Transportation Master Plan 2051

PROJECT UPDATE



Overview

The City of Barrie is updating its Transportation Master Plan (TMP) to help guide future mobility needs and growth. Alongside the City's new Official Plan, the TMP will be a key tool in addressing current and future transportation challenges. As Barrie grows, so do the demands on its transportation network—this plan will help improve connectivity, reduce congestion, enhance safety, and promote sustainable travel options.

Project Timeline

Emerging Directions

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

Summer 2024

Vision

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

Fall 2024/Winter 2025

Network Evaluation

Next, various network scenarios will be evaluated using advanced modelling to assess impacts and benefits.

Spring 2025

Preferred Network and Actions

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

Beginning Summer 2025

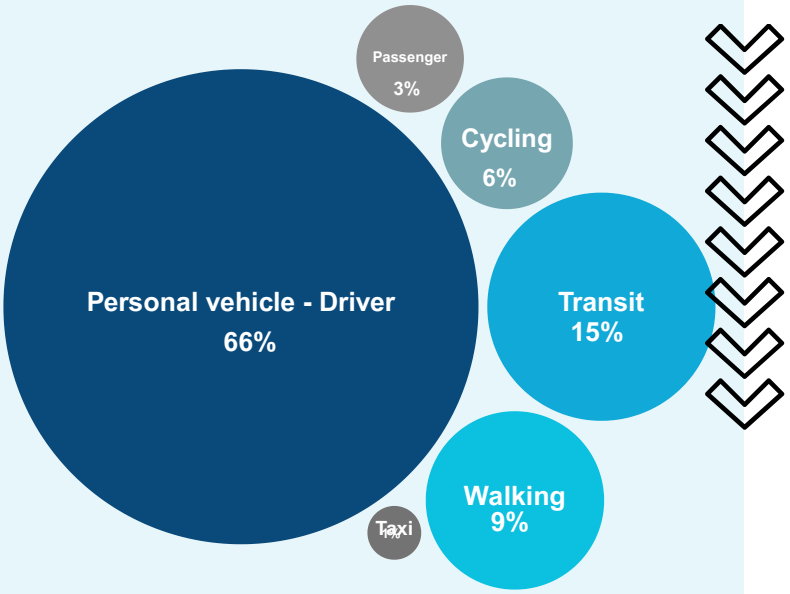
Engagement Highlights

As of March 2025, we engaged with over 856 residents through a variety of methods:



These activities provided opportunities for residents to share their experiences and priorities for Barrie's transportation network.

The majority of respondents use their personal vehicle as their most common travel mode.



The top factors that influence respondent's daily choice of transportation are:



Travel time
(e.g., the quickness to make your trip)

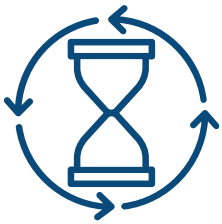
Convenience
(e.g., the ease in making your trip)

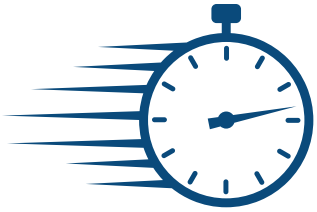


Dependable
(e.g., the confidence in completing trip)

When thinking about the shift to transit, drivers mentioned that

IMPROVING THE FREQUENCY and **IMPROVING THE TRAVEL TIME**





would help make that change.

Priorities for investment in the future transit network:

1. **Improving transit frequency**
2. **Improving transit coverage**
3. **Active transportation infrastructure**

Respondents pointed out key areas needing improvement, from congestion hotspots on Mapleview, Bayfield, and Dunlop to calls for safer bike lanes and better transit service. With a strong push for well connected multi-modal solutions, it's clear that Barrie's future is all about moving smarter, faster, and greener!

What's Next?

We're continuing the conversation! Look for us throughout the summer at the **Farmer's Market and Open Streets** events for updates on the Transportation Master Plan. **Join us in September for a Public Information Centre at Southshore Community Centre** to share your feedback on the proposed alternate scenarios.

Get Involved

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

buildingbarrie.ca/TransportationMasterPlan

Laying the Foundation for Tomorrow's Infrastructure