# 2051 Transportation Master Plan

## Public Information Centre #2

**September 18th, 2025**



# 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.

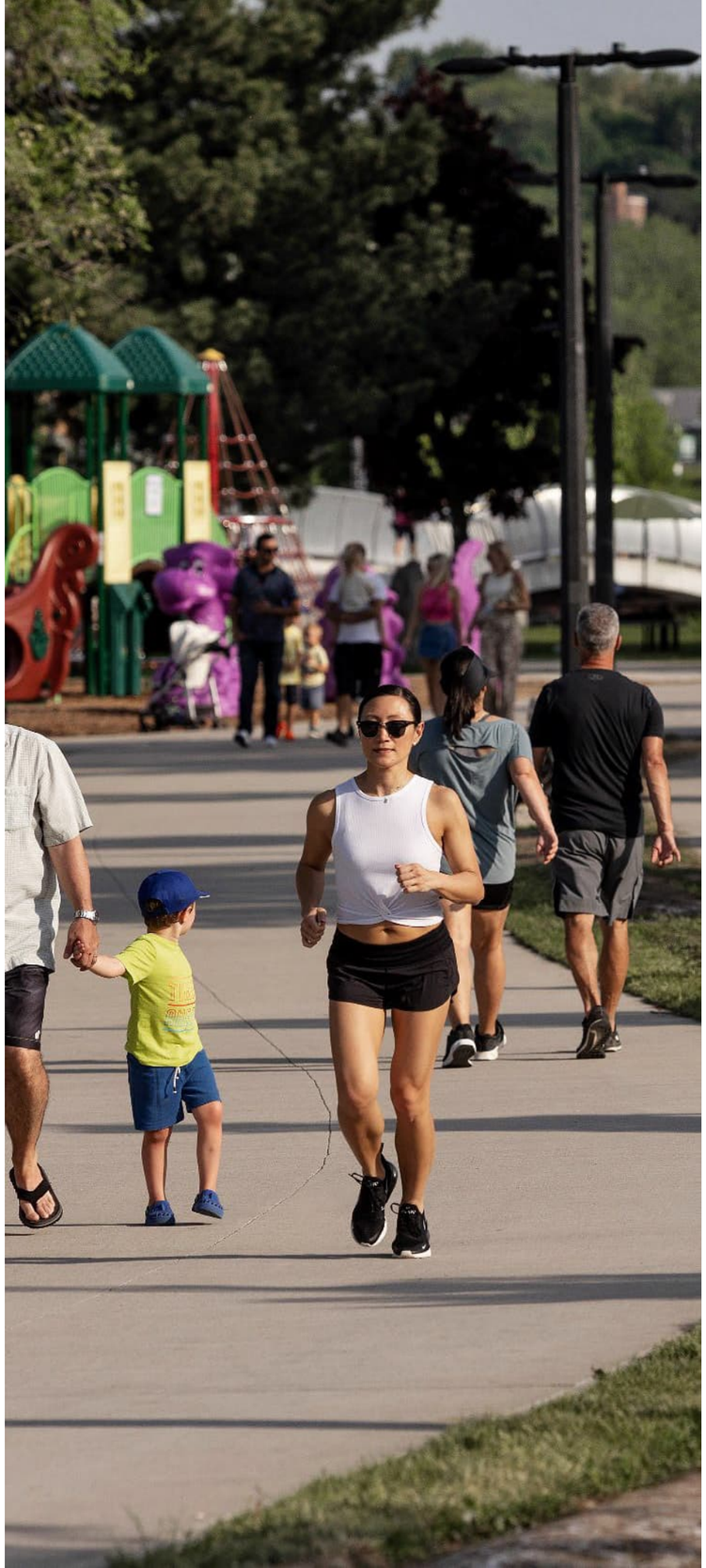


# Focus Areas

- 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.

# What We Heard

## Phase 1 Input

Last year, the project team attended a number of pop-up events and held our first PIC. We also had an interactive map on the project webpage and multiple surveys. Overall, we have **engaged with over 850 people**.

Key highlights from the engagement are summarized below.

Continued investment in bike paths, pedestrian walkways, and multi-use trails that connect key areas of the city. Residents see this as essential for making cycling and walking safe and convenient.

Convenience, travel time, and reliability were the top three factors when choosing a mode of transportation.

Barrie residents primarily rely on personal vehicles for daily travel, especially during the AM and PM peak periods.

More reliable, frequent, and accessible public transit to serve the growing population and reduce reliance on personal vehicles. This includes introducing express and direct routes, light rail or rapid bus lanes, and reducing transit costs.



# What We Heard

## Phase 2

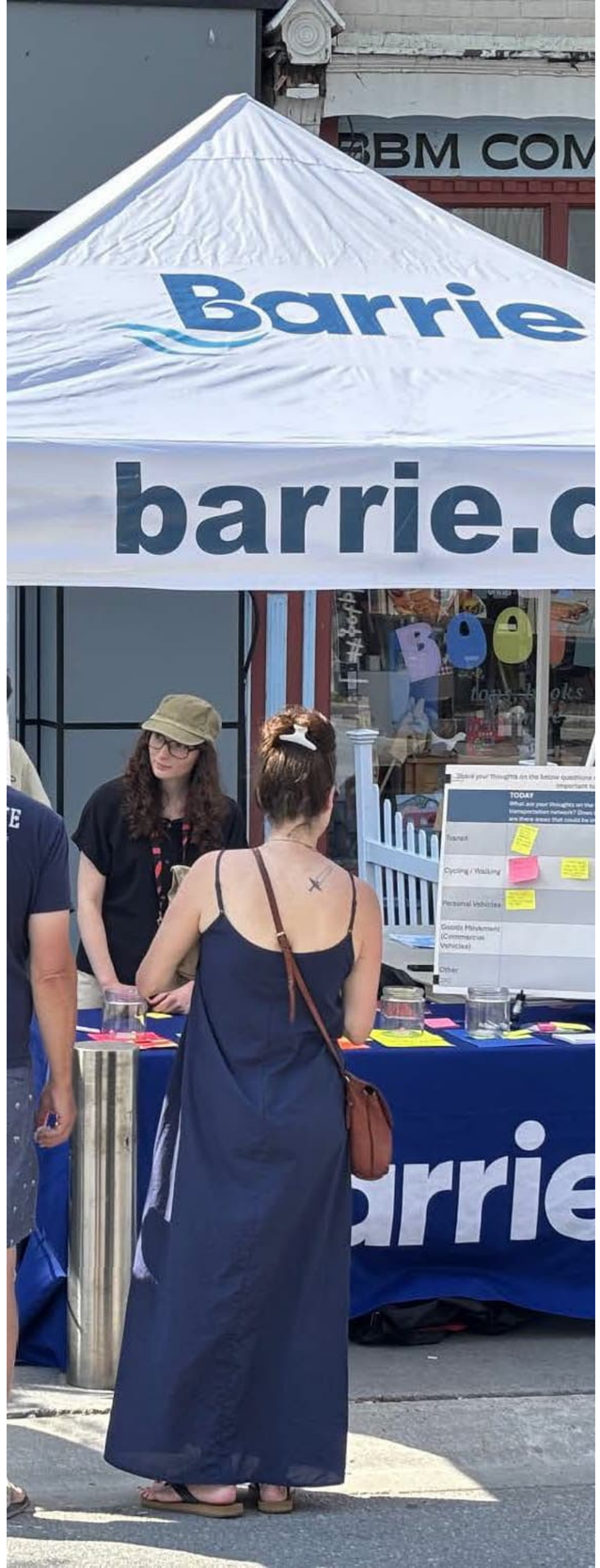
In our second phase of the project, we've held two pop-up events this summer and engaged with almost **150 people**. Here's what we've heard so far:

When asked to prioritize evaluation criteria for future transportation scenarios, participants chose safety, integration, and healthy living most often.

Participants emphasized the need for more protected bike lanes, safer pedestrian crossings, and better support for mobility devices to enable active travel for all ages and abilities.

Participants highlighted the need for more frequent, reliable, and better-connected transit service, including extended hours and affordable fares, particularly for youth, seniors, and low-income residents.

Safety received the most support in early engagements, while later pop-ups showed strong interest in integrated planning and health-related benefits.



# Updated 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 **safe movement** of people and goods, and promotes **reliability**. The master plan will capture the regionally-significant role Barrie plays in providing essential services to the surrounding communities.

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 that ultimately improves the quality of life for Barrie residents.

# Updated 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.

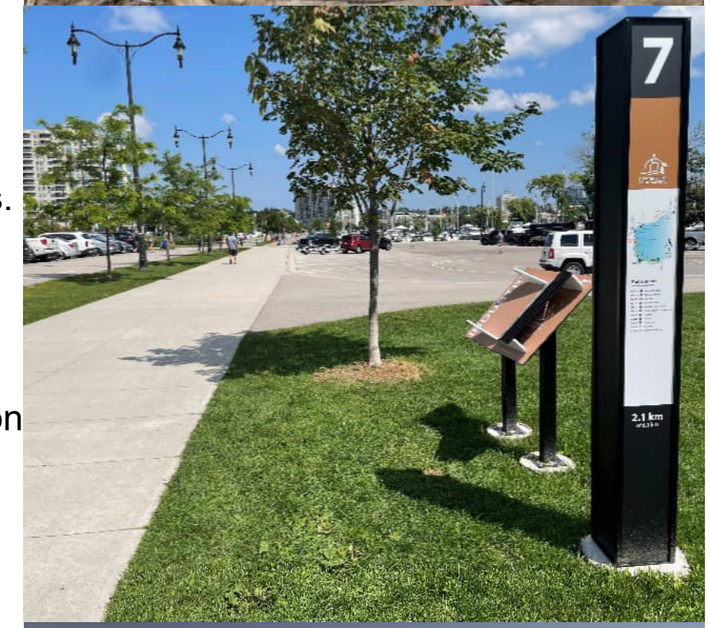
## Integrated Planning

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.








# Purpose of PIC #2

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

On the following slides, we have outlined our first set of alternative scenarios and our proposed evaluation criteria. The feedback from today will help us to further refine and evaluate the future scenarios. We will present our findings to the public at PIC #3.

| Future Multi-Modal Transportation Networks | Evaluation Methodology | Decision Making Framework |
|---|---|---|
| • Do the alternative scenarios address your transportation challenges?<br>• What other solutions would you like to see explored? | • Do you support the evaluation criteria shown? If not, what would you change?<br>• What criteria resonate with you the most? | • How would you like to see the City address issues when it comes to street parking, high quality active transportation infrastructure, and balancing the limited right-of-way? |



# Evaluation Criteria

The project team will complete a preliminary evaluation of the three alternative scenarios against the example criteria outlined below. These criteria help the project team assess how different transportation alternative scenarios meet the TMP vision and guiding principles. This evaluation (combined with feedback received) will be used to develop a fourth scenario.



## Supporting Growth

Does this option provide enough capacity for Barrie's growing population and businesses, helping people and goods move efficiently as the city doubles in size by 2051?



## Cost & Value

Is this option affordable to build and maintain, while still delivering good value for taxpayers?



## Mobility & Travel Choice

Does this option make it easier for people to get around the city — whether by car, bus, bike, walking, or other modes?



## Safety for Everyone

Will this option help reduce collisions and make streets safer for drivers, pedestrians, cyclists, and transit users?



## Community & Environment

How well does this option support healthy, vibrant neighbourhoods — for example, by reducing traffic impacts, improving air quality, and making it easier to walk or cycle?

# Evaluation Criteria Feedback

| What I Like | What I'd Change | Questions I Have |
| --- | --- | --- |
| *Share your thoughts here* | *Share your thoughts here* | *Share your thoughts here* |

# Development of Alternative Scenarios for 2051

## Scenario 1: Baseline

- This scenario includes only currently approved or committed transportation projects that will be implemented by the 2031 timeframe with no additional planned improvements to support population growth.
- This scenario should be considered as a baseline to test other scenarios against and shows the impacts of key provincial investments.

## Scenario 2: Balanced Mobility

- This scenario can be thought of as maintaining a status quo approach to future mobility planning. Investments will continue to prioritize the automobile with moderate, but still substantial, investments in transit, cycling and pedestrian infrastructure.
- This scenario will focus on maintaining mobility via personal vehicles, but will still result in a significantly expanded cycling network and improvements to pedestrian infrastructure.

## Scenario 3: Sustainable Mobility

- This scenario represents a significant change in the City's approach to mobility. This scenario prioritizes significant investments in transit as well as pedestrian and cycling infrastructure to reduce personal vehicle trips.
- This scenario maintains a similar investment in cycling and pedestrian infrastructure as Scenario 2, but much more investment in transit and transit infrastructure.

## Additional Alternatives

A fourth scenario will also be tested and will consider feedback received from the public and key stakeholders.

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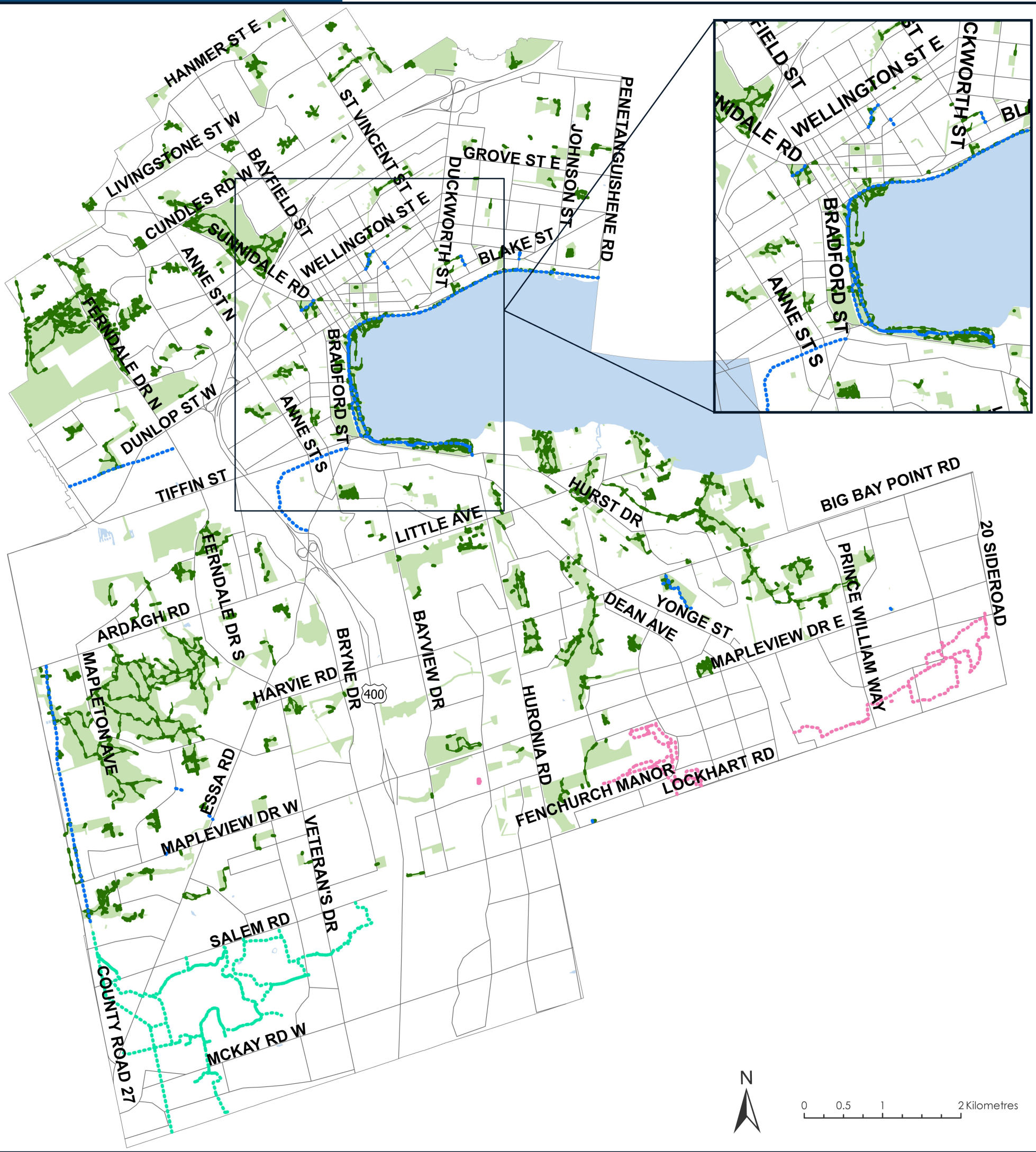
# Existing and Proposed
## Trails Network




## Legend

**Secondary Plan Area (SPA) Trails**
- Hewitt's SPA Trail
- Salem SPA Trail

**Proposed Multi-use Trails**
- Recreational Trail
- Multi-use Trail

**Existing Trails**
- Park Trail

**Other Features**
- Parks
- Water

Note: Maps are preliminary drafts that may contain errors. Maps will be updated and finalized as the project progresses.

Data retrieved from the Municipality of Barrie and Ontario GeoHub.

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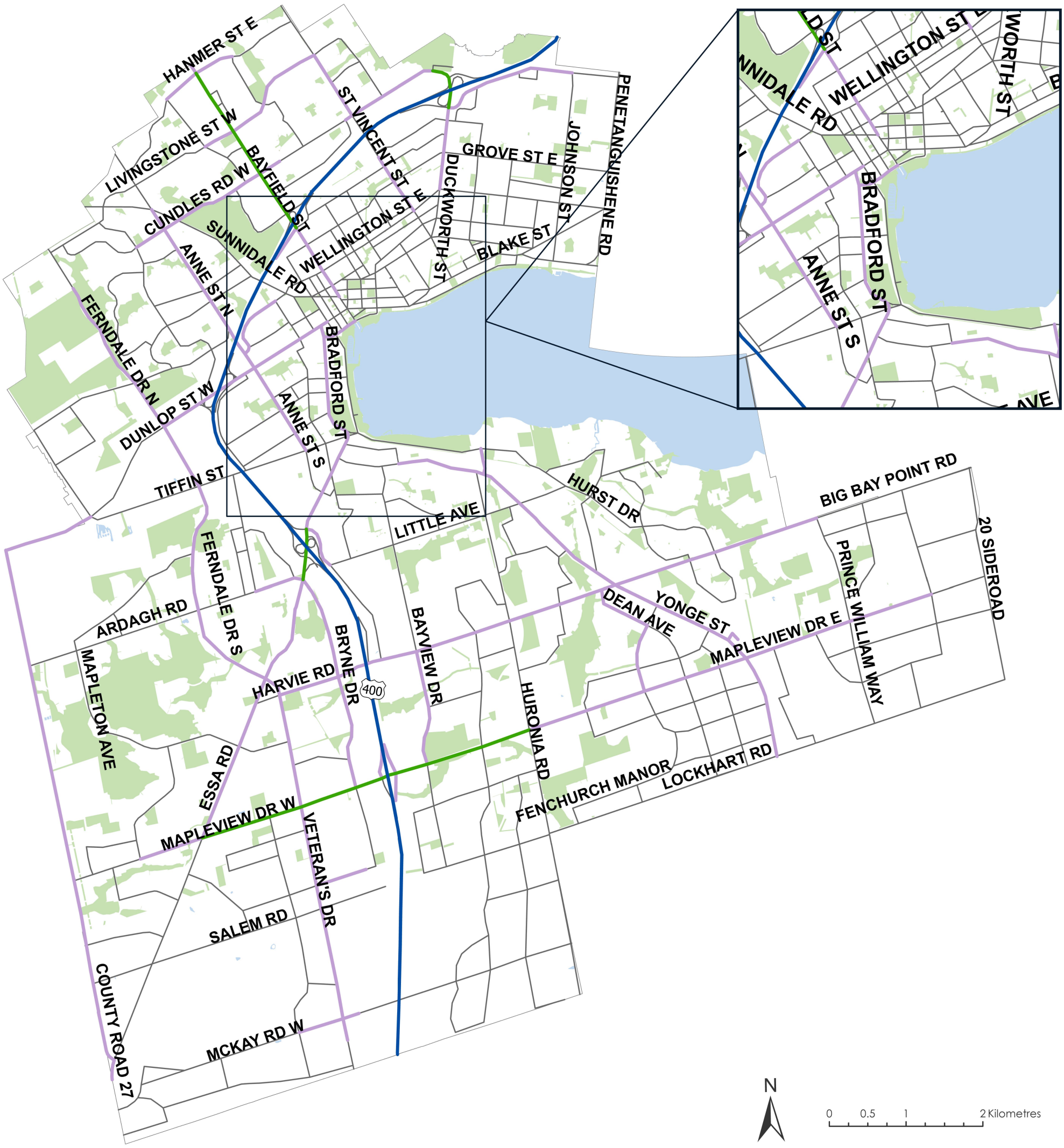
# 2051 Baseline

## Scenario 1

## Road Network




## Legend

### Number of Through Lanes per Direction

- 1 Lane
- 2 Lanes
- 3 Lanes
- 4 Lanes

### Other Features

- Parks
- Water

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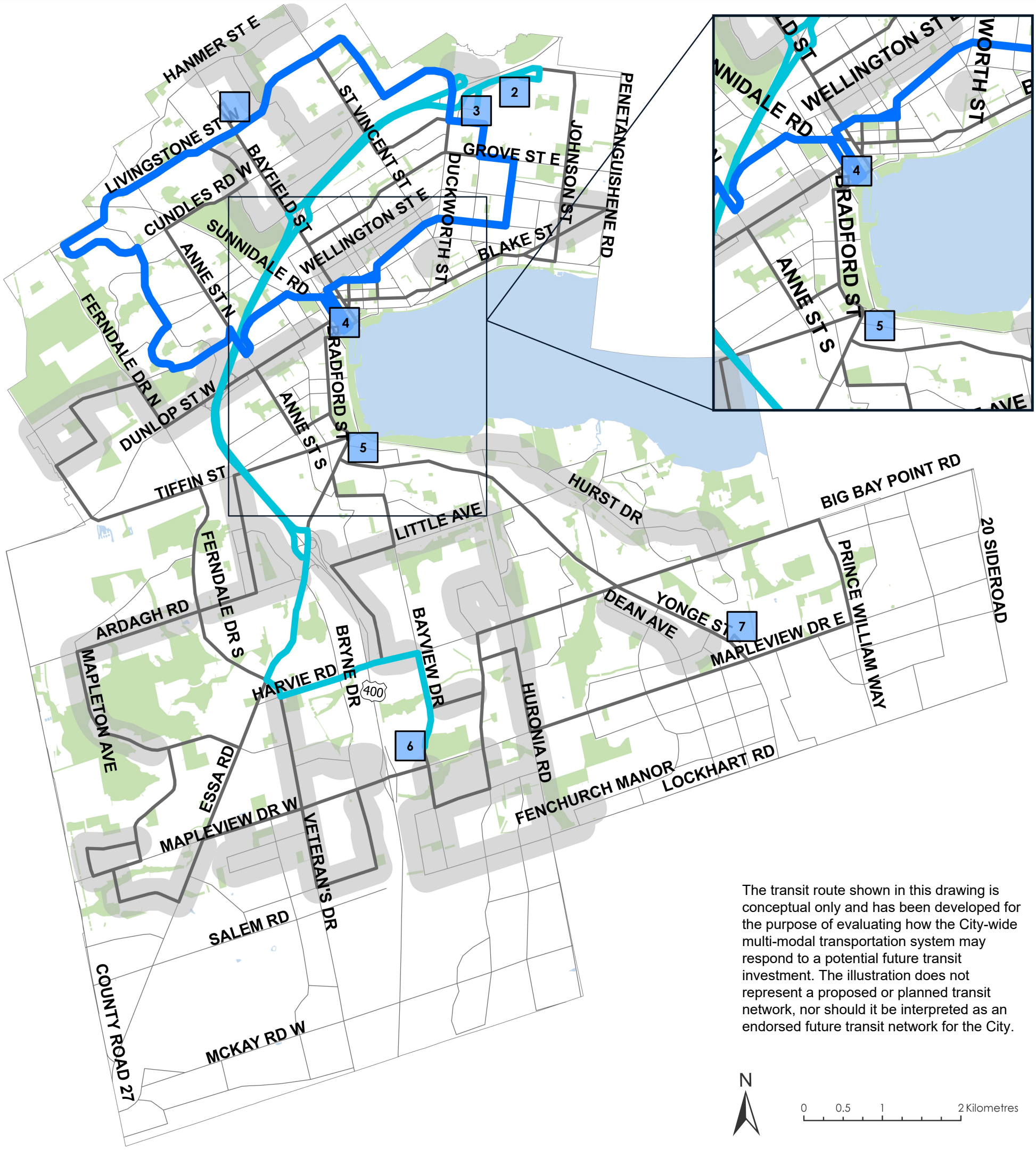
# 2051 Baseline

## Scenario 1

## Transit Network




The transit route shown in this drawing is conceptual only and has been developed for the purpose of evaluating how the City-wide multi-modal transportation system may respond to a potential future transit investment. The illustration does not represent a proposed or planned transit network, nor should it be interpreted as an endorsed future transit network for the City.

N

0 0.5 1 2 Kilometres

## Legend

### Transit Lines

- North Barrie Frequent Transit Loop
- Highway 400 Express Service
- Local Routes
- ON Demand Zones

1 Georgian Mall

2 Royal Victoria Hospital

3 Georgian College

4 Downtown Barrie Hub

5 Allandale Hub & GO Station

6 Park Place

7 Barrie South GO Station

### Other Features

- Parks
- Water

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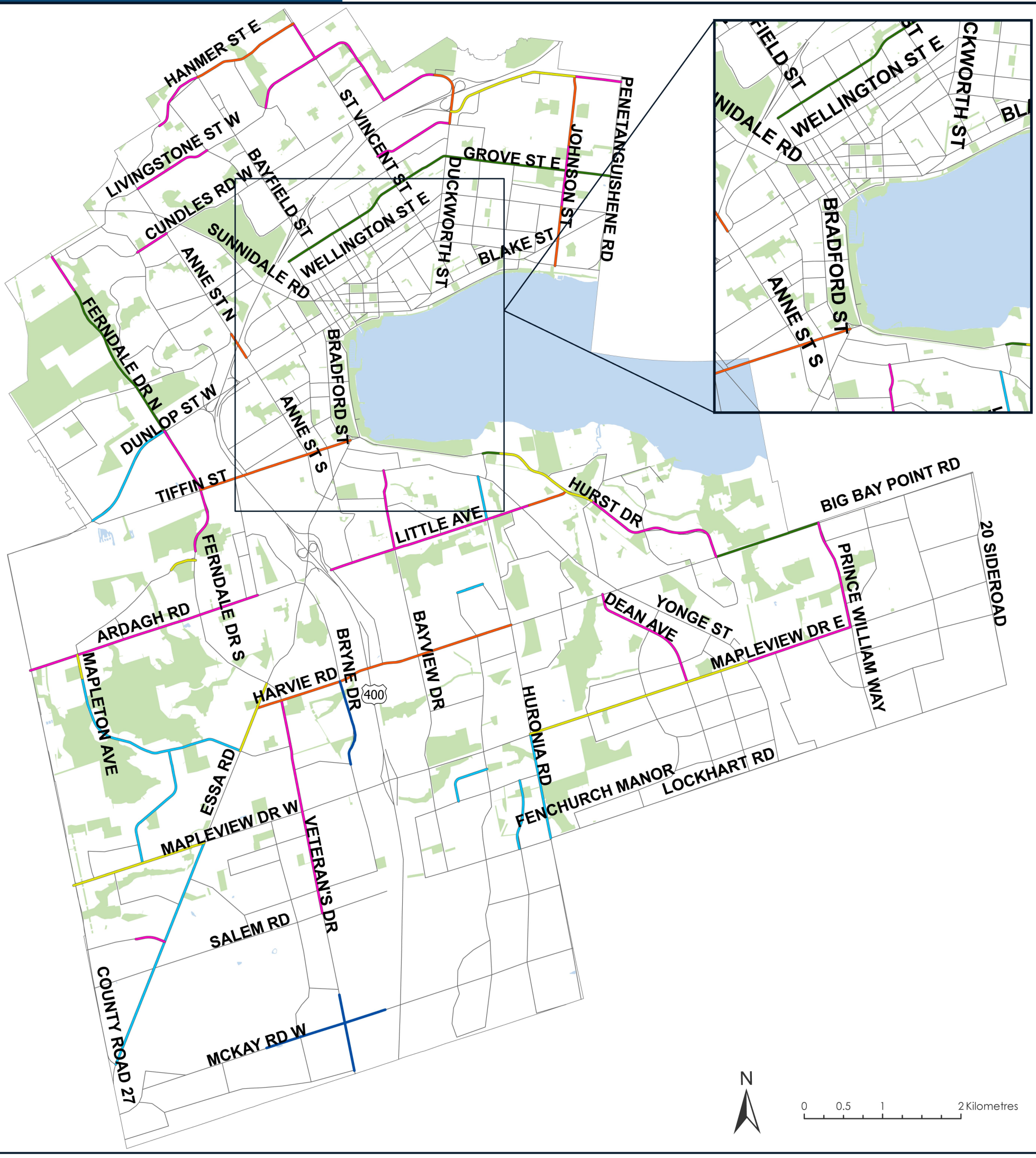
# 2051 Baseline

## Scenario 1

## Active Transportation Network




## Legend

### Existing AT Facilities

- Bicycle Lane
- Buffered Bicycle Lane
- Cycle Track
- Multi-Use Path
- Shared Lane
- Shoulder

### Other Features

- Parks
- Water

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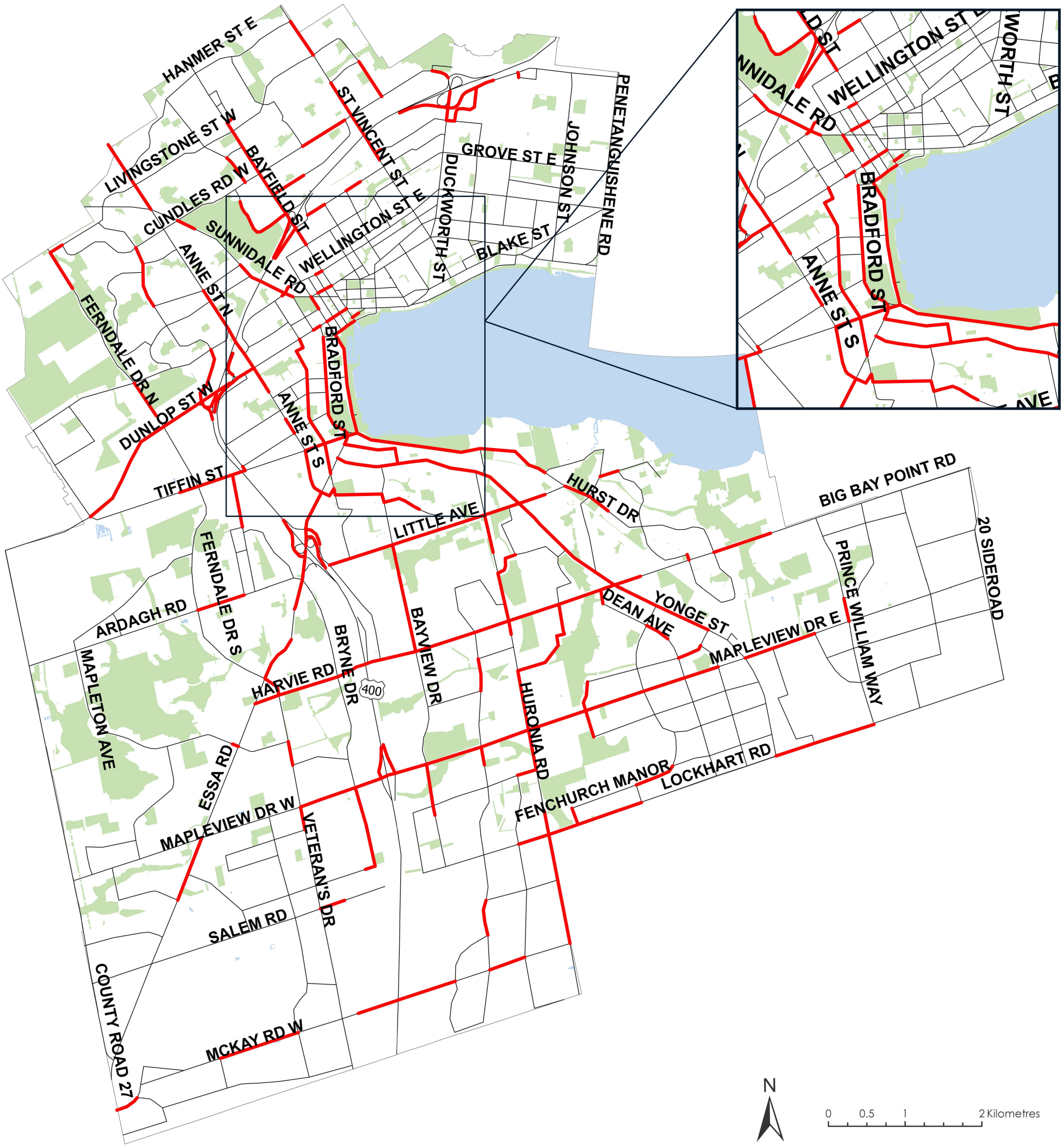
# 2051 Baseline

## Scenario 1 - Congested Roads (AM/PM)




## Legend

Roads with V/C ratios greater than 0.9

Other Features

- Parks
- Water

Note: V/C - Volume to Capacity
The volume-to-capacity ratio measures how busy a road is, with values closer to 1.0 indicating congested conditions

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# Scenario #1 Feedback

| What I Like | What I'd Change | Questions I Have |
| --- | --- | --- |
| *Share your thoughts here* | *Share your thoughts here* | *Share your thoughts here* |

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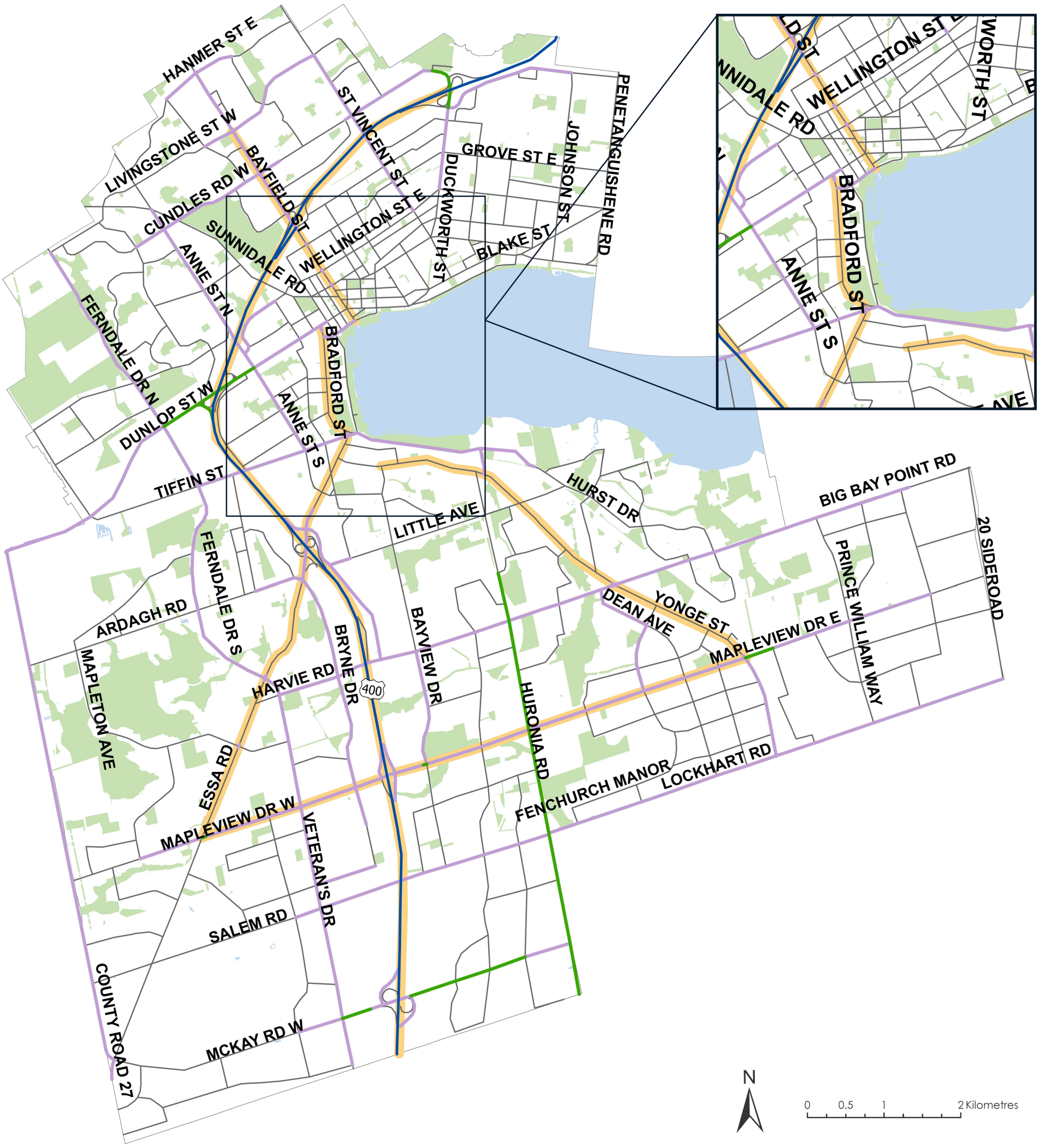
# 2051 Balanced Mobility

## Scenario 2

## Road Network




## Legend

### Number of Through Lanes per Direction

- 1 Lane
- 2 Lanes
- 3 Lanes
- 4 Lanes

### Priority Lanes

- HOV Lanes

### Other Features

- Parks
- Water

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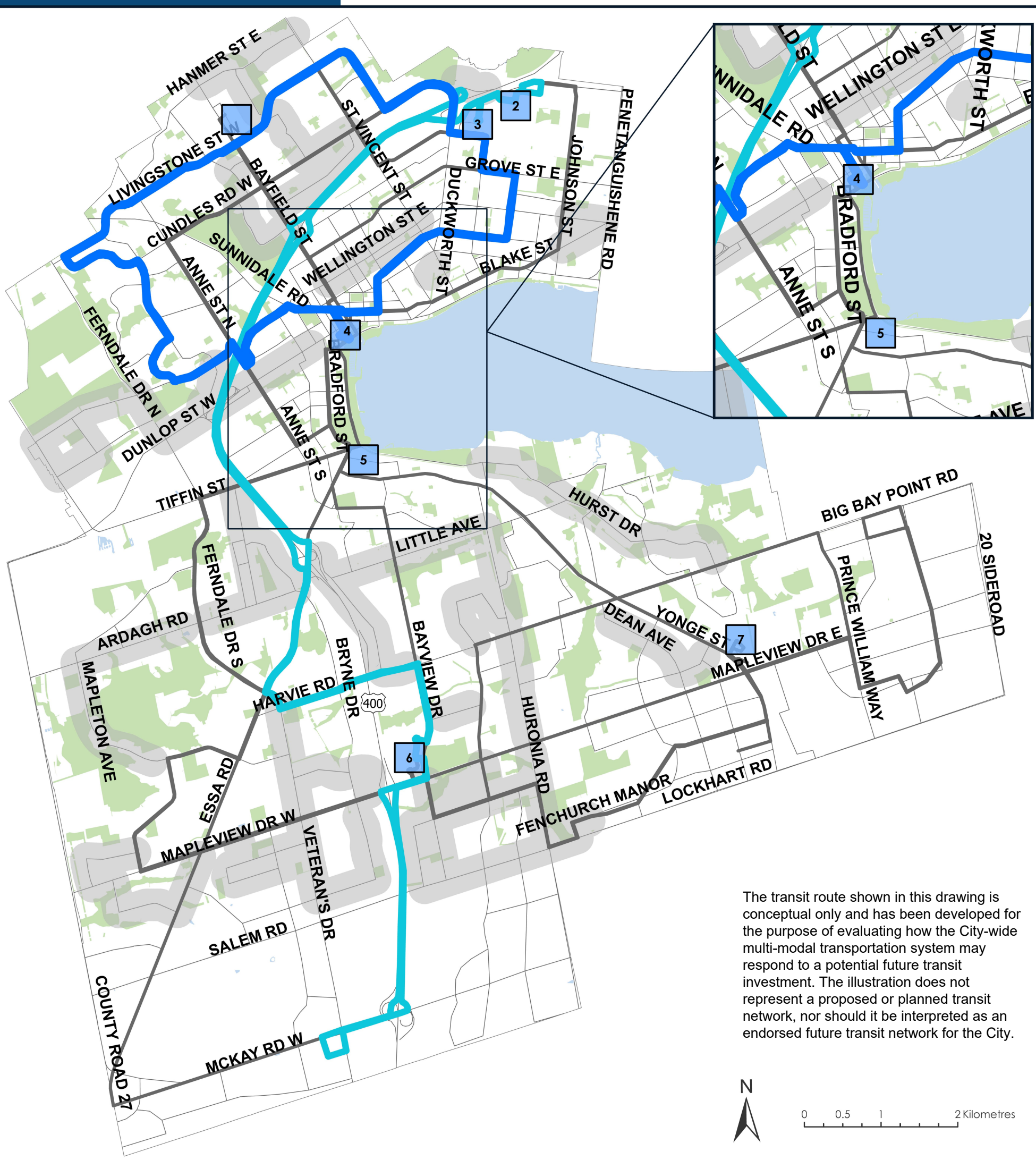
# 2051 Balanced Mobility

## Scenario 2

## Transit Network

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N

0 0.5 1 2 Kilometres

## Legend

### Transit Lines

- North Barrie Frequent Transit Loop
- Highway 400 Express Service
- Local Routes
- ON Demand Zones

1 Georgian Mall

2 Royal Victoria Hospital

3 Georgian College

4 Downtown Barrie Hub

5 Allandale Hub & GO Station

6 Park Place

7 Barrie South GO Station

### Other Features

- Parks
- Water

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# 2051 Balanced Mobility

## Scenario 2

## Active Transportation Network




## Legend

### Proposed AT Facilities

- Bicycle Lane
- Cycle Track
- Multi-use Path
- Protected Bicycle Lane
- Shared Lane

### Existing AT Facilities

- Bicycle Lane
- Buffered Bike Lane
- Cycle Track
- Multi-use Path
- Shared Lane
- Shoulder

### Other Features

- Parks
- Water

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# 2051 Balanced Mobility
## Scenario 2 - Congested Roads (AM/PM)




## Legend

- Roads with V/C ratios greater than 0.9

Other Features

- Parks
- Water

Note: V/C - Volume to Capacity
The volume-to-capacity ratio measures how busy a road is, with values closer to 1.0 indicating congested conditions

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# Scenario #2 Feedback

| What I Like | What I'd Change | Questions I Have |
| --- | --- | --- |
| *Share your thoughts here* | *Share your thoughts here* | *Share your thoughts here* |

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# 2051 Sustainable Mobility
## Scenario 3
## Road Network




## Legend

**Number of Through Lanes per Direction**
- 1 Lane
- 2 Lanes
- 3 Lanes
- 4 Lanes

**Priority Lanes**
- HOV Lanes
- BRT Lanes

**Other Features**
- Parks
- Water

Note: Maps are preliminary drafts that may contain errors. Maps will be updated and finalized as the project progresses.

Data retrieved from the Municipality of Barrie and Ontario GeoHub.

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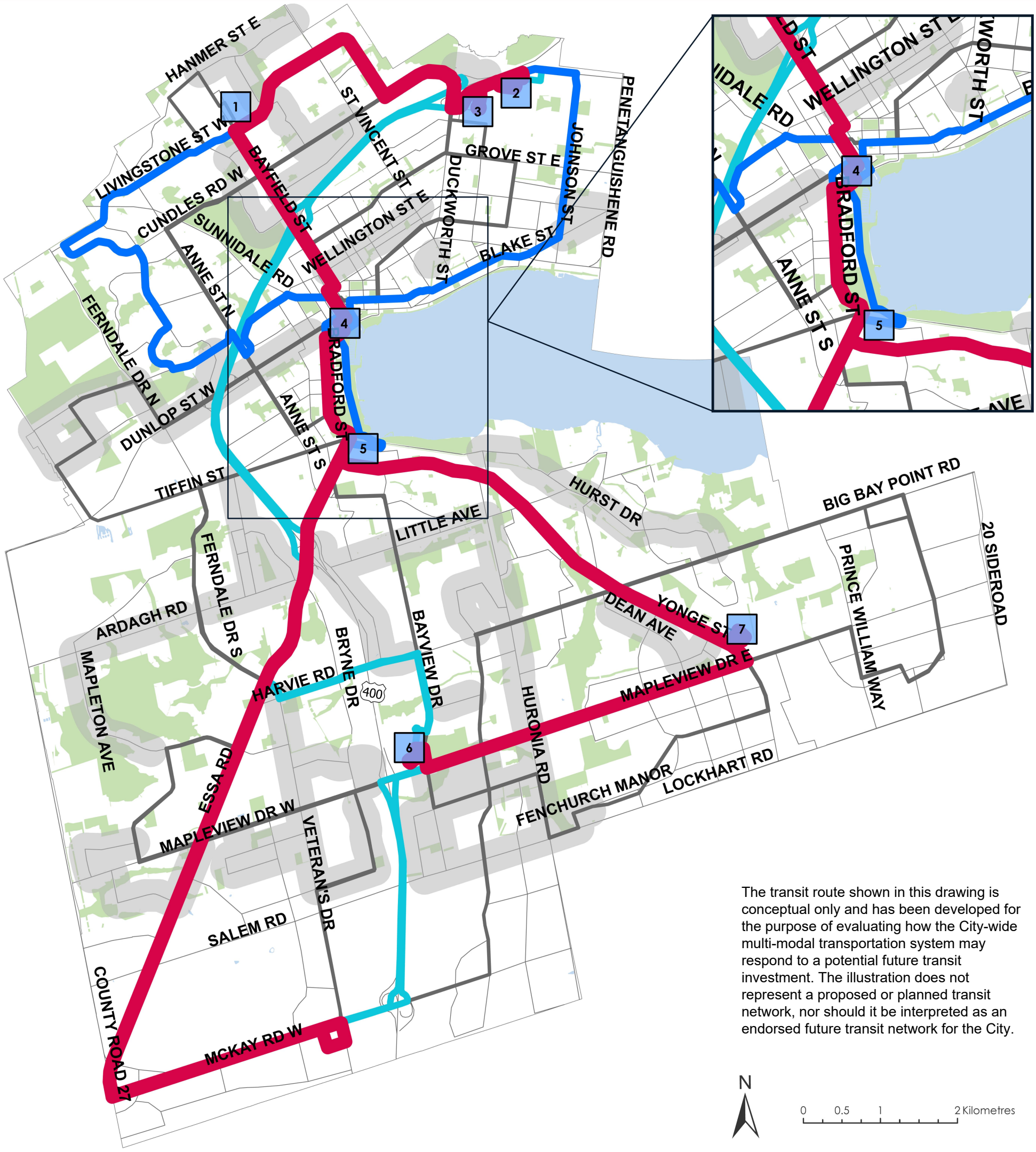
# 2051 Sustainable Mobility

## Scenario 3

## Transit Network

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N

0 0.5 1 2 Kilometres

## Legend

### Transit Lines

- Rapid Transit
- North Barrie Frequent Transit Loop
- Highway 400 Express Service
- Local Routes
- ON Demand Zones

1 Georgian Mall

2 Royal Victoria Hospital

3 Georgian College

4 Downtown Barrie Hub

5 Allandale Hub & GO Station

6 Park Place

7 Barrie South GO Station

### Base Map

- Parks
- Water

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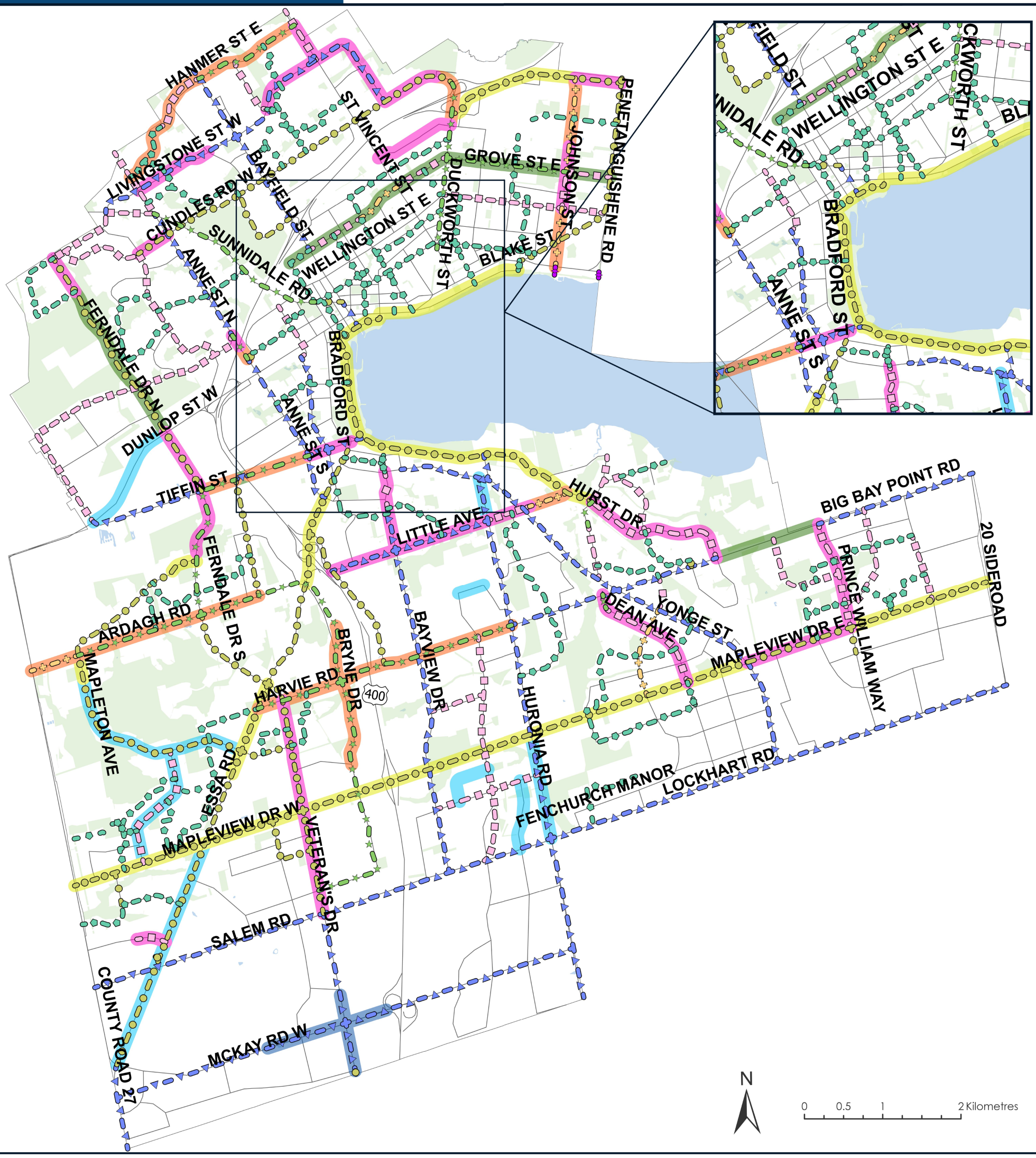
# 2051 Sustainable Mobility

## Scenario 3

## Active Transportation Network




## Legend

### Proposed AT Facilities

- Bicycle Lane
- Buffered Bicycle Lane
- Cycle Track
- Multi-use Path
- Neighbourhood Bikeway
- Protected Bicycle Lane
- Shared Lane

### Existing AT Facilities

- Bicycle Lane
- Buffered Bike Lane
- Cycle Track
- Multi-use Path
- Shared Lane
- Shoulder

### Other Features

- Parks
- Water

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# 2051 Sustainable Mobility
## Scenario 3 - Congested Roads (AM/PM)




## Legend

- Roads with V/C ratios greater than 0.9

Other Features

- Parks
- Water

Note: V/C - Volume to Capacity
The volume-to-capacity ratio measures how busy a road is, with values closer to 1.0 indicating congested conditions

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# Scenario #3 Feedback

| What I Like | What I'd Change | Questions I Have |
| --- | --- | --- |
| *Share your thoughts here* | *Share your thoughts here* | *Share your thoughts here* |

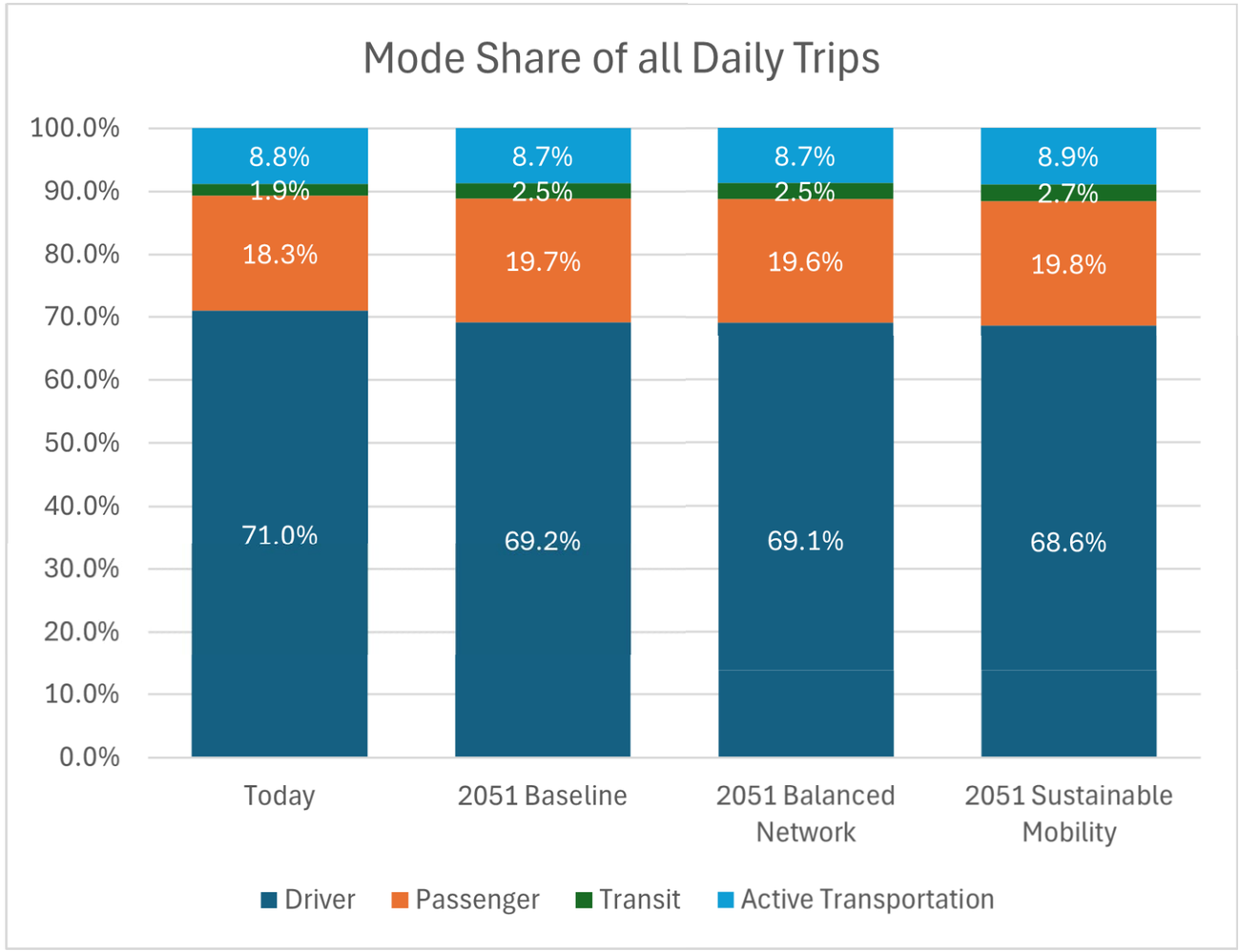
# Preliminary Modelling Results

## How do these scenarios perform against each other?

When compared to the mode share of the current transportation network, we can see that transit and active transportation trips don't really change substantially.

This could indicate that the future transit and active transportation networks aren't attractive enough to support reducing our reliance on personal vehicles, or it could indicate that the road network for personal vehicles is over-accommodating.

The fourth scenario will be developed with a stronger focus on improving transit and active transportation trips, which will ultimately reduce congestion for those that rely on a personal vehicle.



# Transportation Master Plan 2051

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

**Began with reviewing background studies and identifying key challenges for Barrie's transportation future.**

- **Notice of Study Commencement**
  May 16, 2024
- **Public Survey 1**
  Summer 2024
- **Pop-Up Activities**
  Visited Centennial Beach and attended Open Air Dunlop *Eats on the Streets* and *Classics in the Park*

**Summer 2024**

**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.

## Vision

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

- **Public Survey 2**
  Fall 2024
- **Public Information Centre 1**
  Held an in-person public information centre at the Peggy Hill Team Community Centre on November 14, 2024
- **Pop-Up Activities**
  Attended Barrie's Farmers Market on February 22, 2025

**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 have been evaluated using advanced modelling to assess impacts and benefits.**

- **Pop-Up Activities**
  This summer, we attended Barrie's Farmer Market at City Hall and had an Engagement Tent at Open Air Dunlop *Eats on the Streets*
- **Public Information Centre 2**
  Today! Talk to the project team and share your feedback on the transportation scenarios and evaluation criteria
- **Public Survey 3**
  Scan the QR code or visit the link above to take our online survey! Open until October 5

**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 will be identified and outlined using actionable steps towards implementation.**

**Winter 2026**

- **Pop-Up Activities**
- **Public Information Centre 3**
- **Public Survey 4**

Barrie

# Next Steps

## Engagement

One additional Public Information Centre is planned for Spring 2026 where we will present the project recommendations. We will also attend other pop-up events throughout the year to share informal updates.

## Deliverables

Upcoming tasks include evaluating the alternative scenarios, developing a recommended scenario and preparing accompanying policy 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.

**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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