

Welcome

Thank you for attending the first Public Information Centre (PIC) for the **Collingwood Transit Study**.

Study Purpose

The Town of Collingwood has initiated a Transit Service Review and Route Optimization study that will:

- Identify opportunities to **improve transit service, including bus routes and service delivery**;
- Explore **new areas for bus service expansion**, including neighbouring communities; and
- Develop a **five-year transit plan**.

Get Involved

We want to hear from you!

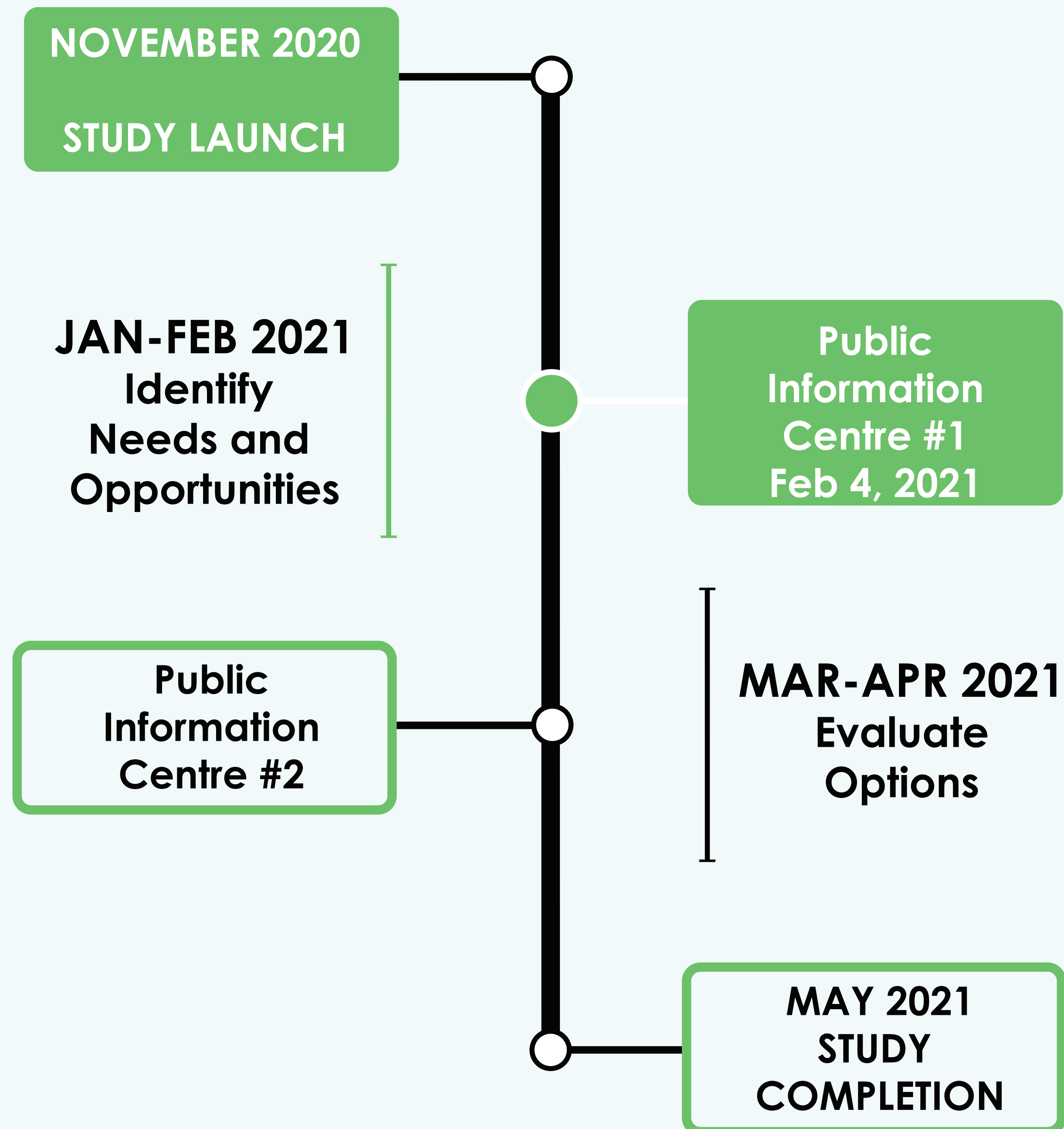
Visit study website engage.collingwood.ca/transit-study

Stay up-to-date with study progress and see future consultation activities; and

Let us know how we can improve the system on our web survey:

tinyurl.com/colltranssurvey

Study Timeline



Collingwood Transit Context

Collingwood Transit has three bus routes in town, and the Blue Mountain Link connecting to the Craigleth Area and the Blue Mountain Resort.

Other than introducing the Blue Mountain Link, the bus routes have not changed significantly for many years.

The town's growing population and popularity as a tourist destination has resulted in more congestion, making it difficult for buses to maintain their schedules.



This study is an **opportunity to review and improve the transit service.**



Study Context

The Transit Study will update the route network.

The Town is updating its Official Plan (OP).

The OP review reinforces the importance of transit in **supporting the town's growth.**

This study will explore ways to improve transit service, such as:

- More frequent and direct service to encourage ridership
- Link the level and type of service with residents' needs
- Evaluate emerging technology and new mobility to future-proof the transit service
- Coordinate active transportation infrastructure with transit
- Expand transit to improve connections to new developments and neighbouring communities



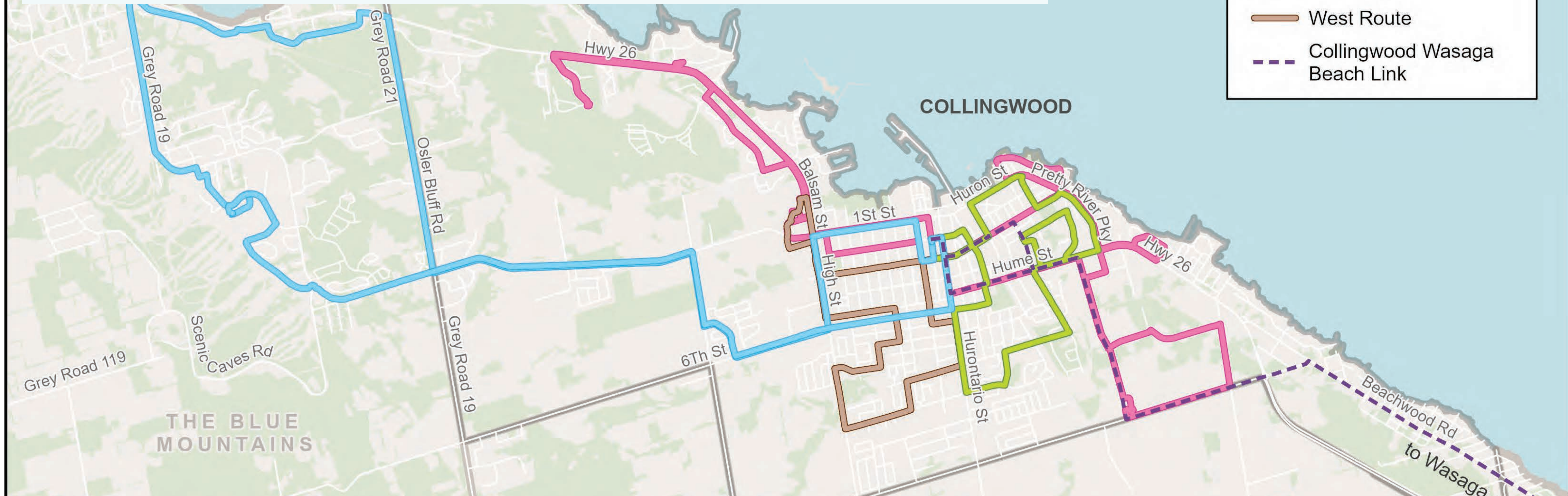
Transit Routes

Place a pin on the map on the study website to show places that can be better served by transit.

colltransmap.ca

LEGEND

- Blue Mountain Link
- Crosstown
- East Route
- West Route
- Collingwood Wasaga Beach Link



- Buses operate 7 a.m. to 8p.m., every 30 minutes (hourly on Sundays) from the Main Terminal on Second St. and Pine St.
- Buses are fully accessible, and equipped with bike racks.

0 0.8 1.5 km
Scale: 1:60,000
Base data obtained from Land Information Ontario, GeoHub © Queen's Printer for Ontario, 2020. Additional Data obtained from City of Collingwood.

Performance Trends

Collingwood has grown and changed a lot in the last 8 years, which will inform the route review.

From 2012 to 2019:

○ **Population** increased by:

32%

○ **Transit ridership** increased by:

30%

○ **Transit service*** increased by:

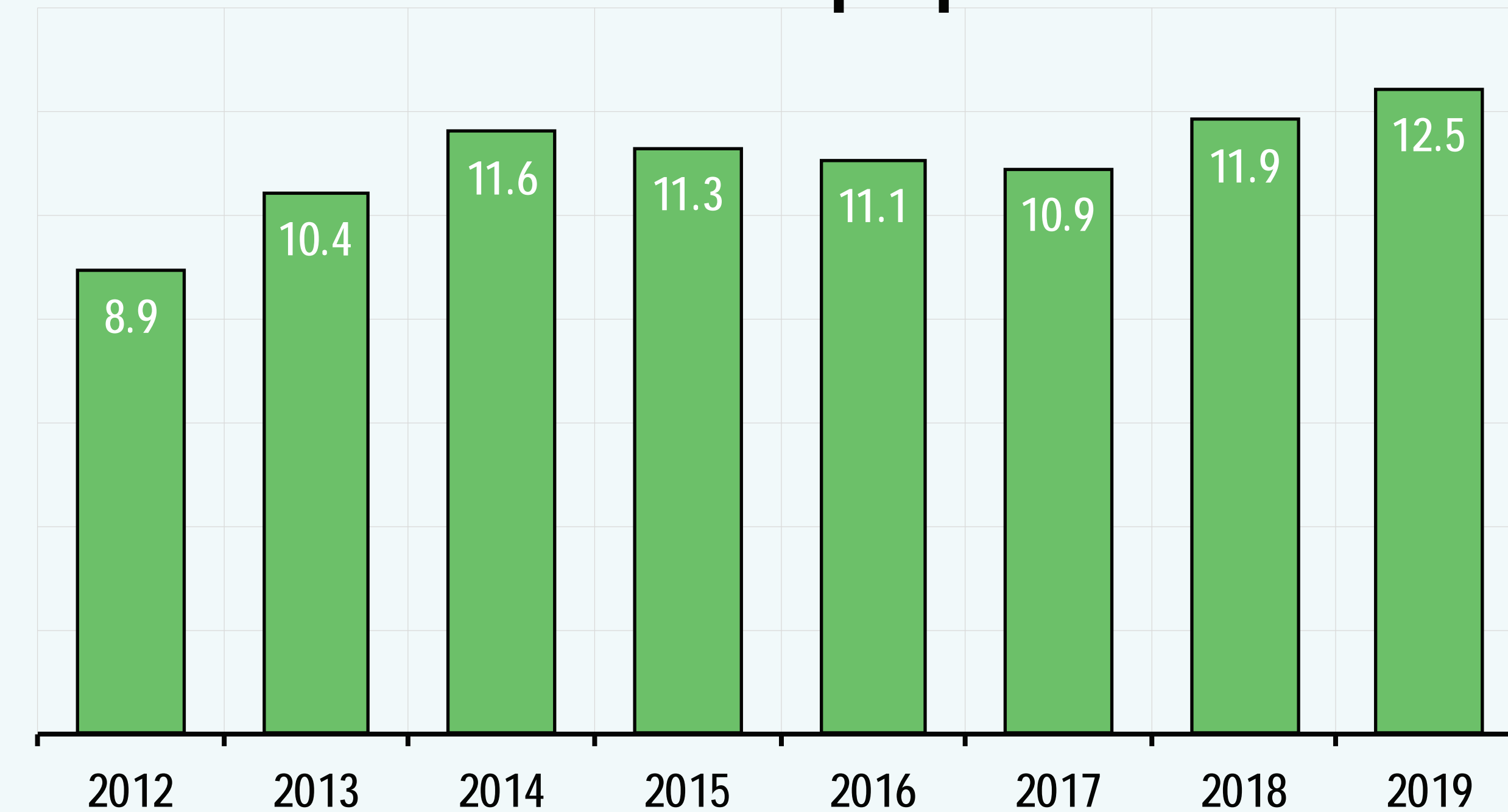
85%

○ Due to the introduction of the Blue Mountain Link

*Measured by revenue vehicle hours.

How often do residents ride the bus?

Annual Transit Trips per Resident



People are taking transit more often. Annual trips per resident grew by 39% between 2012 and 2019

Your Vision for Transit in Collingwood

What is your priority for the future of Collingwood Transit?

Direct and Frequent

- 📍 More direct routes to key destinations
- 📍 More frequent services - buses running more often.

Expanded and Connected

- 📍 More service to more areas and to neighbouring communities.

Sustainable and Adaptable

- 📍 Explore opportunities to make transit even greener using new technology
- 📍 Integrating connections to active transportation



Let us know your priorities. Fill out our web survey: tinyurl.com/colltranssurvey

Next Steps

Review and consider feedback from PIC 1 and online mapping exercise

Develop transit service options to better serve residents' needs;

Explore opportunities to expand service in Collingwood and to area municipalities

Develop a five-year transit service plan

Hold second PIC to present service options - spring 2021

Questions? Ideas? Comments?

Email the project team at:
transitstudy@collingwood.ca

Town Project Manager

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Town of Collingwood

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IBI Group

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