



TRANSIT AND PARKING STRATEGY MEMORANDUM

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: T. GREEN, TRANSIT COMPLIANCE SPECIALIST

NOTED: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING STRATEGY
R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: BARRIE TRANSIT FIELD TRIP PASS PILOT PROGRAM

DATE: NOVEMBER 26, 2018

The purpose of this Memorandum is to inform members of Council of a new pilot program, the *Barrie Transit Field Trip Pass*. This pilot is a partnership between Barrie Transit and the Simcoe County Student Transportation Consortium (representing both the Simcoe County District School Board and the Simcoe Muskoka Catholic District School Board).

The *Barrie Transit Field Trip Pass* is an initiative to explore new ways of integrating services to better serve our younger resident demographic. The pilot aims to offer ten (10) elementary schools the opportunity to use the system in a safe and educational manner.

Teachers and students go on field trips throughout the school year but must be cognizant of travel costs to both their respective Boards and families. Charter bus bookings can add up to significant expenses and vehicle availability may limit their mobility options. By partnering with the School Boards, the City will be able to widen the scope of our existing trip/travel planning programs, promote new ridership over the long term, as well as increase the awareness and provide opportunities for greater utilization at City facilities.

The School Boards were provided a list of schools for consideration in the pilot program. Pilot schools were determined after a review of numerous factors including current stop infrastructure, routing, accessibility, access to City facilities (Recreation Centres, Libraries, City Hall, theatres, etc.), route capacity and other safety considerations. The schools that have volunteered to participate in this pilot program are listed in Appendix A.

Beginning December 1st, 2018 and running through the end of the 2018/19 school year, these schools will receive three (3) field trip passes each. Each pass will be valid for unlimited travel for thirty (30) students and five (5) adults. Multiple passes can be combined to accommodate additional students/teachers/chaperones.

While not a requirement, trip planning will be offered and coordinated through Service Barrie. Service Barrie will assist with trip planning, general questions and communication with the transit service provider. Additional trip planning tools are also available via the web on MyRideBarrie.ca. For safety, security and comfort, Transit staff will work closely with the schools, Service Barrie and the transit service provider during the pilot phase.

Survey data will be collected from participating schools at the beginning and end of the 2018/19 pilot term. This information, in addition to collected fare data, ridership statistics and tracking figures will provide the basis to review when considering whether to transition from a pilot program to a permanent program.

While the focus of this pilot is the provision of barrier free transit to students and schools, it is anticipated that its reach will extend far beyond its initial scope and intention. By providing students with the opportunity to learn how to use transit, it is hoped that this younger demographic and their families will recognize the mobility benefits and consider transit as a viable transportation option now and into the future. With increased ridership also comes added municipal benefits such as greater funding opportunities, economic and social benefits, reduced carbon footprint and an increased likelihood of a healthier and vibrant transit system.

Appendix A

Schools Participating in Pilot Program

School
Allandale Heights PS
Ardagh Bluffs PS
Emma King ES
Monsignor Clair CES
St. John Vianney CES
St. Monica's CES
Steele St PS
WC Little ES
West Bayfield ES
Willow Landing PS