

Wasaga Beach Transit Master Plan

Final Report

April 2026

Prepared for

The Town of Wasaga Beach

WASAGA BEACH

By Left Turn Right Turn Ltd.

LEFT TURN RIGHT TURN

Contributions and Acknowledgements:

The Town of Wasaga Beach wishes to acknowledge the efforts of everyone who contributed to the preparation of this Transit Master Plan.

We are grateful to those who dedicated their time and energy into the facilitation of this study, and the preparation of the plan by providing feedback through workshops, public consultations, interviews and surveys. This includes the entire community, including residents, community partners, Town Staff and Administration, and Wasaga Beach Council.

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1. Study Introduction

1.1 Using this Plan

The Wasaga Beach Transit Master Plan (TMP) serves as a strategic roadmap to enhance public transit services in the Town of Wasaga Beach over the next decade. It is designed to guide decision-making by Wasaga Beach Council, municipal staff, and transit users, ensuring alignment with broader community goals and priorities. This plan provides a framework for improving transit accessibility, reliability, and connectivity while addressing the unique challenges of providing transit services in Wasaga Beach. Staff are encouraged to use this document as a reference for planning, funding applications, and service evaluation.

The report is structured into six key sections:

- **Section 1: Study Introduction**: This section outlines the purpose and scope of the plan, providing context for its development and an overview of how to use it effectively.
- **Section 2: Wasaga Beach Transit Today**: This section examines the current state of Wasaga Beach Transit services, identifying key strengths, challenges and opportunities for improvement.
- **Section 3: Community Engagement**: This section highlights the insights gathered from extensive public consultations and community group engagement. The feedback collected directly informs the plan's recommendations and ensures alignment with community priorities.
- **Section 4: Developing the Plan**: This section presents strategic objectives, service design guidelines, and policies that form the foundation for Wasaga Beach Transit's future enhancements.
- **Section 5: Wasaga Beach Transit in 2036**: This section envisions the future of transit in Wasaga Beach, outlining proposed network expansions, service innovations, and infrastructure development to meet projected needs by 2036.
- **Section 6: Implementation Plan**: This section provides a detailed action plan with timelines, milestones, and resource requirements to ensure successful implementation of the proposed recommendations.

1.2 Study Timeline

The development of the Wasaga Beach Transit Master Plan followed a comprehensive process that began in May 2025 and concluded in April 2026. The process included:

Project Initiation and Administration, beginning with contract award and kickoff meetings in May 2025, establishing the foundation for the project through regular status meetings and knowledge transfer protocols.

Task 1, Current State Assessment (May – July 2025) comprised extensive data analysis, document review, interviews with key staff, the Accessibility Advisory Committee (AAC), and regional transit partners, and the first round of public engagement through multiple channels including a survey and pop-up session. This phase culminated in a comprehensive Current State presentation to the Project Working Group.

Task 2, Options Analysis (July – September 2025), incorporated peer review research, transit demand assessment, and the development of conceptual service designs. These concepts were refined through a workshop with the Project Working Group.

Task 3, Options Refinement (September 2025 – November 2025), included refining service concepts based on staff feedback, a second round of public engagement, and a third workshop with the Project Working Group.

Task 4, Costing and Recommendations Development (October – December 2025), included analyzing service delivery models based on the preferred network and transfer hub, conducting detailed budgetary assessments, fare recommendations, staff/administration strategy, and developing level of service policies that aligned with the vision of Wasaga Beach Transit.

Task 5, Reporting and Presentation (December 2025 – April 2026), involved the preparation, review, and finalization of the Transit Master Plan document, culminating in the final report presentation to Council. This methodical approach ensured comprehensive stakeholder input at multiple stages while maintaining a focus on evidence-based analysis and strategic planning for Wasaga Beach's transit future.

1.3 Plan Context

This TMP's development is grounded in a review of key municipal and regional planning documents, ensuring alignment with Wasaga Beach's broader growth, economic, and development goals. These documents provide critical context for understanding the role of Wasaga Beach Transit in supporting the Town's strategic priorities and long-term vision.

Town of Wasaga Beach Official Plan (2025)

The Town's Official Plan pays considerable attention to transit and outlines several ways in which strategic planning and development policies can be established to maximize the benefit of transit. The plan mentions the promotion of medium- and high-density development along transit corridors, the construction of roads to accommodate transit infrastructure, and the integration of the transit network with the active transportation network as ways to integrate transit services with the community and maximize its benefit. The plan highlights several locations for transit-supportive development including along Main Street, Mosley Street, and Beach Drive. It identifies 6 Strategic Growth Areas—Downtown, the Sunrise District, Old Mosley Village, Schoonertown, Springhurst Junction, and the Sunset District—where

improvements in transit connectivity are emphasized. Such improvements in the transit network would support a number of goals highlighted in the report, such as fostering economic growth through the revitalization of Downtown Wasaga Beach and Main Street and promoting sustainability in community design.

Town of Wasaga Beach Council 2024 Priorities

The Town's updated 2024 Term of Council Priorities listed two transit-related actions under the "Pursue Complete Neighbourhoods" objective:

- Provide More Transit Shelters (Item 22):
    - Staff have advanced transit shelter supply & installation contracts for two new shelters per year. 2025 shelters have been procured, with installation slated for spring 2026
- Expand Transit Service to Casino (Item 23): Projected for completion within four years
    - It should be noted that in December 2025, Route 1 was extended west to connect to the Casino.

Simcoe County's Transportation Master Plan (2023)

The County's 2023 Transportation Master Plan emphasizes transit as a focus for improving and modernizing the county's transportation network. The plan notes that Wasaga Beach and Collingwood are projected to experience the highest rate of population and employment growth in the county, increasing the utility of transit in promoting sustainable development and reducing the county's carbon footprint. Stakeholder consultation conducted for the plan revealed a general desire among the public for a more frequent and streamlined transit service with better connections to regional hubs and other modes, particularly in the form of increased integration with regional LINX Transit services.

The transit strategy from the County's Plan presented several short-term (within five years) and long-term (beyond five years) recommendations for the improvement of the transit system. Relevant short-term recommendations include piloting expanded service periods on late evenings and weekends, establishing a framework for fare discounts when transferring between different networks, and investigating on-demand transit and microtransit options for the future. Long-term recommendations include improving transit infrastructure at key hubs, introducing new service for underserved communities, and bringing the transit system up to date with the Accessibility for Ontarians with Disabilities Act (AODA) standards.

Additional plans and policies

Other official plans from the Town also support the development of the transit network. The 2020 Parks and Trails Master Plan states the benefit of proximity to transit for visibility and access to public parks. Likewise, the Town's 2024–2027 Tourism Destination Master Plan lists connection to communities as one of its key components, under which sustainable goals is named a priority for tourism destination management.

While the Plan does not mention transit directly, it calls for the sustainable expansion of tourism-related infrastructure to meet the needs of the growing tourism industry, which may include transit expansion.

2. Wasaga Beach Transit Today

2.1 Service Overview

Wasaga Beach Transit currently provides a mixture of conventional, on-demand, and specialized services within the Town of Wasaga Beach. Its conventional system consists of two fixed routes—Route 1 and Route 2—that run parallel to the lakeshore through the Town's most densely populated areas and serve key destinations such as Beach Area 1, the Downtown Core, Walmart, and Superstore. The conventional network is supplemented by an on-demand service along Route 1 with stops throughout an area at the Town's eastern end and by a specialized door-to-door service for seniors and people with disabilities. Figure 1 shows the location of the fixed routes and the on-demand area, as well as all transit stops within Wasaga Beach. On December 19, 2025, Route 1 was extended to serve Playtime Casino. This extension is not considered in the analysis or displayed in Figure 1 or the additional maps in this section. Additionally, the specialized transit service, TransitPLUS, serves the entire Town of Wasaga Beach, the Town of Collingwood, Clearview Township.

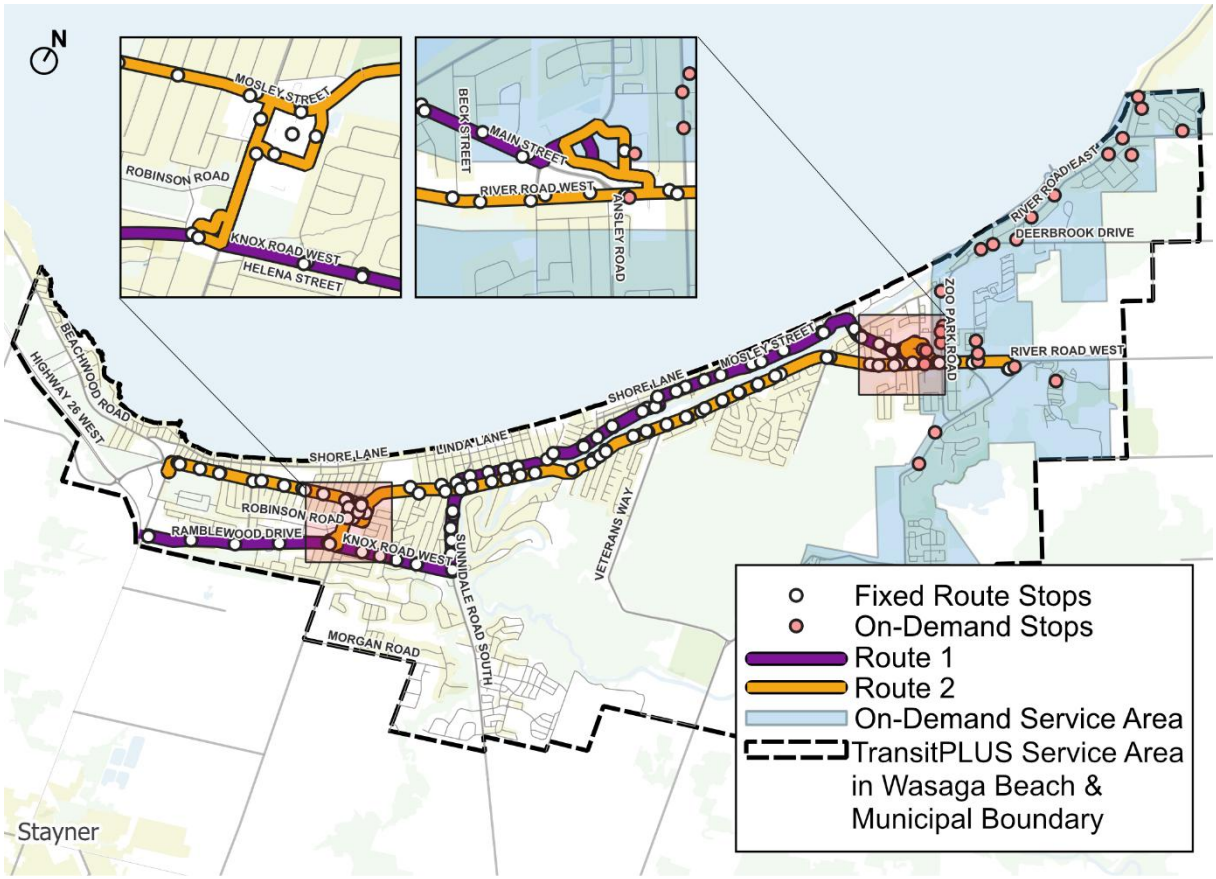


Figure 1. Map of Wasaga Beach Transit services

Route 1 offers 90-minute service while Route 2 offers hourly service. On-demand trips must be booked at least 90 minutes in advance through an online platform or by phone. All service types (conventional, on-demand, and specialized) operate from 7:00 a.m. to 9:00 p.m., 7 days a week with no dedicated overnight service. Service delivery on the system is contracted to Landmark Bus Lines, with technological support for the dispatch and trip booking system through Blaise Transit; particularly related to the on-demand and specialized systems.

2.2 Regional Transit Connections

Wasaga Beach Transit interfaces with multiple transit providers in the region, with the current Superstore stop acting as a transfer hub between neighbouring communities' transit services. These include:

- Simcoe County LINX regional transit system, of which their routes 2 and 4 terminate at the Superstore hub.
    - Route 2 runs eastward to Barrie's Allendale Transit Terminal and subsequently to GO Transit, providing residents transit access to the Greater Toronto Area (GTA),
    - Route 4 runs westward to Collingwood.
- Clearview Public Transit offers services to and throughout Stayner, with their transit service utilizing the Superstore transfer hub as a terminal.
- FlixBus, a private transit shuttle, offers direct service to Pearson (T1) and Union Station to and from Wasaga Beach. The FlixBus stop is situated on Mosley Street along the frontage of the Superstore.

2.3 Wasaga Beach Transit Performance Assessment

This performance assessment relied heavily on the Transit Fare platform that hosts most ridership data for Wasaga Beach Transit. An initial assessment of the quality of the data indicated gaps caused by human input error as well as incongruous data patterns in the first nine months of 2025 due to defectiveness of one bus's on-board tracking technology. These gaps affect ridership, total service hours, mileage, and on-time performance. Further investigation confirmed greater reliability with the data collected in 2024. Therefore, the 2024 dataset was used as a base for this analysis with some consideration for 2025.

2.3.1 Ridership

Wasaga Beach Transit recorded nearly 79,000 unlinked trips in 2024 on its conventional and on-demand service, representing a 9% increase in ridership over 2023. This amounts to 7.7 trips made per vehicle service hour and 2.7 trips per capita in 2024, both of which have improved over 2023 figures. Figure 2 shows ridership on the system broken down by route and service type. The conventional system accounts for the vast majority of ridership and is dominated by Route 2, which accounts for 68% of all trips made, while the on-demand accounts for just 4% of the overall ridership.

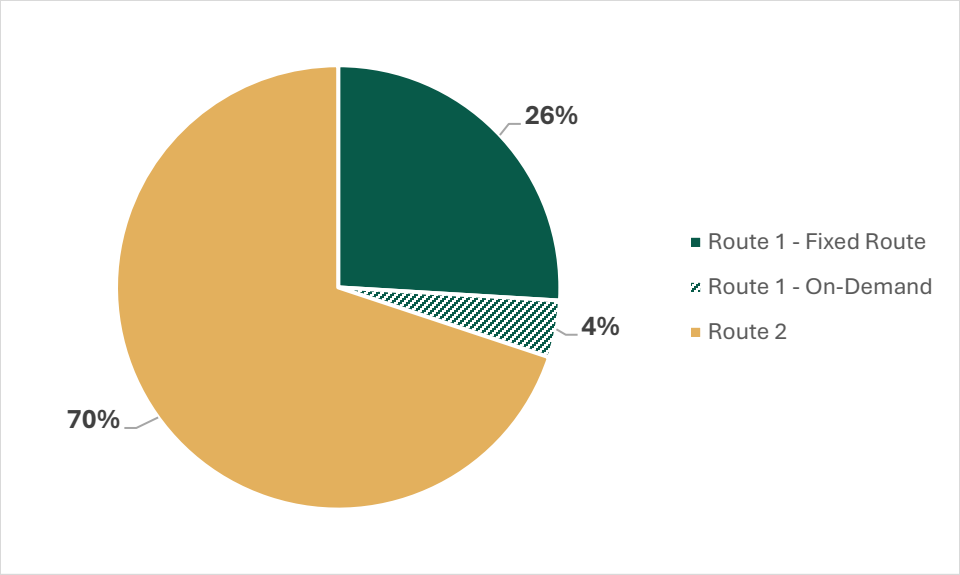


Figure 2. Ridership by route and service type on Wasaga Beach Transit

Breaking the performance down by route provides the ability for more insight. Shown in Table 1, Route 2 has the highest trips per service hour of the group with more than 10. On the contrary, while the fixed route portion of Route 1 services just under seven trips per hour, the on-demand service performs significantly below that with less than two riders per hour despite being allotted about 18% of total service hours.

Table 1: Route Efficiency in 2024

Route	Trips	Service Hours	Trips per Service Hour
Route 1 – Fixed Route	21,972	3,280	6.7
Route 1 - On-Demand	3,192	1,820	1.8
Route 2	53,812	5,100	10.6
Total	78,976	10,200	7.7

The specialized transit service, TransitPLUS, is shared with the Town of Collingwood and Clearview Township, with Figure 3 providing a breakdown of the trips on the service by municipality. With just under 6,000 total trips completed in the past calendar year, TransitPLUS averages about half a trip completed per hour.

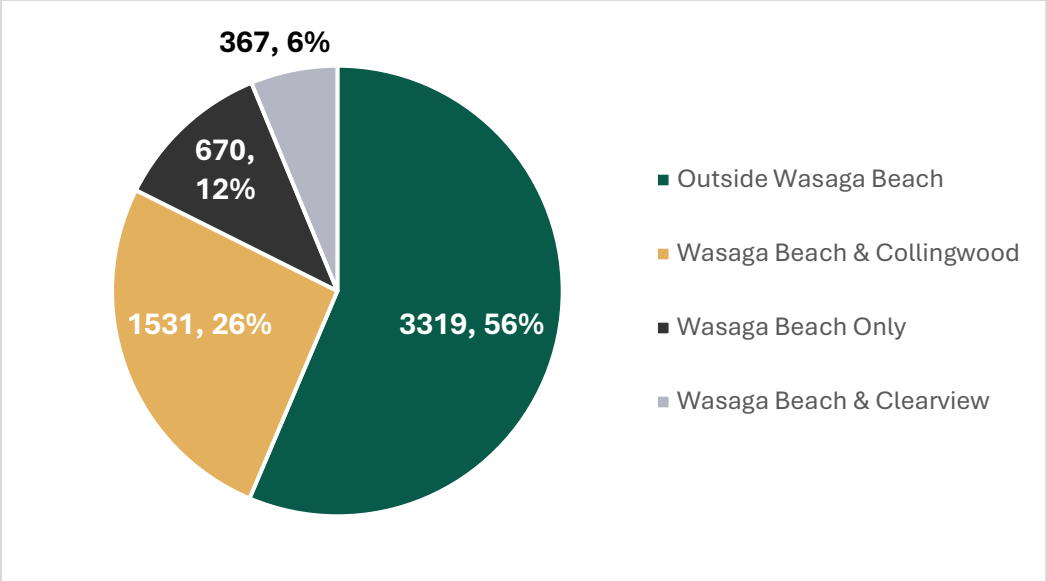


Figure 3. Trips on the specialized service by origin and destination

Assessing ridership throughout the day reveals that Wasaga Beach does not see the characteristic peaks in trip volumes associated with the morning and evening rushes that would be expected of most transit systems. Figure 4 shows that ridership on both routes is relatively stable throughout the day, starting low in the morning and gradually increasing throughout the day to reach a peak in the afternoon. It additionally shows that ridership patterns on the two routes are "mirrored" to an extent, with peaks in Route 1 ridership corresponding to troughs in Route 2 ridership. This may indicate that the bulk of trips being made on the routes have common origins or destinations (e.g. Walmart or Superstore) and that the distribution of trips between the two routes is shared.

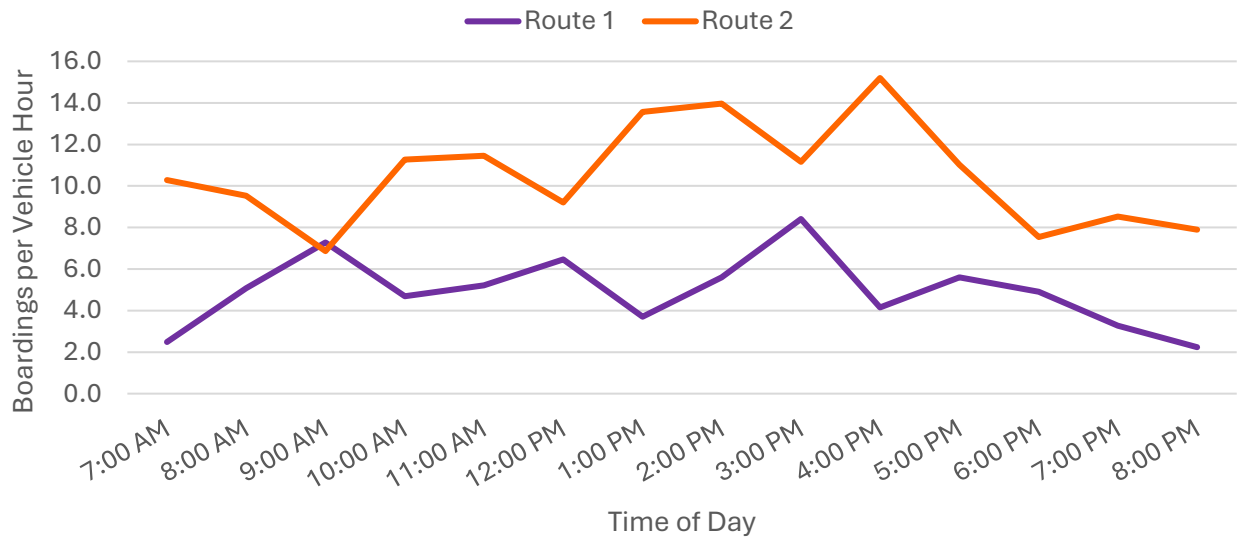


Figure 4. Average ridership by hour on Routes 1 and 2

Figure 5 shows ridership broken down by the day of week on the conventional system. Ridership can be seen to be relatively consistent from Monday through Saturday for both routes and to experience a noticeable drop on Sunday. The figure also shows Route 1 to have more consistent ridership throughout the week than Route 2.

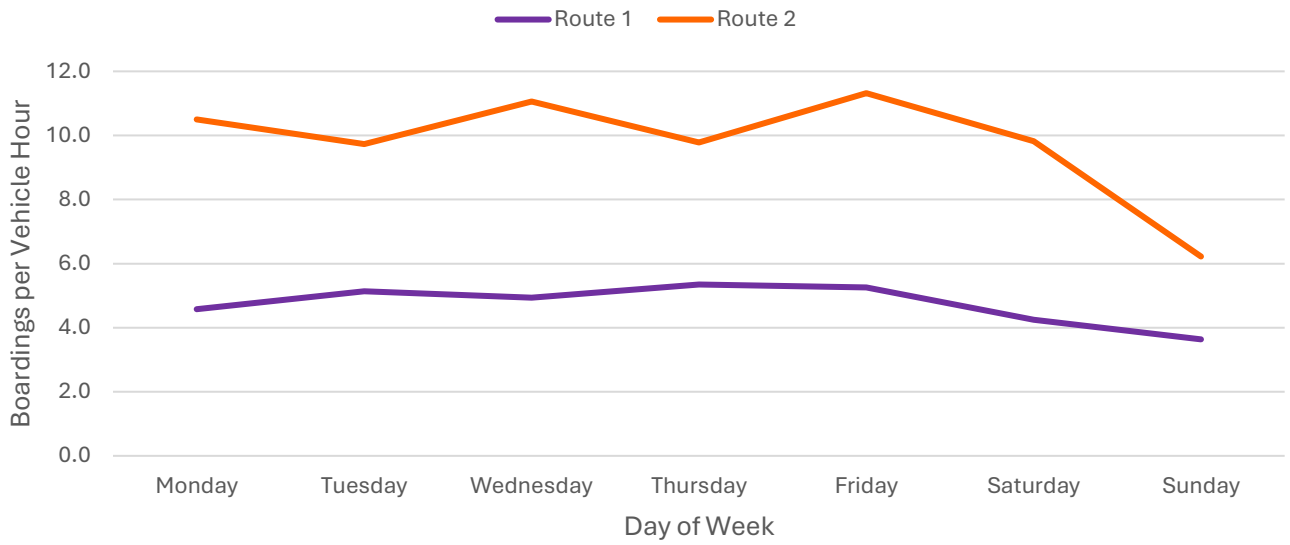


Figure 5. Average ridership by day of week on Routes 1 and 2

Figure 6 shows seasonal variations in ridership for the conventional system. Route 2 experiences a dip in ridership during the winter months but is otherwise relatively consistent. Route 1 shows gradual increases and decreases in ridership, reaching its maximum in May and its minimum in December. Overall, there is still minimal seasonal variation, suggesting that the system is used mostly by locals and is not particularly popular among tourists.

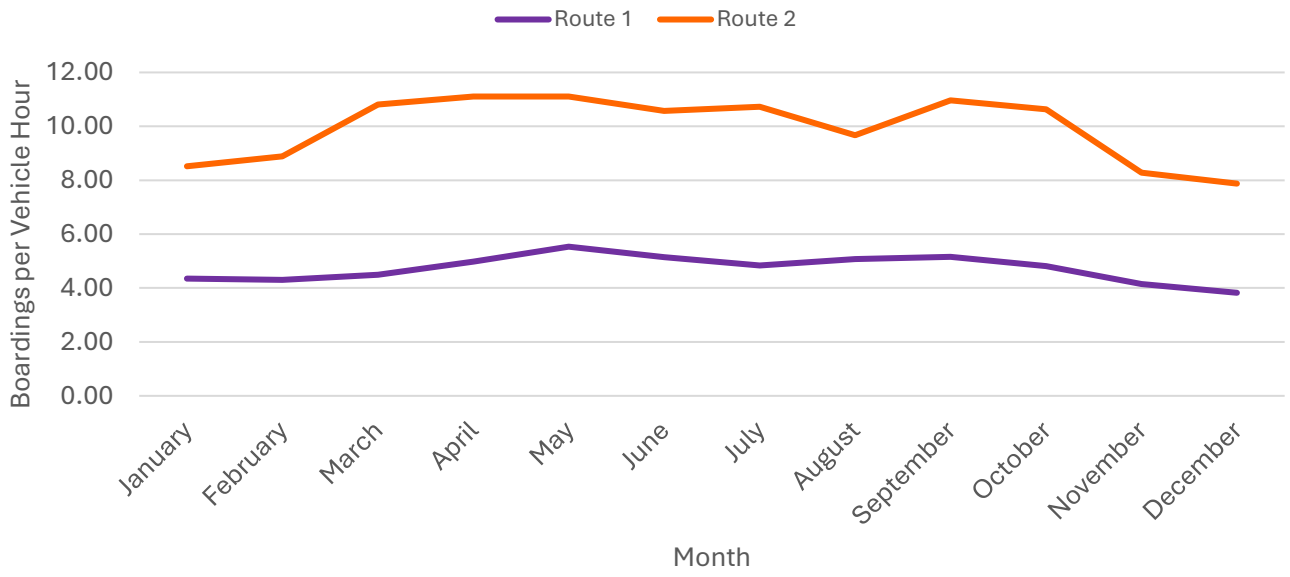


Figure 6. Ridership by month on Routes 1 and 2

2.3.2 On-Time Performance

Figure 7 shows the on-time performance (OTP) of the conventional system in 2024. Findings include that Route 1 has much higher average on-time performance than Route 2, and that OTP is lower in the eastbound direction than in the westbound direction for both routes. Overall, OTP in the conventional system is 66%, which is lower than the industry standard of 90%.

Notably, OTP is gauged against the fixed route schedule made available to the public. However, these schedules have not been audited or updated in recent years and may not accurately reflect current times/reality and impact the findings presented.

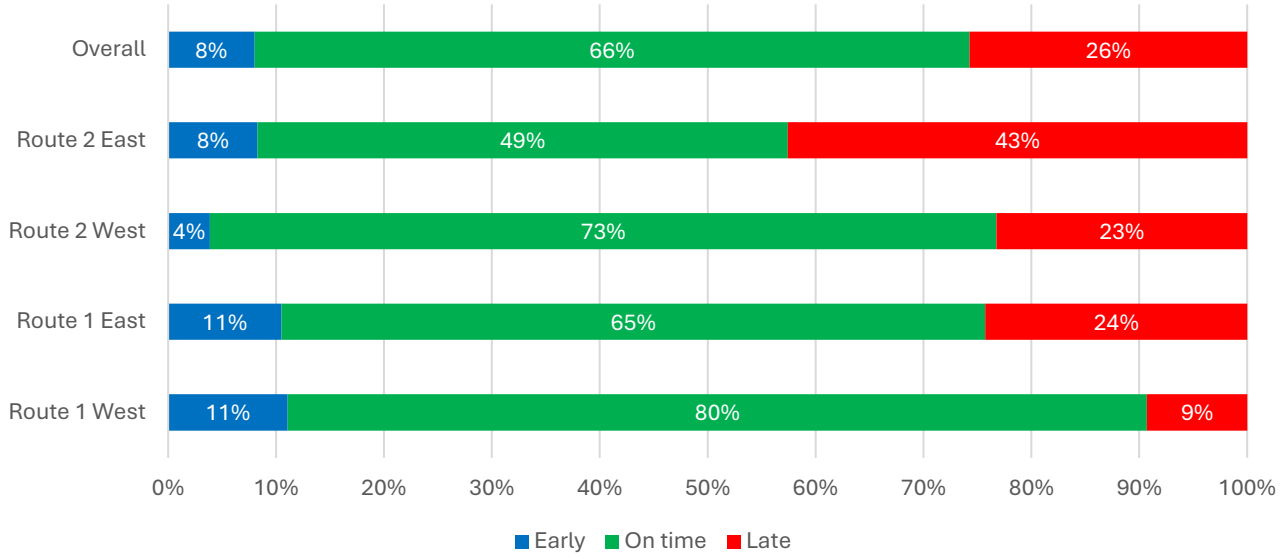


Figure 7. On-time performance of Routes 1 and 2

Feedback from Town staff indicated a lack of reliability with the on-board collection tools and that the calculated on-time performance was likely not accurate due to operator input error and outdated schedules that no longer reflect the reality of current times. Additional investigation did indicate anomalies with the trip start and end times on the data collection analysis tool (Transit Fare) dashboard. For instance, there were several instances of a trip start time recording before 6:00 a.m. when the first trip of the day is not until 7:00 a.m. Therefore, the Transit Fare findings for the conventional services on-time performance were noted but not necessarily carried forward as a crucial component of the analysis.

The on-time performance of the on-demand system is evaluated by the same metrics as the conventional system, with the exception that early pick-up and drop-off are considered "on-time."[1] Using these criteria, the on-demand system was observed to have:

- 92% on-time performance for drop-offs
- 59% on-time performance for pick-ups
    - While the low on-time performance for pick-ups may be cause for concern, 49% of late pick-ups are recorded at Walmart. Therefore, this may result from delays on the conventional transit side (Route 1) which have a 66% average OTP.

[1] Early pick-ups and drop-offs are considered "on-time" since on-demand vehicles that arrive prior to the scheduled pick-up time must wait until the specific pick-up time. Whereas an on-demand vehicle dropping off early does not negatively impact the customers.

Moreover, an audit of the fixed schedule versus actual timing is necessary to confirm the accuracy of data and support methods to improve the on-time performance of pick-ups.

On-time performance on the specialized service was assessed by associating pick-ups and drop-offs into four timing bins that align with the Town's current Specialized Transit Guidelines and Procedures. As shown in Table 2, 41% of TransitPLUS pick-ups are considered late, indicating that the service is struggling with providing sufficient capacity to the residents of Wasaga Beach, Collingwood, and Clearview.

Table 2. On-time performance metrics of TransitPLUS[2]

Category	Pick-up	Drop-off
More than 10 minutes early	12%	57%
Less than 10 minutes early	22%	13%
Less than 10 minutes late	24%	8%
More than 10 minutes late	41%	21%

Figure 8 summarizes the ultimate status of trips on the specialized system. Particularly of interest is the fact that nearly 5% of trips are rejected. Trip rejections, which may be the result of vehicle capacity not being able to handle demand during select time periods (e.g., peak times), have a significant impact on the rider experience and on the perception of the system's performance and reliability. As such, they should be avoided to the greatest extent possible and should ideally make up less than 1% of total trip requests. This rate of trip rejections further points to potential capacity and scheduling limitations of the service.

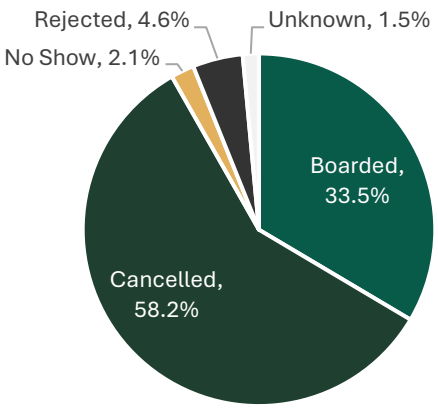


Figure 8. TransitPLUS trips by status

[2] As per the Specialized Transit (TransitPLUS) Guidelines & Procedures Policy: the service provider is allowed to arrive at a pick-up point up to 10 minutes before the scheduled pick-up time and up to 10 minutes after the scheduled pick-up time.

2.3.3 Stop Performance

Figure 9 illustrates the most productive stops in the transit system by boardings per revenue service hour. The map shows the most productive stops to be located at transfer points and at the ends of lines, which is expected. The significant gap in productivity between different stops indicates that ridership is concentrated in a few hotspots, while the majority of the system experiences relatively low trip volumes.

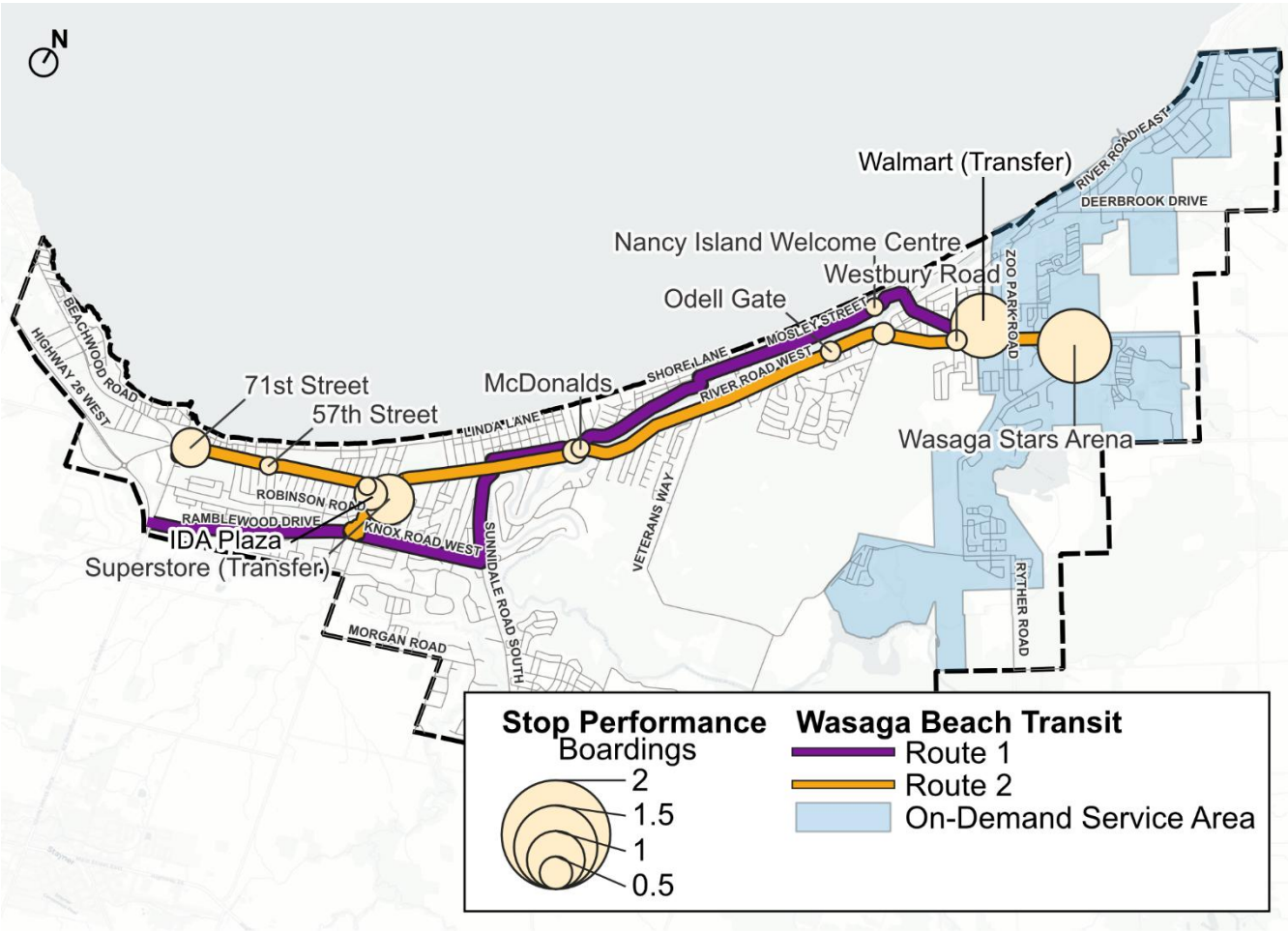


Figure 9. Stop performance on Wasaga Beach Transit

Analysis also indicated that four stops accounted for more than half of the boardings on the conventional system: Superstore (15.3%), Walmart (14.5%), Wasaga Stars Arena and Library (13.8%), and IDA Plaza (6.3%). This is further evidence of the hub-oriented nature of the transit system.

2.3.4 Service Coverage

Calculating the extent of a transit system's "coverage" includes geospatial analysis of the transit system, road network, and trail/sidewalk system. The following provides industry standard metrics and service coverage discussions for the conventional and specialized transit services within Wasaga Beach.

Wasaga Beach Transit (Conventional)

In general, the conventional transit service coverage is defined as the percentage of the civic addresses within a 400 metre (or approximately five-minute walk) of a designated transit stop. Geospatial analysis showed that 50% of the population of Wasaga Beach lives within walking distance (400 m) of a fixed-route transit stop. This figure rises to 68% when including on-demand stops and to 73% when including stops in other transit systems such as Simcoe County LINX, which services the west end of Town while en-route to Collingwood. Figure 10 shows the service coverage of both the conventional and on-demand stops of Wasaga Beach Transit, as well as stops of other transit agencies within Wasaga Beach.

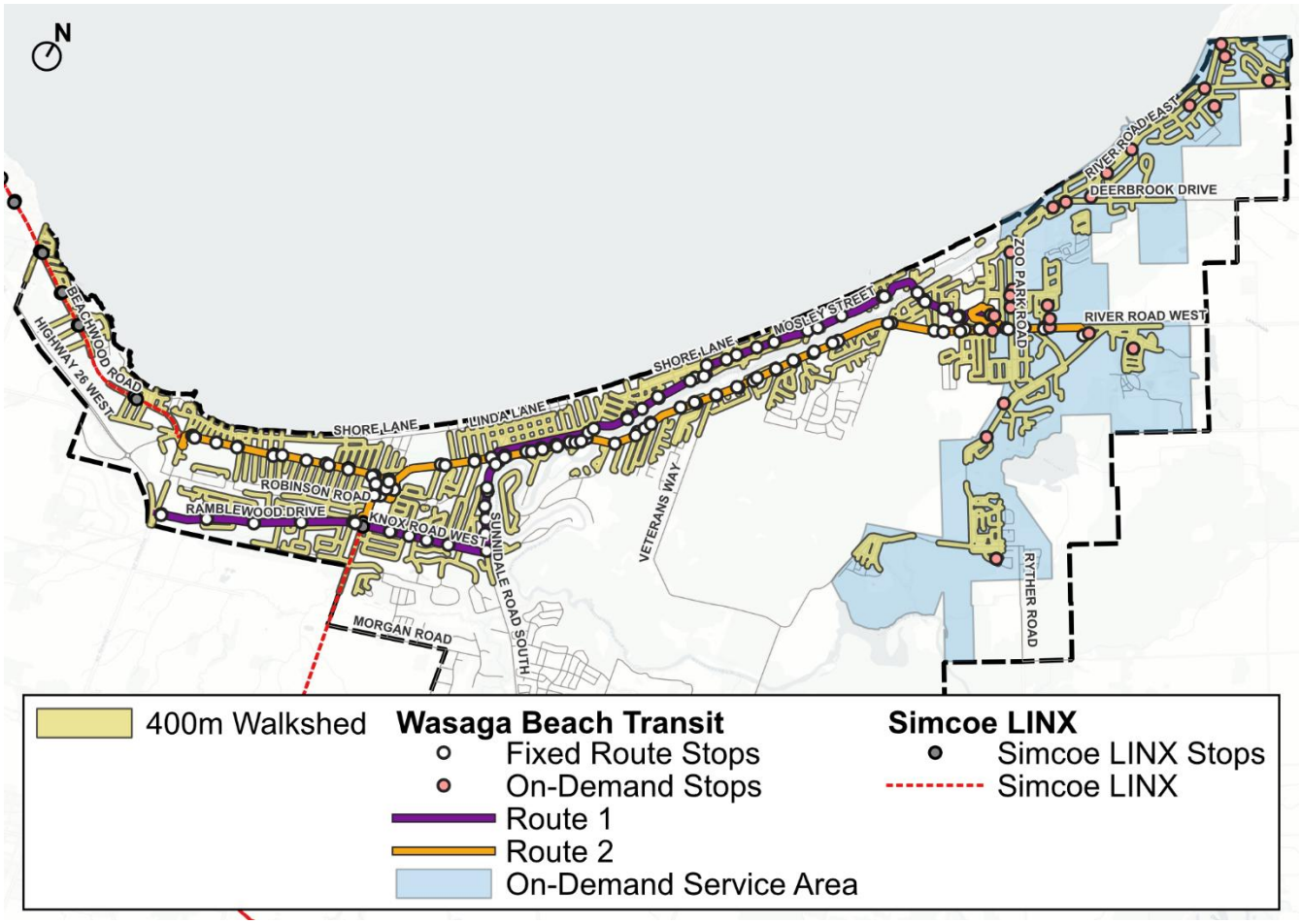


Figure 10. Service coverage of Wasaga Beach Transit and neighbouring agencies

TransitPLUS (Specialized)

Specialized transit service coverage is different than conventional as it is a door-to-door service rather than following a specific route/network. As a door-to-door service, all eligible households within Wasaga Beach are covered. Therefore, TransitPLUS coverage is considered to be 100% (i.e., all of Wasaga Beach).

2.3.5 Ride-Along and On-Site Investigations

As part of the Current State Assessment, the project team conducted ride-along 's and on-site investigations concurrently with the in-person engagement in June. The project team visited the Superstore and Walmart Transfer stops to observe how they are used. In addition, the project team completed on-board service to understand the customer experience and attain intercept feedback from operators and riders. Ride-along included:

- Round trips on Route 1 and Route 2,
- Booking an on-demand trip,
- Ride-along on the on-demand service, and
- Ride-along on the specialized service.

Route 1 and Route 2

The following observations were noted for the fixed-route service:

- **Service Reliability and Delays:**
    - Operator feedback and observations during ride-alongs noted that buses were running late according to the schedule, corroborating data analysis from on-board technologies.
    - Delayed buses are primarily due to traffic, especially during the construction on River West Road for Route 2.
    - Heavy commuter traffic in and out of Wasaga Beach and congestion on Mosley St. during peak hours results in delays, which are not currently accounted for in schedules hindering on-time-performance.

- **Bus Stop Infrastructure and Design:**
    - One of the safety concerns noted was dangerous crossing, specifically in the vicinity of the new Wasaga Stars Arena & Public Library. When travelling eastbound towards new arena and library on River Road West, those who get dropped off at Wasaga Stars Arena stop, must cross the street to get to there. This requires those crossing to cross the road with no street crossings, fast moving traffic and people making quick turns into/out of the gas station. It is understood that detail design is currently underway to complete intersection

improvements (roundabout) at Theme Park Drive and River Road West, including designated pedestrian crossings.

- While some stops were well-equipped (shelters, benches, concrete padding, sidewalks, bike racks) some had unclear stop signage, including multiple stops at one location causing confusion between Route 1 and Route 2.

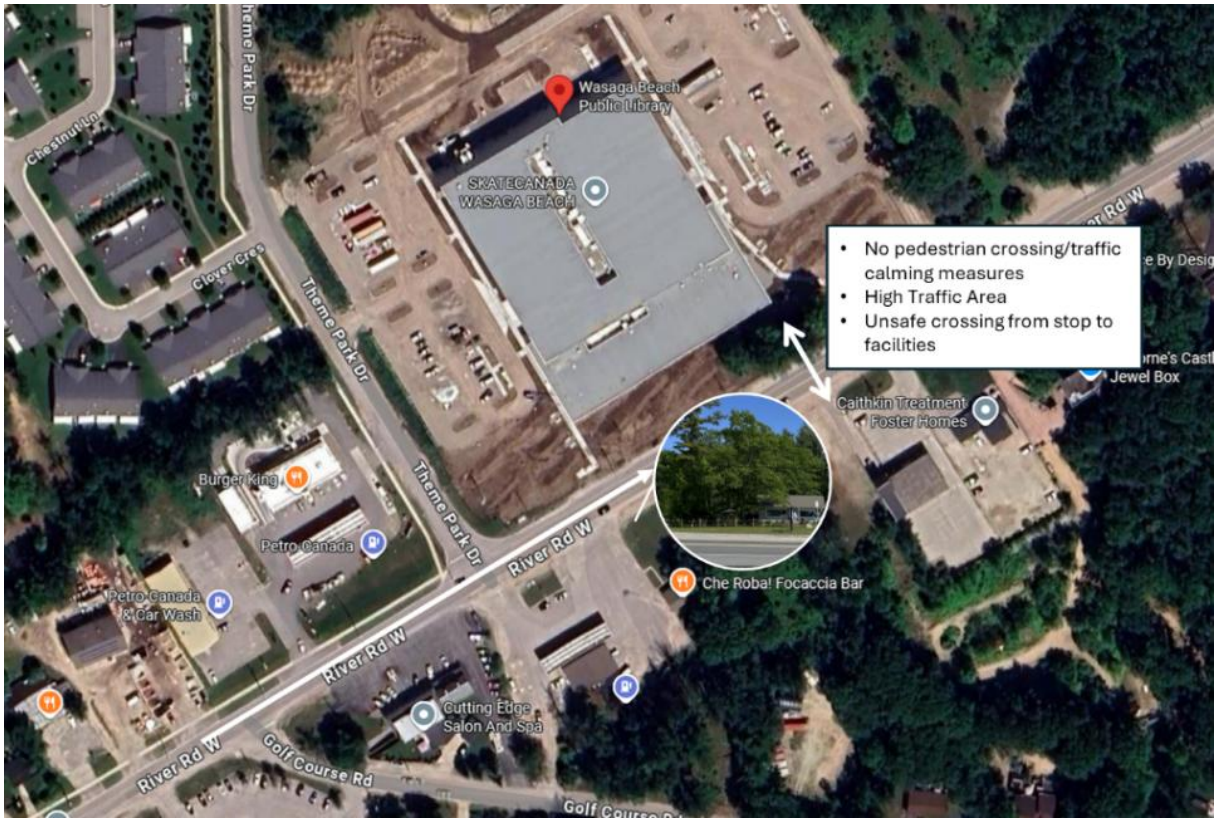


Figure 11. Example of Bus Stop Safety Concerns Wasaga Beach Library and Arena. A proposed roundabout (not shown above) at River Road West & Theme Park Drive is anticipated to improve safety.

- **Transfer Hubs:**
  - Most boardings were observed at the Walmart transfer hub.
  - The Superstore hub also observed higher boardings and alightings compared to other stops along Route 1 and 2.
  - There was general satisfaction with the location of the transfer points amongst riders.
  - On-site observations at the Superstore hub included challenges with other vehicles passing through the area was observed. This includes the delivery trucks that service the store in the morning, and other cars using the loop as a shortcut.

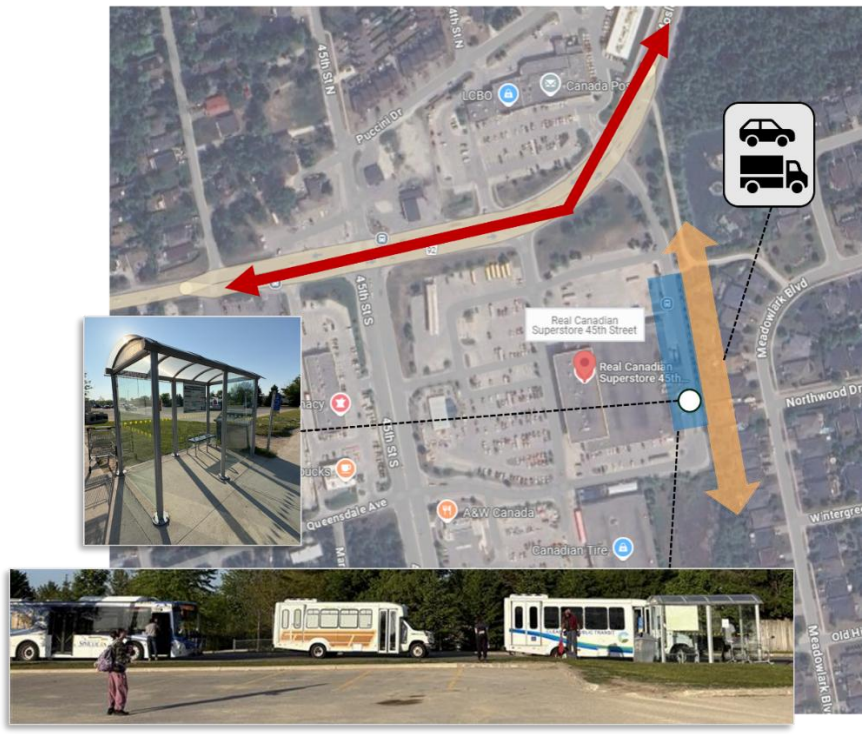


Figure 12. Bus Activity at the Superstore Transfer Hub

Route 1 On-Demand Service

The following observations were noted for the on-demand service:

- **Technology and On-Demand App Functionality:**
  - When using the app to book and on-demand trip, some customers felt that they were shown the incorrect pickup location. This could be due to the lack of familiarity with the app or potential errors in the underlying Open Street Map data.
  - Riders have expressed concerns with using the on-demand app, including its ease of use. Riders can also book rides by calling the operator directly.
- **Routing Challenges:**
  - Operators have noted issues with the proposed routing given through the tablet and will oftentimes use their own routing. Greater communication between drivers, operator, and the Town may be required to address proposed routing/technical issues.
- **Trip Tracking:**
  - On-demand trips are currently recorded on the Blaise Transit app.
    - Sometimes operators do not log trips in real-time which can create gaps in trip tracking and on-time performance reporting (e.g., operators may mark trips as accepted and picked up, but drop-offs are not marked completed until much later, even if customers are dropped off on time).

Specialized Transit

The following observations were noted for the specialized service:

- **Customer Service and Experience:**
  - Feedback received indicated that phone scheduling staff are sometimes unfriendly or impatient with customers when booking trips.
  - During the ride-alongs, long wait times were observed (up to 45 minutes), even as some riders reported being unable to book trips.[3]
  - When it comes to customer comfort on trips, customers prefer to use the ramp in instances where assistance boarding the vehicle is needed.
    - Operators noted that one of their buses has a lift at the back, which many customers prefer not to use.
- **Operations and Trip Routing:**
  - Routing issues result in long on-vehicle times causing rider frustration.
  - Operators shared that demand is highest around 9 a.m. and 3 p.m. to bring individuals to/from programs.
  - Common destinations for specialized transit trips include Collingwood (the hospital for dialysis), the church in Stayner, retirement and senior homes, and the YMCA.
  - It was also noted that while operators cannot go onto driveways with their vehicles, they make every effort[4] to go to the door and notify customers upon arrival.
- **Technology Use and Trip Tracking:**
  - Similar to the on-demand trips, sometimes the operators do not indicate on their tablet that they have completed the pick-up or drop-off until much later in the tablet system.
  - Operators have noted that tablets are oftentimes unreliable, highlighting route navigation issues. The issue is assumed to be software/hardware related as operators experiencing unreliability have used their personal devices/own knowledge to route trips.
  - Fare payment methods are limited to cash and passes. Customers would benefit from alternative options. Currently, on-board fare technology exists, however it has not yet been implemented for use.

2.3.6 Fare Review

To assess Wasaga Beach Transit's fare structure, fares from transit services across Simcoe County were reviewed. As shown in Table 3, fares for Wasaga Beach are towards the lower end compared to most other

[3] As per Specialized Transit (TransitPLUS) Guidelines & Procedures Policy: Waiting time – If a service delay exceeding 30 minutes occurs, the dispatcher will call (or email, if preferred) all affected clients to inform them of the delay.
[4] As per Specialized Transit (TransitPLUS) Guidelines & Procedures Policy: the driver will knock or buzz when they arrive at a residence unless otherwise requested by the client.

nearby transit services with only Clearview and Orillia routes charging $2. In contrast, other municipalities like Midland-Penetanguishene and Barrie charge considerably higher fares.

Table 3: One-Way Ride Fare Comparison

Municipality	Adult cash fare	Cash discounts			Fare free
		Youth	Student	Senior	
Wasaga Beach	*$2.00*	*$1.50*	*$1.50*	*$1.50*	*Under 6, CNIB*
Collingwood	$2.25	-	$1.75	$1.75	Under 6, support persons
Barrie	$3.50	-	-	$3.00	Under 12, CNIB, seniors on Tue/Fri
Innisfil[1]	$4.10 – $6.20	-	-	-	
Clearview	$2.00	-	-	-	Under 4
Midland-Penetanguishene	$3.25	-	$2.75[2]	-	Under 7
Orillia	$2.00[3]	-	-	-	CNIB
Simcoe County Linx	$2.00 – $6.00	-	-	-	Under 6

[1] Innisfil has a Fair Transit Program that offers 50% discounts to low-income riders

[2] Students must be between 7 and 17 years old

[3]Reduced price (down from $3.10) operating for a 15-month period starting in January 2026.

An assessment of monthly transit passes indicated that Wasaga Beach is inline with both Clearview and Collingwood for rates of Adults, Students, and Seniors. Larger systems like Barrie have a considerably higher monthly pass, while Orillia has recently embarked on a 15-month pilot with lower transit fees.

Table 4: Monthly Transit Passes Comparison

Municipality	Adult Monthly Pass	Discounts		
		Youth	Student	Senior
Wasaga Beach	$40.00	$5.00	$30.00	$30.00
Collingwood	$41.00	-	$15.00	$31.00
Barrie	$93.00	-	$71.25	$54.00
Clearview	$40.00	$30.00	$30.00	-
Orillia	$30.00[1]	-	-	-

[1]Reduced price (down from $68.50) operating for a 15-month period starting in January 2026.

In addition to the one-way and monthly payments, there are a couple of services that offer a discount to riders purchasing their tickets through their Smart Card program. For instance, Midland-Penetanguishene will provide a 20 ticket bundle discount for all user groups (adults, youth, students, and seniors), whereas the County offers a Smart Card discount of either 10% or 15%. Both Wasaga Beach and Barrie offer Smart Card payment, but without any discount to incentivize payment digital payments.

Overall, the fare comparison with peer systems across Simcoe County indicated that Wasaga Beach Transit fares are among the lowest and provide an opportunity to update the approach to the fare price and structure as part of the study.

2.3.7 Staffing Resources

Staff resources are required to maintain and improve transit services. Like many smaller transit systems, the Town of Wasaga Beach does not have a full-time employee dedicated to transit services. The service is currently being administered by staff within the Town's Public Works department, namely the Project Coordinator whose job description indicates approximately 10% of time being allocated to transit. However, this remains insufficient due to competing capital priorities within the department (role's primary function). This limited availability results in transit administration being more reactive than proactive.

Although operations may be delivered through a contractor, overall responsibility for management, strategic planning, service delivery, and reporting remains with the Town, with specializations required in areas of service planning, data analysis, customer experience, marketing, administration, budgeting, contract performance monitoring, regulatory compliance, and procurement. Specific duties for administrators of existing transit systems such as Wasaga Beach Transit, include:

1. Lead program planning and performance monitoring;
2. Analyze ridership, fare, and system data;
3. Recommend service improvements;
4. Ensure service aligns with planning goals;
5. Reports to Council;
6. Assist with rider inquiries and feedback;
7. Develop promotional campaigns and rider education material;
8. Perform outreach;
9. Coordinate with community and municipal partners;
10. Coordinate bus stop and on-board infrastructure and renewal;
11. Manage service branding and materials;
12. Oversee budgeting, advertising and other revenue sources;
13. Procurement;
14. Contract oversight, compliance, and amendments;
15. Invoicing;
16. Ensuring Ontario regulatory compliance, as well as Town standards and policies; and
17. Managing eligibility applications for specialized services.

This oversight requires considerable time and attention, making it essential that adequate staff resources are available. It is estimated that these responsibilities could exceed 50% of the Project Coordinator's time to properly manage the system as it exists today, with time requirements increasing as service hours increase and recommendations are implemented over the course of this ten year plan.

Through discussion with Town staff, it was evident that there is limited availability for day-to-day management of transit. This is a near-term challenge in Wasaga Beach, which leads to a reliance on existing FTE staff to assume these responsibilities. This places a greater emphasis on the responsibilities for the contractor (Landmark), booking and scheduling provider (Blaise Transit), and data and fare collection provider (TransitFare).

With anticipated growth over the next 10 years, several approaches to staffing resources were qualitatively assessed in Table 5.

Table 5: Wasaga Beach Staffing Resource Options for Future Growth

Staffing Resource Option	Description	Assessment	Cost Estimate

Hire 1 FTE position	Hire a full-time staff member whose duties and responsibilities would be dedicated to the maintenance and administration of WBT, with an expanded scope to support the Engineering Division with transportation-related services (traffic studies, traffic calming requests, and other duties).	The full-time staff member would require the highest cost of any staffing option. Evaluate staffing model within Engineering Division to expand scope as necessary.	$80k-$100k
Hire a 0.5 FTE position	Hire a part-time staff member whose duties and responsibilities would be solely dedicated to the maintenance and administration of WBT.	The part-time nature and broad skillset of the role may limit the ability to attract appropriate candidates	$40k-$50k
Resource-share with neighbouring municipalities	Various aspects of Wasaga Beach Transit are already shared amongst neighbouring municipalities[5] or overlap.[6] Entering into a transit coordination agreement with Collingwood and Clearview would streamline contractor negotiations and administration, TransitPLUS coordination, and may provide efficiencies in fixed-route analysis and network improvements. 1.0 FTE would be appropriate to start, with contributing municipalities being responsible for the allocation of resource contribution proportional to their total service hours. Additional position(s) being hired as service hours in these communities increase.	Collingwood has recently hired a Transportation Coordinator[7] in 2024. Responsible for transportation broadly (and not just transit), there may be capacity to bestow additional responsibilities on this position per discussions with the Town; however, would require further review.	$25k-$40k
Transit Board	A Transit Board would operate as a separate entity with municipal	A transit board would require an establishing of a	Future cost of a Transit

[5] TransitPLUS is shared and provides service between Wasaga Beach, Collingwood, and Clearview.
[6] The transit service contractor, Landmark, operates fixed-route transit separately for Wasaga Beach Transit, Collingwood, and Clearview, as well as the shared TransitPLUS service.
[7] This role includes transit as well as other transportation services.

	representation from each participating municipality that provides direction to local staff and/or its own staff.	formal governance structure with buy-in from several municipalities.	Board would be subject to any Terms of Reference established between municipalities
Contracting third-party service	Contracting third-party services (e.g., independent contractor) to assume the duties and responsibilities required to maintain and administer WBT has distinct opportunities to hire an internal position. This option would only be implemented as a temporary solution to assist current Town staff in the short-term.	Third-party services are often procured at a lower cost than hiring internal staff and not subject to additional benefits.	$25k-$40k; Scales by service hour

An industry scan of urban-focused municipalities (gauged by service area) with comparable transit metrics (e.g., ridership, service area, service hours, and/or operating cost) to Wasaga Beach indicated that staff resources vary greater across these metrics. However, there are two notable observations with respect to dedicated transit staff resources:

1. There are more urban-focused municipalities providing dedicated transit staff than not, and
2. Assessed municipalities with dedicated staff resources have:
    - Lower **average cost per rider** ($11.4 per rider in municipalities with dedicated resources vs. $16.1 per rider in municipalities without),
    - Higher **average ridership per service hour** (8.9 riders per service hour in municipalities with dedicated resources vs. 5.0 riders per service hour in municipalities without), and
    - Higher **average ridership per capita** (3.5 riders per capita in municipalities with dedicated resources vs. 2.3 riders per capita in municipalities without).

Table 6: Dedicated Staff Market Scan

Municipality	Pop.	Service Area (km²)	Service Hours	Ridership	Net Operating Cost	Dedicated Staff (reported)[8]
Cobourg, ON	20,500	26	12,300	46,600	$1,050k	0[1]

[8] Reported in CUTA 2024 factbook.

Port Hope, ON	38,000	278	7,500	51,600	$609k	1
Leamington, ON	28,000	12	13,500	52,400	$1,000k	0[2]
Brockville, ON	22,300	20	10,800	92,300	$850k	2
Wasaga Beach, ON	24,900	42	10,200	76,900	$515k	0[3]
Moose Jaw, SK	33,600	46	12,000	190,500	$1,260k	2
Fort Sask., AB	30,000	48	10,200	64,000	$990k	1
Leduc, AB	38,500	42	22,000	153,000	$2,100k	2

[1]Cobourg's transit is administered by their Director of Public Works.

[2]Leamington's transit is administered by their Manager, Engineering Services.

[3]Wasaga Beach's transit is administered by their Project Coordinator and supported by the Director of Public Works.

3. Community Engagement

3.1 How We Engaged

In developing the Transit Master Plan, bringing consultation to the people was a priority. A combination of in-person (e.g., public meetings) and virtual engagements (e.g., the public survey and staff and stakeholder workshops and meetings) were used in an effort to reach a diverse audience.

3.1.1 Round 1

The first round of public engagement took place in June -July 2025. Round 1: Current State Assessment introduced the public to the Transit Master Plan. Part of Round 1 focused on learning from the community about their experience with the current transit service and overall travel and transportation needs in Wasaga Beach. It also looked at how future transit services can be evolved to meet community needs. Round 1 included a Public Survey (available online and through paper copies) and a Pop-Up Session. Project staff also met with the Accessibility Advisory Committee[9] to gather insights regarding transit in Wasaga Beach, including considerations from an accessibility perspective. The discussion invited members to share their feedback on key challenges and priorities and considerations for developing service options. Overall Round 1 engagement resulted in over 60 touchpoints.

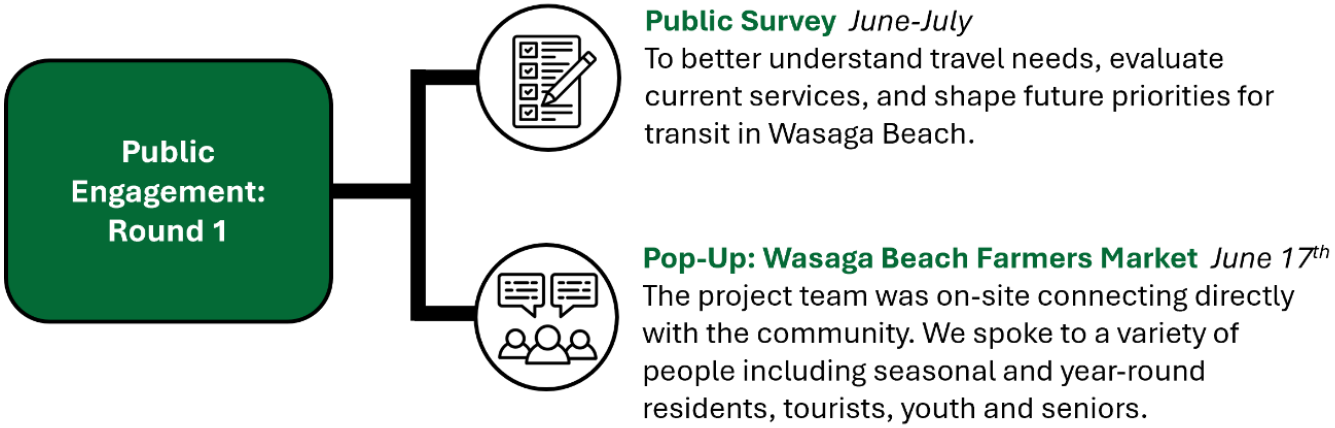


Figure 13. Round 1 Public Engagement Tactics

[9] The Accessibility Advisory Committee was engaged a second time on February 4, 2026, to seek their input on the Draft Transit Master Plan. The summary of that meeting can be found in Appendix A



Figure 14. Round 1 Pop-Up Wasaga Beach Farmers Market

3.1.2 Round 2

Following an extensive review of the existing service, including feedback from the community, conceptual transit networks for the 10-year outlook of the Transit Master Plan were developed. The second round of public engagement took place in October 2025. After refining the conceptual transit networks, Round 2: Options Refinement brought forth two (2) final proposed options to the public for review and feedback. A community pop-up was held during the Home Energy Savings Symposium that was hosted by the Town at the Wasaga Beach Stars Arena and Library from 6 to 9 p.m. on Tuesday October 21, 2025, with over 20 touchpoints.

3.2 What We Heard

Collecting and analyzing the responses received provided a better understanding on how the community currently sentiment about Wasaga Beach Transit, and general travel within and surrounding the Town. This included transit usage, travel needs and priorities and perspectives on what transit services in Wasaga Beach could look like in the next 10 years. A variety of key findings were identified during the engagement period across all engagement activities (including the survey, public engagement sessions, conversations, etc.) These findings are summarized below.

3.2.1 Round 1

Current Transit Usage and Travel Patterns

During the survey, those who have used Wasaga Beach Transit or were familiar with the service were asked to provide feedback on the current system including insight on transit usage and patterns, quality, accessibility and effectiveness of the current system, while those unfamiliar or who do not use the service provided insight into barriers that prevent them from using transit. Hearing from both groups helped staff to better understand the current state of Wasaga Beach Transit and how it can better meet the needs of the community.

Of those engaged with the service, the majority had heard of Wasaga Beach Transit prior to taking the survey or prior to speaking to staff during the engagement period. Respondents were most familiar with the Fixed-Route service (Route 1 and 2), either having heard of the service or have used it in the past year. The most common trip type among those who use Wasaga Beach Transit was for recreation/social and entertainment, shopping and personal business (e.g., bank, volunteering, etc.).

Those who were familiar with the transit system were then asked to share how much they agree with various statements as it relates to Wasaga Beach Transit. Generally, sentiments around the current service as it relates to price, customer service and comfort using the service were positive. In parallel, public engagement also highlighted gaps and challenges within Wasaga Beach's current transit system. Respondents expressed key priority areas for Wasaga Beach Transit in the coming years should focus on more routes, frequency and expanded coverage to areas including new development areas, accessibility and comfort of trips and greater awareness of the service offerings and how to use transit. This includes clearer communication about the service and clear bus stop signage at stop locations.

For those who have not used Wasaga Beach Transit, top reasons included having access to a better alternative, service limitations (operating times and wait times between bus arrivals) and the location of stops (no stops close to where one lives or wants to go). Therefore, future services should provide service that encourages less reliance on personal vehicles and should consider options for increased stops, hours of operation and frequency. This will better ensure increased coverage and convenience for riders.

When asked about what would influence one to use transit more, and their importance, reliability, proximity of stops and easier to understand information on how to use transit were noted. This is summarized in Figure 15.

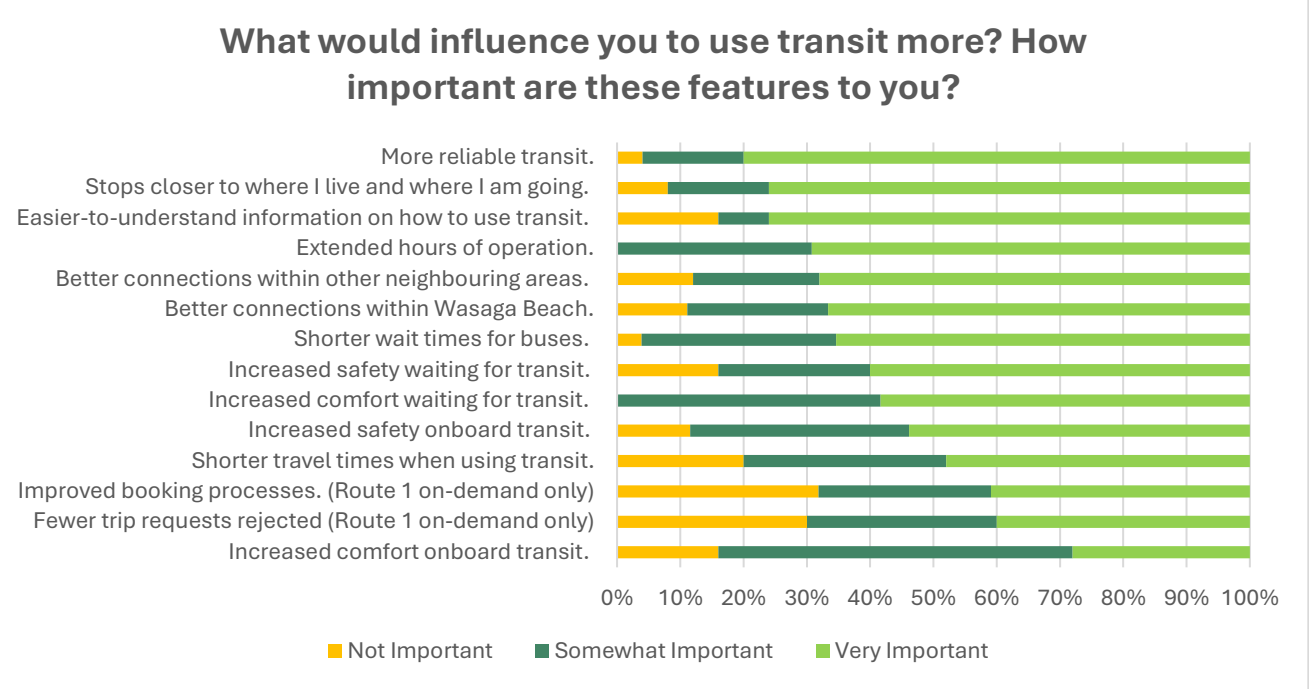


Figure 15. Survey Respondents Influencing Factors to Using Transit

Most respondents reported that their most frequent trips were primarily for work, recreation/social/ entertainment and shopping (including grocery shopping). These trips are typically made around 4-5 times per week. The most common modes used to make these trips include driving alone in a personal car, traveling in a personal car with at least one other person, or walking. When asked what key destinations they travel to inside and/or outside Wasaga Beach, respondents identified the locations listed in Table 7.

Table 7. Key destinations inside and/or outside of the town of Wasaga Beach

Top Destinations Within Wasaga Beach	Top Destinations Outside Wasaga Beach

• Community Facilities:
  ○ Twin-pad Arena and Library,
  ○ RecPlex,
  ○ Youth Centre.
• Commercial and Shopping Destinations:
  ○ Superstore,
  ○ Walmart,
  ○ Foodlan,
  ○ Medical Centre.
• Neighborhoods:
  ○ Klondike Park,
  ○ Village Gate.
	• Collingwood,
	• Barrie,
	• Stayner.

Community Involvement and Awareness of Transit

Some respondents highlighted a lack of awareness or clear understanding on how to access and use the current services, especially as it relates to the on-demand service that exists in the area. Respondents emphasized the need for clearer communication about the current transit system, including the various service offerings (fixed-route, on-demand and specialized) and how to use each of the services and available routes. When asked what would influence one to use transit more, “easier to understand information on how to use transit” was noted as one of three top reasons respondents marked as very important.

During the pop-up engagement others suggested stronger efforts for integration be made between transit and the community to increase awareness, information and use of the service. For example, with the development of two new high schools in the near future, transit should consider what the service can do to better service students and overall, how to better integrate the service to meet the growing community and its needs. In general, more clear information and awareness regarding the service is needed to grow transit usage in the town. Others expressed interest in special routes for tourist season, including a hop-on-hop-off service connecting all the beaches, and attractions to enhance tourism, especially in the summer months.

Increased Frequency, Coverage and Hours

Individuals expressed interest in greater coverage of the current transit service, including stronger regional service integration and connections to communities including Sunnidale Trails, Village Gate and the Elm Development. When asked about key locations that future transit service should go to/continue to go to, individuals expressed interest in service to/from Wasaga Beach to Collingwood, Barrie, Orangeville, the casino, the airport and Allendale.

When respondents were asked about transit in Wasaga Beach and/or future direction for transit in the town, answers often included a need for increased coverage and a desire for the expansion of transit to enhance access to more residents. River Road West, particularly extending service to the ELM Development and Sunnidale Road, extending service to the east side of Sunnidale Road would benefit from expanded coverage, particularly with the new high schools being built and the ongoing expansion of town areas. Residents expressed that future transit options should support this growth, in addition to the development of commercial and residential spaces, and the redevelopment of Beach Area One. Individuals have also expressed a desire for increased evening, early morning (5 – 6 a.m. service for commuters) and weekend service.

Accessibility, Reliability and Reliance

For some, Wasaga Beach Transit plays an important role in ensuring that residents have access to employment, social activities, education, healthcare and daily necessities. It enables those, especially those without regular access to an alternative mode to participate in day-to-day activities. Therefore, the consistency and predictability of transit services is important in creating a transit system that riders can rely on. With an ageing population that will continue to rise, there is a desire for a more robust public system that plans around an ageing population. Additionally, we heard from the public that reliable transit is not only viewed as an option for residents but as an important factor in supporting economic growth, creating stronger more connected communities, improving quality of life and reducing traffic congestion in the town.

Some respondents expressed bus schedule reliability concerns with the fixed-route service, noting that traffic delays are not accounted for in schedule causing delays. These delays have led to problems in connecting to other transit systems, long wait times and missed or late appointments. Additionally, the public noted that there are challenges using the on-demand service including the routing of the on-demand trips and general confusion over how to use the on-demand service. Most respondents noted that they regularly have access to a car, van or truck as a driver or passenger for the trips that they make. To make transit a viable option and first choice where residents are willing to use transit over driving, respondents would like to see better schedules and routes that suit community needs.

The need for specialized transit is particularly important for those making trips with mobility aids or barriers to using transit. While Wasaga Beach Transit is fully AODA compliant and has key accessibility features including wheelchair accessible vehicles and on-board next stop and audible announcements and digital signage, a small subset of engagement participants expressed that additional improvements could be beneficial. These individuals suggested that, while the service is AODA compliant, opportunities remain to continue to strengthen accessibility. Examples included improving access to shelters for those who have difficulty standing for long periods, ensuring that on-board voice announcements remain consistently active for those who are visually impaired, making online information easier to read and increasing the availability of priority seating at the front of the bus, an area the Town is actively working to improve. While this feedback represents a small sample of participants rather than the broader community, highlights opportunities to continue strengthening accessibility for riders.

Cost of Transit

Throughout the engagement we heard from the public that they are generally satisfied with the fare they pay for the service they receive. Currently, a bus transfer allows passengers to transfer between Wasaga Beach Transit routes, without paying an additional fare. Transfers are valid for 45 minutes and can only be used to transfer from one bus to another route and does not permit return trips. Despite that, some respondents felt the existing transfer system was limiting and unclear. Others expressed interest in other fare payment

options outside of the current cash and passes such as open payment, which allows riders to pay for fares using a debit or credit card (physical or mobile wallet) by tapping their card directly on the bus.

3.2.2 Round 2

Round 2 of public engagement sought feedback from the public as it related to the future transit network for Wasaga Beach. Key elements of the draft future network that the public was asked about included:

- The proposed network options,
- Transit hub locations, and
- Transit costs and investment.

Given the lower number of touchpoints in Round 2, general sentiments were considered along with Town staff input in refining the options.

Feedback on the Proposed Draft Future Network Options

Two potential networks for the future transit network were presented to the public for discussion (see Figure 16 and Figure 17 below).

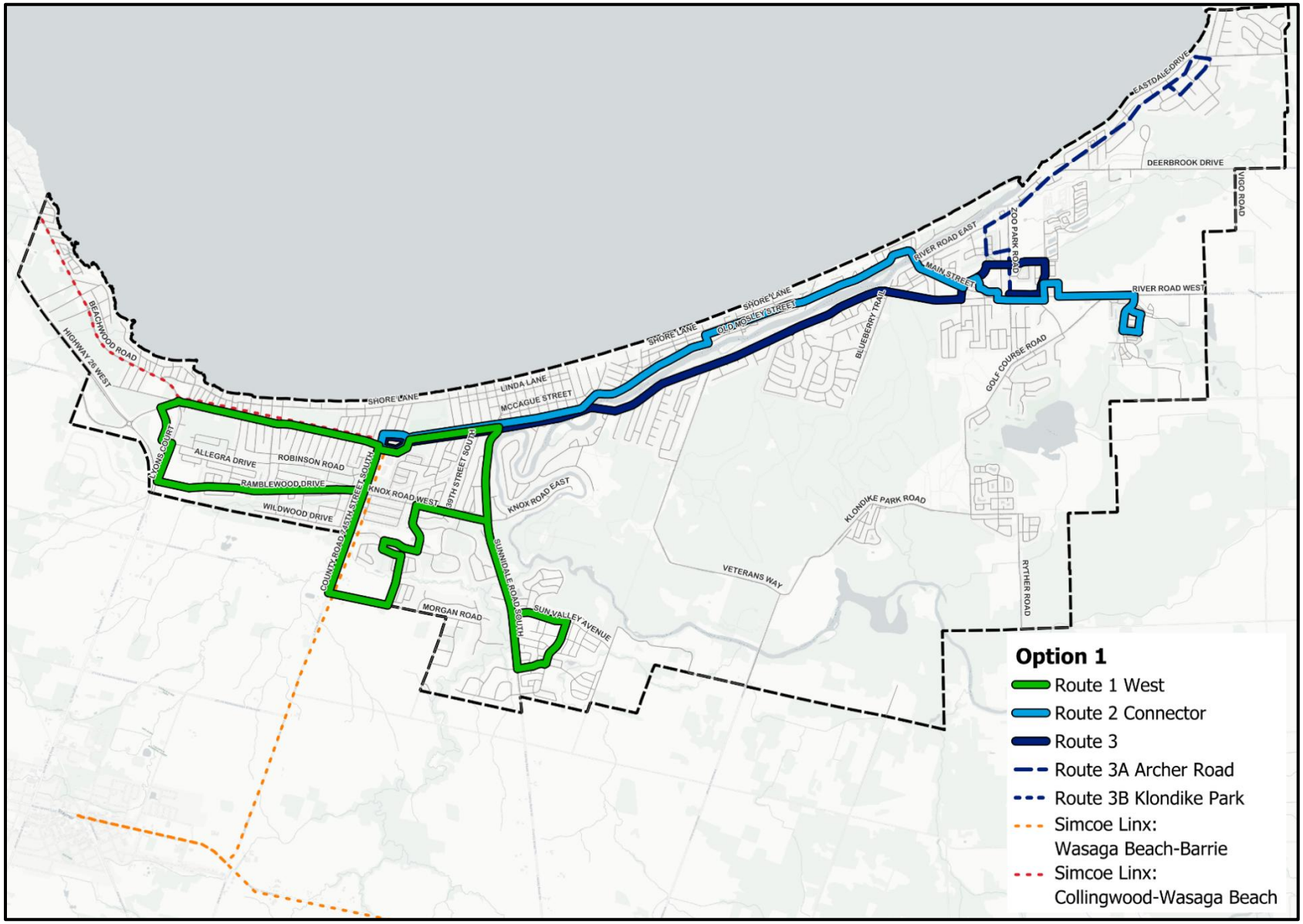


Figure 16. Option 1

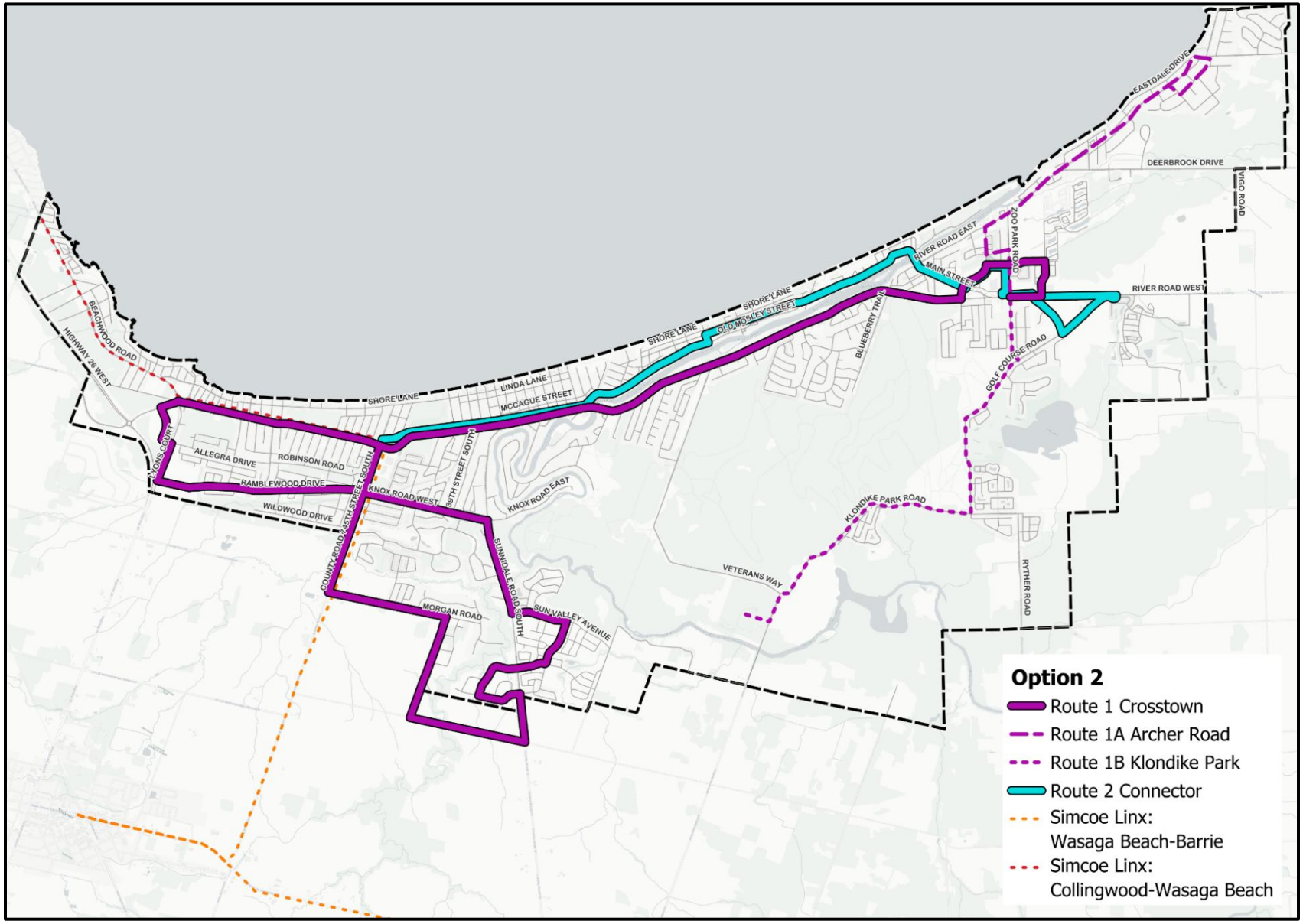


Figure 17. Option 2

When asked to select their preferred network, engagement participants showed a slight preference for Option 1. The biggest element that the respondents emphasized as being important in making their decisions included shorter times spent on the bus, with the ability to make a transfer. Other feedback on Option 1 included considerations for routing that minimizes walk times to stops including walking from the new Sunnidale developments to access Route 3 along the network. Positive feedback was received around Route 2 that connects to River Road West, as many young families and new townhomes are being developed in the Elm Development in the east end of the Town. The public raised that Route 3B will be important to consider in timing the schedule, as many seniors live along Ryther Road, and would appreciate timing the alternating route with their day programs. Additional appreciation was given to the connection to Park Place and Parkbridge communities to connect seniors to transit options in their communities.

Option 2 was appreciated for its one-seat ride option for those using the Route 1 Crosstown to make trips, especially for those who would prefer to make less transfers to make their trips. However, others noted that the long on-bus travel time would not work with their schedules and would prefer to make transfers with shorter travel times. It was noted that depending on the situation this trade-off could change for example when travelling with children or carrying groceries. One piece of feedback noted for Option 2 was that the public expressed that it would be more beneficial to turn around at the new arena, rather than the old arena, citing more usage of a new arena stop rather than the old one. Furthermore, operators expressed that this may provide an opportunity to be able to use the washroom in the new arena, with a convenient space to park the bus.

Feedback on Future Draft Transit Hub Locations

Two options were presented to the public for a future transit hub location for discussion. The first option (Option 1- Mosley Street) aimed to use the Town's existing right-of-way on Mosely Street and minimize the effect on County and Clearview routing, while the second option (Option 2-RecPlex East) would convert the easternmost parking lot area to a dedicated transit hub facility and aimed to provide the opportunity to leverage facilities at RecPlex. See Appendix B for an illustration of both options.

The Mosley Street option was appreciated for its proximity to other key destinations including shops and services, as well as its proximity to the existing transit hub. Staff noted that the Mosley Street option will need to give further consideration to amenities such as washrooms, especially for operators. When speaking to the public about both hub locations, most people agreed that while the Mosley Street option would offer more amenities around it, the Recplex would make more sense from a design and comfort perspective.

The Recplex option was not as close to other key services, however, was in close proximity to community locations including the YMCA, Ontario Parks and playground. The public noted its walking distance to beach access and trails as a benefit. Staff emphasized the impact on network connectivity. The Recplex

hub option would place the transfer point further inside Wasaga Beach, creating a more centralized location within the community, offering improved access to community amenities. However, locating the hub deeper within the town will impact the regional network connectivity, requiring other services—Clearview and Simcoe County LINX—to travel further into Wasaga and increase their travel times. Concerns were also shared by staff regarding the parking implications at the RecPlex option. The presented RecPlex option, would require the transit hub to be located within the existing RecPlex parking lot. This prompted additional considerations from staff. Relocating the hub into an existing parking lot will require considerations for how the design may affect parking availability, internal circulation and day to day access. It was noted that changes to vehicle flow, the placement of the bus bays and adjustment to parking layout could influence how residents access the YMCA and surrounding amenities. This design will therefore need to consider transit operations with the continued use of the parking space. Additionally, the Wasaga Beach Farmers market runs in the existing parking lot and is an important community destination. Staff and the public noted that this option will need to consider how the use of this space will co-exist with a transit hub, while also noting that it could support attendance, reduce parking pressure and enhance community connectivity on days of the Farmers Market.

Transit Costs and Investment

Generally, respondents felt that the current price they pay for the service they receive is fair. When asked if they would be willing to pay more in fares to support improved transit service, based on the options proposed, individuals were not willing to pay increased fares.

4. Developing the Plan

4.1 Strategic Objectives

The following strategic objectives were devised as the backbone of the planning work undertaken, highlighting key aspects of the transit system to be addressed through the new master plan. The objectives were adapted from a brainstorming activity conducted during the current state workshop and incorporate perspectives from Wasaga Beach Transit staff as well as key stakeholders. As such, the objectives are intended to encourage a holistic approach to transit planning that aligns with the Town's vision and the needs of the community.

Objective 1: Enhance community access to transit

This objective centres primarily around improving the geographical coverage of transit in Wasaga Beach. Introducing new service in underserved areas of the Town will help to bolster the number of residents within walking distance to transit, which will increase utilization of the system and make transit a viable option for everyday travel for a greater number of residents.

Objective 2: Provide a convenient and reliable user experience

This objective will be achieved through means such as improving on-time performance and reliability, optimizing channels of real-time communication with riders, and updating user-facing software to be more intuitive and accessible. An elevated user experience will both directly benefit the community and boost the appeal of transit as an alternative to driving.

Objective 3: Increase awareness of Wasaga Beach Transit

Engagement conducted throughout this project has indicated limited knowledge of Wasaga Beach Transit among residents and tourists. A concerted effort to inform and educate community members on the transit system will ensure that they are able to take advantage of the services available to them, helping the system to reach its full potential.

Objective 4: Foster transit-supportive planning

Transit and urban planning should have a symbiotic relationship; new transit services should improve access to areas with large volumes of high-density mixed-use development, while new roads and development should be of a form that facilitates transit connectivity and the construction of transit infrastructure.

Objective 5: Incorporate an equity-based approach to future policies

A suitable plan for Wasaga Beach Transit will explore and/or enhance ways in which transit can improve outcomes for marginalized groups such as seniors, low-income families, and people with disabilities. Service should not be designed only to maximize utilization and cost-effectiveness but should also prioritize providing transit to the people who need it most and would see the greatest benefit from it.

4.2 Transit Service Guidelines and Policies

Transit service design guidelines act as a framework for assessing proposed and future changes to the Wasaga Beach Transit network, ensuring that the Town adequately serves the needs of residents while also meeting standards of efficiency and cost-effectiveness. The guidelines synthesize many performance indicators; most of which relate to the transit system's productivity, reliability, and ability to fulfill demand.

4.2.1 Transit Service Types

In its current state, Wasaga Beach Transit offers the following three service types:

- **Fixed-route transit** is a transit service that runs along a predetermined route at regular intervals with designated stops. It is best suited to busy corridors with significant demand, generating higher productivity than the other service types.
- **On-demand transit** serves designated stops within an on-demand area in response to travel demand. Trips are requested in advance by riders and fulfilled as needed. It is best suited to areas with lower travel demand where running a fixed-route service would be inefficient. Note that on-demand transit in Wasaga Beach operates as an extension of a fixed-route service (Route 1), as a "deviated fixed-route" that allows the vehicle to pick-up or drop-off customers closer to their destination, but on a fixed interval.
- **Specialized transit** is a service that provides door-to-door connections within the Town's municipal boundary area in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). It is reserved for eligible riders with disabilities, who are unable to use conventional transit services.

This Transit Master Plan recommends that on-demand transit be replaced with conventional transit service, when feasible. The proposed eventual replacement of on-demand is due to low ridership, low on-time performance and reliability, and observed confusion using the app/booking trips.

4.2.2 Transit Service Coverage

These guidelines establish acceptable standards for the transit system's coverage and service area. Service area is defined as the area within which riders are able to access the transit system—normally

defined using walking distance—while coverage is defined as the percentage of the community's total residents that resides within the service area. Greater coverage indicates that a greater proportion of the community can benefit from transit and is thus favourable.

In general, the **Transit Service Area** is defined as the percentage of the civic addresses within a 400 metre or approximately five-minute walk of a transit route. It is recommended that Wasaga Beach Transit strives to ensure that at least 60% of all civic addresses are within the Total Service Area, with a goal of 75% or greater. This includes services provided by both Wasaga Beach Transit and Simcoe County LINX.

The **Specialized Service Area** is defined as the percentage of civic addresses that are eligible for TransitPLUS service. As per the AODA, this must include all eligible residents and civic addresses within the municipal boundary.

4.2.3 Stop Location Guidelines

Stop location guidelines serve to maximize ease of access for riders and to minimize delays on the system. In 2014, The Town of Wasaga Beach published a Bus Stop Design Guidelines document that contains bus stop placement specifications and passenger amenities, that are meant to promote comfort, convenience, and consistency throughout Wasaga Beach while providing flexibility and expandability to the transit network. As this document was published in 2014, the document is recommended to be reviewed and updated by staff to ensure that it is consistent with industry standards as well as guidelines seen within neighbouring municipalities in Simcoe County particularly as it relates to stop placement specifications. Table 8 overviews the existing conditions of bus stops and design guidelines within Wasaga Beach and recommends current industry best practices that Wasaga Beach staff can action over the course of this plan to maintain and/or increase customer experience.

Table 8. Stop Location: Existing Conditions and Industry Standards

	Existing Conditions	Recommendations (based on industry best practices)
General Specifications: **Safety & Visibility and Accessibility**	When the budget permits, address: • Vertical and horizontal visibility and sight line issues • Above grade obstacles (i.e. guide wires, power poles, utility boxes, barrier curb, fire hydrants, trees, shrubs, buildings, etc.) • Proximity to driveways	Consider simplifying language and/or further incorporating the following stop location criteria: • Located near signalized intersection or crosswalk • Can be accessed by a sidewalk or multi-use path • Located in a well-lit area

	• Traffic volume and vehicle turning movements • Street illumination • Level surface, adequate space and preferably a firm surface to accommodate boarding and alighting of passengers with special needs • Availability of pedestrian facilities	• Free of visual obstructions • Comply with AODA standards • Adjoining sidewalks can be easily cleared of snow
Convenience & Transit Operations	When the budget permits, address: • Population density and/or major passenger generators • Strategic placement of bus stops to provide reduced travel times and maintain route efficiency • Consider function operation of transit system	Consider adding the following scope to convenience and transit operation categories: • Avoid placing stops that require transit routes to deviate from main arterial roads or into cul-de-sacs or loops unless the demand for service is unique and significant. • Stops that deviate from main arteries will introduce significant delay to a route, cause frustration for riders travelling beyond these stops, and may discourage transit usage of other potential riders.
Stop Spacing	Current policy is to generally provide a walking distance of 500m to a local bus stop, supporting greater distances between stops (upwards of 1km).	Consider replacing current stop spacing policy with the following spacing guidelines: • Spacing should prioritize the maximum number of residential, commercial, educational, and recreation destinations within a 400m walk. • In instances of close proximity to high-density residential addresses, seniors residents, health care facilities, education institutes, parks, and other important demand generators stop spacing may be considered as close as 200 metres apart.

Usage Factors	Far-side and near-side stops are preferred over mid-block stops to provide pedestrians with greater access and safety while crossing. Site-specific dependency.	Consider additional infrastructure when determining 'far or near-side' stop locations, including infrastructure and property ownership: • Located near signalized intersection or crosswalk • Can be constructed with the majority of its necessary infrastructure on public land
Passenger Amenities	Current considerations are given to signage, lighting, waiting areas and design, shelters and layout, construction impacts, and stop maintenance.	The current guidelines may not accurately reflect passenger needs or industry standards, detracting from the customer experience. A new set of guidelines should consider safety and visibility, convenience and transit operations, usage factors, stop spacing, accessibility, physical specifications, and passenger amenities to ensure infrastructure planning and implementation, as well as the customer experience, aligns and complies with current regulations, strategic direction of the municipality, and passenger needs over the next 10 years.

As mentioned under the passenger amenities column in Table 8, Wasaga Beach is recommended to undertake a new Bus Stop Guidelines document. As the current document is from 2014 it may not reflect industry passenger amenity standards, but an updated document would also address stop efficiency, physical specifications, and ensure it is effective, aligns with the strategic direction of Wasaga Beach, and complies with all regulatory policies and legislation.

4.2.4 Service Period Definitions

Service periods refer to different time periods when transit services changes in order to meet demand and address environmental factors like traffic congestion. In its current state, Wasaga Beach Transit has a single service period which could be characterized as **Base Service.** This service period is defined with a

minimum level of service that balances customer convenience with lower demand levels across the Town. It is characterized by limited frequencies and longer wait times for fixed-route and on-demand services.

In the future, a new service period may be introduced to provide an improved level of service during high demand periods. This **Peak Period Service** is defined by higher frequencies on fixed-route services to minimize wait times, address potential crowding and improve travel options for riders when they are most likely to travel.

Additionally, **Holiday Service** shall be defined as service period going forward. Wasaga Beach Transit offers regularly scheduled service during most holidays (except for Christmas Day). This exceeds comparable transit services in Ontario and across the Country (most of whom do not operate on statutory holidays). For those communities that do offer service on holidays, hours are often reduced. Defining a holiday service period will provide the Town with the opportunity to assess ridership on these days.

4.2.5 Ridership Productivity

Rider productivity measures ridership with respect to the amount of service that is provided and is generally expressed as the average number of boardings per vehicle service hour (BpH) in a time-period. Productivity varies with the amount of demand, and thus with different service levels and service types. Table 9 summarizes ridership productivity targets for each level and type of service.

Table 9. Productivity (BpH) targets by service type and level

Service Type	Base	Peak	Holiday	Existing
On-demand	Up to 2.5 BpH	Up to 5.5 BpH	Up to 2.5 BpH	1.8 BpH
Fixed route	6–10 BpH	12–18 BpH	3–5 BpH	7.5 BpH
Specialized	N/A*	N/A*	N/A*	N/A*

* Specialized services should always be offered when other services are running, irrespective of demand

4.2.6 Service Levels and Headways

A bus route's capacity is constrained by its Service Levels, and as such it is important to match headways[10] to increasing demand to avoid exceeding the route's capacity. The headway on a route directly influences how customers use transit. Lower headways improve the convenience of transit by decreasing wait times.

[10] "Headway" is the amount of time or distance between two consecutive vehicles traveling in the same direction on a specific route (i.e., a bus and the next bus). It is similar to frequency (how many buses come per hour) but operationally, scheduled versus actual headway can impact service quality.

This has a significant long-term effect on ridership. However, lower headways require more vehicles to serve the same route.

Balancing Service Levels to demand is critical to ensuring that limited resources are allocated appropriately. In general, if Ridership Productivity is consistently (e.g., weekdays on average for a period of three months or more) 30-50% greater than the target, consider reducing the headways by allocating more resources.

If Ridership Productivity is consistently 30-50% less than the target, consider reducing the headways to the minimum Base Service Level. If Ridership Productivity is significantly lower (e.g., 50% lower or more), consider replacing fixed-route service with on-demand service, or otherwise removing the service during that time period.

4.2.7 On-Time Performance

While transit vehicles should strive to adhere to the schedule as faithfully as possible, the following guidelines establish a standard to help benchmark the on-time performance of the system. On-time is defined as follows based on service-type:

- **Fixed-route service**: Vehicle arrives no more than 1 minute early or 4 minutes late relative to its scheduled arrival time at a time point.
- **On-demand service**: Vehicle arrives no more than 10 minutes early or 10 minutes late at its scheduled pick-up or drop-off location.
- **Specialized service**: Vehicle arrives no more than 10 minutes early or 10 minutes late at its scheduled pick-up or drop-off location.

Generally, transit services are expected to encounter delays from time-to-time. These should be minimized based on efficient and accurate scheduling and ensuring that there are sufficient resources on the road. For any time-period (e.g., weekdays on average for a period of three months), **all services should achieve a minimum of 85% of trips arriving on-time based** on the definition above.

In the event that a service does not reach the above targets, the Town should explore methods such as adjusting fixed-route schedules or adding additional resources to improve on-time performance.

4.3 Transit Service Policies

Transit service policies focus on codes-of-conduct, operating procedures, and other materials as necessary to ensure that transit services are delivered safely, efficiently, and in a customer-focused manner. This section assesses the existing policies of WBT—as outlined in the Town's Specialized Transit Guidelines & Procedures, the transit services agreement with the contractor, and Simcoe County's

Integrated Accessibility Standards Regulation (IASR) Transit Policies—to identify any gaps in current practice.

4.3.1 Emergency Policies

Emergency policies define conditions out of Wasaga Beach Transit's control that would negatively impact the performance of the transit system. This includes extreme weather conditions, natural disasters, and other contingencies. The IASR Transit Policies include an Inclement Weather Policy that outlines the procedures to be taken during inclement weather events up to cancellation of service, but does not include explicit definitions for what constitutes inclement weather. It is recommended that the following conditions be used as a benchmark for inclement weather to help the Town and the Contractor develop a mutual understand for future service disruptions:

- If total rainfall throughout the service day exceeds 50 mm;
- If total snowfall throughout the service day exceeds 15 cm;
- If the daytime high temperature exceeds 40 °C;
- If the daytime high temperature does not exceed -30 °C;
- If the service area is negatively impacted by a natural disaster (e.g., flood, tornado, earthquake).

In addition to weather-related provisions, the following are added as emergency conditions under which the contractor would not be held liable for service disruptions:

- If a significant civil disruption (e.g., strike, protest, police investigation) affects the ability to deliver the transit service;
- If a vehicle experiences a mechanical failure;
- If a route is obstructed by a traffic accident or by construction of any kind; or
- If a medical emergency that requires the attention of emergency services occurs on board.

4.3.2 Accessibility

The Town's Specialized Transit Guidelines & Procedures document provides considerable information on the eligibility requirements, booking process, and many other details for residents looking to ride TransitPLUS. The IASR Transit Policies additionally provide for an accessible bus fleet, accessible stop and shelter design, and training for operators in accommodating and interacting with riders with disabilities.

In alignment with the broader service goals established in the TMP, it is recommended that the town add the following provision to its Specialized Transit Guidelines:

- Passengers who are eligible for specialized transit service should experience a minimal number of denials to their trip requests. The Specialized Transit Operator should ensure that no more than 1% of trip requests are denied.

4.3.3 Operator Code of Conduct

WBT's operating contract includes a section on professional standards outlining various policies and procedures to be followed by operators to maintain safety, cleanliness, and customer experience on board vehicles. In addition to the existing terms, it is recommended that the following provisions to considered during the next operator procurement and contracting to provide a well-rounded guide for operators.

The following bullets outline future considerations for policy additions that WBT could include.

Note: Any of the following considerations listed are not suggesting or implying that operators do not already do this (e.g., exhibit professionalism) rather this is to equip WBT with the appropriate mechanisms in the event a situation may arise.

- **General Policies:**
  - Operators must treat passengers and other staff in a respectful and courteous manner; violence, threats, discrimination, or harassment of any kind will not be tolerated.
  - Operators must take a customer-first approach when interacting with passengers (e.g. by showing friendliness, giving assistance when needed, and listening to feedback or complaints).
  - Operators must strive to exhibit professionalism on the job and in their interactions with others by using appropriate language and dressing appropriately.
- **Safety and Security:**
  - Operators must not eat or drink when the vehicle is in motion.
  - Operators are responsible for minimizing safety risks on board, including notifying dispatch if escalation is required.
  - Operators must file reports for all incidents (accidents, near-accidents, safety incidents) and safety-related defects in the vehicle or infrastructure as soon as possible to their managers for follow up with Town staff.
- **Cleanliness and Environment:**
  - Food, beverages, and other waste should be taken with the operator and discarded responsibly.
- **Operator Etiquette:**
  - Operators are advised to exhibit courtesy when interacting with other vehicles on the road and to not force their way through traffic or intimidate motorists.
  - Operators must remain on the vehicle to serve any passengers before disembarking.
- **Compliance and Enforcement:**
  - Operators are responsible for being familiar with the Rider Code of Conduct and in enforcing it where appropriate.

- Illegal actions aboard the bus will be reported to relevant authorities and dealt with accordingly.
- Serious or repeated offenses will result in disciplinary action up to and including termination.

4.3.4 Rider Code of Conduct

A rider code of conduct provides a set policy for the expected behaviour by riders on Wasaga Beach Transit. A formalized rider code of conduct provides bus operators with the appropriate mechanisms to deal with situations as they may arise. Therefore, it is recommended that WBT publish—and make publicly available—a formal "Rider Code of Conduct" using the following policies:

- **General Policies:**
  - Passengers must treat operators, transit staff, and other passengers with respect.
  - Violence, threats, discrimination, or harassment of any kind will not be tolerated.
  - Passengers must follow the instructions of the operator.
- **Safety and Security:**
  - Passengers who are sitting must remain seated while the bus is in motion.
  - Passengers who are standing must hold on to a bar or handle while the bus is in motion.
  - It is forbidden to tamper with or obstruct emergency exits.
  - Passengers should only activate emergency controls in a real emergency.
  - It is forbidden to carry weapons or explosives aboard the bus.
  - It is forbidden to consume alcohol or use recreational drugs aboard the bus.
  - Passengers are solely responsible for their personal belongings.
  - Passengers are encouraged to report suspicious activity to the relevant authorities.
- **Fares:**
  - Passengers must carry a valid ticket, pass, or proof of payment at all times when using transit and must present it when requested by an operator or other staff member.
  - Fare evasion is illegal and may result in fines or permanent denial of service.
- **Cleanliness and Environment:**
  - Food, beverages, and other waste should be taken with the passengers and discarded responsibly.
  - It is strictly forbidden to smoke or use electronic cigarettes aboard the bus and on all transit property.
- **Rider Etiquette:**
  - Personal audio devices must be used with earphones at a volume that is not disruptive to other passengers.
  - Passengers are advised to be mindful of their volume when speaking to other passengers and on the phone.
  - Passengers are advised that consuming food or beverages is prohibited and to be mindful of other passengers when using scented products and consuming food or beverages.

    - Excluding authorized service animals, no pets are allowed aboard the bus unless contained within a portable, small carrier.
    - Passengers must yield priority seating to seniors and people with disabilities and pregnant women.
    - Passengers are advised to sit upright and to place small items on their lap to avoid occupying more seats than necessary.
    - Passengers travelling with large items should store them in a location that does not block aisles or exits.
    - Passengers travelling on full buses should remove any backpacks to increase available space and to avoid hitting other passengers.
- **Compliance and Enforcement:**
    - Operators and other transit staff reserve the right to issue warnings or deny service to passengers who violate the Code of Conduct.
    - Illegal actions aboard the bus will be reported to relevant authorities and dealt with accordingly.
    - Repeated offenses may result in permanent denial of service.
- **Feedback and Complaints:**
    - Passengers are encouraged to provide comments and feedback to the Town's service line at 705-429-7873.

4.3.5 Customer Service Best Practices

WBT's current operating contract provides for the establishment of a dedicated customer call centre that receives comments, feedback, and complaints from transit riders. It specifies various procedures for recording, categorizing, investigating, and responding to complaints as well as for dealing with complaints of a sensitive nature.

In addition to these policies, the following best practices should be defined for operators and other staff members when addressing questions and complaints from riders:

- All staff members should interact with riders in a friendly, polite, and courteous manner.
- Staff should listen carefully and intently when a rider approaches them and should not interrupt or speak over them.
- When a rider voices a reasonable and constructive complaint, staff should apologize for their inconvenience and appropriately address the complaint without reproaching the rider or being defensive.
- Staff should strive to respond to complaints with suitable measures that can be taken on the rider's end or by explaining a plan or promise to remedy the subject of the complaint on the Town's end.
- All questions directed towards staff should be answered to the best of the staff member's knowledge. If the staff member cannot provide a satisfactory answer alone, they should confer with the transit operator to assist in providing a suitable response.

5. Transit in the Future

5.1 Service Growth Approach

Wasaga Beach Transit provides expansive operating hours, exceeding many peers. They operate 364 days per year (no service on Christmas day) from 7:00 a.m. to 9:00 p.m. daily. Wasaga Beach Transit has maintained this high-level of service since 2018. Levels were similar prior to the 2018 adjustment, which was a moderate 2% increase to extend Sunday service until 9:00 p.m. so that it would conform with the other days of the week.

The service growth approach of this TMP moves away from a focus on operating hours and establishes total service hours (i.e., vehicle hours), presenting a 2036 service hour target for Wasaga Beach Transit to serve as a guide for designing and implementing the proposed network. The appropriate service growth target was determined through a peer benchmarking assessment of similar Canadian municipalities' conventional transit systems. While there is no exact comparison for Wasaga Beach, the amalgamation of communities provides the closest possible comparison. Table 10 compares Wasaga Beach to peer agencies[11] on the basis of service hours per capita of their conventional systems (i.e., not inclusive of specialized transit).

Table 10. Peer comparison of per-capita service hours (Source: CUTA Factbook 2024)

Municipality	Service hours per capita
Cobourg, ON	0.60
Leamington, ON	0.48
Brockville, ON	0.48
Moose Jaw, SK	0.35
Fort Sask., AB	0.34
Leduc, AB	0.57
Peer Averages	0.47
Wasaga Beach	0.36

The results of the analysis show that Wasaga Beach are providing 31% less service hours per capita than their peers. Over the next 10 years, the Town of Wasaga Beach is anticipating noticeable population and employment growth. Table 11 shows the 2036 population and employment projections for Wasaga Beach

[11] While the fare review assessed only transit services in Simcoe County, it is more relevant for the service growth to assess services and municipalities with similar traits to Wasaga Beach including Collingwood.

based on the County's 2022 Municipal Comprehensive Review Estimates (population and employment) and the Town's 2024 Official Plan Update (population only).

Table 11. Projected 2036 population and employment of Wasaga Beach (Source: Simcoe County & the Town of Wasaga Beach)

	2021	2036	Total Percentage Growth
Population	24,862	32,452	31%
Employment	4,960	6,593	33%

The 2036 values in Table 11 are interpolated from both the Town and the County's 2051 projections. For a more conservative approach, the anticipated growth in transit demand due to population and employment by 2036 was assumed at 31%, which aligns more closely with the Town's 2025 Official Plan that references the County's estimates from the Municipal Comprehensive Review Estimates. The growth in service hours required to match peers (31%) and future population and employment projections (31%) yields a compounded increase of just over 70% over the course of the 10-year plan.

5.2 Future Transit Hub

The existing transit hub is located on private property. Through conversations with staff and the on-site investigation, relocating the current Superstore transfer hub onto public property was deemed a necessity. Therefore, finding a solution to relocate the transfer hub off of the Superstore property is one of the goals of this TMP. Ongoing challenges with the stop being on private property included vehicle delays due to significant truck deliveries, increased liability, and safety concerns for both drivers and riders waiting at the hub location. Select residents in the adjacent neighbourhood bordering the Superstore property also voiced their concerns.

After considerable discussion and analysis, a new transfer hub location along Mosley Street adjacent to the Superstore is recommended. The proposed design, shown in Figure 18, leverages the Town's existing right-of-way along the south side of Mosley Street. This will minimize the impact to the proposed routes of Wasaga Beach Transit, as well as existing Simcoe County Linx, Clearview Transit and FlixBus services.

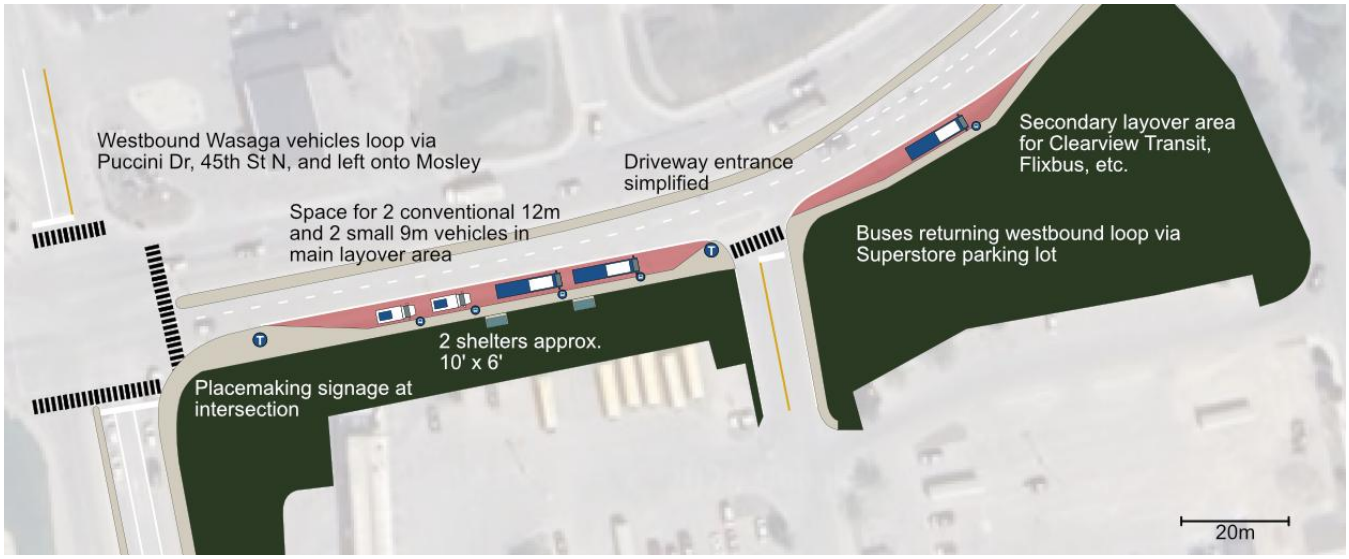


Figure 18: Future Mosley Street Transfer Hub

As shown in Figure 18, the proposed Transfer Hub design includes a bus pullout area with space for two conventional vehicles and two small cutaway vehicles to stop out of general traffic. Space for two standard transit shelters are shown. Additional amenities are proposed, such as enhanced signage at the intersection to improve wayfinding and placemaking. A second and optional pullout area is shown further east along Mosley which can accommodate other transit services and private bus operators.

In addition to roadway widening to accommodate the bus pullout area, the design requires modifications to the driveway entrance to the Real Canadian Superstore parking lot. This design could be developed in multiple phases, with the first phase introducing four bus stops west of the parking lot entrance, and the second phase introducing a second layover area and bus stop on the west side of the parking lot entrance.

Further details as well as larger format conceptual design drawings are included in Appendix C.

5.3 Future Transit Network

Based on the current state assessment, engagement with staff and the community, and the strategic objectives, network and service recommendations were developed to best meet the needs of Wasaga Beach Transit. From 2026 to 2036, the transit network will increase its coverage to more neighbourhoods and improve connectivity along the main transportation corridor between the Superstore and Wal-Mart. The proposed conventional network, illustrated in Figure 19, realigns the two existing fixed-routes, introduces a third fixed-route, and removes on-demand transit. Specialized transit remains, providing door-to-door service within and beyond Wasaga Beach (to partner communities) but is not depicted in the conventional map.

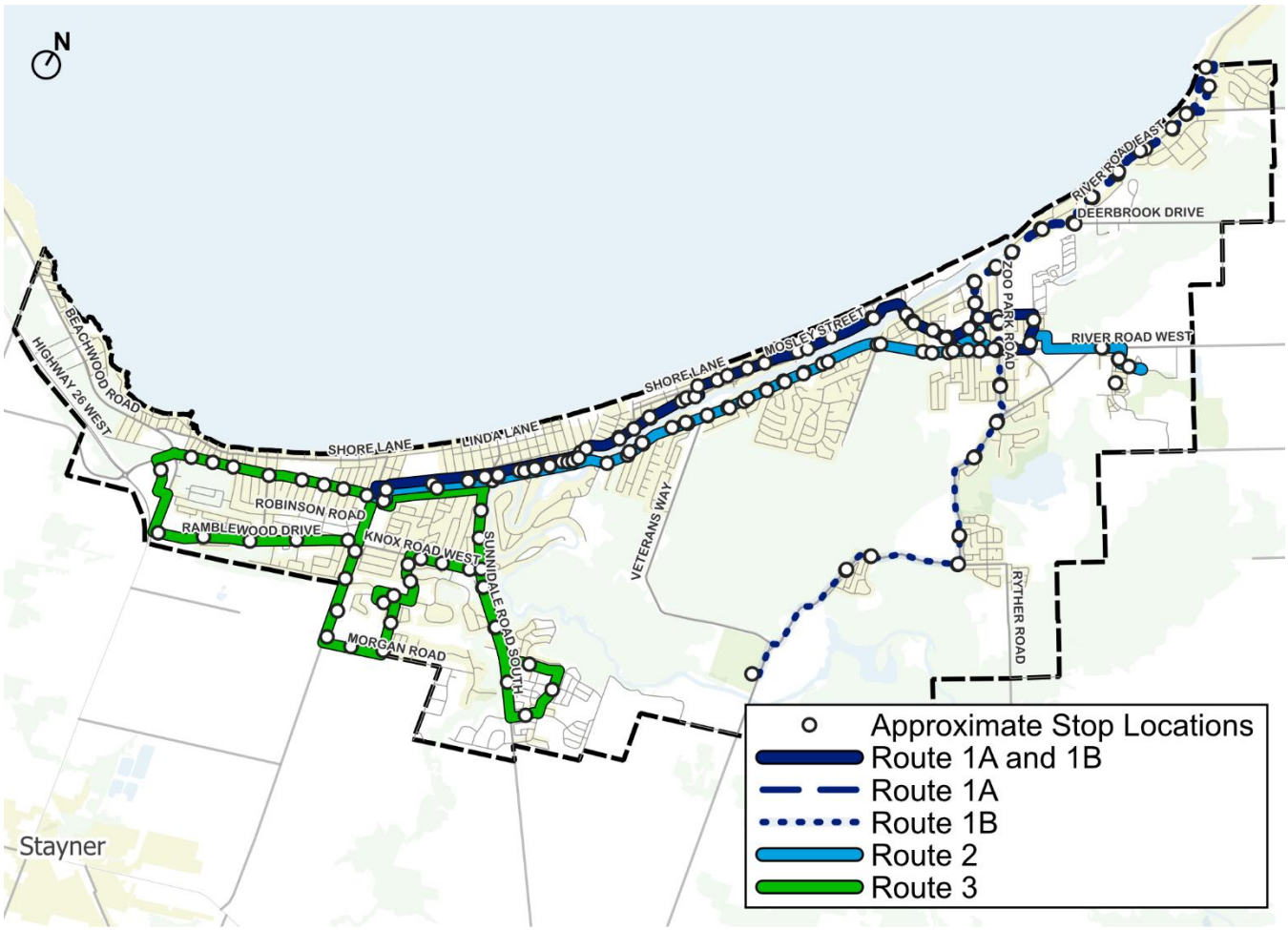


Figure 19: Wasaga Beach Transit in 2036. Stop locations are approximate and to be determined in collaboration with the operator.

5.3.1 Route 1 Mosley

The new Route 1 will operate on a 60-minute frequency from the new Mosley Street Transfer Hub[12] to Wasaga Stars Arena (via Mosley Street and Main Street) at which point it will branch north towards Archer Road (Route 1A) or south towards Klondike Park (Route 1B) as shown in Figures 21 – 22. Table 12 shows the projected operating metrics for each branch. It is envisioned that the Archer Road branch will operate more frequently than the Klondike Park branch in the morning. In the afternoon the two branches will be split evenly. For example, eastbound service from Superstore at 3 p.m. will travel along Mosley Street and Main Street with a stop at Wal-Mart before proceeding northeast along River Road East to Archer Road (Route 1A) and then travel back westward to complete its route at the Superstore by 4 p.m. Following this, the eastbound service from Superstore at 4 p.m. will travel along Mosley Street and Main Street with a stop at

[12] Located on Mosley near the Superstore. See Section 5.2 for more detailed design.

Wal-Mart before traveling south on Golf Course Road and Klondike Park Road (Route 1B) and then travel back to complete its westbound route at the Superstore by 5 p.m.

Table 12. Route 1A & 1B Operating Metrics

Route	Length (km)	Travel time (min.)	Recovery time (min.)	Cycle time (min.)	Avg. speed (km/h)
1A	29	44	5	49	25
1B	32	44	5	49	25

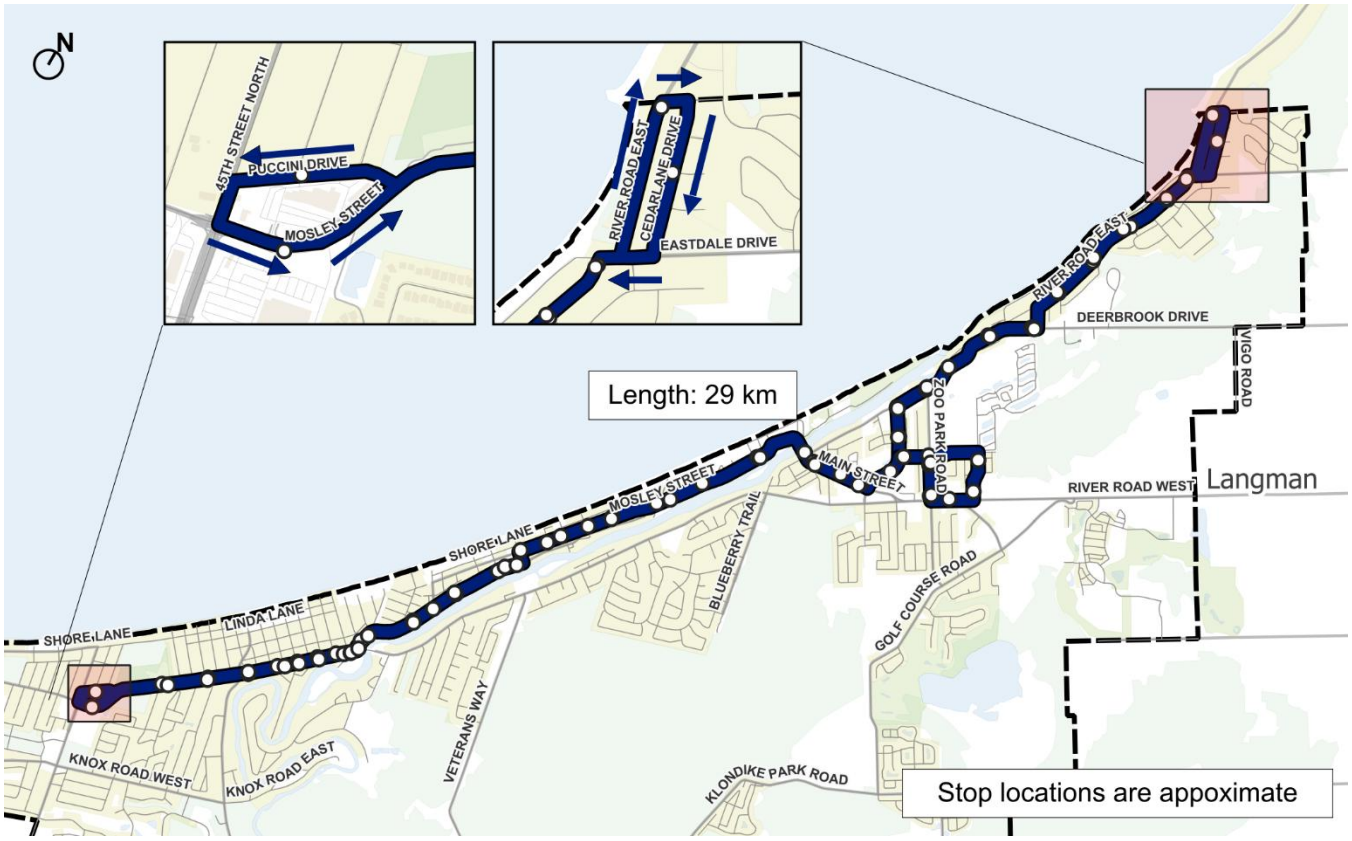


Figure 20: Wasaga Beach Transit 2036 - Route 1A to Archer Road

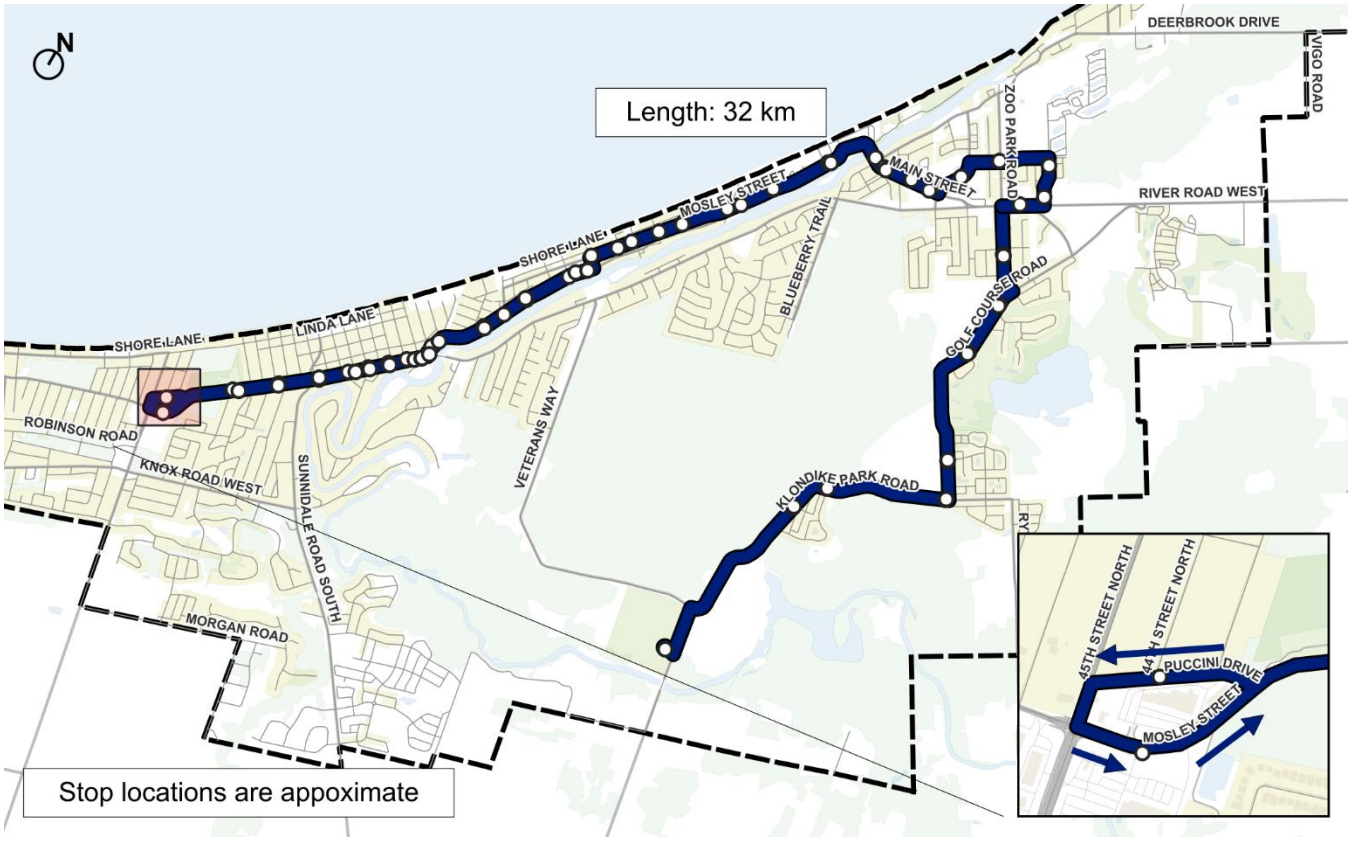


Figure 21: Wasaga Beach Transit 2036 - Route 1B to Klondike Park

5.3.2 Route 2 River Road West

The new Route 2 will run from the new Mosley Street Transfer Hub to the Elm Developments (via River Road West). Upon implementation, the route will operate on a 60-minute frequency. As this TMP approaches the final network build-out by 2036, it is envisioned that a second vehicle will be deployed during weekday peak periods to increase frequency to 30-minutes to meet expected demand. The 60-minute frequency and singular vehicle will continue during off-peak periods and on weekends. Route 2 is illustrated in Figure 22, while Table 13 the projected metrics of Route 2.

Table 13. Route 2 Operating Metrics

Length (km)	Travel time (min.)	Recovery time (min.)	Cycle time (min.)	Avg. speed (km/h)
22	40	4	44	25

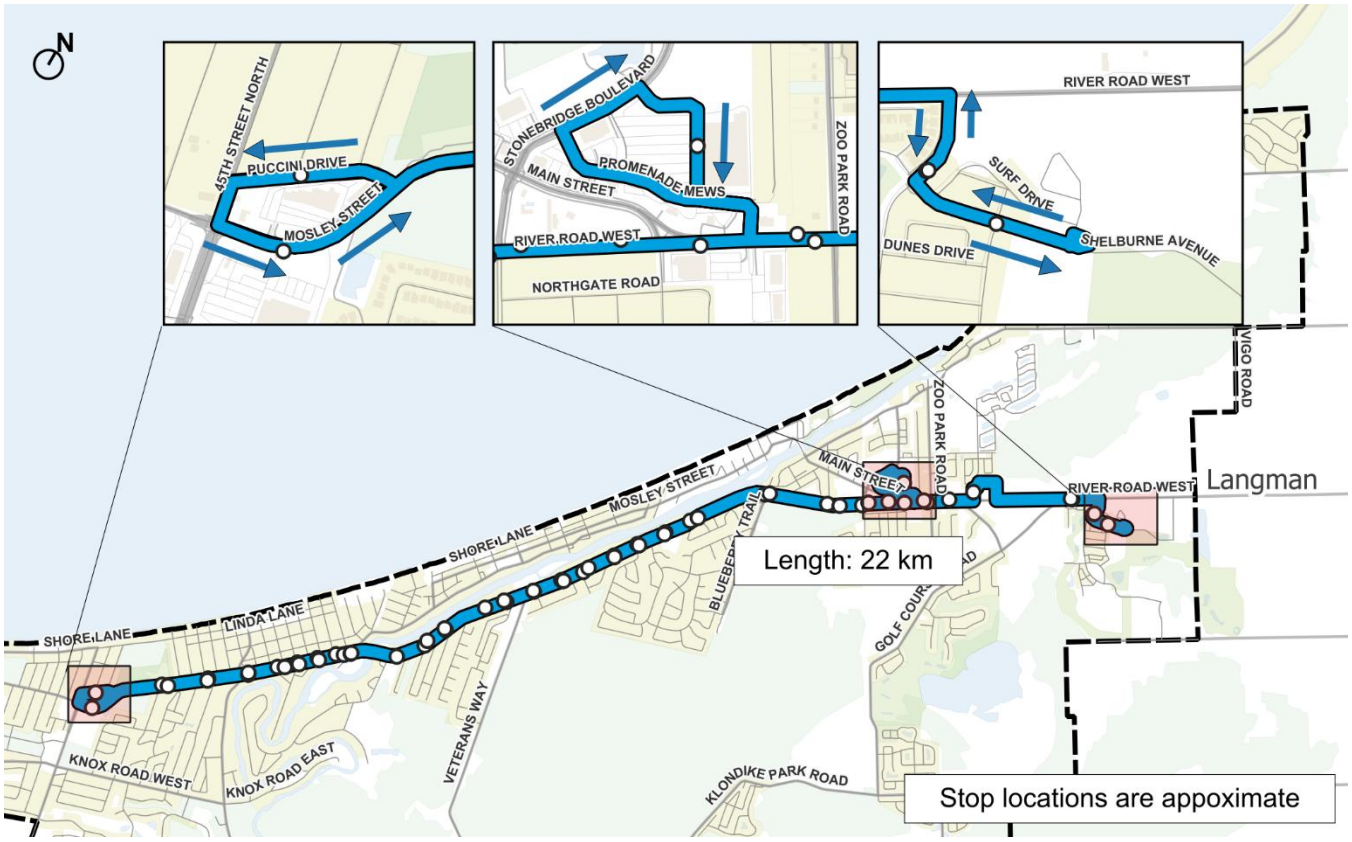


Figure 22: Wasaga Beach Transit 2036 - Route 2 to Elm Developments/Village Gate Drive

5.3.3 Route 3 Sunnidale/Ramblewood

Route 3 will provide 60-minute frequency and service most of the neighbourhoods west of Sunnidale Road. The route will provide new coverage to the Sunnidale Trails community to the south along with coverage along Wasaga Sands Drive. This loop route will pass through the new Mosley Street Transfer Hub twice during each 60-minute loop to minimize rider on-board travel time. Route 3 is illustrated in Figure 23, while Table 14 shows the projected operating metrics of Route 3. It is noted that the routing will require Wasaga Beach vehicles to continue operating through the Superstore parking lot as they are in current state. However, the routing is not expected to require routing behind the building and near the loading/unloading area for the Superstore.

Table 14. Route 3 Operating Metrics

Length (km)	Travel time (min.)	Recovery time each way (min.)	Cycle time (min.)	Avg. speed (km/h)
21	36	4	40	25



Figure 23: Wasaga Beach Transit 2036 - Route 3

5.4 Ridership Projections and 2036 Service Levels

Projecting ridership is a crucial step to understanding how the proposed service changes will affect the municipality. The approach for projection Wasaga Beach Transit's ridership in 2036 considers demographics, planned and proposed developments, and transit service data. This section summarizes the methodology used to obtain the ridership projections, followed by a discussion of the service's key performance indicators.

Ridership projections leveraged geospatial and population data[13] to describe the distribution of population across the municipality and combining demographic and 2024 ridership data to provide insights into annual ridership per capita. Further analysis included:

- Using municipal development data to forecast the change in demographics from 2024 to 2036.

[13] Data was obtained at the dissemination area level through Statistics Canada from the 2021 Canadian Census. Population data was then overlayed with ridership data collected for the 2024 calendar year.

- Identifying planned and proposed developments across dissemination areas within Wasaga Beach.
- Using population growth trends in Wasaga Beach, and more broadly in Simcoe County and Ontario.
- Refining attributes of the proposed service recommendations (e.g., preliminary stop locations, confirming service frequencies, etc.) to supplement current population and ridership data and analysis.

Cumulatively, these analyses, along with Simcoe County and the Town's 2036 population and employment growth forecasts, output expected ridership projections for 2036. Additionally, the County and Town's 2036 population forecasts (derived in 2022) were iteratively revised to reflect a 2024 baseline and adjusted to account for the level of development activity. Revised 2036 population projections are listed in Table 15, along with key performance indicators that model the changes in service efficiency and effectiveness.

Table 15. Key Performance Indicators for Current and Future Wasaga Beach Transit Services

	2024	2036 (Revised Projected)	% Change
Municipal Population	28,000	35,100	21%
Annual Service Hours	10,200	17,000	67%
Ridership	76,900	146,300	90%
Service Hours per Capita[†]	0.35	0.49	38%
Ridership per Capita	2.7	4.17	57%
Ridership per Service Hour	7.54	8.59	14%

[†]Service hours per capita, as calculated by the project team, is a measure of service hours per capita for Wasaga Beach as a whole

As Table 15 suggests, significant investment in service hours that is strategically aligned with the population growth is anticipated to nearly double the ridership by 2036. This includes increasing service frequency along River Road, adding service for the new developments in the Sunnidale Trails area, and improving service reliability to the Klondike Park and Archer Road neighbourhoods. With the strategic increase in service hours, the indicators of service efficiency are also expected to improve.

A detailed breakdown of the service hours for 2036 are summarized in Table 16.

Table 16. Service Details for the 2036 Transit Network

	Service Span[‡T]	Headway	Annual Service Hours
Route 1 (Superstore to Walmart)	7:00 a.m. – 9:00 p.m.	60 minutes	5,100
Route 1A (Walmart to Archer Road)	7:00 a.m. – 9:00 p.m.	120 minutes[§]	Included above
Route 1B (Walmart to Klondike Park)	7:00 a.m. – 9:00 p.m.	120 minutes[§]	Included above
Route 2	7:00 a.m. – 9:00 p.m.	30 minutes weekday peak; 60 minutes off-peak	6,800
Route 3	7:00 a.m. – 9:00 p.m.	60 minutes	5,100
Total			**17,000**

[§]Route 1A and Route 1B will alternate more runs on Route 1A during the morning. In the afternoon, Route 1A and Route1B will be split equally.

6. Implementation Plan

6.1 Recommendations

The following section details important recommendations that will support the implementation of the new transit network and help to achieve the forecasted ridership growth described in Section 5.

6.1.1 Transit Service Enhancements

The implementation of the 10-year plan is split into four phases to reflect an iterative approach to growing the service. Each phase is expected to last two to three years to provide the Town the opportunity to assess new service and prepare, if necessary, for the next phase. Additionally, to ensure the plan is pragmatic and achievable, this phased approach spreads the annual cost increase associated with service upgrades across the 10-year plan, rather than concentrating it in a single period. The four phases along with key information is provided in this sub-section.

Recommendation 1.1: Quick Wins

Several quick wins have been identified for the first two years (2026-2027) of the 10-year plan. These recommendations, detailed in Section 6.1.2 to 6.1.5, do not include any changes to the existing Wasaga Beach Transit network. The quick wins will focus on providing staff with improved data analysis and collection tools, increased outreach to the community, improved communication with riders/public (e.g., transit information, brochures, etc.), continuing its ongoing bus stop improvements (e.g., adding amenities, signage, etc.), and beginning the vehicle acquisition process so vehicle delivery will align with scheduled implementation.

Recommendation 1.2: Implement Sunnidale Service

Throughout the development of the plan, the Sunnidale Trails community was identified as a key area for future service growth. Therefore, starting in 2028, it is recommended that Route 3 be introduced to the transit network during weekday peak periods (7 a.m. to 11 a.m. and 2 p.m. to 6 p.m.). Two additional transit vehicles will be required to provide this service, including an additional spare vehicle. As vehicle supply chains are subject to long wait-times (often a year or more), the vehicle acquisition process is recommended to begin in 2026-2027 to ensure alignment with the implementation of this service.

Table 17: Service Summary for Recommendation 1.2

Annual Service Hours	Conventional Service: 12,200 TransitPLUS: 12,000 (split across all three communities)

Transit Fleet	Conventional Service: 3 on-road vehicles & 2 spare vehicles TransitPLUS: 1 on-road vehicle & 1 spare vehicle
Next Phase Trigger	Ridership Productivity along Route 3 during surpasses targets established in Service Guidelines for base service.

Recommendation 1.3: Establish Future Transit Network

By 2031, it is anticipated that there will be sufficient demand for the Town to implement the future transit network including the re-design of both Route 1 and Route 2 as described in Section 5.3, which will include introducing service to Klondike Park[14]. This implementation will coincide with the removal of on-demand service in the eastern part of Wasaga Beach and replacement with fixed-route service.

Table 18: Service Summary for Recommendation 1.3

Annual Service Hours	Conventional Service: 15,300 TransitPLUS: 12,000 (split across all three communities)
Transit Fleet	Conventional Service: 3 on-road vehicles & 2 spare vehicles TransitPLUS: 1 on-road vehicle & 1 spare vehicle
Next Phase Trigger	Ridership Productivity along Route 2 surpasses targets established in Service Guidelines during peak period.

Recommendation 1.4: Introduction of Peak Period Service

The current state assessment indicated that there is considerable ridership along Route 2 that provides 60-minute frequency between all major stop locations in the transit network including Wal-Mart, Wasaga Stars Arena, and the transfer hub at the Superstore. It is anticipated that additional service will be required during peak periods (7 a.m. to 10:30 a.m. and 3 p.m. to 5:30 p.m.) along Route 2 on weekdays by 2034. An additional transit vehicle will be required to provide this service.

Table 19: Service Summary for Recommendation 1.4

Annual Service Hours	Conventional Service: 17,000 TransitPLUS: 12,000 (split across all three communities)
Transit Fleet	Conventional Service: 4 on-road vehicles & 2 spare vehicles

[14] AAC feedback noted a desire to have Klondike Park added to the existing on-demand network as an interim measure until the fixed-route is implemented in 2031. However, during the development of the on-demand service area, Klondike Park and the sports park was considered for inclusion but the distance was too far to accommodate given the timelines to (re)connect with the Walmart transfer point in order to continue on with its fixed route back to Superstore.

	TransitPLUS: 1 on-road vehicle & 1 spare vehicle

6.1.2 Operations and Performance Monitoring

Recommendation 2.1: Explore and procure alternative data collection and management tools

Effective and reliable transit data is crucial to allow Town staff the ability to continually assess the quality of Wasaga Beach Transit services. An assessment of the current data collection and management tool for the fixed-route service, provided by TransitFare, indicated considerable gaps in the ridership data and inconsistent measurements of the on-time performance. It is recommended that the Town explore cost-sharing opportunities with neighbouring systems, including Simcoe County, for other data collection and management tools.

Recommendation 2.2: Develop and report on key metrics that align with service guidelines

The existing TransitFare dashboard is limited to financial reporting and, as discussed in Section 2, has concerns surrounding its data reliability. Additionally, while the Blaise dashboard provides significant information, it is limited to reporting on just the existing on-demand services for Wasaga Beach Transit.

Therefore, it is recommended that the Town develop a reporting dashboard for the entire service that align with key metrics for the purposes of monitoring performance and determining when service approaches thresholds defined in the Service Guidelines. These key metrics include:

- **Ridership per vehicle-hour** – based on the ridership productivity guidelines (Section 4.2.5) this metric is applicable for all conventional service
- **On-time Performance** – based on the on-time performance guidelines (Section 4.2.7) this applicable for all service types but calculated differently.
- **Service Availability** – measures the availability of the scheduled vehicles assigned to a specific service. If a vehicle is ever out-of-service for an unscheduled reason (e.g., a breakdown before or during the service day) for more than one hour, or if the disruption results in missing a scheduled trip, then the availability of service for that day should be reduced proportionally. Exceptions should be made for unpreventable cases, such as inclement weather.

  Note: This is subject to the implementation of recommendation 3.1 as appropriate staffing resources are required to effectively develop and consistently report on key metrics that assess WBT performance.

Recommendation 2.3: Add provisions in service contract to improve TransitPLUS procedures

Feedback from the public and staff along with supporting analysis indicated TransitPLUS struggles with on-time performance and a high trip rejection rate despite an average of less than half a trip per service hour. The recommendations for any future contract extension place a greater emphasis on the responsibilities of the Contractor as it pertains to:

- Accountability Measures:
    - Include clear accountability measures in future contracts with operators, such as performance penalties and incentives that are tied to key metrics like on-time performance and service availability. This ensures service reliability and alignment with community expectations. Sample language may include:
        - On-Time Performance – if the Contractor does not meet the target KPI then the cost of a single-fare (full price) for each trip below the threshold will be deducted from the next scheduled monthly payment.
        - Service Availability – If for service any reason deemed by Wasaga Beach staff to be within the Contractor's control is disrupted for a period of greater than one (1) hour, a deduction from the per month payment shall be made for each trip disrupted calculated in the amount of the cost-per-trip rate and deducted from the next scheduled monthly payment along with the lost fares from that time out of service.
- Operator Training Requirements:
    - The Contractor shall train new operators and provide annual training for existing operators. The training shall include classroom instruction and hands-on, behind-the-wheel training on all vehicle types used by the Contractor in performance of the transit service;
        - Training shall include schedule and map reading along with operation of two-way communication system and all on-board technologies.
    - The Contractor shall perform standardized and periodic testing to confirm and document training outcomes; and
    - The Contractor shall make available the results of standard and periodic testing to the Town of Wasaga Beach upon request.

The conditions of this recommendation would be mutually agreed upon by both the Town and the contractor and would be subject to a named set of exemptions for circumstances out of the contractor's control—such as natural disasters, strikes, and traffic accidents.

6.1.3 Staffing Resources

Recommendation 3.1: Increase staff support as transit service grows

It is recommended that Wasaga Beach allocate resources to WBT to ensure adequate oversight, the continual maintenance and improvement of the system and its services. This is key to building a resilient

transit service that is reflective of resident needs and responsive to population growth trends. It is recommended that Wasaga Beach initially explore the possibility of hiring 1 FTE whose duties would be split between Engineering and Public Works, with 50% of their time allocated to transit. Should that option be deemed not feasible, it is recommended that the Town shift their focus to formalizing a resource-sharing agreement with neighbouring municipalities.

6.1.4 Technology and Facilities

Recommendation 4.1: Review and update schedule data

In an effort to improve communications, it is recommended that the Town review their existing GTFS schedule data to ensure that it can be properly published on Google Maps, Transit App, and other third-party apps. Additionally, in advance of adding a new route to the network (e.g., introducing Route 3 in 2028), it is advised that the Town conduct an audit to update its schedule to ensure that it accounts for updated traffic flows and travel times.

Recommendation 4.2: Redevelop WBT's Bus Stop Design Guidelines and identify implementation opportunities for bus stop infrastructure

As discussed in section 4.2, Wasaga Beach has a Bus Stop Design Guidelines document from 2014. Currently, most bus stops on Wasaga Beach Transit consist only of a sign with no additional infrastructure and the Town typically installs or updates two bus shelters per year as part of its capital projects. To more effectively guide on-going identification and implementation planning for infrastructure improvements and stop amenities, it is recommended that the Town redevelop the Bus Stop Design Guidelines based on industry best practices, new policies and regulations, the Town's strategic direction, and how the transit network will evolve over the next 10 years. The Guidelines should consider safety, accessibility, convenience, transit operations, passenger amenities and signage, stop spacing, usage factors, and physical specifications. For instance, Walmart and Wasaga Stars Arena are two examples of stops that currently see high levels of ridership and could benefit from upgraded infrastructure. Other stops—such as the new stop near the casino and the adjoining commercial area, as well as stops that will serve the future development in the Sunnidale Trails community and east of Wasaga Stars Arena—are projected to see a major increase activity, making them locations on which to focus future infrastructure upgrades. Such improvements will significantly improve rider experience and play an important role in modernizing the transit system.

Recommendation 4.3: **Explore funding and cost-sharing opportunities for future transfer hub**

It is recommended that the Town pursue funding and grant opportunities from the Province of Ontario and the federal government, as well as cost-sharing partnerships with Clearview and Simcoe County, to aid in designing and constructing the future Mosley Street Transfer Hub that was discussed in Section 5.3.

Opportunities such as the Federation of Canadian Municipalities' Green Municipal Fund, and the newly created Build Communities Strong Fund offer diverse sources of funding, in addition to the Ontario Gas Tax Program which the Town already receives, for Canadian municipalities looking to expand the integration of the local and regional transit systems. Taking advantage of funding streams relevant to the planned transfer hub will significantly reduce the financial burden on the Town in implementing the TMP.

6.1.5 Rider Experience

Recommendation 5.1: Initiate an Education and Awareness Program

Support from users is vital to maximize the rider experience. In improving the rider experience, the Town should develop an education and awareness program. In general, more clear information and awareness regarding the service is needed to grow transit usage in the town. These initiatives should focus on enhancing community understanding of how to use transit services, increasing awareness of available transit offerings and encouraging greater transit use by highlighting benefits and building rider confidence. Delivery methods could include public outreach campaigns, digital resources and interactive outreach activities such as community pop-ups or information sessions.

Improving educational material provided at bus stops increases the customer experience of current riders and can aid in the ease of access for new riders (increasing the likelihood of a repeat riders). This may include new signage in locations where the bus post is difficult to identify, including a print-out schedule or QR code with a link to an online schedule. All methods should prioritize accessibility and engagement for diverse audiences.

As part of this recommendation, the Town should update transit information and materials to support the program. In some cases, the Town may also consider tailoring supporting material for varying audiences (e.g., employees, students, seniors, etc.) including both digital and printed material.

Recommendation 5.2: Establish a Transit Advisory Working Group

A Transit Advisory Working Group will provide a formal platform for residents, businesses and stakeholders to advise Wasaga Beach Transit on a variety of matters relating to the operation of transit in the Town. This may include topics such as improving services, improving communications, and planned or potential changes to service. The Transit Advisory Working group may also be asked to participate and provide advice on specific transit related matters. For example, updates to information and materials or specific questions around the education and awareness program discussed above. Establishing this formal group will ensure that diverse perspectives are considered in transit planning and decision making and will provide the town with local insights that are tailored to community needs. In addition, this group can help promote transit awareness and advocacy by providing input on outreach, providing significant support to Recommendation 3.1 described above.

> Note: This is subject to the implementation of recommendation 3.1 as appropriate staffing resources are required to effectively manage and coordinate a dedicated transit advisory working group.

Recommendation 5.3: Leverage existing and future tools to improve ongoing communication with riders

It is recommended that the Town utilize the current tools provided by their technology providers (TransitFare and Blaise Transit) to keep riders informed of potential delays, service disruptions, special promotions, and any other relevant transit news. Additionally, any future technology procurement should consider including real-time passenger information tools as part of the solution to increase the customer experience for riders.

> Note: This is subject to the implementation of recommendation 3.1 as appropriate staffing resources are required to proactively analyze data, upkeep information and media channels with relevant transit news, undertake additional procurements, and manage future technologies.

6.1.6 Fare Policy

Recommendation 6.1: Align fare increases with service improvements to improve financial sustainability

Wasaga Beach has a very affordable fare structure in comparison to neighbouring communities such as Collingwood, Barrie, Innisfil, and Clearview Township. Given the expenditure required to expand the system to the future transit network, it is advised that the Town consider increasing fares in tandem with increases in service throughout the course of the 10-year plan. Fare increases will provide critical funds necessary to realize the full potential of the expansion proposed in the TMP and will significantly reduce the system's reliance on external funding. The proposed fare structure for the 10-year plan is shown in Table 20.

Table 20: Proposed Fare Structure

	Introduce Sunnidale Service (est. 2028)	Establish Future Transit Network (est. 2031)	Introduction of Peak Period Service (est. 2034)
Adult (Single Fare)	$2.25	$2.50	$2.75
Youth/Student/Senior (Single-Fare)	$1.75	$2.00	$2.25
Adult (Monthly)	$45	$50	$55

Youth/Student/Senior (Monthly)	$10/$35/$35	$15/$40/$40	$20/$45/$45

Recommendation 6.2: Incentivize contactless payment methods

Currently, most riders on Wasaga Beach Transit pay by cash, with cash making up 64% of fares in 2023 and 60% in 2024. A shift to contactless payment has the potential to increase efficiency and reduce delays by decreasing dwell time at stops, while also increasing safety by minimizing the amount of cash carried on transit vehicles. To improve adoption, the Town should consider introducing fare discounts for passengers paying with smartcards similar to those programs offered by Midland-Penetanguishene and Simcoe County LINX. These discounts could be phased in, aligning with larger cash fare increases, to minimize the financial burden to the Town.

Recommendation 6.3: Explore fare integration across with neighbours throughout the County

The Town should actively advocate for fare integration across Simcoe County, including with the LINX service. This has the benefit of supporting regional travel on transit and provide opportunities to improve services where Simcoe County LINX and Wasaga Beach Transit overlap. This could expand on the existing "e-purse" fare system partnership between Wasaga Beach and Collingwood, where a single fare card provides access to both of their systems. Neighbouring systems already have the same fare management system (TransitFare) reducing the complexity of such a transition.

Collaboration of this scale is significant and will require several key activities including aligning fare categories across partners, agreeing to a fare transfer policy (i.e., fare discounts when using multiple systems) and revenue sharing agreement, in addition to defining the technology requirements and changes to the existing fare collection system. Additionally, this should be preceded by agreements in principle or a joint memorandum of understanding between partners to establish the terms that will be negotiated.

6.2 Implementation Roadmap

Implementation planning is a critical step for organizations to go through to ensure change is adopted successfully. The implementation timeline presented in this section and visualized in Figure 24 is intended to provide the Town with a detailed overview of when to enact the recommendations in this report.

As mentioned in Section 6.1, the first two years of the implementation roadmap will focus on quick wins as the service prepares for its first service upgrade in 2028. The quick wins are structured to first provide staff with improved information and data tracking tools before re-establishing key metrics for the service and ultimately extending the service agreement with its contractor.

Similarly, other non-operational recommendations like reviewing and updating scheduling data and initiating an Education and Awareness program were identified as opportunities to strengthen the role of Wasaga Beach Transit within the community.

Beyond outreach, staff should explore funding opportunities for the design and construction of the Mosley Street Transfer Hub. It should be noted that the implementation of the future network, anticipated for 2031, is not reliant on the proposed transfer hub and should not delay any operational changes to the network.

Beyond the quick wins, it is expected that the Town will modernize their fare program, continue to improve bus stop infrastructure, and update schedule information with the service enhancements in 2028, 2031, and 2034. Finally, on an ongoing basis, the Town should continue to engage with Simcoe County and other nearby transit services to explore the potential for fare integration.

Wasaga Beach Transit Recommendations	2026			2027				2028				2029				2030				2031				2032				2033				2034				2035			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Transit Service Enhancements																																							
1.1 Quick Wins																																							
1.2 Implement Sunnidale Service																																							
1.3 Establish Future Transit Network																																							
1.4 Introduction of Peak Period Service																																							
Operations and Performance Monitoring																																							
2.1 Explore and procure alternative data collection and management tools																																							
2.2 Develop and report on key metrics that align with service guidelines																																							
2.3 Add provisions in service contract to improve TransitPLUS procedures																																							
Staffing Resources																																							
3.1 Increase staff support as transit service grows																																							
Technology and Facilities																																							
4.1 Review and update schedule data																																							
4.2 Redevelop Bus Stop Guidelines and Implementation Opportunities																																							
4.3 Explore funding opportunities for future Transfer Hub																																							
Rider Experience																																							
5.1 Initiate an Education and Awareness Program																																							
5.2 Establish a Transit Advisory Working Group																																							
5.3 Leverage existing and future tools to improve ongoing communication																																							
Fare Policy																																							
6.1 Align fare increases with service improvements																																							
6.2 Incentivize contactless payment methods																																							
6.3 Explore fare integration with neighbours throughout County																																							

Figure 24: 10-Year Implementation Roadmap

6.3 Financial Plan

The following section outlines the annual operating and capital costs associated with the recommendations throughout Section 6. The costs in this sub-section are subject to Council approved budgets. Note that, in addition to increases to account for service level changes, the amounts shown in Table 21 assume 2% inflation on most line items, with higher increases (2.5% to 5%) to the operations contracts. Additionally, most transit vehicle costs are associated with replacing the existing fleet. The only new vehicle purchases are in 2027 and 2033.

The operating expenses are consolidated into five groups:

- Transportation Operations: Includes the cost of purchased services such as the operations contract for both Wasaga Beach Transit and TransitPLUS.
- Fuel and Energy for Vehicles: WBT's service contract requires the Town to purchase fuel for their fleet of transit vehicles.
- Vehicle Maintenance: Includes expenses related to vehicle maintenance including purchased services, parts, materials, supplies and accounts for some employee salaries and wages.
- Premises and Plant Maintenance: Includes expenses related to building maintenance including the cost of utilities, water and wastewater, and accounts for some employee salaries and wages.
- General and Administration: Includes expenses as related to software programs (such as TransitFare and Blaise Transit), advertising, promotion and marketing along with any ad-hoc expenses.

Wasaga Beach Transit is anticipated to continue to receive revenue from three separate sources over the course of the 10-year plan:

- Fare Revenue: The annual fare revenue is adjusted accordingly over the course of the 10-year plan for increased ridership and increased fare prices.
- Advertising Revenue: The annual advertising revenue is adjusted accordingly over the course of the 10-year plan to account for additional in-service transit vehicles and transit shelters.
- Provincial Gas Tax Revenue: Based on previous budgets, it was assumed that 15% of this revenue would be diverted to capital reserves. Additionally, in contrast to other line items, a more conservative growth of 0.5% was estimated.

Finally, the capital expenses are divided into five groups:

- WBT Vehicle: The estimated cost to replace and/or add a Wasaga Beach Transit vehicle to the Town's transit vehicle fleet.

- TransitPLUS Vehicle: The estimated cost to replace and/or add a TransitPLUS vehicle to the Town's transit vehicle fleet.
- Bus Stop Infrastructure: Construction costs for ongoing bus stop infrastructure installations and replacements.
- Data Collection Tools Installation: The cost for installing on-board data collection tools for all Wasaga Beach Transit vehicles. An additional cost would be incurred in 2034 when an additional transit vehicle is expected to be added to the fleet.
- Professional Services: Third-party consulting services to execute the recommendations in the 10-year plan including engineering consulting fees for the detailed design of the Future Mosley Street Transfer Hub.
- Transfer Hub: The construction cost of the Future Mosley Street Transfer Hub.

Table 21: 10-Year Operating and Capital Budget for Wasaga Beach Transit

Operating Expenses (in $000's)	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Transportation Operations	715	732	858	879	901	1,160	1,189	1,219	1,362	1,396	1,431
Fuel and Energy for Vehicles	91	93	113	115	118	150	153	153	156	178	185
Vehicle Maintenance	27	27	28	28	29	29	30	31	31	32	33
Premises and Plant Maintenance	19	20	20	21	21	22	22	22	23	23	24
General and Administration	50	56	127	119	122	116	106	113	130	118	120
Total Direct Operating Expenses	**902**	**928**	**1,146**	**1,163**	**1,190**	**1,477**	**1,500**	**1,538**	**1,701**	**1,747**	**1,793**
Operating Revenue (in $000's)	**2026**	**2027**	**2028**	**2029**	**2030**	**2031**	**2032**	**2033**	**2034**	**2035**	**2036**
Fare Revenue	132	135	172	175	179	234	239	245	293	300	305
Advertising Revenue	21	21	26	27	27	35	35	36	42	43	43
Provincial Gas Tax	213	214	215	216	218	219	220	221	222	223	228
Total Direct Revenue	**366**	**370**	**413**	**419**	**424**	**487**	**494**	**501**	**557**	**565**	**576**
Capital Expenditures (in $000's)	**2026**	**2027**	**2028**	**2029**	**2030**	**2031**	**2032**	**2033**	**2034**	**2035**	**2036**
WBT Vehicle	0	555	370	0	185	0	570	570	0	190	0
TransitPLUS Vehicle	0	0	215	215	0	0	0	220	220	0	0
Bus Stop Infrastructure	25	86	70	71	72	30	31	32	33	34	35
Data Collection Tools Installation	0	0	40	0	0	0	0	10	0	0	0
Professional Services	50	100	5	0	16	6	0	17	7	0	0
Transfer Hub Construction	0	365	0	0	0	0	0	0	0	0	0
Total Capital Expenditures	**75**	**1,106**	**700**	**286**	**273**	**36**	**601**	**849**	**260**	**224**	**35**
Service Summary	**2026**	**2027**	**2028**	**2029**	**2030**	**2031**	**2032**	**2033**	**2034**	**2035**	**2036**
Service Hours	10,200	10,200	12,200	12,200	12,200	15,300	15,300	15,300	17,000	17,000	17,000
Total WBT Fleet	5	5	7	7	7	7	7	7	8	8	8
WBT Ridership	80,300	82,100	96,000	98,100	100,300	121,000	123,600	126,300	140,600	143,700	146,300
Riders per Service Hour	7.9	8.0	7.9	8.0	8.2	7.9	8.1	8.3	8.3	8.5	8.6

7. Summary

The Town of Wasaga Beach Transit Master Plan is intended to provide the Town with a pathway forward over the next 10 years for Wasaga Beach Transit. The plan's approach included a thorough assessment of current state conditions, two rounds of engagement with the public, and multiple workshops with Town staff, other agencies and committees.

Today, Wasaga Beach provides over 75,000 trips on their conventional service and an additional 5,000 through the TransitPLUS specialized service that is shared with Collingwood and Clearview. The current state review indicated that it is vital service that is efficiently delivered by the Town and its contractors. By implementing the recommendations within this study, ridership is anticipated to grow to over 146,000 by 2036.

The Study's recommendations include iteratively increase coverage to more neighbourhoods across the community over the next 10 years. Other key recommendations included a new location for the regional transfer hub, better data collection and analysis tools for Town staff, and a commitment to improve ongoing communications and engagement with the public.

The outcomes and recommendations from this Study are subject to approval from the Town of Wasaga Beach Council.

Appendix A – AAC Meeting Notes

Memorandum

To: Town of Wasaga Beach
From: Left Turn Right Turn
Date: February 10, 2026
Subject: Meeting Notes from Wasaga Beach Transit Master Plan Draft Report Presentation to the Accessibility Advisory Committee on February 4, 2026

On February 4th, Jordan Papazoglou on behalf of Left Turn Right Turn presented the draft Transit Master Plan (TMP) to Accessibility Advisory Committee (AAC) for their feedback. This was the second time during the project that the AAC had been engaged, with the first being in September 2025 to seek their input on the current state of Wasaga Beach Transit.

Following a 10-minte presentation, AAC members engaged in a question-and-answer period. Feedback received on the plan was generally supportive, with direct commentary on:

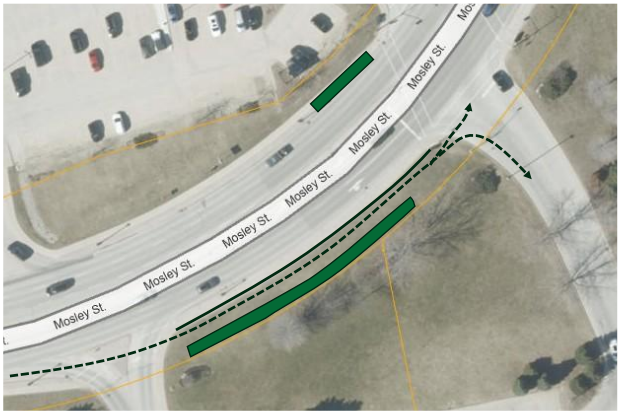
- The timing of transit expansion to Klondike Park
    - Members voiced concern over the 2031 target, as that is 5 years away from servicing a growing neighbourhood and community sports fields.
    - LTRT clarified that the draft TMP proposes a 2031 target for connection based on cost and operational constraints.
- Proposed transit hub on Mosley Street
    - Members voiced concerns about the safety and physical access of the proposed terminal, noting that it was located after a busy intersection (45th & Mosley), as well as entrances/exits to Superstore.
    - Additional commentary by AAC members noted upcoming and assumed developments that may impact and intensify traffic and land uses at that intersection.
- TransitPLUS eligibility
    - Members raised concerns over the eligibility application and criteria, citing doctor note costs as a deterrent.
    - The chair noted that the eligibility process was out of scope for the TMP but could be raised with staff.
- Service to new schools
    - Members sought confirmation that the proposed transit network would include both new schools being built in Wasaga Beach, including the Sunnidale area school and school and community campus being located next to the new arena and library.
    - LTRT staff confirmed that routes on the proposed network serviced both areas.

- On-demand transit access
    - Members voiced concerns about physical access to on-demand transit related to infrastructure limitations (e.g., missing sidewalks, snow clearing challenges).
    - The draft TMP does not include on-demand transit in the new transit network. Additional policies related to snow clearing and customer experience are also included.

Appendix B - Round 2 Engagement for Proposed Transfer Hub

During Round 2 Engagement the project team developed and presented two conceptual transit hub options for public review. These included:

- Option 1: Mosley Street, and
- Option 2: RecPlex East.



Option 1: Mosley Street



Option 2: RecPlex East Parking Lot

These two concepts were presented to illustrate possible locations and configurations for a future transit hub. These two options were presented as early designs, to gather feedback on preferences, operational considerations and site-specific constraints, before progressing to a final recommended design and hub location. During engagement both concepts were shared on a display board to foster discussions with community members. While Option 2 offered proximity to community amenities and recreation facilities, Option 1 was recognized for its connectivity and reduced impact to other transit services.

The initial Mosley Street conceptual hub (Option 1) relied on the Town's existing Right-Of-Way travelling eastbound. Key characteristics included:

- Use of the Town's ROW to create an eastbound bus pull-in;
- An on-street stop on Mosley Street, travelling westbound; and
- Limited space for a bypass lane and transit stop amenities, limited space for vehicle staging on the north side, requiring the County and Clearview to still rely on Superstore property.

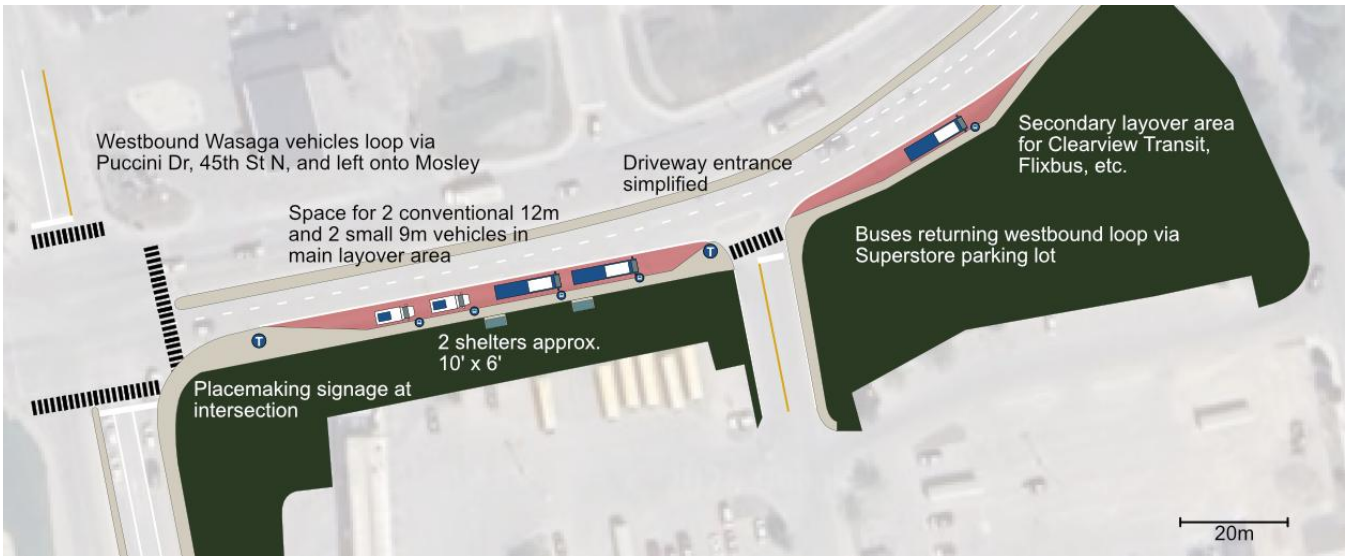
The RecPlex conceptual hub (Option 2) relied on the conversion of the easternmost parking lot area to a dedicated transit hub facility. Key characteristics included:

- Removal of parking spaces,
- Staging area would be large enough to accommodate around five buses, and
- Re-routing of County and Clearview services to support transfers.

Following additional analysis and discussions with Town staff, including Public Works, staff indicated a preference for the Mosley Street hub (Option 1). Staff emphasized Mosley Street as the preferred option due to its proximity to the existing transfer hub and other connecting transit services. The initial design of the Mosley Street hub, presented to the public did not provide adequate spacing for the staging of all vehicles on the north side and limited space for a bypass lane and transit stop amenities. Through further discussions, staff confirmed that the south side of Mosley Street, offered significantly more flexibility than originally anticipated. This allowed for:

- A full pull-off area accommodating multiple buses;
- Space for two bus shelters;
- Clear pedestrian movements with sidewalks, lighting, and pedestrian crossings; and
- Integration with existing connecting transit services (FlixBus, Clearview Transit, and Simcoe County).

After considerable discussion, the hub location along Mosley Street, adjacent to the Superstore, was selected and recommended. The transfer hub along Moseley Street leverages the south side Right-Of-Way, minimizing the impact of Wasaga Beach Transit routes, as well as existing Simcoe County LINX, Clearview Transit and Flixbus services. Additionally, this hub provides sufficient staging and layover areas at the hub. The changes made to the initial concept to develop the final recommended hub ensures that the hub supports operations, while addressing the constrains identified in the initial designs.



Appendix C – Future Transit Hub Details

The proposed transit hub at the south-east corner of 45th Street and Mosley Street is intended to replace the existing transit stop at the rear of the Real Canadian Superstore parking lot in the same vicinity. By relocating the hub to the Mosley Street right-of-way, operations will improve with fewer conflicts with transport vehicles unloading at the Superstore. Additionally, the relocated transit hub offers improved security and safety for waiting passengers.

The conceptual layout presented in the Transit Master Plan shows the full construction capable of supporting five vehicles, including two 12 metre Simcoe County LINX buses, two 9 metre Wasaga Beach Transit buses, and an additional space capable of fitting a 12 metre transit vehicle or coach bus from a private carrier.

The drawings presented here are meant to guide engineering design. Larger format versions of the detailed drawings are included at the end of this appendix.

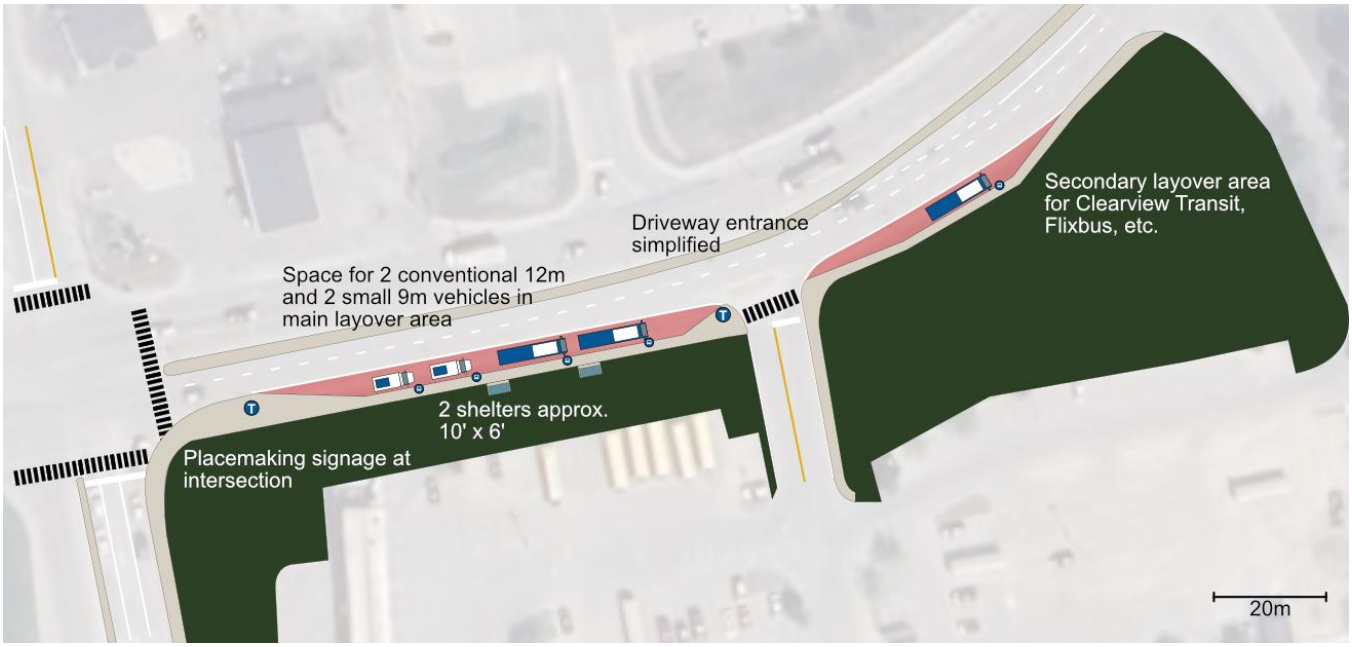


Figure C1: Conceptual layout for proposed transit hub at 45th Street and Mosley Street.

The proposed routing for Wasaga Beach Transit vehicles is presented in the figure on the following page. It highlights how the proposed Routes 1, 2 and 3 will navigate the site. Note that all Wasaga Beach vehicles arriving from east of site must loop counterclockwise via Puccini Drive, 45th Street North and Mosley Street to arrive facing east. Routes 1 and 2 depart the site continuing eastbound on Mosley Street. Route 3 departs the site via the driveway entrance to the easterly service road through the Real Canadian Superstore site to Mosley Street to head back towards Ramblewood Drive or Sunnidale Road via 45th Street South.



Figure C2: Wasaga Beach Transit routing through the transit hub site.

The sweep of vehicles turning through the site is highlighted in the following figure. Note that the analysis considered the turning radius requirements for a 12 metre transit vehicle travelling at approximately 15 kilometres per hour.

The right-hand turn into the driveway entrance from the rightmost through traffic lane may pose a challenge for 12 metre transit vehicles, with encroachment into the northbound lane. This could be addressed through detailed design and maintaining the left-hand turn restriction exiting the driveway. Note that this is unlikely to be an issue for the 9 metre cutaway-style transit vehicles that Wasaga Beach Transit employs.

All other turns, including the left-hand turn from 45th Street North to Mosley Street, and the right-hand turn from Mosley Street onto the Real Canadian Superstore service road are expected to be within the handling limits of all vehicles accessing the site.



Figure C3: Turning radius assessment through the site. The extent of the blue arch represents the maximum sweep of a 12 metre transit vehicle operating through the turn at approximately 15 kph.

Construction of the proposed terminal is not expected to require any easement expansion into the Real Canadian Superstore property. This may require utility relocation including streetlights and catch basins as well as construction of the bus layover area, expanded sidewalk and shelter. The following figure highlights the extent of the existing curb line and major dimensions of the proposed design.

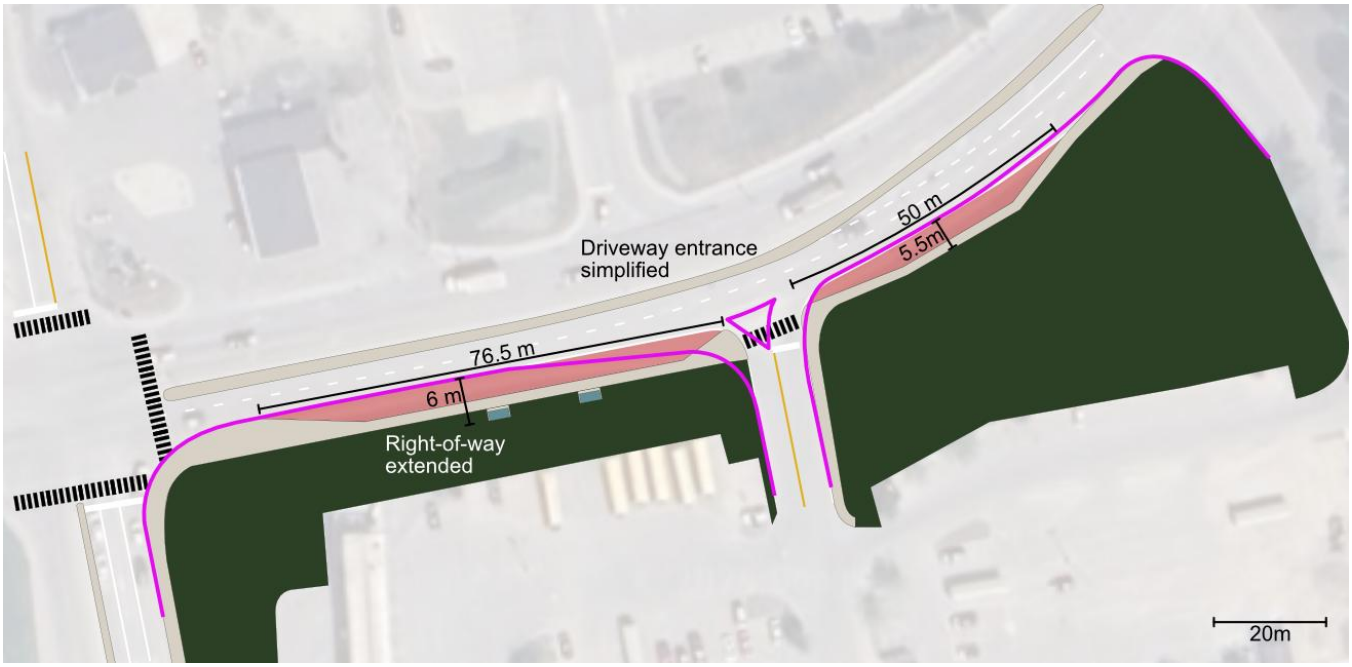


Figure C4: Major dimensions and impact on the existing curb of the proposed design.

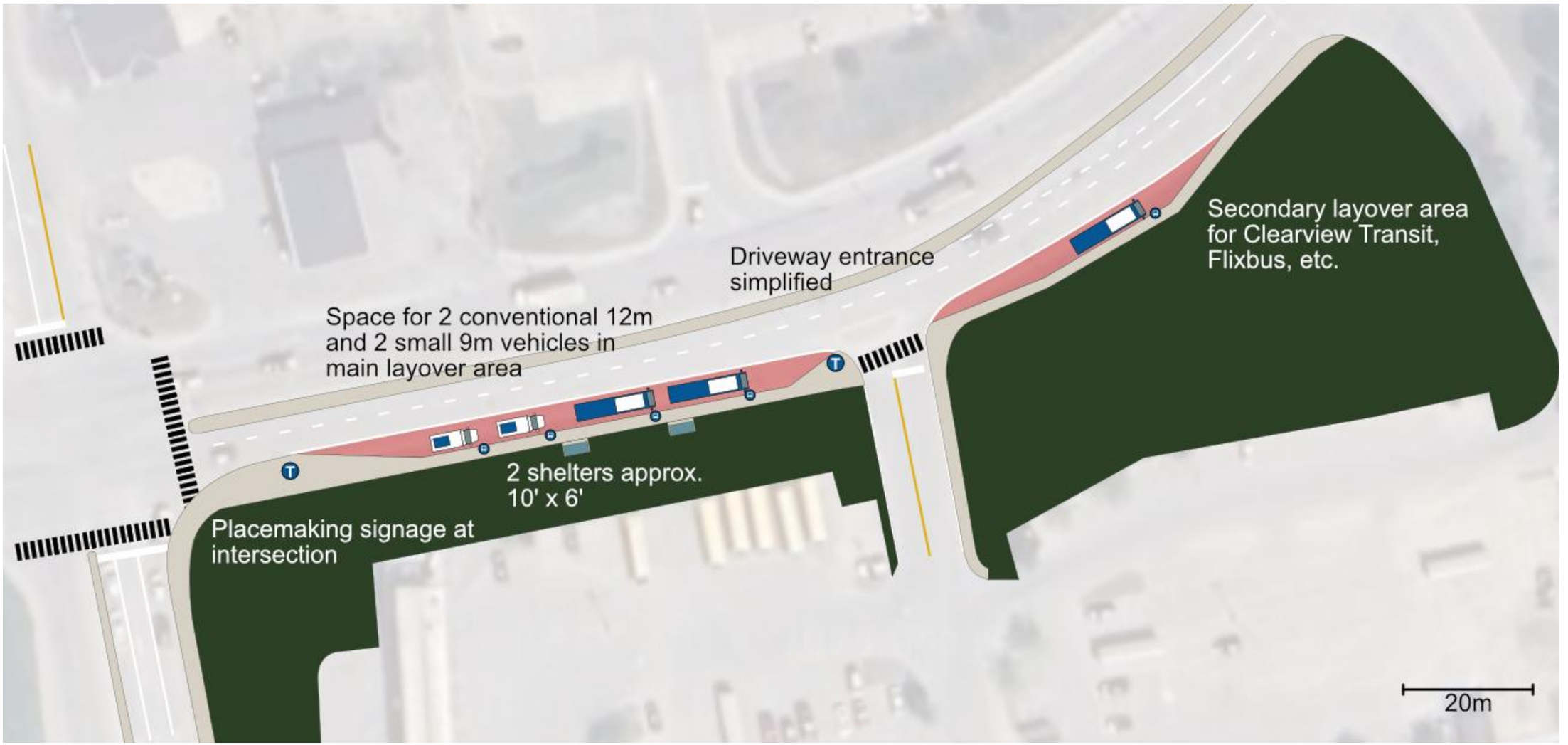


Figure C5: Large format Conceptual layout for proposed transit hub at 45th Street and Mosley Street.



Figure C6: Large format of turning radius assessment through the site. The extent of the blue arch represents the maximum sweep of a 12 metre transit vehicle operating through the turn at approximately 15 kph.

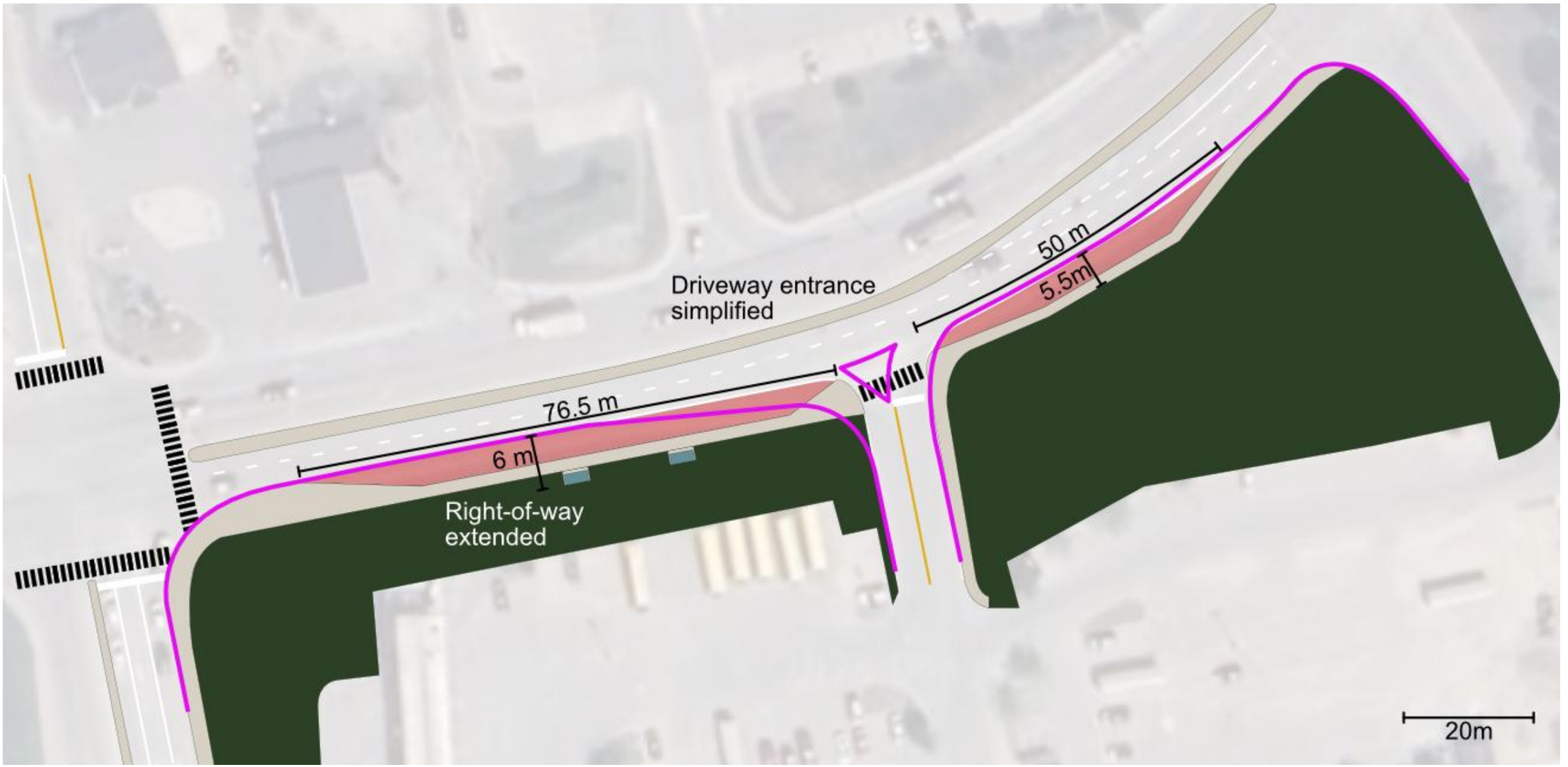


Figure C7: Large format drawing highlighting the major dimensions and impact on the existing curb of the proposed design.