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# Clearview Transit Study

## Final Report

Clearview Transit

December 2025

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## Draft Report

Clearview Township

December 2025

Prepared by Left Turn Right Turn, Ltd.

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# 1. Study Introduction

Since 2017, Clearview Township has provided transit service to its community. This Transit Study explores how the service can be adapted or improved to ensure that it is meeting the evolving needs of the community. The goal is to ensure that Clearview Transit continues to connect residents to opportunities, services, and each other while serving as a reliable, equitable, and efficient option.

## 1.1 Using this plan

This plan is intended to serve as both a strategic and a practical tool for decision-makers, planners, and community stakeholders. It outlines the current performance of Clearview Transit, identifies key areas for improvement, and proposes actionable recommendations as well as aspirational targets to enhance service delivery, coverage, and rider experience.

The report is organized into four key sections:

- **Section 1: Study Introduction;** Outlines the purpose and scope of the plan, providing context for its development.
- **Section 2: Clearview Transit Today;** Assesses the current state of Clearview Transit, including service overview, ridership trends, travel patterns, specialized transit service (TransitPLUS), and on-site observations.
- **Section 3: Community Engagement;** Summarizes feedback from staff, operators, employers, and the public, gathered through workshops and consultations. These insights inform the plan's recommendations and reflect community priorities.
- **Section 4: Recommendations;** Presents strategic objectives and targeted service improvements for Clearview Transit, including supporting recommendations to enhance transit delivery and user experience.

This structure ensures that the plan is both comprehensive and actionable, enabling the Township to have more inclusive and efficient public transit.

## 1.2 Community context

Clearview Township is a vibrant and growing community located in Simcoe County, Ontario. The Township is home to 15,000 residents (2021 Census) and is projected to increase to over 19,000 by 2031 according to the Township's 2024 Official Plan.

As the most populated community in the Township, Stayner serves as a central hub for commerce, education, and public services. Nearly a third (32%) of Clearview's population is concentrated in Stayner with the remaining population spread out over multiple communities including Creemore, Nottawa, and New Lowell.

Given its predominately rural character and the presence of small villages, many residents travel outside of Clearview for employment. According to the 2021 Census, less than a third (29%) of the employed labour force commute within Clearview, which indicates a significant pull towards other communities in Simcoe County. The Township's 2024 Official Plan anticipate the employed labour force to increase from 4,350 to 5,100 by 2031, which will provide more local employment opportunities.

## 1.3 Planning context

This Study intends to align with the broader Clearview Township planning framework, including relevant municipal and regional planning documents. These documents provide the necessary context to understand the role of transit, sustainability, and growth to support the Township in both the short and long-term.

### **Clearview Township Official Plan (2024)**

The Official Plan states the Township's desire to plan and allocate resources toward its transportation network to prioritize multimodal access to Community Hubs in Stayner and

across the Township. The Township may assess the practicality of creating new transit connections between specific Settlement Areas and Community Hubs, as well as other zones with higher concentrations of residents and jobs, provided there is sufficient demand. This effort will involve enhancing the feasibility of the transit services along with upgrades that promote a cohesive active transportation system. To specifically encourage transit use, the official plan states that the Township could implement strategies such as:

- Promoting multimodal integration by integrating transit facilities with the broader transportation and active travel networks.
- Supporting the development of higher-density housing, affordable living spaces, and public amenities near transit routes.
- Focusing on enhancing the performance, capacity, and sustainability of transit in Community Hubs and densely populated or employed areas.
- Applying site planning and roadway design to reduce walking distances to transit stops, and improving the overall comfort, accessibility, and safety of transit infrastructure through design-focused solutions.

This will be coupled with the exploration of partnership opportunities with community partners, other municipalities or government agencies, and the private sector to improve mobility options for all residents. These opportunities and mobility options may include rural transit, transportation between Settlement Areas, and transportation to destinations outside the Township. As part of this ongoing planning, the Township will examine the potential to incorporate advanced mobility solutions and emerging transport technologies, ensuring the infrastructure can support these innovations.

### **Simcoe County Transportation Master Plan (2023)**

The Simcoe County Transportation Master Plan (TMP) provides insight on the County's approach to their LINX transit service. In fact, one of the six overarching goals of the TMP is ensuring that transit is a viable choice for everyday travel. Additionally, growing transit connections within and beyond the county was identified as one of four needs and

opportunities. The stakeholder consultation, implemented within the TMP context, indicated a broad interest in more frequent and efficient transit services, along with stronger links to regional hubs and other transportation options, especially through better integration with LINX Transit.

The TMP emphasizes transit as a focus for improving and modernizing the county's transportation network and provides short- and long-term recommendations for this. On the one hand, the short-term recommendations include piloting expanded service periods on late evenings and weekends, establishing a framework for fare discounts, and investigating on-demand transit and microtransit in general. On the other hand, the 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 AODA standards.

### **Additional plans**

Looking into additional plans such as the County's Strategic Plan (2024) and the Parks, Recreation, and Culture Master Plan (2019), we find that both include ongoing and planned initiatives that support transit. These initiatives focus on urbanizing key streets and establishing a long-term vision for small community halls, emphasizing their role as social gathering places while exploring opportunities to develop them as transportation nodes. Other initiatives that indirectly support transit include investing in developing a tourism marketing plan as well as organizing public works week event.

# 2. Clearview Transit Today

## 2.1 Service overview

As shown in Figure 1, Clearview Transit currently operates an everyday fixed-route service that mostly operates in Stayner and connects to Wasaga Beach Transit and Simcoe County LINX at the Real Canadian Superstore at 45th Street and Mosley Street in Wasaga Beach. The service hours run from 6:30 a.m. to 8:30 p.m. from Monday to Saturday, and from 8:30 a.m. to 5:30 p.m. on Sundays, but closed on statutory holidays.

Figure 1

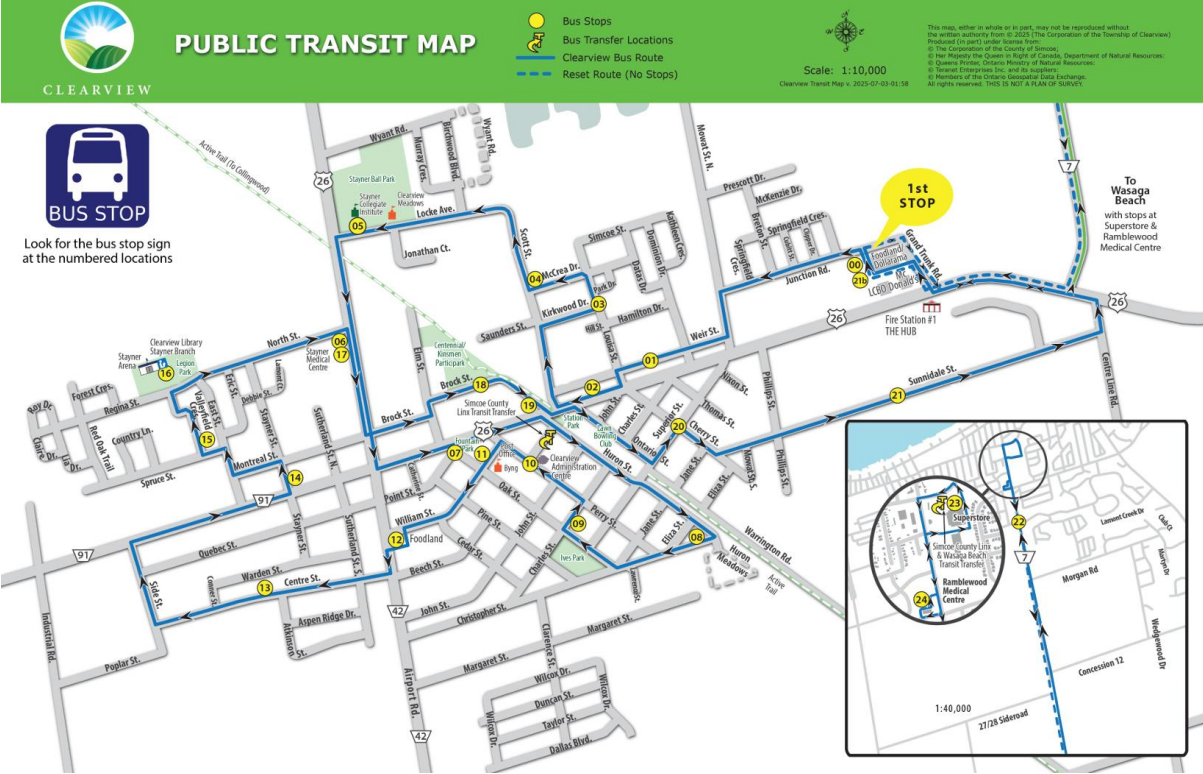


Figure 1: Clearview Transit Route

Beyond Stayner, a Creemore route was introduced in 2019. The service briefly operated from Thursday to Sunday during peak periods (7:00 a.m. to 9:00 a.m. and 3:00 p.m. to 6:00

p.m.). The service was discontinued in 2020 due to low ridership and impacts of the COVID-19 Pandemic.

The fare payment structure includes one-way rides and 30-day passes. Pricing for the 30-day passes is discounted for Students & Youth (\$30) compared to Adults & Seniors (\$40). The 30-day passes can be purchased from the Clearview Township Administration Centre. While Clearview Transit accepts on-board cash payment for one-way rides, the Township offers a reloadable Transit Card that allows riders to add value, 30-day passes or a set amount for one-way rides, either online or in-person.

In partnership with the Town of Collingwood and the Town of Wasaga Beach, Clearview offers a specialized transit service. Transit PLUS, is a door-to-door service that is offered in Stayner and Nottawa, and is available by application for residents with disabilities that prevent regular use of conventional transit. The service allows riders to travel between the three municipalities daily from 7:00 a.m. to 9:00 p.m., including statutory holidays except Christmas Day and offers the same fare structure as the conventional service. While both the conventional Clearview Transit and TransitPLUS are operated by the same third-party, Landmark Bus Lines, the services are not directly integrated.

## **2.2 Regional transit connections**

While Clearview Transit provides direct travel to Wasaga Beach, regional connectivity between Clearview and its neighbouring municipalities is provided by the Simcoe County LINX service.

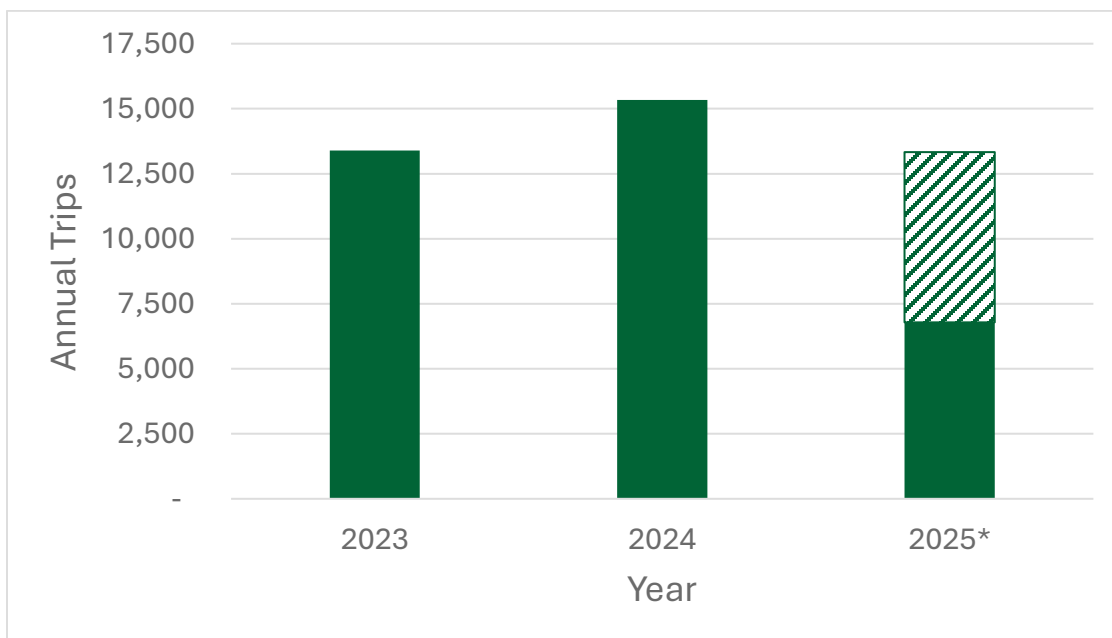
The LINX Route 2 (Barrie – Wasaga Beach), as shown in Figure 2, stops in Stayner at the Clearview Administration Centre and operates Monday to Friday with 60-minute frequency from 5:30 a.m. to 7:30 p.m. Both LINX Route 2 and Clearview Transit provide connectivity to the Wasaga Beach transfer hub on weekdays, whereas only Clearview Transit provides service on weekends. This transfer area in Wasaga Beach provides direct access to both Wasaga Beach Transit routes and Simcoe County LINX Route 4 which provides hourly



Moreover, Clearview Transit data was provided through TransitFare, a web-based tool that is intended to provide staff with operational and financial summaries of the service. After investigation, the TransitFare dashboard was not able to provide all necessary information such as on-time performance and therefore was not evaluated as part of the service’s performance assessment.

### 2.3.1 Ridership

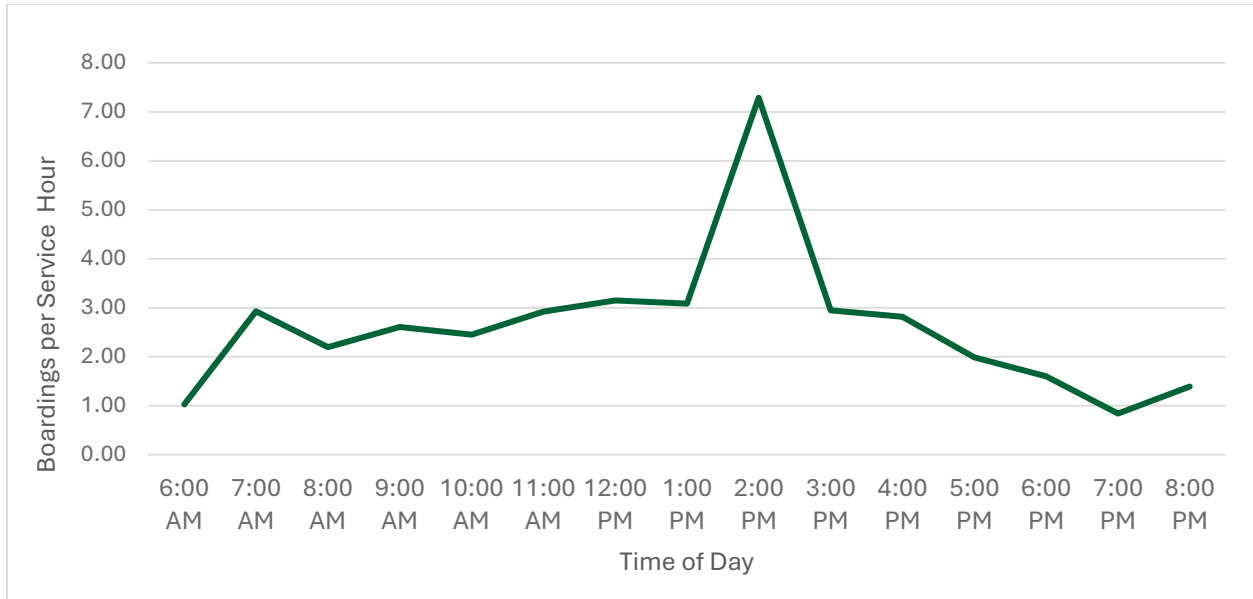
Since 2023, Clearview Transit has completed between 13,000 and 16,000 trips annually. As shown in Figure 3, 2025 ridership was based on the first six months of service and extrapolation based on ridership patterns in 2024. The annual ridership amounts to 2.5 to 3 trips per service hour, which aligns with typical expectations of a transit service that offers both local and regional connectivity within its one route.



**Figure 3: Annual Ridership 2023-2025. \*Note that ridership in 2025 is based on the first six months of service. The dashed component is estimated based on earlier data.**

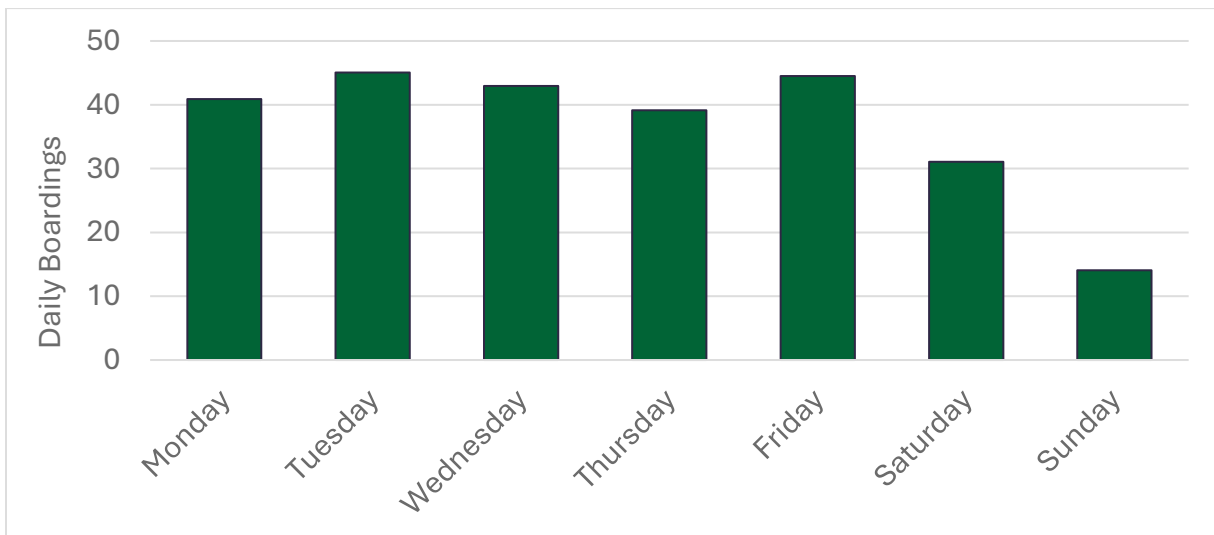
Ridership throughout the day, illustrated in Figure 4, indicates a relatively even distribution throughout the day, with a pronounced peak between 2:00 p.m. and 3:00 p.m. This sudden

increase in hourly riders aligns with school dismissal times at Stayner Collegiate Institute (SCI), which is one of the busiest stops on the route.



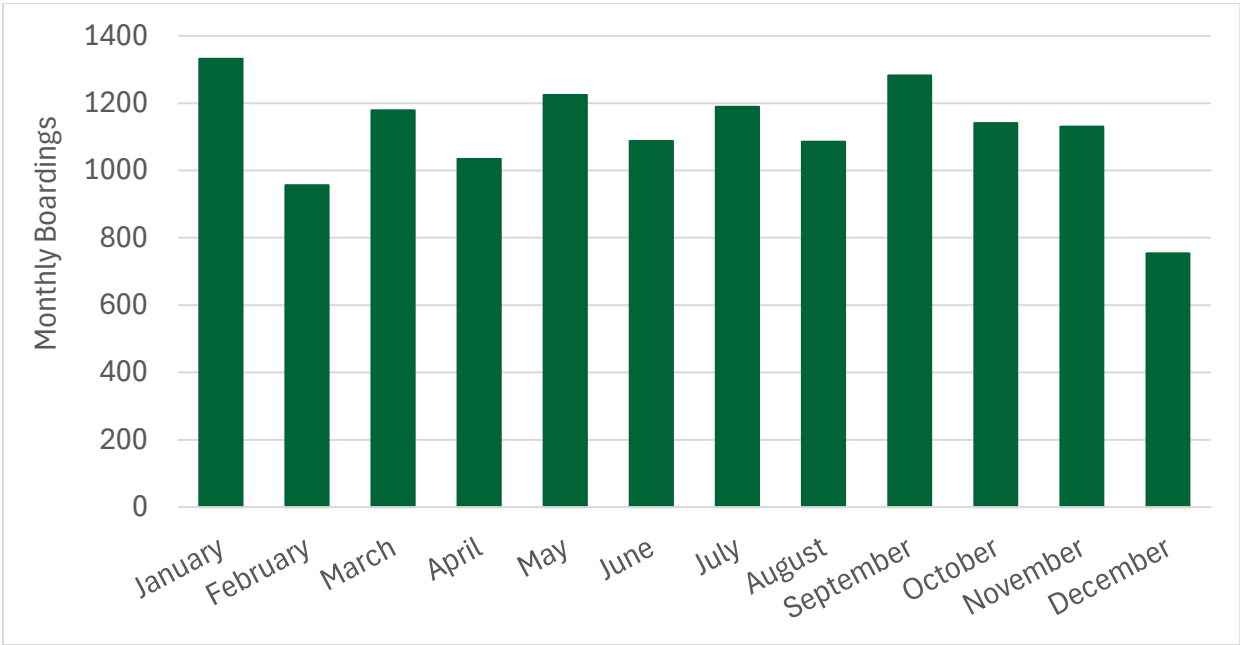
**Figure 4: Boardings per Hour by Time of Day (2023)**

Weekday ridership, as shown in Figure 5, is relatively consistent with average daily ridership between 39 and 45 trips. Meanwhile, ridership on Saturdays drops about 25% and an additional 50% on Sundays compared to weekdays.



**Figure 5: Daily Boardings (2023)**

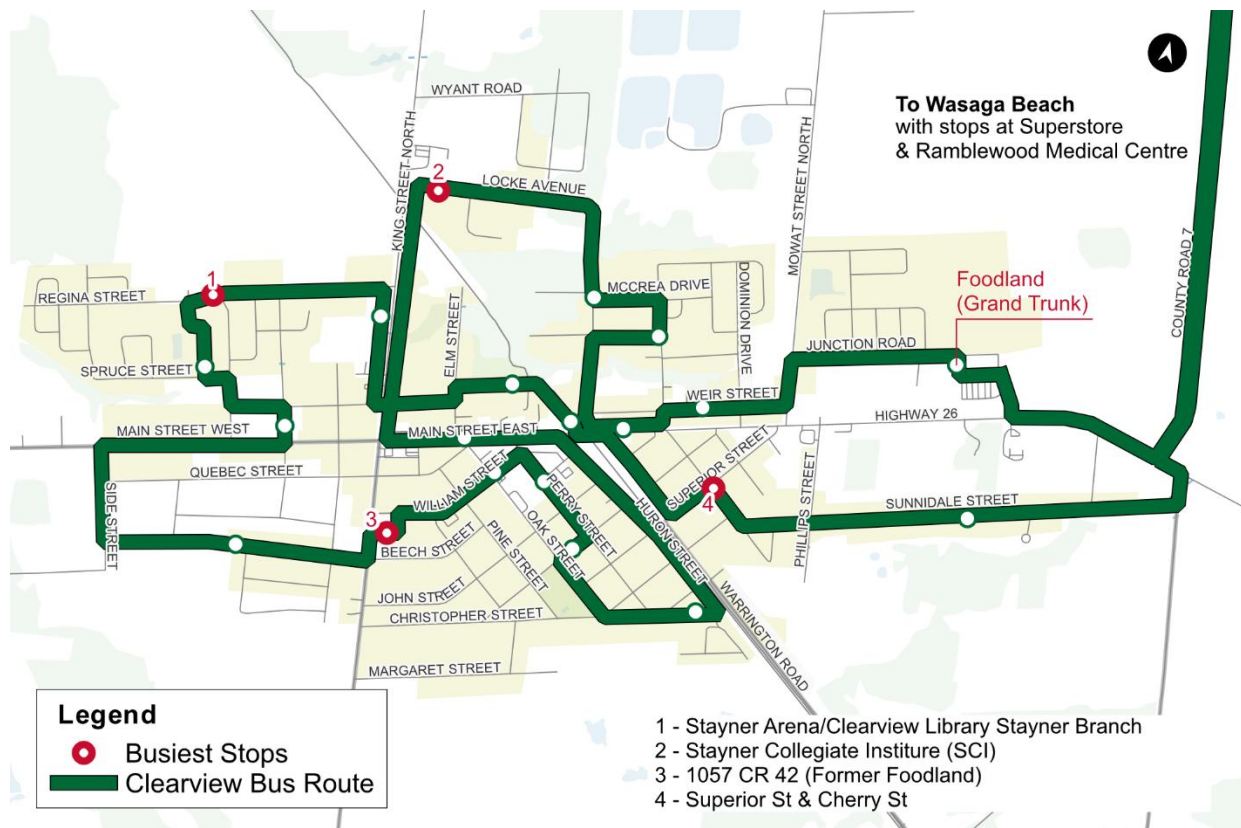
On a monthly basis, as shown in Figure 6, the service does not experience significant seasonal fluctuations. While there is a marked decline in December, likely due to holidays and winter conditions, and a smaller dip in February, ridership remains relatively consistent throughout the rest of the year. This stability underscores the system’s role in supporting daily mobility needs rather than being driven by seasonal tourism or events.



**Figure 6: Total Boardings by Month (2023)**

### 2.3.2 Travel patterns

Within Stayner, there are several popular destinations for Clearview Transit riders. Figure 7 shows the most frequented stops in Stayner include SCI, Stayner Arena, Superior Street (a residential area), and the former Foodland location on County Road 42. Since relocating to Grand Trunk Road, there has been a noticeable increase in ridership to the new Foodland location.



**Figure 7: The busiest four bus stops within Stayner**

In contrast, the stop-level analysis identified a handful of stops that averaged one or less boarding per week. These stops include Huron Meadows on Christopher Street, Centre Street, Blake Street, and Highway 26 near The Belmont.

## Regional travel behaviour

While there are many popular destinations within Stayner, most trips on Clearview Transit (about 60%) are to Wasaga Beach with the remaining staying within Stayner. Similarly, Simcoe County LINX ridership indicates that there is noticeable ridership at the Stayner connection point. There were between 6,000 and 7,000 annual boardings at the Clearview Administration Centre in 2023 and 2024, with similar ridership anticipated in 2025. Given the proximity to both Wasaga Beach and Collingwood, it is assumed that most LINX riders from Stayner are travelling northbound to those communities rather than southbound to

Barrie. This steady usage highlights the importance of the LINX service as a regional mobility link for Clearview residents.

Based on stop-level ridership of the two services, shown in Figure 8, it is more common for transit riders to travel to Wasaga Beach via the Simcoe County LINX service rather than Clearview Transit on weekdays. Both routes run hourly on weekdays, while the LINX does not provide service on weekends. However, on weekdays, more than 60% of trips between Stayner and Wasaga Beach are completed with the LINX service.



**Figure 8: Annual weekday boardings to Wasaga Beach from Stayner. \*Note that ridership in 2025 is based on the first six-months of data.**

Due to the lack of fare integration between the services, it is much more likely for a Stayner resident that is travelling to Collingwood to use the LINX service. For other trip purposes such as shopping at the Wasaga Beach Superstore, medical appointments at the Ramblewood Medical Centre, or connecting to Wasaga Beach Transit, Stayner residents may be more inclined to use Clearview Transit given the fact that it has stops all around Stayner and could offer a one-seat ride.

### 2.3.3 Fare payment

As shown in Figure 9, cash payments account for the vast majority of all payment types since 2022. However, a more recent trend has indicated a gradual increase in the use of 30-day passes and e-purse options, signalling a slow but positive shift toward more flexible and modern fare systems. Note that 2025 fare payment information is based on data from January to June 2025.

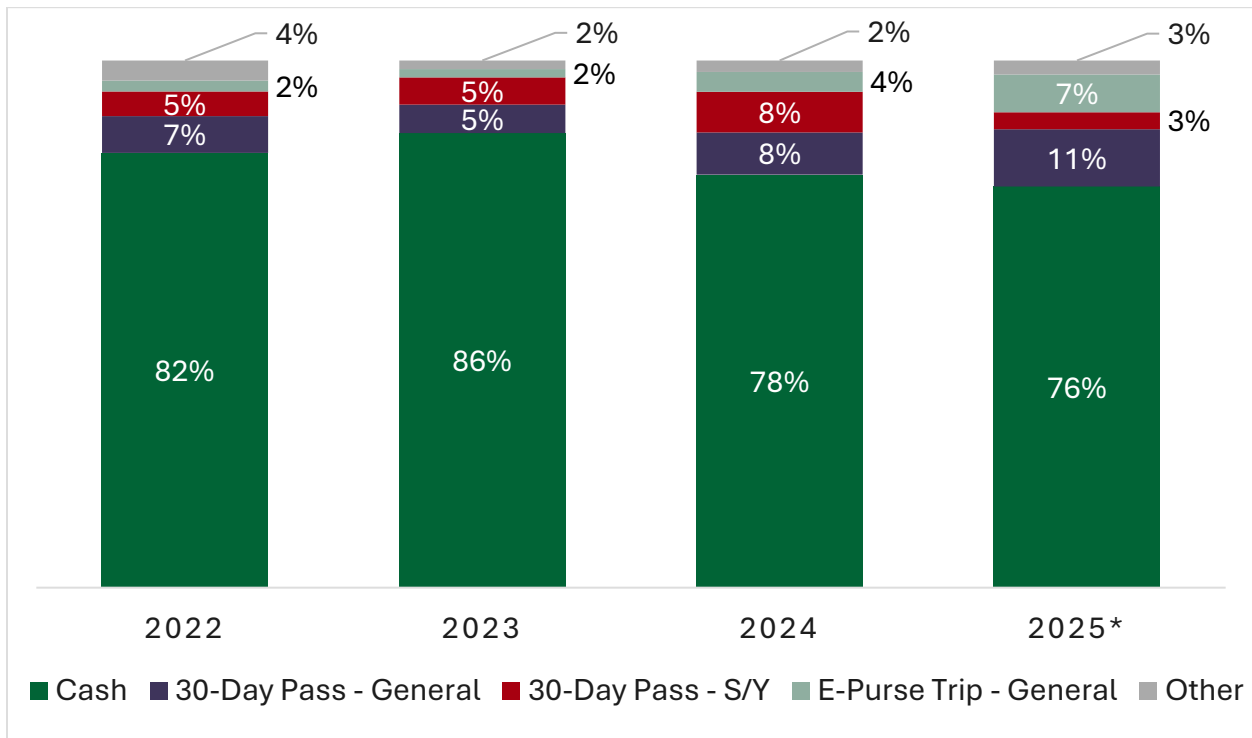


Figure 9: Clearview Transit payment methods (2022-2025)

### 2.3.4 On-site assessment

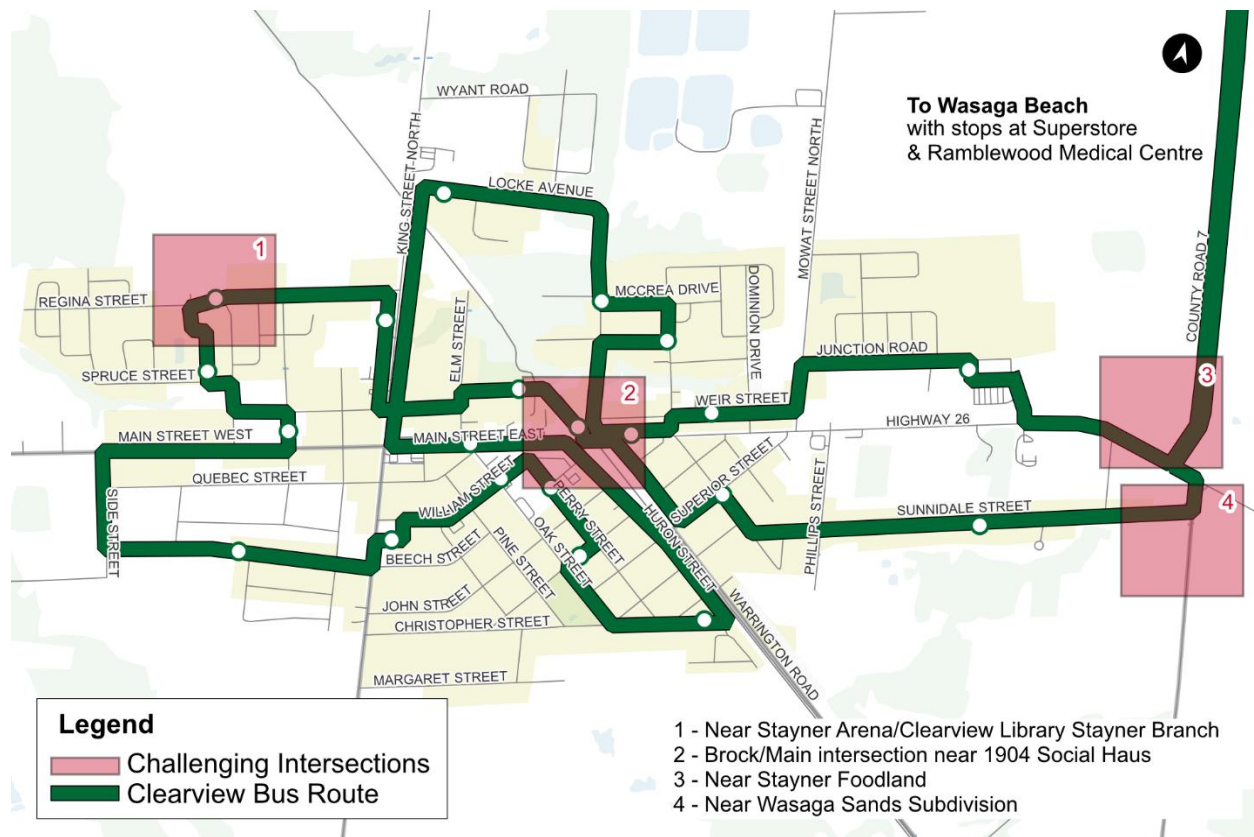
To complement the quantitative assessment, an on-site investigation was conducted in August 2025. This involved two round-trip ride checks aboard Clearview Transit buses and site observations at key locations. The assessment provided valuable insights into operational challenges, infrastructure conditions, and rider experiences.

The ride checks revealed challenges related to left turns at busy intersections without traffic signals, where delays of 5–10 minutes are sometimes reported during peak periods. Operators noted that in some cases, they are forced to reroute or double back to avoid unsafe turns.

Specific challenging areas, shown in Figure 10 (next page), include, but are not limited to:

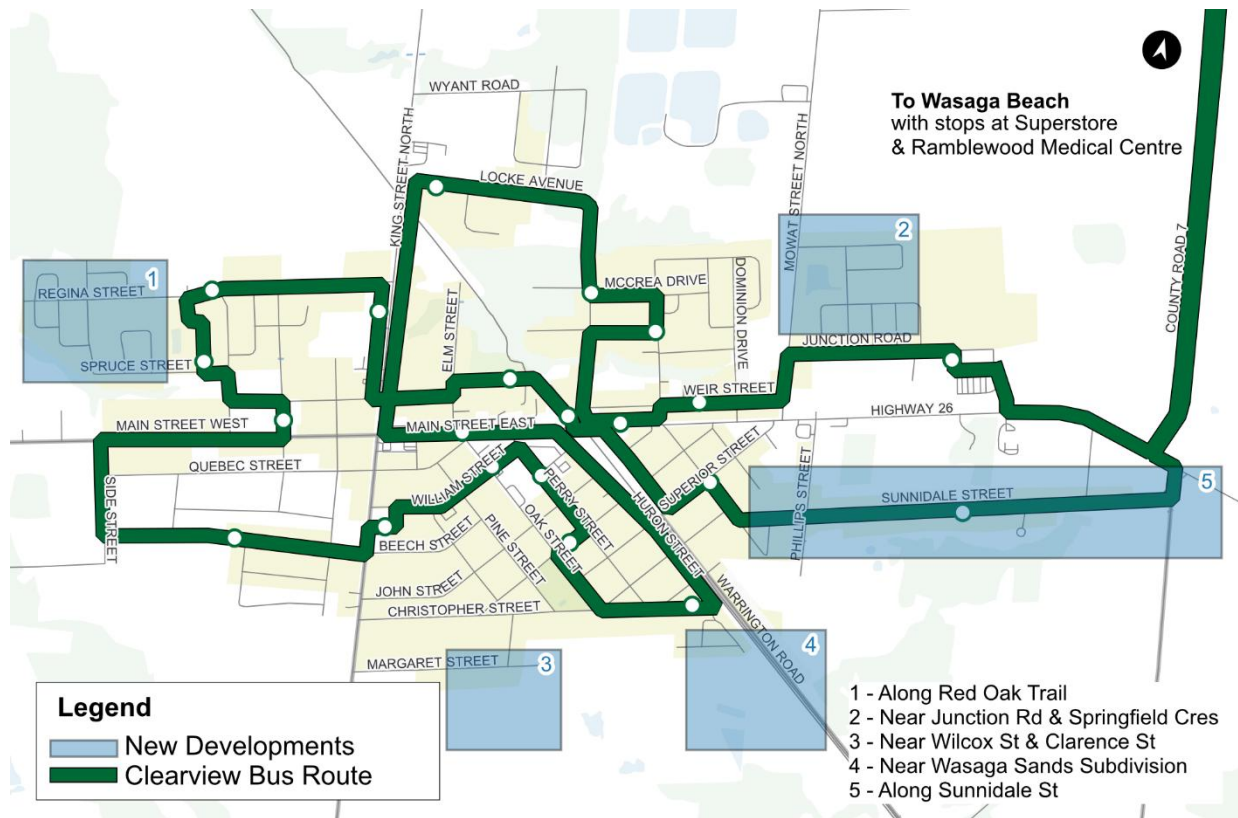
- Brock/Main intersection near 1904 Social Haus, where visibility is obstructed by parked cars and greenery.
- Turning off the Grand Trunk Road and Highway 26 intersection near Stayner Foodland is challenging for drivers.
- Additionally, the following intersections were identified, as problematic:
  - Centreline Road onto Highway 26; a recurring bottleneck.
  - Locke Avenue onto Highway 26, particularly around 3:00 p.m. when school lets out.
  - Sunnidale Street onto Centreline Road.
  - The old Foodland location onto Airport Road (County Road 41).

Moreover, sharp turns south of Stayner Arena and tight maneuvering spaces at Ramblewood Medical Centre and the Wasaga Beach Superstore further complicate operations. During hockey season, navigating the shared Stayner Arena and Public Library parking lot becomes particularly difficult, prompting suggestions to relocate the stop to the curb.



**Figure 10: Locations of some of the challenging intersections in Stayner.**

The recent development trends have seen the expansion of residential neighbourhoods, particularly on the southern and eastern edges of Stayner. The on-site assessment highlighted several areas, shown in Figure 11 (next page), with limited or no service, particularly in newly developed residential zones such as Wilcox/Clarence, Centre/Sutherland, and Red Oak Trail.



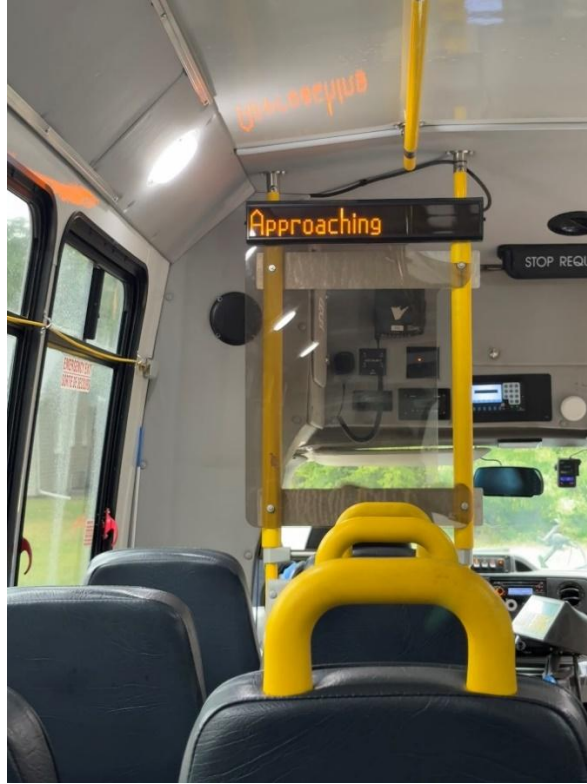
**Figure 11: Identified new development areas in Stayner with limited or no service.**

The site investigation also assessed bus stop conditions along the network. The new Foodland location on Grand Trunk Road is anticipated to become a key location within the transit network with the development and opening of a Dollarama, McDonald’s, and LCBO. Currently, as shown in Figure 12, a modest sign indicates to riders where the bus will pick-up and drop-off. Additionally, there is no sheltered waiting area for riders in the event of adverse weather. Several other stops across the network were found to be missing signage entirely, including Fountain Park and Huron Meadows, which may reduce visibility and accessibility, especially for new or occasional riders.



**Figure 12: Foodland Bus Stop Signage**

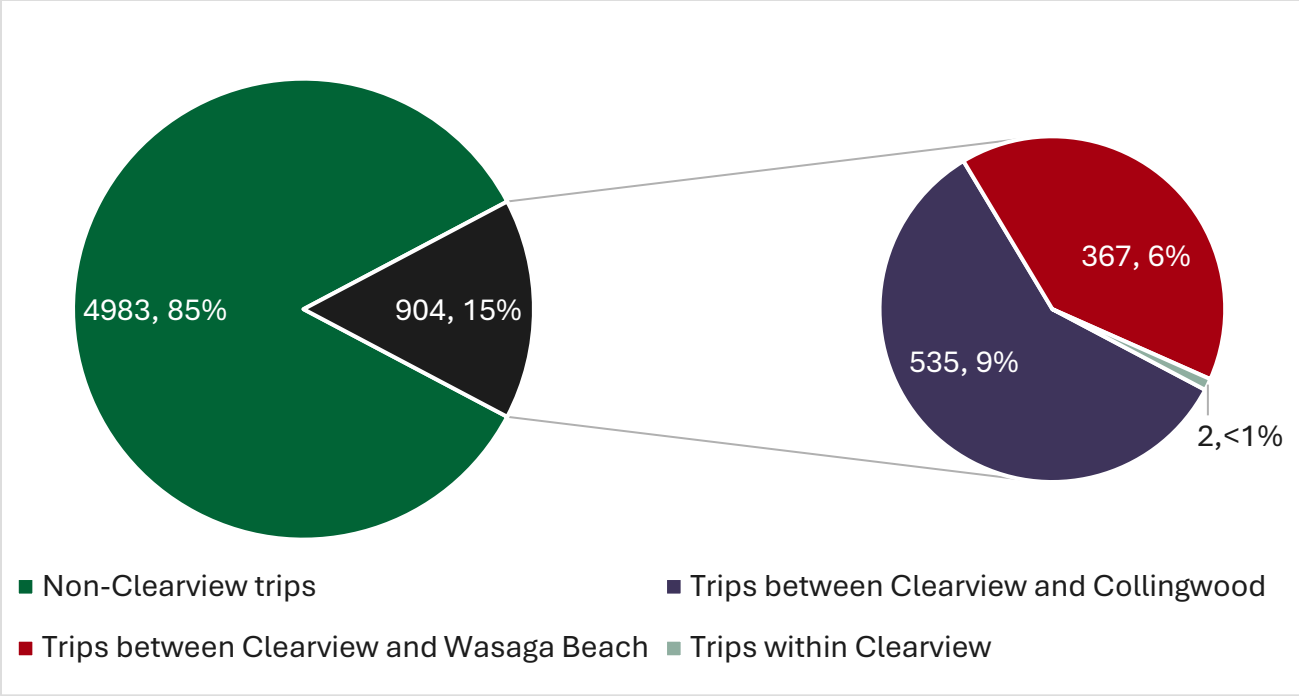
Last but not least, Clearview Transit buses are equipped with an Automatic Stop Announcement (ASA) System, which display upcoming stops and indicate when the bus is approaching the next stop. However, inconsistencies were observed. For example, as shown in Figure 13, the ASA System sometimes displays “approaching” after a stop has already been passed and stop names on the ASA System do not always match those on printed schedules (e.g., “SCI Highschool” is listed as “Stayner Collegiate”). These discrepancies can confuse riders and reduce confidence in the system’s reliability.



**Figure 13: Clearview Transit on-board ASA System display**

### **2.3.5 Specialized transit service performance**

Ridership data from July 2024 to June 2025 indicates that TransitPLUS is primarily used for inter-municipal travel for Clearview residents. As shown in Figure 14, of the 900+ trips completed during this period, only a handful were local to Clearview with most travelling to Wasaga Beach (40%) and to Collingwood (59%). This pattern suggests that TransitPLUS is fulfilling a critical role in connecting Clearview residents to neighbouring municipalities.



**Figure 14: Annual TransitPLUS trips across Collingwood, Clearview, and Wasaga Beach (July 2024 - June 2025)**

## 2.4 Peer review

Finally, Clearview Transit was compared to similar transit services provided by small and rural communities across Ontario. As shown in Table 1, Clearview Transit provides similar service to its peers. While some municipalities do not offer service on weekends, both North Grenville and Temiskaming Shores offer additional Sunday service compared to Clearview. All services operate between one and three vehicles with some variability in the vehicle size. Additionally, the peer services offer a mixture of on-demand, fixed-route and regional service.

**Table 1: Peer Review - Service Delivery**

Municipality	Service Hours	In-Service Vehicles
Clearview (Fixed-Route)	<b>Mon-Sat: 6:30 a.m. to 8:30 p.m.</b> <b>Sun: 8:30 a.m. to 5:30 p.m.</b>	<b>1 (18-seater)</b>
North Grenville (On-Demand & Regional)	Mon-Sat: 8:00 a.m. to 10:00 p.m. Sun: 8:00 a.m. to 8:00 p.m. Regional: Peak Only	1 to 2 (10- and 16-seater)
Norfolk County (On-Demand and Regional)	Mon-Fri: 7:30 a.m. to 6:00 p.m. Regional: Peak Only	1 to 3 (10-seater)
Prince Edward County (Fixed-Route & On-Demand)	Mon-Fri: 6:15 a.m. to 7:00 p.m.	1 (10-seater)
Middlesex County (Fixed-Route)	Mon-Sat: 6:00 a.m. to 6:00 p.m.	3 (16-seater)
Temiskaming Shores (On-Demand)	Mon-Sun: 6:00 a.m. to 11:15 p.m.	1 to 2 (24-seater)
Mid-Pen (Fixed-Route)	Mon-Fri: 7:00 a.m. to 5:30 p.m. Sat: 9:00 a.m. to 4:30 p.m.	2 (30+ seater)

Next, the peer review compared fare structure with transit services across Simcoe County. The findings, shown in Table 2, indicate that Clearview’s fare are most comparable to its neighbours in Collingwood and Wasaga Beach, and lower compared to other municipalities and the County service.

**Table 2: Peer Review - Fare Structure**

<b>Municipality</b>	<b>One-Way Adult Fare</b>	<b>Monthly Adult Fare</b>
<b>Clearview</b>	<b>\$2.00</b>	<b>\$40.00</b>
Barrie	\$3.50	\$93.00
Collingwood	\$2.25	\$41.00
Innisfil	\$4.10 - \$6.20	-
Mid-Pen	\$3.25	-
Orillia	\$3.10	\$68.50
Simcoe County LINX	\$2.00 - \$6.00	-
Wasaga Beach	\$2.00	\$40.00

# **3. Community Engagement**

## **3.1 How we engaged**

The engagement plan included opportunities to connect with various members of the community from staff to operators to employees and general public, making sure that all residents had an opportunity to provide feedback throughout the study. The engagement methods included discovery interviews, workshops, virtual open houses, and surveys as detailed in the upcoming subsections.

### **3.1.1 Discovery interviews**

LTRT conducted interviews with municipal staff (Public Works, Planning, Operations, and Economic Development), transit operation management (Landmark), and local employers (Foodland, Reinhart, and Stayner Medical Centre). The interviews provided an opportunity for knowledge sharing and to get their insights to how Clearview Transit is servicing the community.

### **3.1.2 Staff workshops**

LTRT hosted two workshops with Township staff over the course of the Study. Both workshops provided an opportunity to share work completed to date and receive key feedback. The first workshop summarized the current state of transit in Clearview, whereas the second workshop focused on how the service can be adjusted to best service the community. The findings will be discussed in detail in the upcoming sections.

### **3.1.3 Survey and public engagement**

LTRT developed a short survey to get public input on their experiences with the existing bus route in Stayner and feedback on the proposed routing.

To understand travel needs, the survey asked respondents to comment on how they interact with existing transit services including how often they have used transit within Stayner, if they use regional transit services (e.g., Wasaga Beach Transit, LINX Transit, Coltrans, TransitPLUS), and where they travel within Stayner. To understand future priorities, the survey presented the proposed routing and asked respondents to explain whether it meets their transit needs. Respondents were also asked to comment on whether there was anything from the existing route that they would like to see in the proposed route. Additionally, respondents were asked to rank what they would like the Township to prioritize for transit over the next few years.

The survey was hosted digitally from October 21 to November 11, with physical copies made available on-board the bus and at central locations such as the Clearview Administration Centre and the Clearview Library. Engagement was encouraged through the Township's website, social media, and the local newspaper (The Creemore Echo).

Two virtual open houses were also made available for interested individuals to share their feedback. The open houses were advertised on the municipal communication channels including the website and through social media. However, members of the public did not attend either of the sessions. As a result, public feedback was solely attained through the survey.

## **3.2 What we heard**

### **3.2.1 Staff**

Through the discovery interviews and workshops, Township staff shared a range of perspectives on the current state of Clearview Transit. For instance, staff indicated several strengths of the current system including affordable single-ride and monthly fare options. The introduction of the TransitFare card system further enhances convenience supporting flexible payment methods.

According to staff, the service is well-regarded by most community groups and local employers. The service coverage within Stayner is deemed strong and the system operates seven days a week, providing consistent mobility for residents.

On the other hand, staff noted that the service's operating hours do not align with all work shifts at some of the larger employers. Some employers operate shifts that begin before 6:00 a.m. or end after 9:00 p.m., outside the current transit schedule. This misalignment has led to reduced access to jobs, particularly for youth and workers without personal vehicles. Staff also expressed interest in expanding the service coverage to other communities such as Creemore, Nottawa, and New Lowell. They also expressed interest in exploring seasonal shuttle services to support tourism and alleviate parking congestion during major events.

On the infrastructure side, staff highlighted the Township's need for better integration of transit infrastructure. Many areas lack pedestrian infrastructure, such as sidewalks and safe waiting areas, which limits the placement of bus stops and discourages transit use. The Township's Public Works Department indicated that it is currently working on updated engineering standards that require the inclusion of bus stop locations and sidewalks in site plans, along with developer contributions toward transit-supportive infrastructure.

Finally, the lack of public awareness regarding existing transit services was highlighted by a couple of staff members. This points to a broader issue of visibility and communication, which, according to the staff, could be addressed through improved signage, digital tools, and community engagement.

### **3.2.2 Operators**

Transit operators provided detailed feedback about the operational realities of Clearview Transit, particularly the challenges posed by routing and infrastructure. One of the most persistent issues raised, which was consistent with our ride-along findings in Section 2.3.4, was the difficulty of executing left turns at several key intersections in Stayner and the

surrounding areas. These turns often occur at locations without traffic signals, leading to delays of up to 5–7 minutes, especially during peak periods and weekends.

The operators proposed several routing adjustments to improve efficiency, coverage, and safety. For example, suggestions included avoiding Valleyfield (which was also found to be deteriorated during the ride check) and instead using Spruce Street and Red Oak Trail to reach Regina Street, where new stops could be placed at Country Lane and Red Oak Trail. Operators also recommended adding service along Warden Street due to observed passenger demand, and expanding coverage on the south side of Stayner, particularly near Christopher and John Streets.

For TransitPLUS, Landmark operators reported that some operational issues persist, particularly related to the Blaise scheduling software, which has confused drivers due to frequent changes in the tablet-based schedules.

### **3.2.3 Employers**

Employers echoed many of the concerns raised by operators and staff. Businesses such as Foodland and Stayner Care Centre remarked that staff are not necessarily relying on public transit since it does not always align with their shift times. For instance, Foodland operates until 9:00 p.m., and Reinhart Foods and Stayner Care Centre have shifts starting at 6:00 a.m., both outside the current transit operating window. Also, some staff have had to walk unsafe long distances or rely on informal arrangements or bikes during darkness and adverse weather, while others have left their jobs due to transit-related constraints.

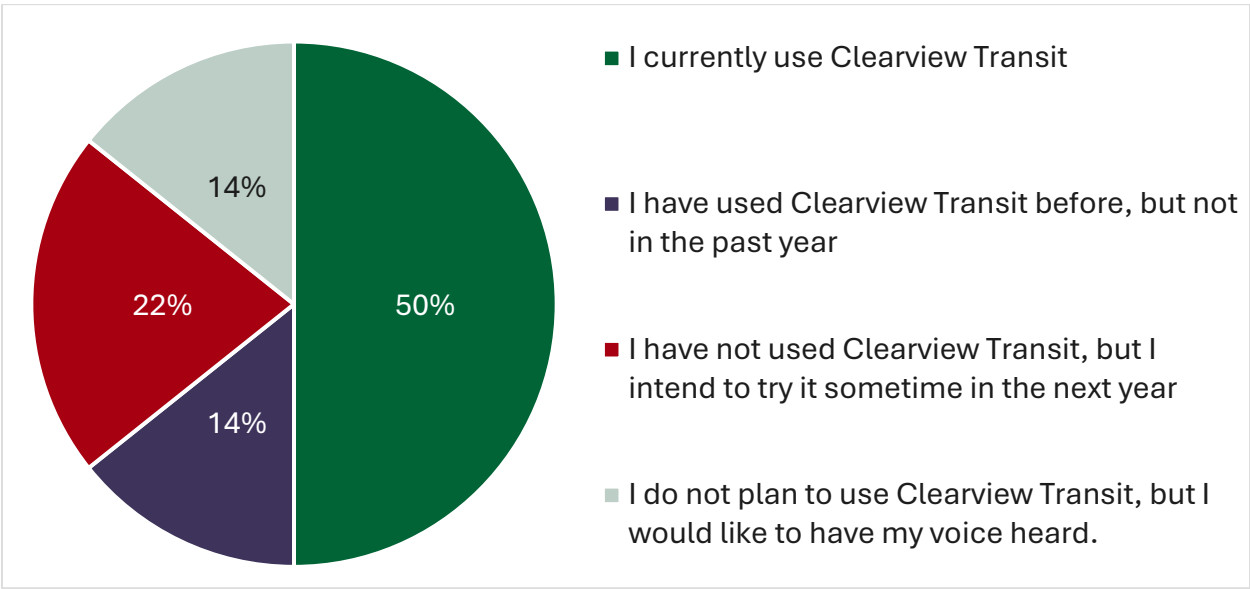
Moreover, the lack of service between Stayner and other communities, such as Collingwood, Creemore, and New Lowell, was also identified as an opportunity for future service to assist those without access to vehicles. Same as operators, there was an interest in smoother transfers, particularly with Simcoe County LINX services. Employers suggested that better coordination between routes could enhance regional mobility and support workforce.

### 3.2.4 Public

The public survey garnered 28 responses. While the response rate was low, feedback attained through the survey provided valuable insight on the existing travel needs of the community and the vision for transit within Clearview.

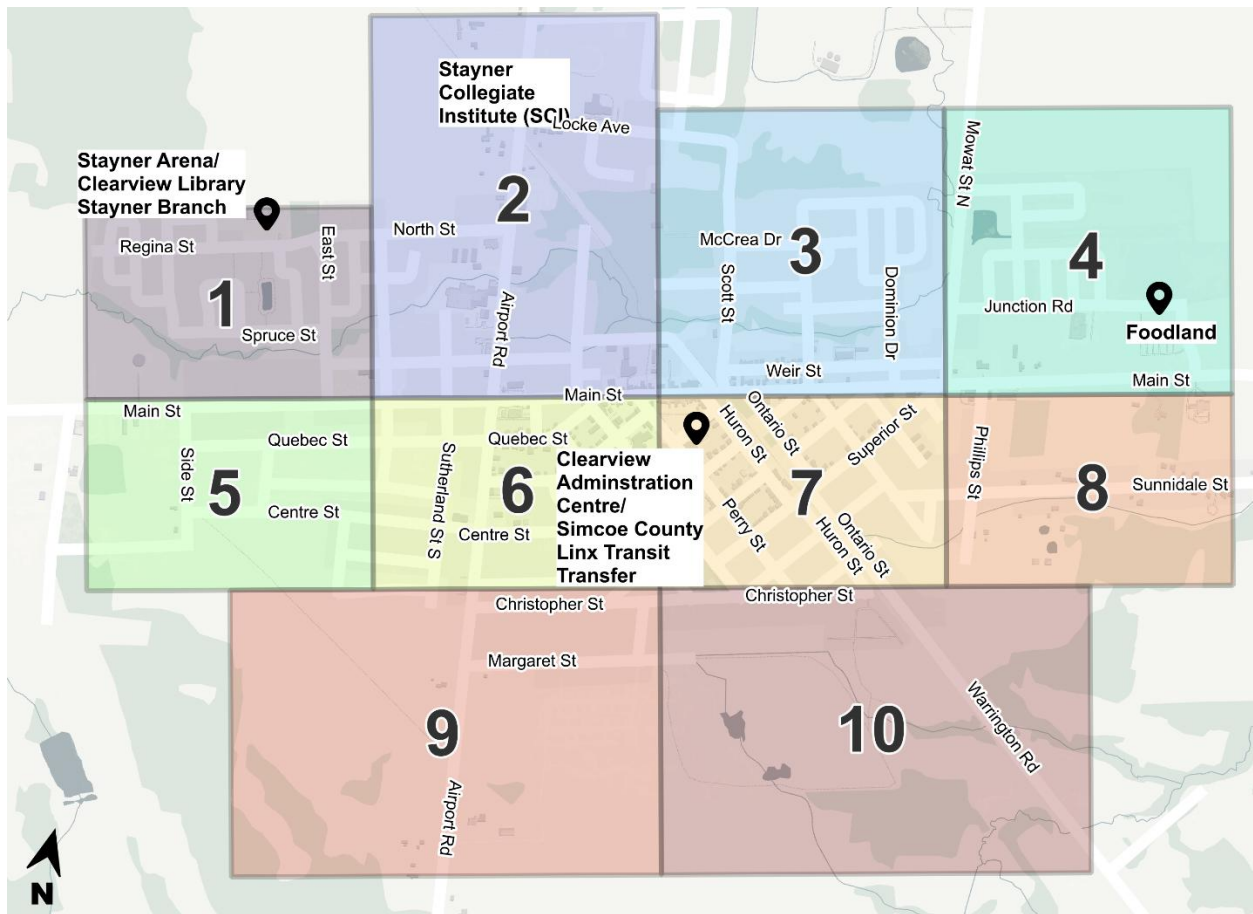
#### Existing travel needs

Of the respondents, a cumulative 86% indicated that they either currently use the service, have used the service before, or intend to try it sometime in the next year ( Figure 15). All respondents indicated that they have used at least one of the Wasaga Beach Transit, LINX Transit, and/or TransitPLUS.



**Figure 15: Type of Survey Respondents**

Respondents were asked about their most common trip. More specifically, respondents were presented the following map (Figure 16) and asked where their most common trip begins and ends.



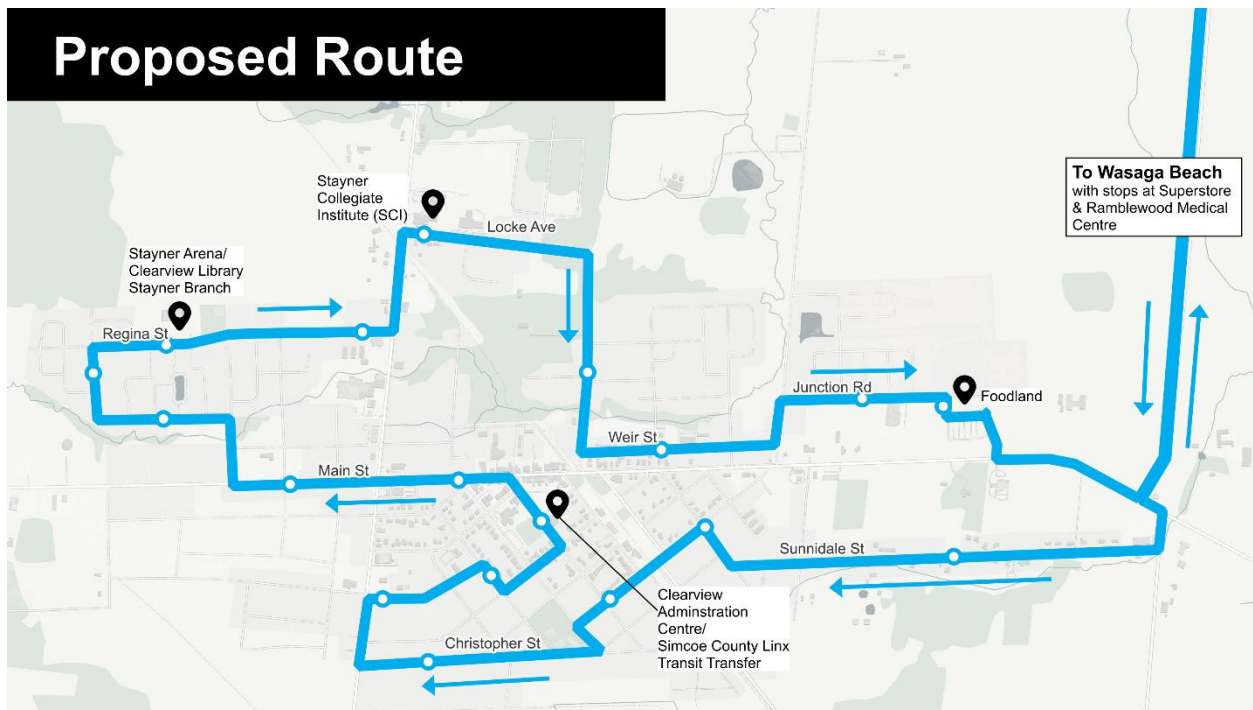
**Figure 16: Map of Zones within Stayner**

Trips were dispersed throughout Stayner. The most common trip origin was Zone 6 (25%), followed closely by Zone 1 (21%). Zone 6 includes the Clearview Administration Centre which allows individuals to transfer to the Simcoe County LINX Route 2, which connects Wasaga Beach, Stayner, Brentwood, Angus, and Barrie. Zone 1 includes the Clearview Library and the Stayner Arena which host programming for all ages and was identified as one of the four busiest stops for the transit service. Both these zones also include several residential properties.

The most common trip destination was Zone 4 (29%). Zone 4 includes the Foodland and other upcoming retail as well as several newly built residential units. The most common origin-destination pair started in Zone 1 and ended in Zone 4.

## Future priorities

Respondents were presented with a draft proposed future route within Stayner (Figure 17) and asked to elaborate on whether the routing change addresses their transit needs. Responses were mixed with support and discontent. Support for the service highlighted that the proposed routing is easier to understand. Primarily, suggestions included including adding more stops, Respondents were also asked whether there is anything within the existing route that they would like to continue. Most respondents indicated no, signalling they were satisfied with the proposed changes from the existing routing. Few indicated slight adjustments to stop locations and emphasized the need to connect to Wasaga Beach.



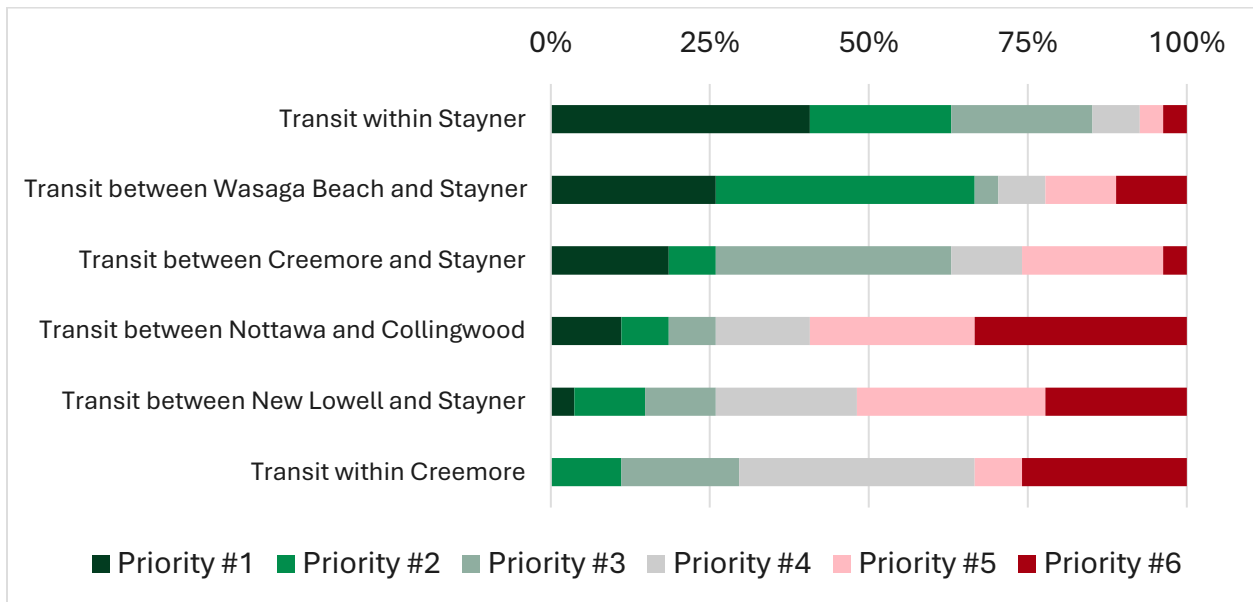
**Figure 17: Draft Proposed Route Presented in the Survey**

Further, respondents were asked two ranking questions to understand how they would like to prioritize transit improvements. The first question required respondents to rank in which areas of Clearview they would like to see transit be prioritized. Options included:

- Transit within Stayner;

- Transit between Wasaga Beach and Stayner;
- Transit between Creemore and Stayner;
- Transit within Creemore;
- Transit between New Lowell and Stayner; and
- Transit between Nottawa and Collingwood.

There was a preference for transit within Stayner and transit between Wasaga Beach and Stayner with approximately two-thirds of the respondents identifying these as their first or second priorities. Feedback from the survey supported findings from discussions with staff and operators noting that many travel within the Stayner for most of their trips. Transit connectivity between Creemore and Stayner was commonly identified as a third priority. Figure 18 below visualizes the priorities for transit service as identified by the respondents.



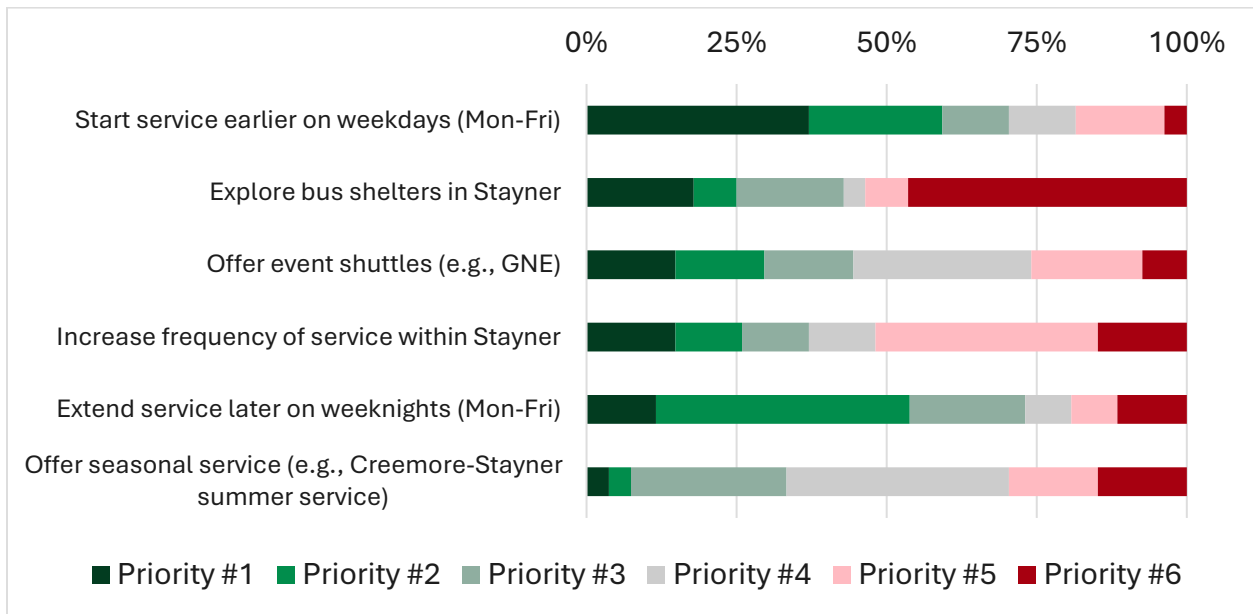
**Figure 18: Ranking of transit priorities**

The second ranking question asked respondents to rank the importance of other improvements to overall transit service. These improvements are secondary and to be considered if additional funding was made available. Options included:

- Start service earlier on weekdays (Mon-Fri).

- Extend service later on weeknights (Mon-Fri).
- Offer event shuttles (e.g., GNE).
- Offer seasonal service (e.g., Creemore-Stayner summer service).
- Increase frequency of service within Stayner, and
- Explore bus shelters in Stayner.

Respondents indicated a preference to invest in improving the service span if funding was made available. 59% of respondents highlighted starting service earlier on weekdays as their first or second priority. 51% of respondents highlighted extending service later as their first or second priority. Figure 19 below encapsulates the respondents rankings for additional supporting improvements.



**Figure 19: Ranking of supporting transit improvements**

Feedback attained from the survey was applied to refine the proposed routing and additional recommendations for the Clearview Transit Study.

# 4. Recommendations

## 4.1 Strategic objectives

The following strategic objectives were devised as the backbone of the planning work undertaken to develop the recommendations in this study. The objectives were adapted from a brainstorming activity conducted during staff workshops, while incorporating additional perspectives from Clearview staff and key stakeholders. These objectives ensure that the recommendations are holistic and align with the Township’s vision and the needs of the community.

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### **Objective 1: Strengthen Stayner routing for greater efficiency and safety**

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The existing Stayner route provides several challenges including many unprotected left-turns, deviations off of many main roadways, and returning to many streets multiple times. These challenges have led to on-time performance issues and a frustrating rider experience. Improving the routing efficiency and reducing the number of safety concerns are key elements of the proposed recommendations.

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### **Objective 2: Staff have sufficient resources to provide a reliable service**

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Managing transit services in smaller and rural municipalities is often just one of many responsibilities for staff. To ensure that staff are adequately supported, it is imperative, this study aims to ensure that they have the necessary resources and support.

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### **Objective 3: Improve integration between Clearview Transit and Simcoe County**

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LINX

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The connection to the Simcoe County LINX service at the Clearview Administration Centre is a crucial component of the transit network in Stayner. The Township should strive to leverage that connection and service to maximize the utility of Clearview Transit. Recommendations within this plan hope to advance opportunities to improve this integration.

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**Objective 4: Provide a cost-effective service that meets the needs of the community within the Township**

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The Township’s service shall strive to provide a community-oriented service for Clearview that balances its need for cost-effectiveness and affordability for riders. The recommended modifications to Clearview Transit services strive to balance these priorities.

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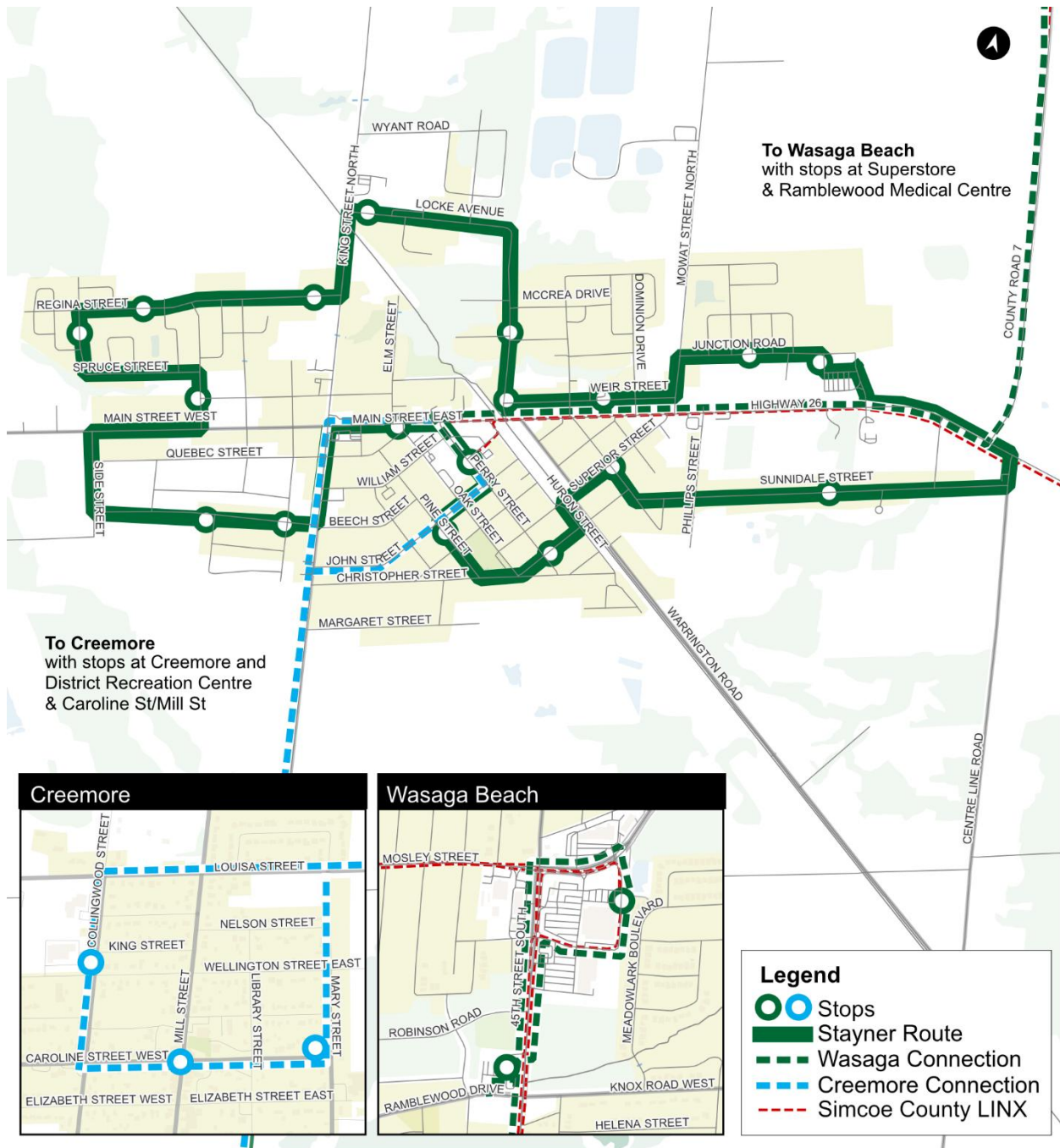
**Objective 5: Foster transit-supportive planning across Township**

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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. This plan includes recommendations to enhance transit-supportive planning and infrastructure development.

## **4.2 Network improvements**

The proposed network improvements for Clearview Transit maintain its core service offerings of a looping route in Stayner and service to Wasaga Beach. However, based on feedback, a limited service to Creemore has been proposed along with routing and scheduling adjustments to the Stayner loop.



**Figure 20: Clearview Transit system map**

The daily schedule, shared in Appendix A, proposes three daily trips to and from Creemore on weekdays. Another key change in the proposed daily schedule is two additional Stayner Loops in lieu of further Wasaga Beach connection on weekdays. There is no proposed

schedule adjustment on weekends as the County LINX service does not operate on weekends. Table 3 provides a summary of the distribution of trips on a typical weekday.

**Table 3: Proposed daily schedule distribution**

<b>Service Types</b>	<b>Existing Daily Trips</b>	<b>Proposed Daily Trips</b>
<b>Stayner Loop</b>	14	16
<b>Wasaga Beach Connection</b>	14	9
<b>Creemore Connection</b>	0	3

The routing and scheduling adjustments to the Stayner Loop were established in a way for staff to be able to streamline the implementation of additional Stayner Loops or Creemore Connections if and when necessary.

It will be crucial for staff to monitor ridership and solicit feedback from the public on the changes to the service. It is recommended that staff re-evaluate the service every six months to ensure that the service is reflective of the demand and to assess if any further adjustments are required.

The following sub-sections detail the network improvements and additional recommendations for Stayner and connections to Wasaga Beach, Creemore and other parts of Clearview Township.

### **4.3 Stayner service improvements**

In response to feedback from staff, operators, and riders, an update to the Stayner routing has been proposed. The route was influenced by population density, where transit is most used, future growth areas, expanding transit in areas that do not currently have it, and

additional feedback from Clearview Transit operators. As shown in Figure 21, the proposed route would begin its run at the Clearview Administration Centre and proceed through Stayner in a clockwise direction to complete the loop. At this point, the service would proceed towards Wasaga Beach before returning to the Administration Centre to begin its Stayner loop. Additionally, the proposed route includes the following updates:

- Increased transit service along Red Oak Trail.
- Fewer challenging unprotected left turns.
- Leverages both signalized intersections on Main Street to complete left turns through Stayner.
- Shorter driving time within Stayner.



**Figure 21: Proposed Stayner Loop routing**

Accompanying the proposed route is a revised schedule that is intended to improve connectivity to the County LINX service in Stayner. Within the proposed schedule, included in Appendix B, the schedule is aligned to connect with the County LINX service between Wasaga Beach and Barrie to provide opportunities to transfer between the two services.

## **4.4 Service across the Township**

Staff expressed interest in exploring transit service to other communities throughout the Township. The findings from both Section 2 and 3 indicated that travelling to Wasaga Beach is crucial for existing riders. However, there is an opportunity for Clearview Transit to adapt their service offerings to provide improved service to other areas of the community, while leveraging the existing service provided by Simcoe County that provides an alternative option for travelling to Wasaga Beach.

### **4.4.1 Proposed Creemore Connection**

A limited connection to Creemore is proposed for weekdays. Illustrated in Figure 22, the Creemore Connection would include three stops in Creemore:

- Mary Street/Caroline Street
- Caroline Street/Mill Street
- Collingwood Street (across Creemore & District Recreation Centre)



**Figure 22: Proposed Creemore Connection**

The proposed schedule for the Creemore Connection is included in Appendix B.

#### **4.4.2 Other connection opportunities**

This Study investigated the opportunity to connect additional communities in Clearview Township including Nottawa and New Lowell. For Nottawa, given the proximity to Collingwood, it would be beneficial for the Township to engage with the Town of Collingwood explore opportunities to partner to enhance connectivity between Collingwood and Nottawa. Similarly, for New Lowell, the existing routing for LINX Route 2 provides an opportunity for an additional stop between Brentwood and Stayner. It is recommended that the Township engage with Simcoe County to explore the possibility of providing service in New Lowell.

## 4.5 Ridership forecast

Based on the routing recommendations in Section 4.2 and 4.3, Clearview Transit ridership has been projected for 2026 through 2030. As shown in Table 4, the projected ridership has been separated across the three service types (Stayner Loop, Wasaga Beach Connection, and Creemore Connection). While there would be an initial decrease in the number of riders using the service to travel to Wasaga Beach, it is expected that overall ridership in 2026 would increase from 2025 and continue over the course of the following five years.

**Table 4: Clearview Transit – Annual Ridership Forecast (2026-2030)**

Service Type	2025	2026	2027	2028	2029	2030
Wasaga Beach	8,000	7,100	7,200	7,500	7,700	8,000
Stayner Loop	5,300	6,600	6,700	6,900	7,200	7,500
Creemore	-	170	220	240	250	260
<b>Total</b>	<b>13,300</b>	<b>13,870</b>	<b>14,120</b>	<b>14,640</b>	<b>15,150</b>	<b>15,760</b>

The ridership forecast assumes no fare integration with Simcoe County or any neighbouring transit services, and no additional daily schedule adjustments beyond what has been proposed in Section 4.3 and Appendix A.

## 4.6 Supporting recommendations

In addition to the proposed routing in Stayner and services across the Township, several supporting recommendations have been developed to improve Clearview Transit for riders and staff. For every recommendation, the related strategic objective is referenced in brackets.

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**Supporting Recommendation #1: Strengthen rider access and experience  
through improved pedestrian and transit infrastructure amenities**

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While the proposed route increases coverage in Stayner, access to transit is also impacted by the walk to and from one's origin and destination. Several policies from the Township's Official Plan were established to increase multimodal access across the Township. As it pertains to transit access in Stayner, this may include:

- Implementing a pedestrian cross-over along Main Street to provide safe crossings for riders. Potential locations include:
  - Along Main Street, between Scott and Louisa Street (mid-block)
  - At the County Road 91 and Stayner Street intersection
  - At Airport Road and Centre Street intersection
- Provide bus shelters at key stops to improve rider comfort in adverse weather.
- Enhance signage and awareness by using larger bus stop signs and adding bus stops signs at missing locations.

This recommendation is aligned with Strategic Objective #5: Foster transit-supportive planning across Township

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**Supporting Recommendation #2: Convert Main Street/Grand Trunk Road to a  
signalized intersection**

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While many of the unprotected left-turns have been removed from the Stayner route, the southbound left at Main/Grand Trunk remains. With the expectation that there will be greater vehicular volume at this intersection due to increased commercial development, it

would not only be beneficial for transit vehicles, but for all modes of transportation to implement a traffic signal at this intersection to reduce the likelihood of unsafe turning movements and improve the overall level of service at the intersection.

This recommendation is aligned with Strategic Objective #1: Strengthen Stayner routing for greater efficiency and safety

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**Supporting Recommendation #3: Improve transparency and accountability  
between the Township and the operator**

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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 any reason service 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.

This recommendation is aligned with Strategic Objective #2: Staff have sufficient resources to provide a reliable service.

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**Supporting Recommendation #4: Provide staff with sufficient resources**

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For small and rural municipalities, transit is often one of many responsibilities for staff. Therefore, it is important for staff to have sufficient and effective resources at their disposal. Currently, the main resource for staff is the TransitFare dashboard that should provide detailed summaries of operations. However, as stated in this Study, TransitFare reporting is lacking and does not allow for informed decision-making from staff. It is recommended that staff explore alternative data management tools so that they are capable of easily assessing the ongoing state of transit in Clearview.

This recommendation is aligned with Strategic Objective #2: Staff have sufficient resources to provide a reliable service

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**Supporting Recommendation #5: Explore fare integration across County**

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Given that most residents in Clearview Township travel elsewhere throughout Simcoe County for daily needs, establishing an integrated fare program between Simcoe County LINX, Clearview Transit and neighbouring transit services in Wasaga Beach and Collingwood. This may be most useful to support making regional travel on transit more affordable and convenient for riders and help to eliminate service duplication between Simcoe County LINX services and Clearview services travelling between Stayner and Wasaga Beach. This could expand on the existing fare system partnership between Wasaga Beach and Collingwood, where a single fare card provides access to both of their systems. Additional investigation would be required to identify the best approach.

This recommendation is aligned with Strategic Objective #3: Improve integration between Clearview Transit and Simcoe County LINX and Strategic Objective #4: Provide a cost-effective service that meets the needs of the community within the Township

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**Supporting Recommendation #6: Increase visibility and awareness through partnerships**

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While staff indicated that the service is appreciated by riders, it was mentioned that awareness of the service is lacking in the community. Therefore, it is recommended that Clearview Township explore joint marketing campaigns and outreach through partnerships with municipalities, seniors' groups, youth organizations, and community centers.

This recommendation is aligned with Strategic Objective 4: Provide a cost-effective service that meets the needs of the community within the Township.

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**Supporting Recommendation #7: Leverage funding to support and expand services**

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It is recommended that Clearview Township pursue funding and grant opportunities from the Province of Ontario and the Canadian Federal Government. For instance, the Ontario Transit Investment Fund (OTIF) was established to provide supporting funds for transit agencies to establish new services, expand coverage, and integrate existing transit services in Ontario. As of April 2025, the window for OTIF funding is open and applications are being accepted. Funding from OTIF can cover up to 50% of total project costs but is to be capped at 30% of project costs in the final funding year. This scaling back of funding is intended to ensure that services are sustainable in the long-term, and provides a buffer where ridership, fare revenue and partner involvement can increase progressively over the course of the project. Additional funding sources may include the Ontario Provincial Gas Tax Program, the Federation of Canadian Municipalities – Green Municipal Fund, and any federally funded program.

This recommendation is aligned with Strategic Objective 4: Provide a cost-effective service that meets the needs of the community within the Township.

## **5. Conclusion**

This Transit Study assessed the current state of transit in Clearview through detailed data analysis and community engagement. The findings indicated that there is potential for the Township to modify its service so that it is better positioned for providing additional service within the Township today and in the future based on demand and feedback.

The outcomes and recommendations from this Study are subject to approval from Clearview Township Council.

# Appendix A – Proposed Daily Schedule

Proposed Daily Schedule for Clearview Transit by Day of Week

Time Start	Weekday	Saturday	Sunday
6:40 a.m.	Stayner	Stayner	-
7:10 a.m.	Wasaga Beach	Wasaga Beach	-
7:40 a.m.	Stayner	Stayner	-
8:10 a.m.	Wasaga Beach	Wasaga Beach	-
8:40 a.m.	Stayner	Stayner	Stayner
9:10 a.m.	Creemore	Wasaga Beach	Wasaga Beach
9:40 a.m.	Stayner	Stayner	Stayner
10:10 a.m.	Wasaga Beach	Wasaga Beach	Wasaga Beach
10:40 a.m.	Stayner	Stayner	Stayner
11:10 a.m.	Stayner	Wasaga Beach	Wasaga Beach
11:40 a.m.	Stayner	Stayner	Stayner
12:10 p.m.	Wasaga Beach	Wasaga Beach	Wasaga Beach

<b>Time Start</b>	<b>Weekday</b>	<b>Saturday</b>	<b>Sunday</b>
<b>12:40 p.m.</b>	Stayner	Stayner	Stayner
<b>1:10 p.m.</b>	Creemore	Wasaga Beach	Wasaga Beach
<b>1:40 p.m.</b>	Stayner	Stayner	Stayner
<b>2:10 p.m.</b>	Wasaga Beach	Wasaga Beach	Wasaga Beach
<b>2:40 p.m.</b>	Stayner	Stayner	Stayner
<b>3:10 p.m.</b>	Stayner	Wasaga Beach	Wasaga Beach
<b>3:40 p.m.</b>	Stayner	Stayner	Stayner
<b>4:10 p.m.</b>	Wasaga Beach	Wasaga Beach	Wasaga Beach
<b>4:40 p.m.</b>	Stayner	Stayner	Stayner
<b>5:10 p.m.</b>	Wasaga Beach	Wasaga Beach	Wasaga Beach
<b>5:40 p.m.</b>	Stayner	Stayner	-
<b>6:10 p.m.</b>	Creemore	Wasaga Beach	-
<b>6:40 p.m.</b>	Stayner	Stayner	-
<b>7:10 p.m.</b>	Wasaga Beach	Wasaga Beach	-

<b>Time Start</b>	<b>Weekday</b>	<b>Saturday</b>	<b>Sunday</b>
<b>7:40 p.m.</b>	Stayner	Stayner	-
<b>8:10 p.m.</b>	Wasaga Beach	Wasaga Beach	-

# Appendix B – Proposed Hourly Schedule

## Proposed Schedule for Stayner Loop and Wasaga Beach Connection

ID	Stop Name	Stop Status	Stop Times
1	Perry Street & Gideon Street	Existing (T)	:41
2	Main Street & Catherine Street	New	-
3	Centre Street & Airport Road	Modified	-
4	Centre Street	Existing	-
5	East Street	New	-
6	Red Oak Trail	New	-
7	Clearview Public Library	Modified (T)	:51
8	North Street	New	-
9	SCI Highschool	Modified	-
10	Scott Street & McCrae Drive	Modified	-
11	Scott Street & Weir Drive	New	-
12	Weir Drive	Modified	-
13	Stayner Care Centre	New	-

ID	Stop Name	Stop Status	Stop Times
14	Stayner Foodland (Grand Trunk)	Existing (T)	:01
15	Sunnidale Street	Modified	-
16	Superior Street & Cherry Street	Modified	-
17	Jane Street & Perry Street	New	-
18	Charles Street & Oak Street	Existing	-
19	Perry Street & Gideon Street	Existing (T)	:11
20	Wasaga Superstore Transfer	Existing (T)	:24
21	Wasaga Ramblewood Medical Centre	Existing	-
22	Perry Street & Gideon Street	Existing (T)	:39

### Proposed Schedule for Creemore Connection

ID	Stop Name	Stop Status	Stop Times
19	Perry Street & Gideon Street	Existing (T)	:11
20	Mary Street & Caroline Street	New (T)	:24
21	Caroline Street & Mill Street	New	-
22	Wellington Street & Collingwood Street	New	-

ID	Stop Name	Stop Status	Stop Times
23	Perry Street & Gideon Street	Existing (T)	:39

