth, design excellence, connectivity and mobility, resiliency, economic prosperity, and a vibrant culture. This updated TMP will help to align the priorities set out in the Official Plan and 2022-2026 Strategic Plan with the City's transportation investments.

Existing City Commitments

The City (through the 2014 TMP) has already committed to the development of a multi-modal network; however, with significantly more growth/density forecasted for Barrie, improvements to support non-auto modes must be further prioritized.



Who are the people of Barrie today?

Households and Car Ownership

The average household size is 2.6 people per house, and the average car ownership rate is 1.72 vehicles per household.

Mode of Travel

82% of commuters drive a vehicle as their main mode of transportation. Less than 8% of commuters use sustainable modes (walking, cycling, transit).

Commuting Duration and Timing

Most people have a short commute! 35% of commuters take trips less than 15mins, and a further 27% of people are commuting between 15-29mins. Most people (41%) commute between 7:00AM and 9:00AM.

Average Trip Distance

The average trip distance for Barrie residents is around 15km, and around 48% of all trips are less than 5km.

Trip Patterns

57% of daily trips in Barrie start and finish within the City limits. 21% of trips start in Barrie and finish elsewhere. 22% of trips start outside Barrie and finish in Barrie.

What We Heard

Sign-up Comments & Survey Results

So far this year, we've launched a sign-up form, attended three community events to spread the word about the project, and recently concluded our first of many surveys. Here's some of what we heard!

The importance of supporting green transportation options, such as e bikes, e scooters, and improving transit to reduce the city's carbon footprint.

Key roads like Mapleview Drive, Bayfield Street, and Dunlop Street were identified as traffic congestion hotspots

While many are willing to switch to transit, concerns about infrequent and unreliable services, as well as limited route coverage, are major barriers.

There is a strong interest in shifting to more sustainable modes of transportation, such as cycling, walking, and transit, provided the necessary improvements are made



Your Opinion Matters

We would like to hear your feedback on the material we are sharing!

On the following slides, we have outlined our preliminary vision statement and guiding principles, and we are also seeking feedback on the existing transportation network.

Feel free to talk to a project team member to share your thoughts today or fill out our online comment form using this QR code anytime before December 14th.

Preliminary Vision Statement & Guiding Principles	Existing Transportation Network	Future Transportation Network
Do the preliminary vision statement and guiding principles resonate with you? Are there any changes that you would suggest? Is there anything missing?	Thinking about how you move around the city, what works well, or could be improved? Is there a specific area in your community that needs to be addressed?	How might your travel needs change over the next 10-20 years? Will you need to increase/decrease the number of cars you own? Or rely more on transit?



Preliminary Vision Statement

This transportation master plan aims to make our community more connected, resilient, and vibrant by prioritizing the day-to-day needs and experiences of all users, facilitates diverse and sustainable mode choices, empowers the movement of people and goods, and promotes reliability.

Infrastructure decisions will be based on a variety of factors, ensuring that the City is taking a holistic approach to accommodating growth, through integrated long-range multi-modal network planning.

Preliminary Guiding Principles

Supporting and Enabling Growth

Plans for Barrie's forecasted population and employment growth will need to be addressed by expanding or enhancing all forms of transportation infrastructure.

Future Ready & Adaptable

The City should leverage technology as both an enabler and driver of change. Infrastructure recommendations should be flexible to adapt to changing technologies.

Healthy Living

Promote sustainable transportation solutions, reducing greenhouse gas emissions, and supporting public health and personal safety by encouraging active transportation, and improving public transit.

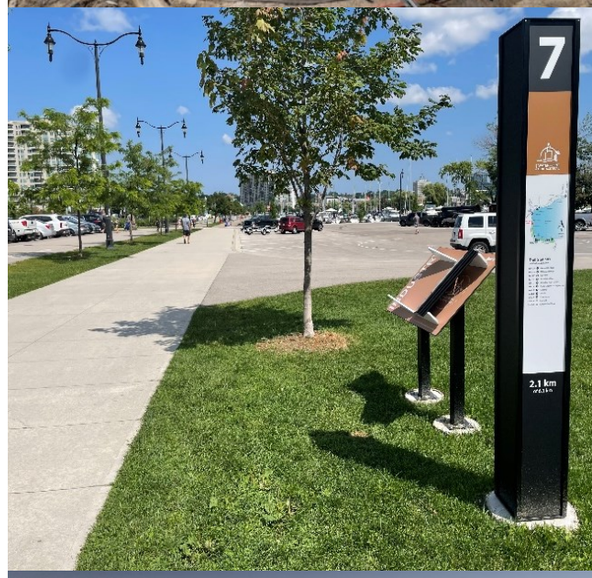
Integrated Planning

Ensure the integration of various transportation modes (e.g., walking, cycling, public transit, and personal vehicles) to create a cohesive and efficient network.

Economic Development

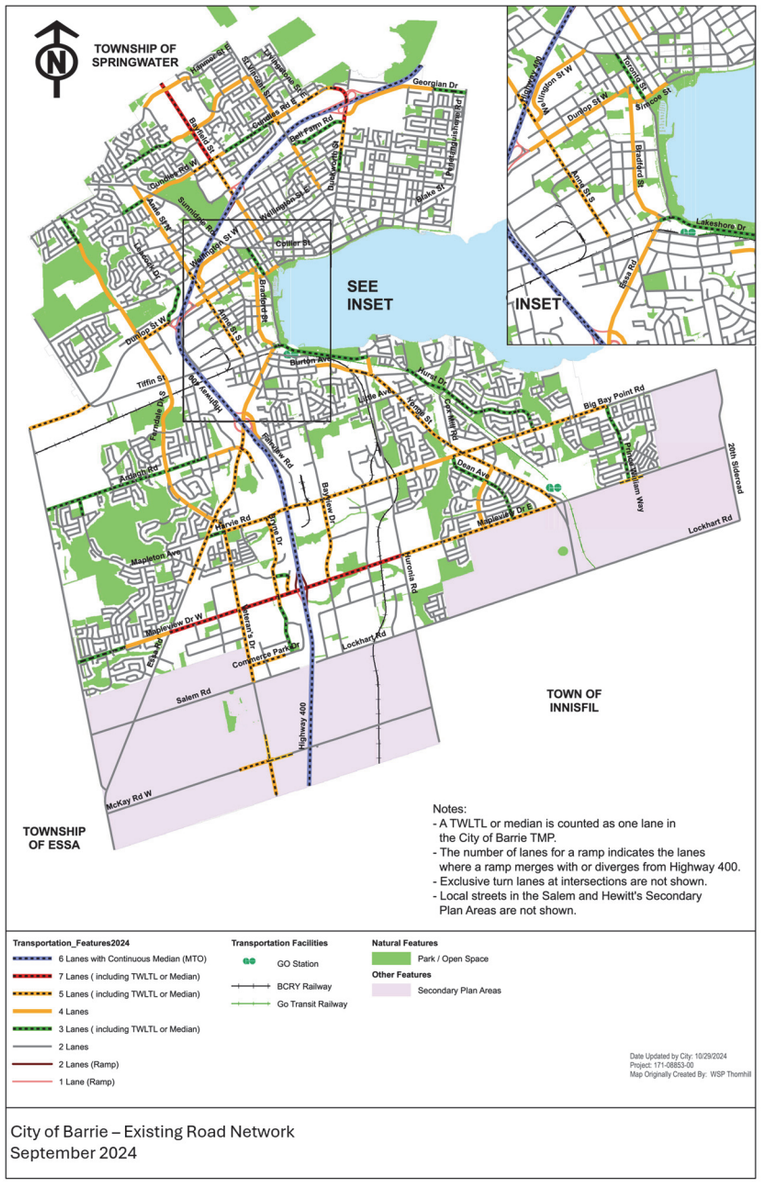
Support economic development by improving accessibility, reducing congestion to support freight, and enhancing connections between residential, commercial, and industrial areas.







Road Network – Existing and 2041 Network (previous TMP)



City of Barrie – Existing Road Network
September 2024



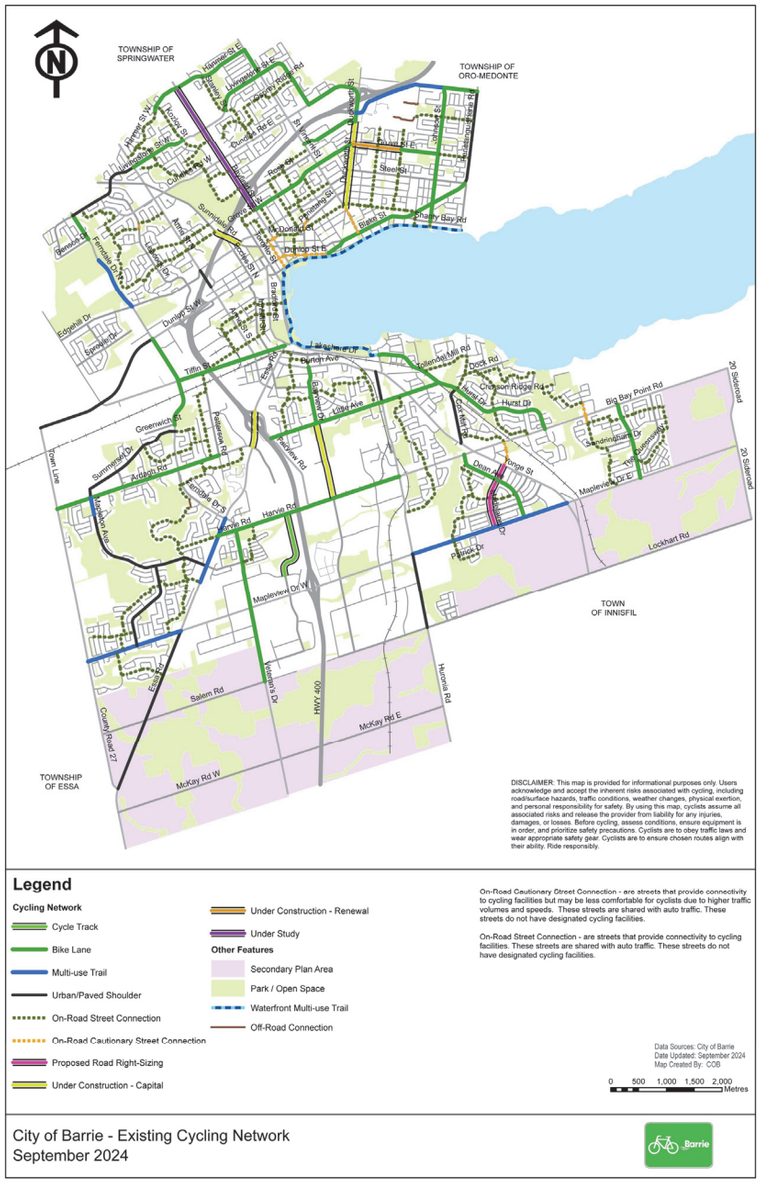
2019 Transportation Master Plan

2041 Network Recommendations – Total Number of Vehicle Lanes (Existing TMP Recommendations)

The map on left illustrates the current road network.

The map on the right shows the recommended 2041 network generated from the previous TMP. This map includes a select number of preliminary network additions/changes under consideration. This project will undertake a full review of previous recommendations.

Cycling Network – Existing and 2041 Network (previous TMP)

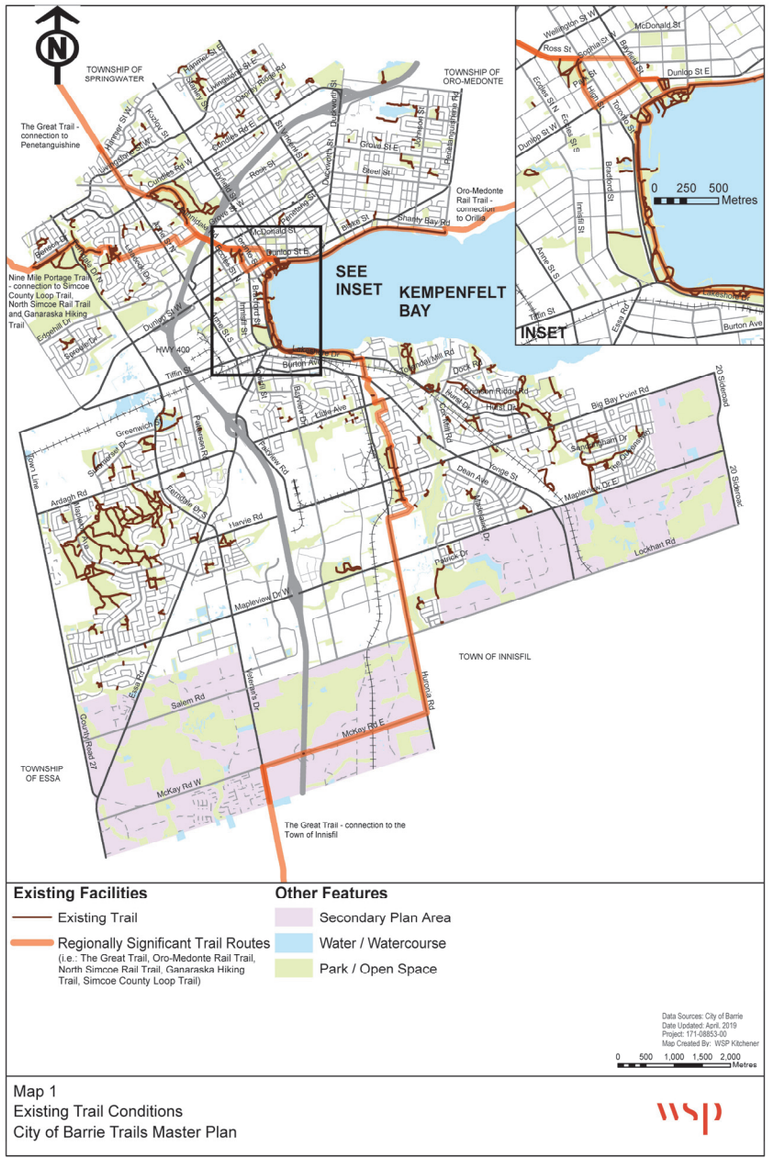




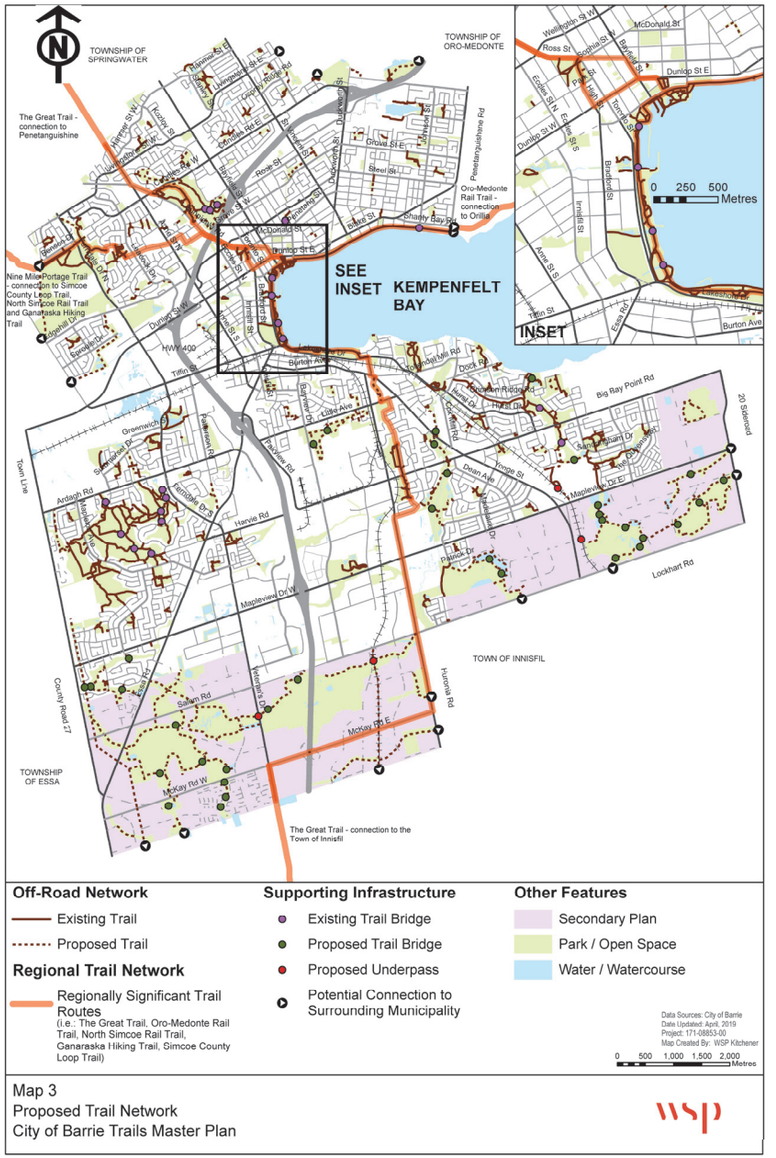
The map on left illustrates the current cycling network.

The map on the right shows the recommended 2041 network generated from the previous TMP. This map includes a select number of preliminary network additions under consideration. This project will undertake a full review of previous recommendations.

Trail Network – Existing and 2041 Network (previous TMP)



Map 1
Existing Trail Conditions
City of Barrie Trails Master Plan

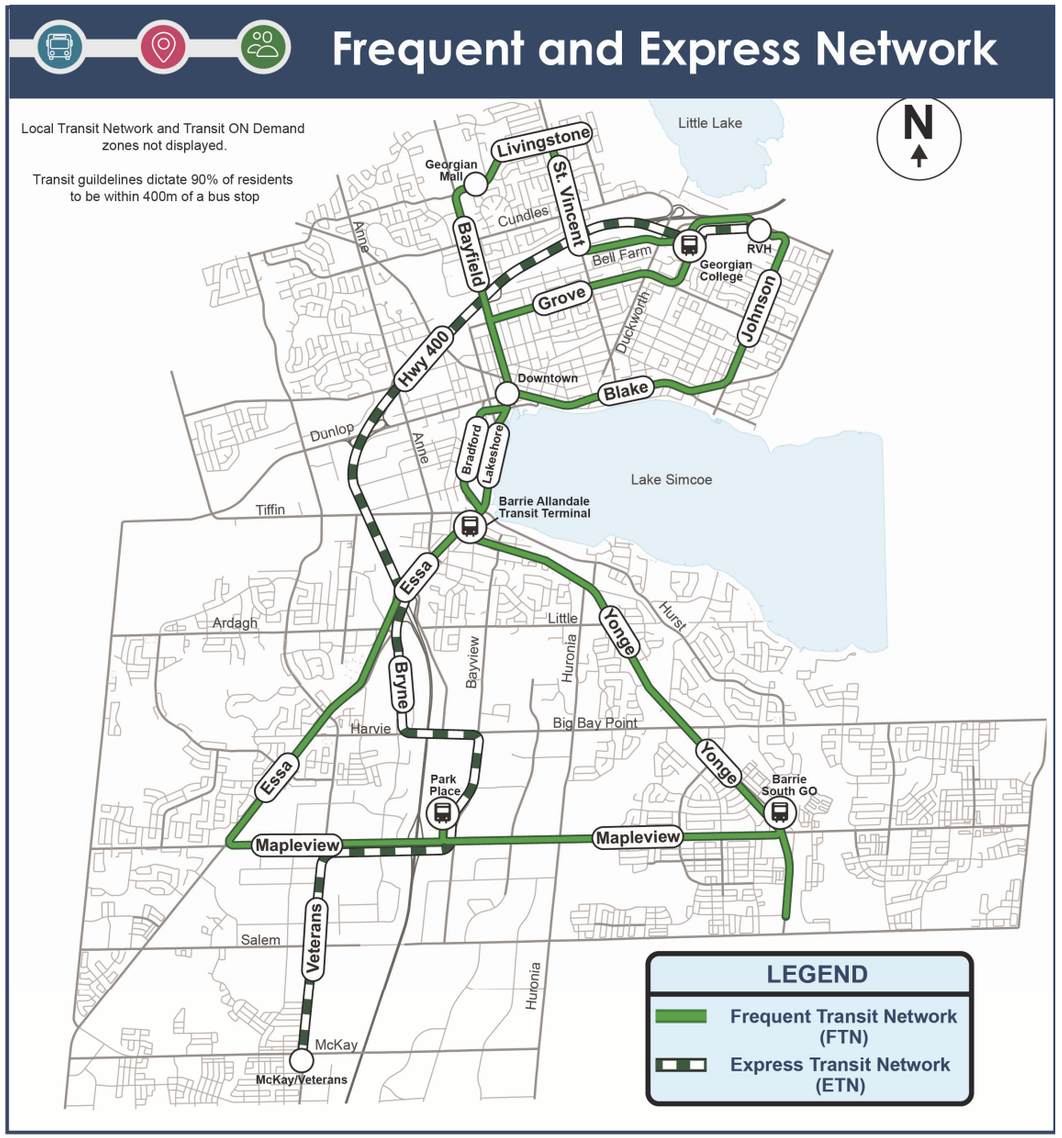


Map 3
Proposed Trail Network
City of Barrie Trails Master Plan

The map on left illustrates the existing trail network (2019 network).

The map on the right shows the recommended 2041 trail network generated from the previous TMP. This project will undertake a full review of previous recommendations.

2031 Frequent and Express Transit



The map displays the proposed 2031 frequent and express transit corridors

The TMP will examine future needs for the 2041 and 2051 horizons including assessing whether the City should consider initiating planning considerations for future higher order transit.

Service Type	Mobility Objective	Route Example
Express Transit Network (ETN)	Quick and direct travel	
Frequent Transit Network (FTN)	15-minute or better peak frequency	
Local Transit Network (LTN)	Connecting local communities	
Transit ON Demand (ToD)	Flexible and optimized routing	

2051 Transportation Master Plan

Laying the Foundation for Tomorrow's Infrastructure

PROJECT TIMELINE

Learn more by following the QR Code or using the link below:

buildingbarrie.ca/TransportationMasterPlan

Spring 2024

Emerging Directions

We begin by reviewing background studies and identifying key challenges for Barrie's transportation future.

- **Notice of Study Commencement**
  May 16, 2024
- **Public Survey 1A**
  Available from July to October 2024
- **Pop-Ups - FOLLOW THE LINK BELOW**
  Find out when you can come talk with the project team in-person and share your feedback at this link: **buildingbarrie.ca/TransportationMasterPlan**

What is a TMP?
A Transportation Master Plan (TMP) is a long-term strategy that outlines the vision, goals, and projects to guide the development and management of transportation infrastructure and services within a city.

Summer 2024

Vision

A vision and policy framework are then developed to ensure the TMP aligns with Barrie's guiding principles and goals.

Fall 2024

- Public Survey 2
- Community Pop-Ups
- Public Information Event 1

Why is a TMP important?
A TMP addresses current and future transportation needs and challenges to meet the demands of the growing city.

Fall 2024

Network Evaluation

Next, various network scenarios are evaluated using advanced modeling to assess impacts and benefits.

Winter 2025

- **Public Survey 3**
- **Community Pop-Ups**
- **Public Information Event 2**
  Spring 2025

Winter 2025

What is a network?
A network is a multi-modal transportation system that includes vehicles, public transit, and active transportation.

Summer 2025

Preferred Network and Actions

Finally, the preferred transportation network is identified and outlined using actionable steps towards implementation.

Summer 2025

- Public Survey 4
- Community Pop-Ups
- Public Information Event 3
  Fall 2025

Barrie

Measuring Impacts of the TMP

- We will use personas to communicate how future recommendations in the TMP could support the vision and benefit or impact different people in Barrie. Five examples are provided of what these personas could look like.



Young Adults
Busy & Looking for Leisure Opportunities

Stephanie

Student

Southwest Barrie

I take transit to college because it is the most convenient mode. I share a car with my family and only walk or ride to local destinations near my home.



Suburban Family
Environmentally Concerned

Enya

Nurse

Northeast Barrie

We're a one-car family. I drive to work as I have to drop-off and pick-up my children from daycare. My partner takes GO transit to work. As a family, we try and make other trips by bicycle or walking.



Single Household
Young & Money Conscious

Adam

Construction Worker

North Barrie

I drive to work since it's the best way to get to construction sites, as well as to access my daily needs.



Suburban Family
Established & Busy with Extra Curriculars

Natalie

Accountant

Southeast Barrie

We're a busy family with a tight schedule. We have children in sports and other after school programs. We use two cars in and around Barrie to manage our kids' activities and commuting to work.



Older Adult
Older & Comfortable

James

Retired

Downtown Barrie

I like to walk around the community for local needs, but I keep my car for destinations that are further away.

Next Steps

Engagement

Two additional public information centres are planned with the next event tentatively planned for Spring 2025.

Deliverables

Upcoming tasks include developing: measurable goals and objectives, preliminary recommendations for future improvements (infrastructure, policies, and programs), and a final set of recommendations.

Project Website

The best way to stay connected is to sign up to the registration list through our project website. You'll be notified of any upcoming events or feedback opportunities. Visit www.buildingbarrie.ca/transportationmasterplan to sign up.

Provide Input or Register to the Project Mailing List

Use this QR code to access our online comment form

Stay connected through our project webpage

Or connect with the project team

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