2051 Transportation Master Plan

Public Information Centre #3

June 18, 2026



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.

What is happening at this PIC?

The purpose of this event is to share our draft recommendations for the City's transportation network for 2051.

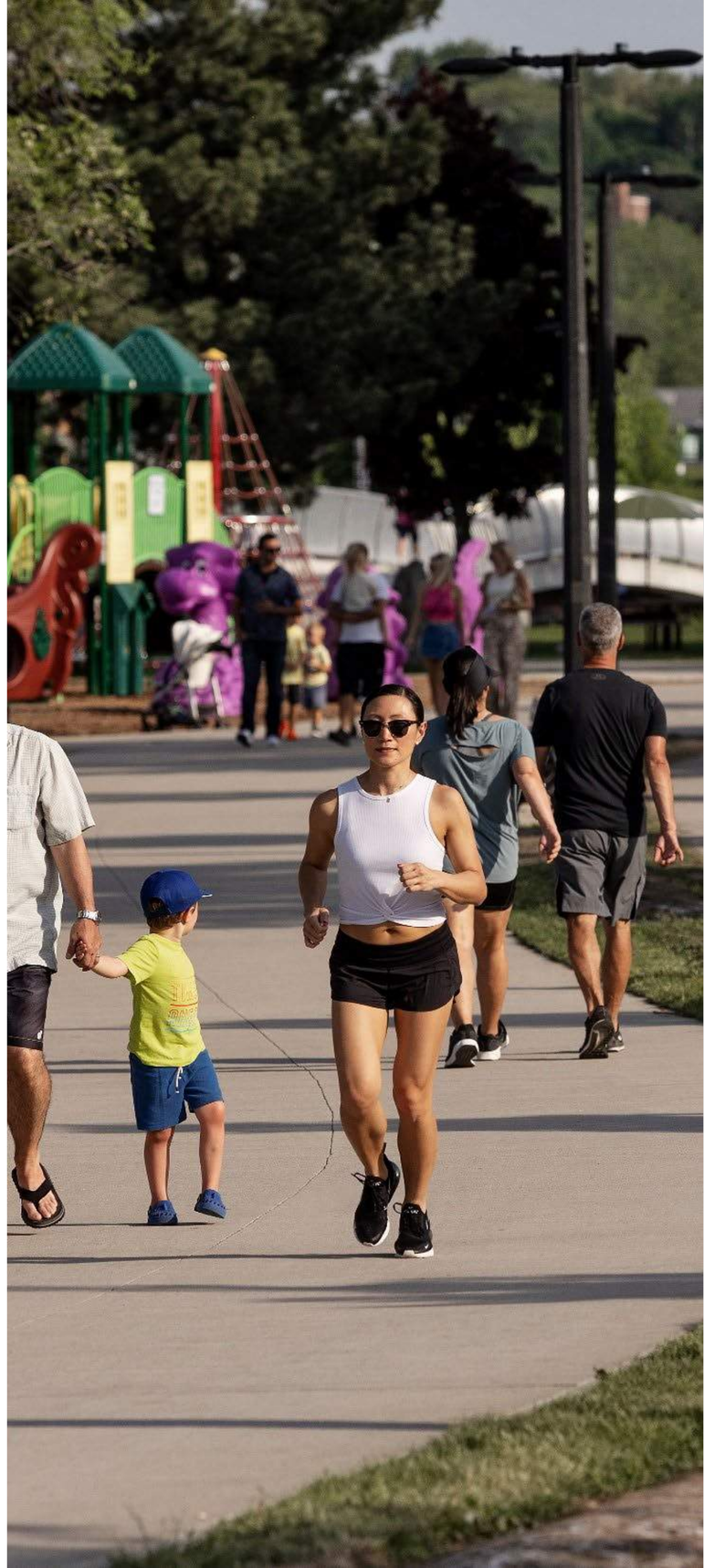


Focus Areas

- 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**.

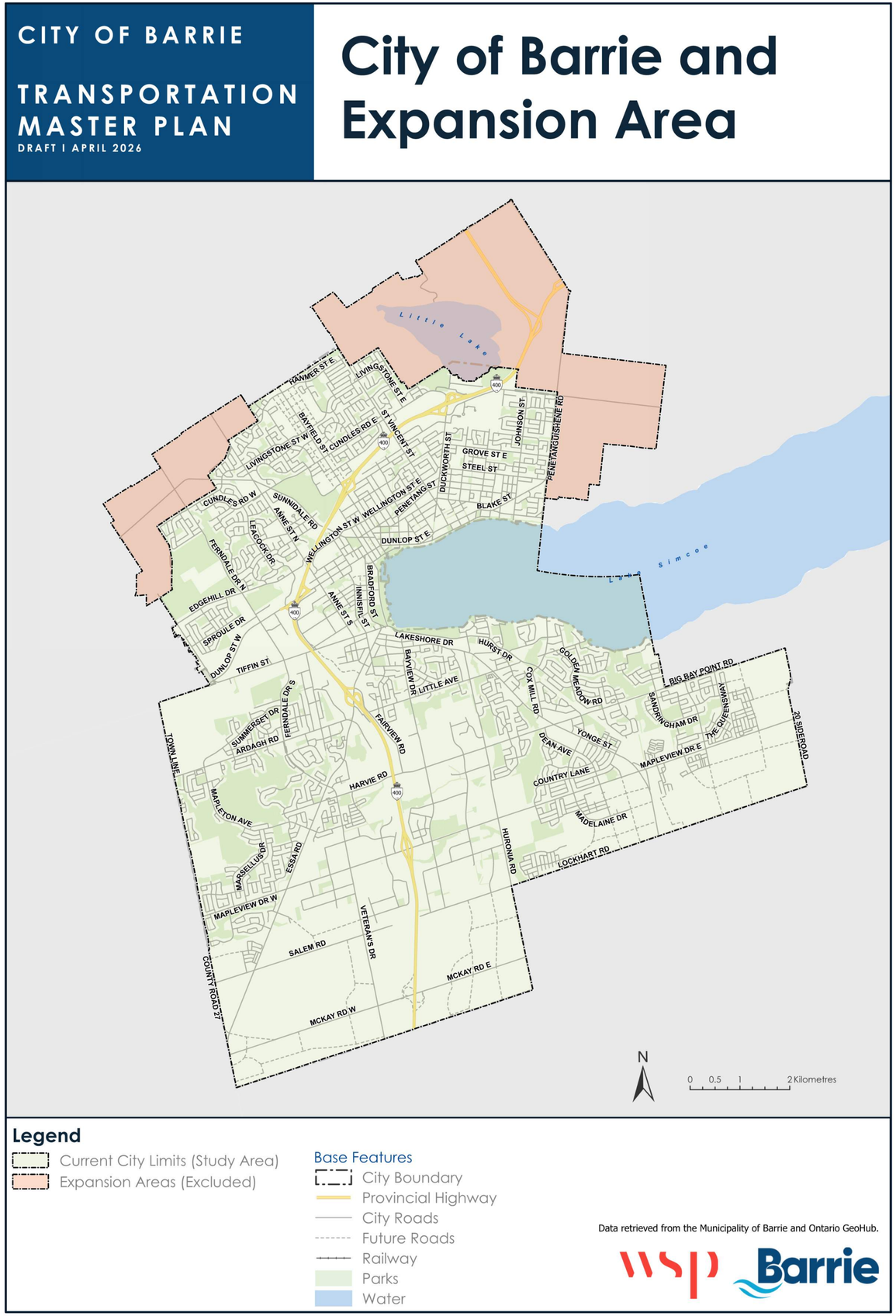
- A core component of the TMP update is understanding the people of Barrie, and how the TMP can support a **gradual but meaningful shift to sustainable transportation modes**.



TMP Study Area

- The current TMP study area is for the pre-2026 City of Barrie boundary with forecasted population and employment growth to 2051.

- Following passage of the *Barrie–Oro-Medonte–Springwater Boundary Adjustment Act* on December 9, 2025 and the transfer of impacted properties under City of Barrie jurisdiction as of January 1, 2026, the City will be expanding the study scope to include the boundary expansion area. Recommendations for the new areas will be presented at a future public information centre.



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.

2022 Population: 157,000

2051 Population: 298,000

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.

2022 Employment: 81,000 jobs

2051 Employment: 150,000 jobs

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

In 2024, the project team attended a number of pop-up events and held the first PIC. We also had an interactive map on the project webpage and multiple surveys. Overall, we **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 2A

In our second phase of the project, we held two pop-up events and a second PIC. We engaged with over **200 people**, and here's what we heard:

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.

Cost and affordability continue to be important to Barrie residents. City investments in infrastructure should show strong returns and support reducing the cost of living.



Vision Statement & Guiding Principles

Participants have helped to shape and confirm this material for the TMP over the past two PICs.

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.

Guiding Principles

Support and Enable 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 #3

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

On the following slides, we have outlined our recommended multi-modal network and the results of the evaluation based on criterion provided in PIC#2. The feedback from today will help us to further refine the recommended network. The final network will be documented within the TMP report.

Evaluation Methodology	Recommended Multi-Modal Network	Further Refinement
Do you support the evaluation process we've undertaken? If not, what would you change?	Does the preferred network address your transportation challenges?	What other solutions would you like to see included?



Development of Alternative Scenarios for 2051

Scenario Planning

Scenario 1

- This scenario looks at what the future would look like if the City didn't invest further

Scenario 2

- More improvements are required, so we tested the City's planned improvements

Scenario 3

- These still weren't enough, so we looked at additional road improvements

Scenario 4

- Transit and active transportation improvements were added in areas where new road improvements were considered.
- We also included parking policy changes in areas with proposed higher transit access to reduce dependency on personal vehicles.

Scenario	Purpose	Description
Scenario 1: Baseline	What would the network look like if no long-term changes were made? (*satisfies the MCEA "Do-Nothing" alternative)	Only provincial improvements and City improvements that are anticipated to be in place by 2031
Scenario 2: Balanced Mobility	What would the network look like if we maintained the same direction and level of investment?	Scenario 1 + the previously recommended infrastructure from the 2019 TMP
Scenario 3: Sustainable Mobility	How can we provide more practical transportation options to reduce car dependency?	Scenario 2 + improvements to transit and active transportation
Scenario 4: Enhanced Sustainable Mobility	How can we leverage the existing planned roads to better serve transit?	Scenario 3 with additional improvements to transit and active transportation, in place of some general purpose road recommendations from Scenario 2. Parking policy changes in key areas were also included.

Evaluation Criteria

The project team have completed an evaluation of the four alternative scenarios against the sample criteria outlined below. These criteria help the project team assess how different transportation alternative scenarios meet the TMP vision and guiding principles.



Support 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 Results

The evaluation process of the four alternative scenarios has been summarized here with simplified criteria. Our analysis indicates that **Scenario 4 is the preferred network**, as this scenario best aligns with the TMP vision and guiding principles and ultimately provides a network that most effectively balances key issues while delivering the necessary improvements to keep Barrie moving.



Criteria	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Support and Enable Growth				
Cost & Value				
Mobility & Travel Choice				
Safety for Everyone				
Meets Active Transportation Design Standards	No	Yes	Yes	**Yes**
Community & Environment				
				(Preferred)

Evaluation Feedback

What I Like

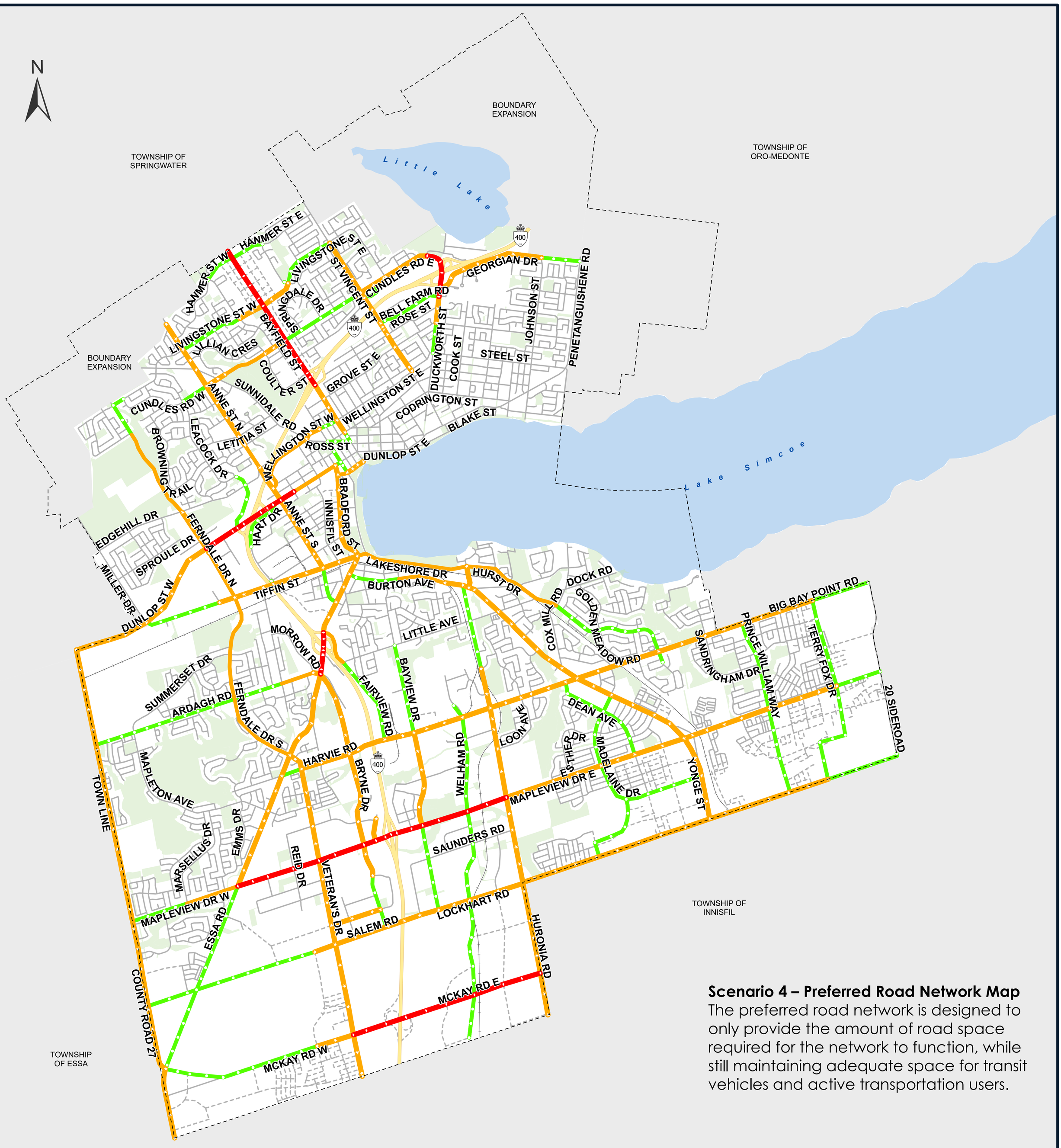
Share your thoughts here

What I'd Change

Share your thoughts here

Questions I Have

Share your thoughts here



Scenario 4 – Preferred Road Network Map
The preferred road network is designed to only provide the amount of road space required for the network to function, while still maintaining adequate space for transit vehicles and active transportation users.

0 0.5 1 2 Kilometres

Legend

Transportation Facilities

- 2 Lanes
- 3 Lanes (includes Two-Way Left Turn Lane - TWLTL)
- 4 Lanes
- 5 Lanes (includes TWLTL or Median)
- 7 Lanes (includes TWLTL or Median)
- Future 2 Lane Roads

Other Features

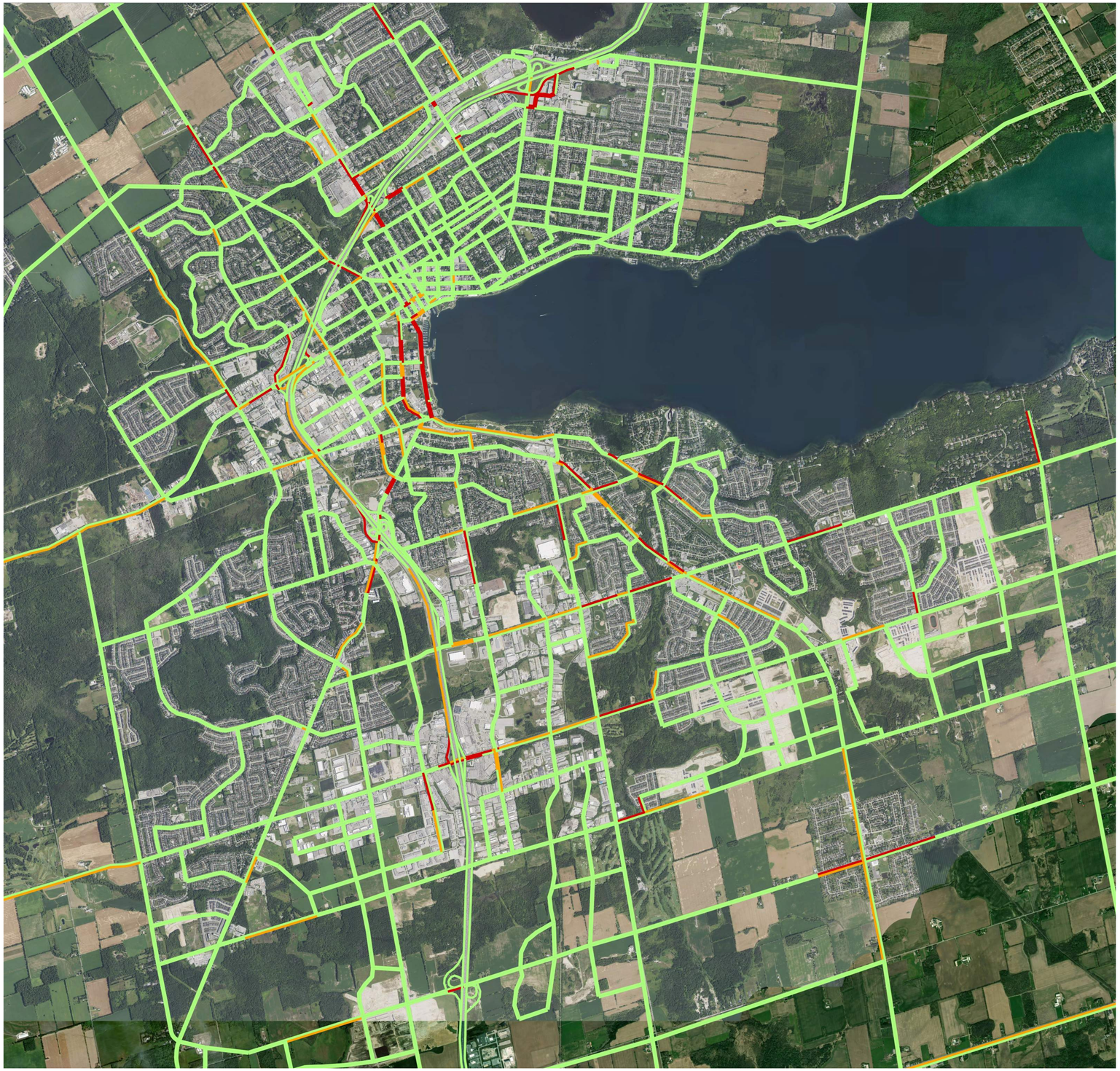
- Parks
- Railway

Map illustrates the arterial and collector street network.
Project limits are approximate.
Not indicative of all corridor protection requirements.
Ministry of Transportation improvements not illustrated.
McKay Interchange shown as it is a City-led initiative.
County Road 27 is under the jurisdiction of the County of Simcoe.
20th Sideroad is under the jurisdiction of the Town of Innisfil.

Data retrieved from the City of Barrie and Ontario GeoHub.
Projection: UTM Zone 17N

2051 PREFERRED SCENARIO
CITY OF BARRIE TRANSPORTATION MASTER PLAN
DRAFT I JUNE 2026

Scenario 4 – Roadway Congestion levels – AM Peak Hour



V/C: less than 85% at capacity

Free Flow Traffic

V/C: 85% to 99% capacity

Approaching Capacity

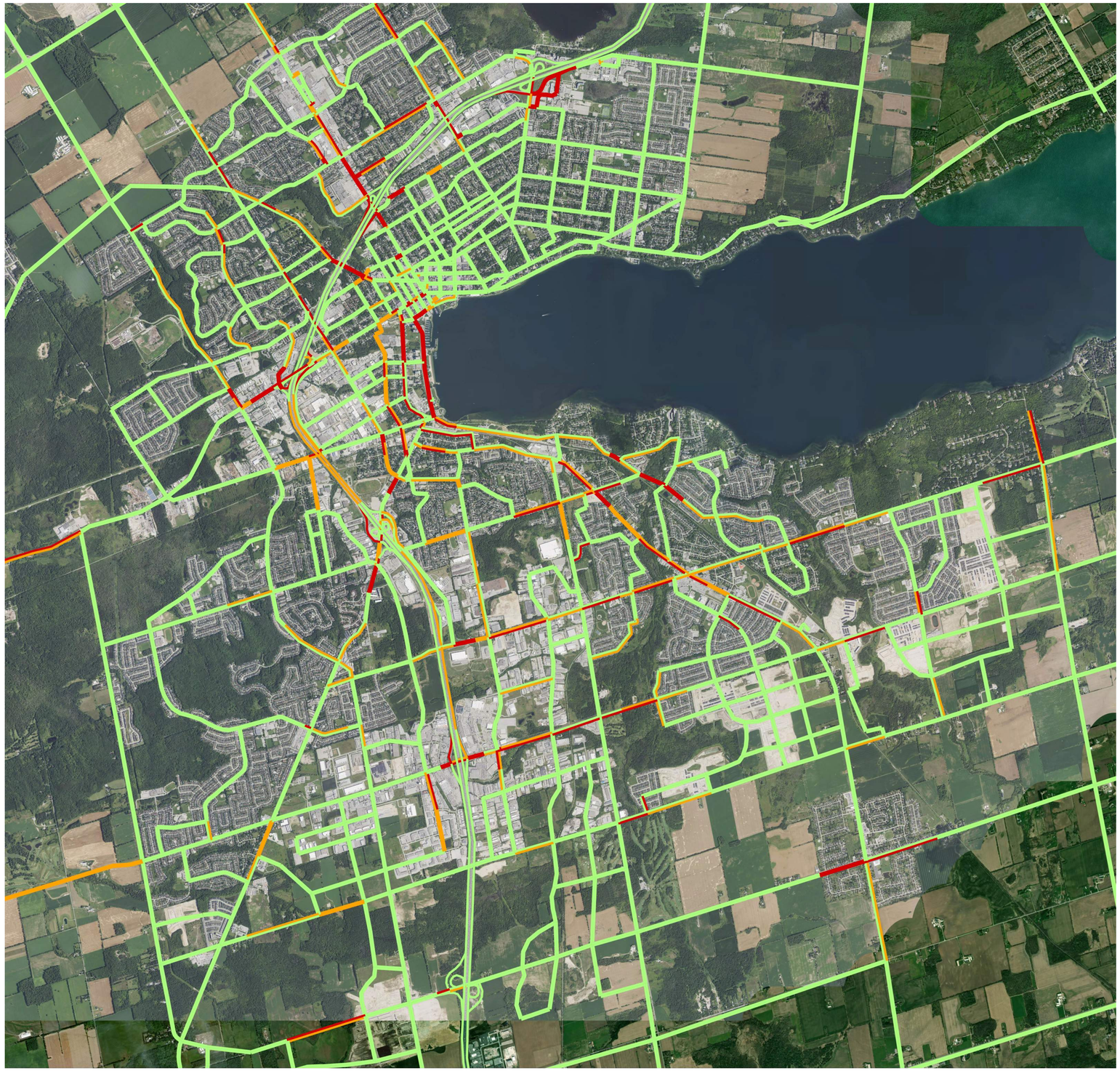
V/C: greater than 100 %capacity

Over Capacity

V/C: Volume to Capacity

Number of cars compared to the capacity of the roadway

Scenario 4 – Roadway Congestion Levels – PM Peak Hour



V/C: less than 85% at capacity

Free Flow Traffic

V/C: 85% to 99% capacity

Approaching Capacity

V/C: greater than 100 %capacity

Over Capacity

V/C: Volume to Capacity

Number of cars compared to the capacity of the roadway

Scenario 4 – Preferred Transit Network Map

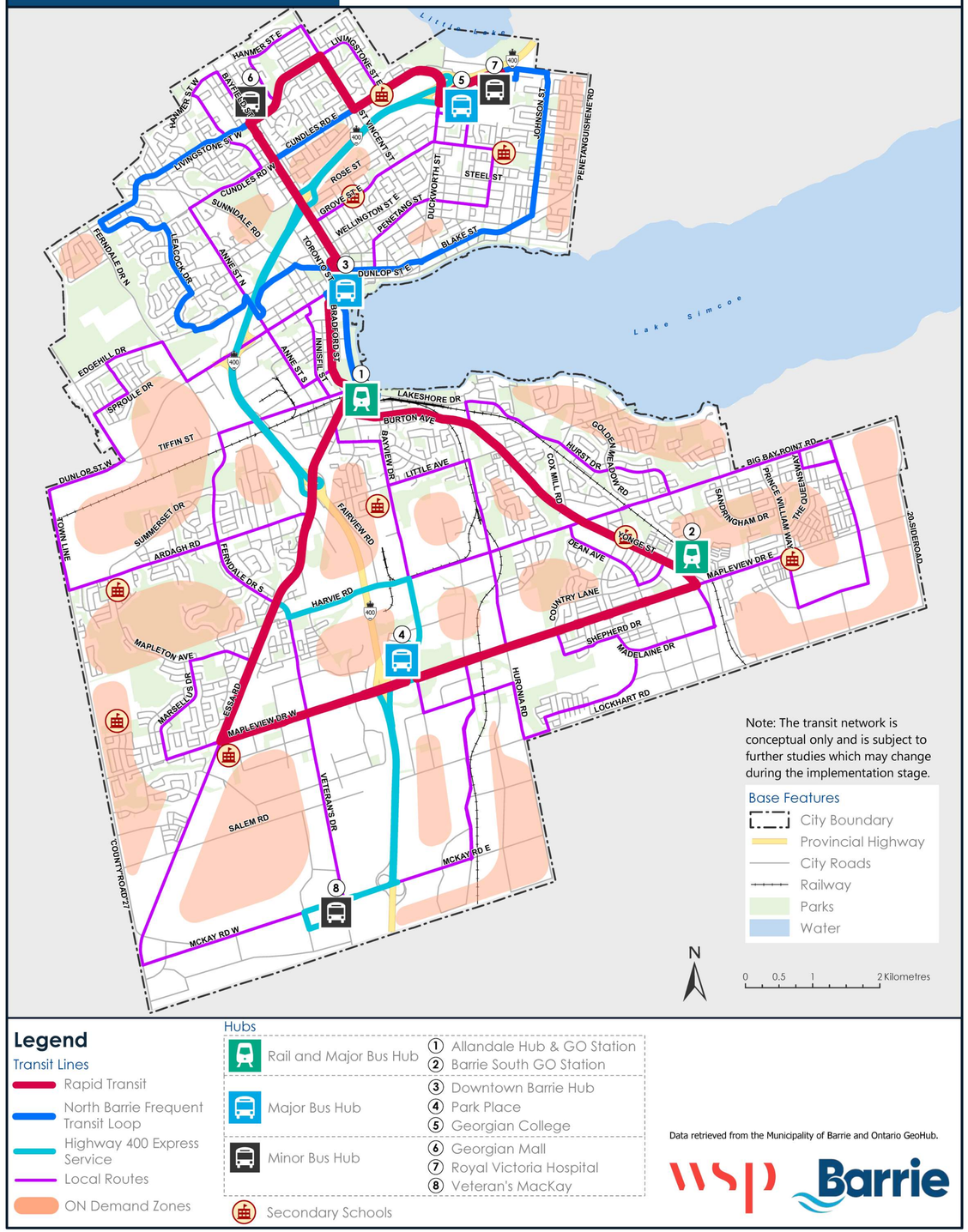
Transit Route	Bus Frequency
Rapid Transit	10 – 12 minutes (5 – 6 minutes between Allandale and Georgian College)
North Barrie Frequent Transit Loop	12 – 15 minutes
400 Express Route	30 minutes
Local Routes	20 – 30 minutes

All routes were modelled to operate all day, every day.

*please note these routes are for the purposes of the Transportation Master Plan only, and are not representative of an operational plan for Barrie Transit.

<u>Sample Travel Times:</u>

- Georgian College – Downtown: 18 minutes
- Allandale – Park Place: 19 minutes
- Georgian College – Park Place: 25 minutes



Proposed Active Transportation (AT) Facility Types

Less Separation

More Separation

Neighbourhood Bikeways





Slowing vehicles on neighbourhood roads

Preventing traffic from taking shortcuts through residential neighbourhoods (where needed)

Traffic Calming Downtowns





Slowing vehicles in pedestrian-oriented downtowns to improve pedestrian safety

Cyclists and vehicles share lanes by keeping vehicles very slow

Bicycle Lane



Designated lane on roadway

Buffered Bicycle Lane



Designated lane on roadway with buffer

Separated Bicycle Lane



Designated lane on roadway with physical separation/barrier

Multi-use Paths



In-boulevard pathway shared by pedestrians and cyclists

Cycle Tracks

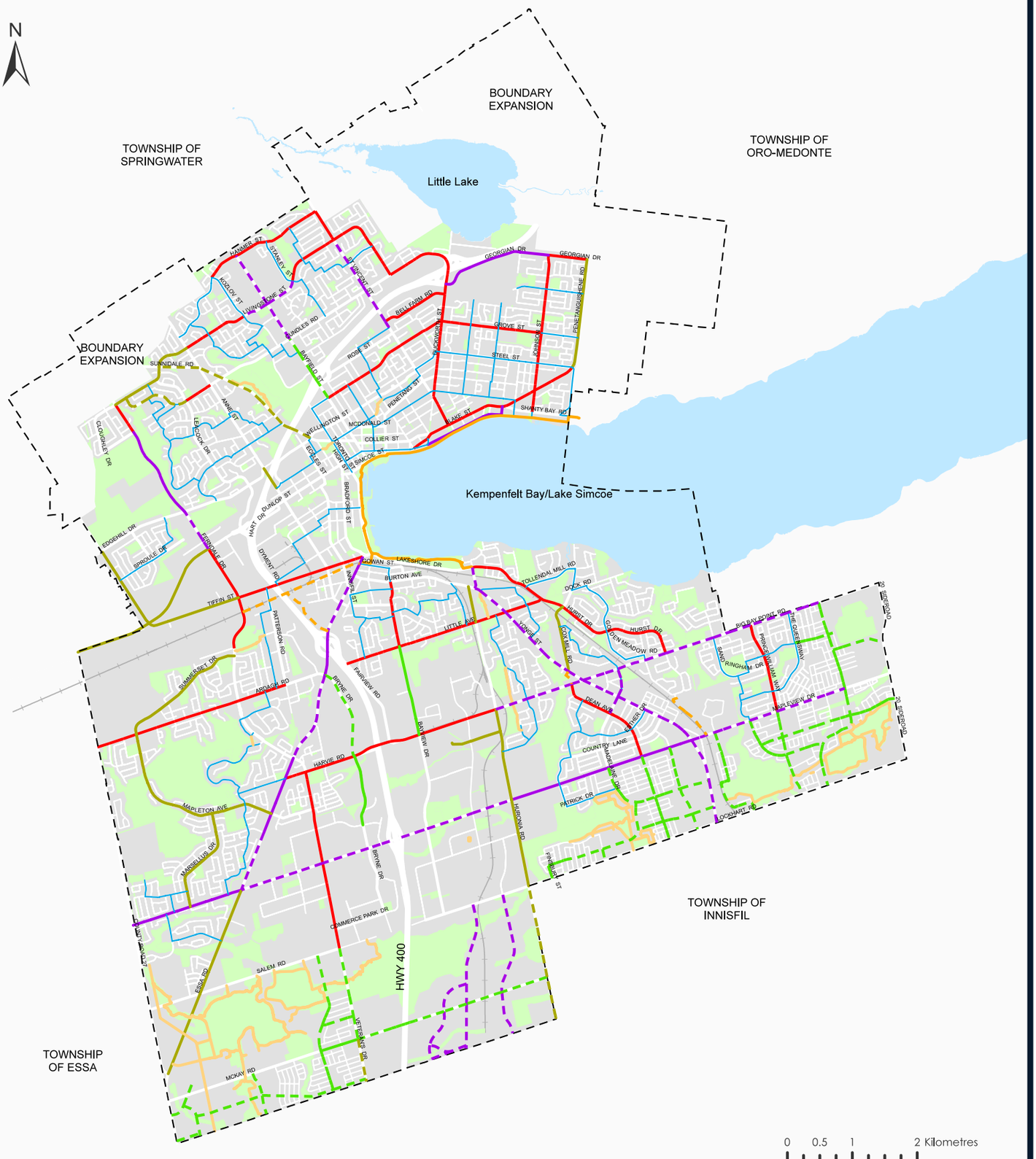


In-boulevard pathway for cyclists, separate from sidewalk

Multi-use Trail



Pathway shared by pedestrians and cyclists that is completely separate from roadway



Legend

Existing Facilities

- Bike Lane
- Cycle Track
- Multi-use Path
- Paved Shoulder
- Multi-Use Trail
- Off-Road Trail
- Street Connection

Proposed Facilities

- Cycle Track
- Multi-Use Path
- Paved Shoulder
- Multi-Use Trail

Other Features

- Open Space
- Rail

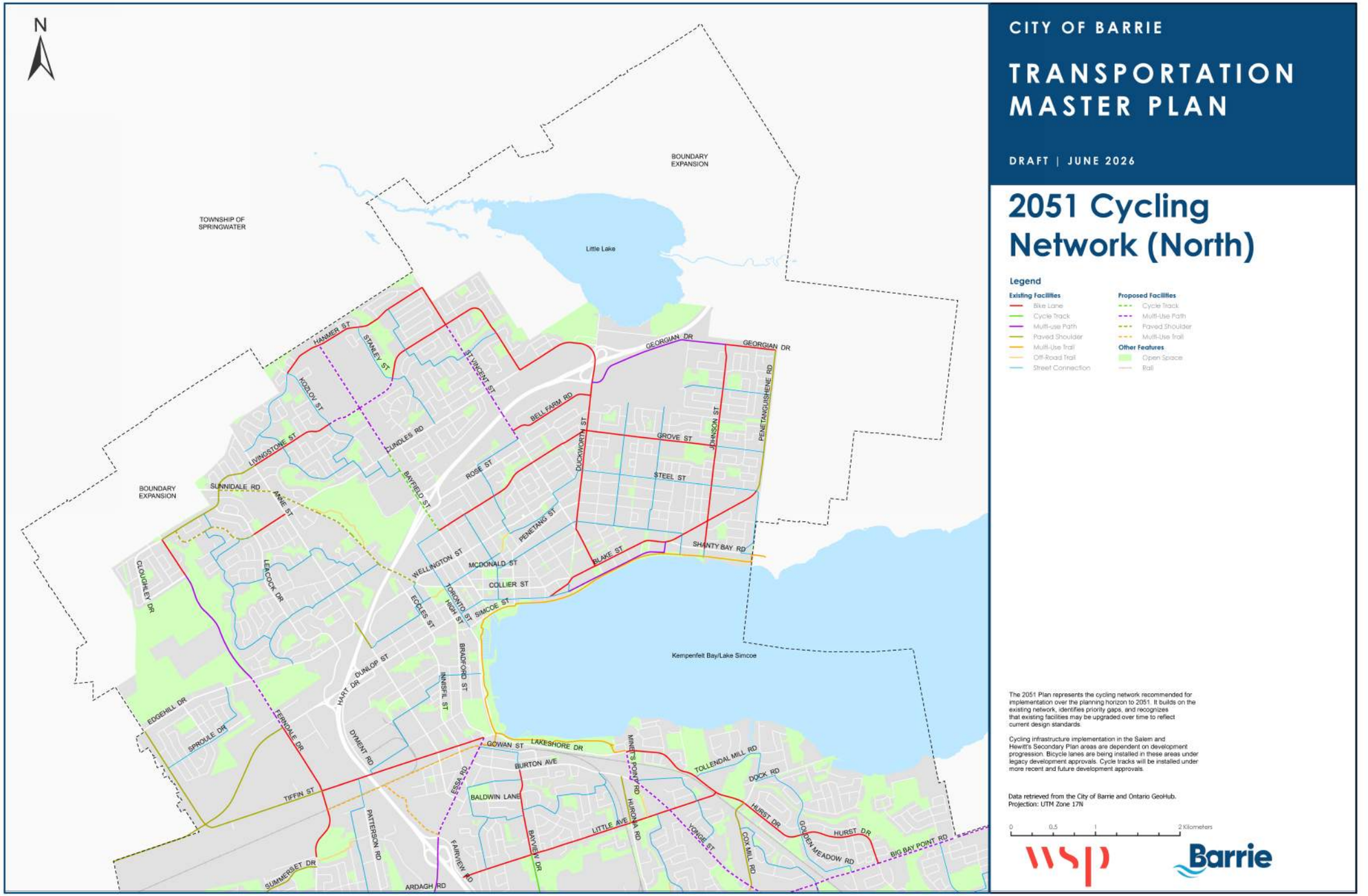
The 2051 Plan represents the cycling network recommended for implementation over the planning horizon to 2051. It builds on the existing network, identifies priority gaps, and recognizes that existing facilities may be upgraded over time to reflect current design standards.

Cycling infrastructure implementation in the Salem and Hewitt's Secondary Plan areas are dependent on development progression. Bicycle lanes are being installed in these areas under legacy development approvals. Cycle tracks will be installed under more recent and future development approvals.

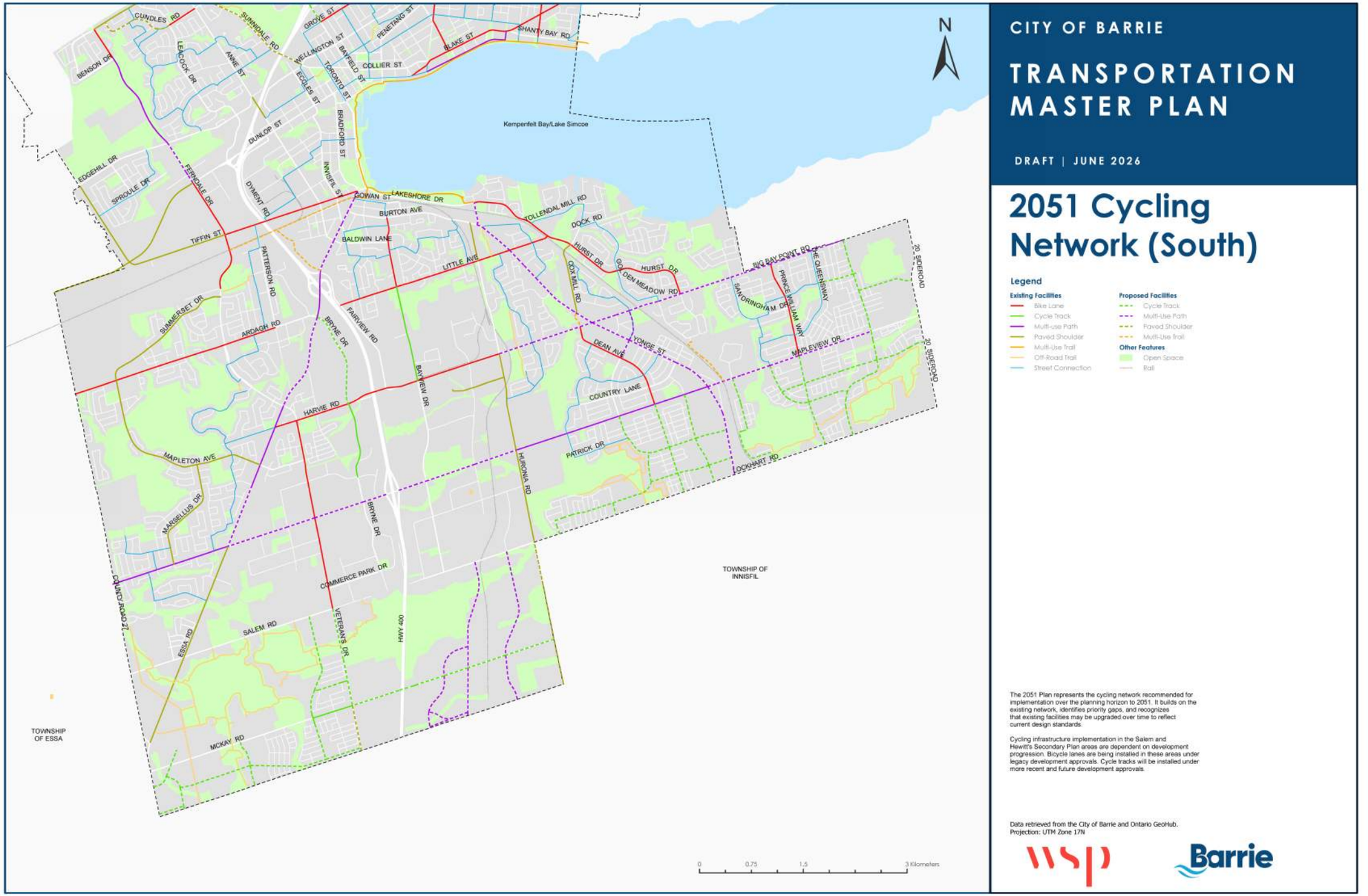
Data retrieved from the City of Barrie and Ontario GeoHub.
Projection: UTM Zone 17N

2051 CYCLING NETWORK
CITY OF BARRIE TRANSPORTATION MASTER PLAN
DRAFT I JUNE 2026

Scenario 4 – Preferred AT Network Map – (North)



Scenario 4 – Preferred AT Network Map – (South)



Scenario #4 (Recommended Option) Feedback (Roads/Transit/AT)

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

Policy Initiatives

The final TMP will also include a suite of policies to support efforts to reduce congestion and improve road safety

Complete Streets Design

Complete streets refer to urban roadways designed to accommodate diverse users and uses, including pedestrians, bicyclists, transit, and automobiles, plus commercial and recreational activities.

Complete Streets policies ensure that transportation agencies plan, design, maintain and operate the entire road right-of-way to enable safe access for all users.

Travel Demand Management

Transportation Demand Management (TDM) is a set of strategies, programs, policies and initiatives that:

» Improves transportation efficiency

» Encourages use of sustainable travel modes

» Reduces reliance on single-occupant vehicles

» Encourages long-term change in travel behaviour

Transportation Technologies

Transportation Technologies are a tool that can support network operations. By exploring existing technology in Barrie as well as emerging transportation technologies, opportunities can be identified to reduce congestion, enhance safety and create a more integrated transportation network.

Complete Streets Example Designs

Arterial Streets



Collector Streets



Local Streets



Examples of Complete Street cross-sections

(Source: Guelph CSDG)

Travel Demand Management Measures

Planning policy measures that can support the City's vision to increase multimodal travel options and reduce traffic congestion.

Transit Priority Measures

TPMs prioritize the movement of buses over other vehicles, making public transit more reliable for users and providing an incentive to take the bus rather than drive.



Car Share

An automated way to rent vehicles by the hour, via a private provider.



Parking Reforms

The use of policies to discourage too much parking supply, lessen car dependency and encourage sustainable travel where available.



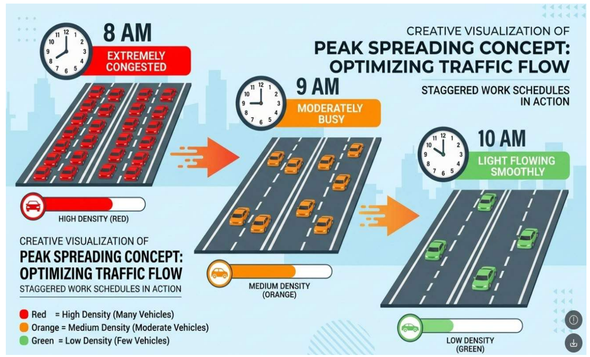
Bike Share

Bike-sharing is a system where individuals can rent bikes on a short-term basis.



Peak Spreading

Encourage travel earlier or later than typical AM & PM peak commuting periods to reduce travel delay.



Carpooling

Sharing a trip so more than one person travels in the same car, reducing the number of single-occupant vehicles.



Transportation Technologies

Emerging and existing technology solutions can complement other initiatives to help meet the ambitions of the TMP.

What should the City of Barrie be aware of?



Travel time data

Technologies such as Bluetooth sensors and floating car data can be leveraged to provide drivers with accurate travel time information – helping ease cottage traffic congestion.



Smart Parking / Curbside Management Systems

Systems use detection technologies and flexible curb rules to reduce congestion, improve turnover, optimize parking use, support travel demand management and downtown vitality.



Technology-enabled mobility hubs

Digital infrastructure at transit hubs that provides real-time information, wayfinding, and service integration to make transfers easier across walking, cycling, transit, and other modes – supporting first / last mile journeys.



Real-time data

Leverage the City's existing mobility data sources and integrate new data into shared KPIs to track system performance against the TMP goals over time and share real-time information with residents.



Connected and Autonomous Mobility

Some vehicles are now capable of sharing data with other vehicles and City systems. This can be used to alert drivers of vulnerable road users and share traffic and safety information– among many other uses.



Transportation innovation programs

There are opportunities to explore new technology solutions through pilot deployments. The City could work with organizations like the Ontario Vehicle Innovation Network (OVIN) to establish pilots that benefit the City the most.

Policy Feedback

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

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

Preferred Network and Actions

Barrie's Transportation Master Plan is now nearing completion. Through multiple phases of engagement, the project is in the final stages of establishing a preferred transportation network.

Summer 2026

Public Information Centre 3

Today! Talk to the project team and share your feedback on the recommended transportation network

Public Survey 4

Scan the QR code or visit the link above to take our online survey! Open until July 9

OPEN

Engagement Highlights through Four Phases:

- 4 Public Surveys
- 3 Public Information Centres
- Pop-up events
  - Barrie's Farmers Market (x2)
  - Open Air Dunlop: Eats on the Streets (x2)
  - Barrie Airshow (June 14, 2026)

Final TMP

The preferred transportation network will be translated into final recommendations, including infrastructure priorities, policy directions, and implementation considerations.

Summer 2026

- Final Scenario Confirmation
- Policy Refinement
- Capital and Phasing Recommendations

Why does Barrie need a TMP?

A Transportation Master Plan helps Barrie prepare for future growth by identifying long-term transportation priorities, infrastructure needs, and policies to support how people and goods move throughout the city.

Implementation Planning

Following Council adoption, the TMP will guide future transportation investments, environmental assessments, corridor studies, budgeting, and long-term infrastructure delivery.

Fall 2026

- Council Approval
- Infrastructure Prioritization
- Integration into City Planning
- Funding Strategies

Building Barrie's Future Network

The TMP becomes the City's long-term roadmap for transportation decision-making, helping Barrie adapt to growth through phased implementation over time.

Toward 2051

- Road, Transit, and Active Transportation Projects
- Monitoring and Updates

What happens after the TMP?

Once finalized, the TMP becomes Barrie's roadmap for future transportation decisions, helping guide infrastructure investments, corridor studies, policy updates, and phased project implementation over time.

Barrie

Next Steps

Engagement

The engagement activities over the course of the project and this event will be documented as part of the TMP. The final TMP will be presented to Council in the future, and members of the public will be able to view discussion at Council.

Deliverables

Upcoming tasks include finalizing the TMP infrastructure program, accompanying policy recommendations, and outlining future studies and next steps once the TMP has been adopted.

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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