

## **FOR IMMEDIATE RELEASE**

### **County hosts second virtual Public Information Centre to engage residents on transportation strategy**

**Midhurst/April 29, 2022** – The County of Simcoe is hosting a virtual Public Information Centre (PIC) to support updates to our regional Transportation Master Plan (TMP). Input received from residents will help provide direction for the planning, coordination and implementation of a multi-municipal road and transit network, active transportation amenities (including bike lanes and trail networks), and commuter facilities for the next 30 years and beyond in Simcoe County.

“The success of the County’s expanding public transportation network, including our LINX Transit Service, active transportation system, and road infrastructure, is essential in the day-to-day lives of residents, as well as for a strong economic future,” said Warden George Cornell. “Through our Transportation Master Plan update, we are looking at our approach to ensure that we meet the current and future needs of our growing municipalities. We have already conducted extensive public consultation, and we are now going back to our residents for their input on our strategy. We encourage residents to take the time to view our interactive virtual public information session and provide us with feedback over the coming month.”

Until May 29, 2022, interested parties are invited to visit [www.simcoe.ca/tmp](http://www.simcoe.ca/tmp) to view the virtual Public Information Centre, an interactive engagement space containing project display boards, a public opinion survey and an area to submit feedback and comments. Two rounds of engagement are being held, providing opportunities for members of the public to provide input and feedback throughout the study. Round 1 was held in March and April 2021.

#### **About the Transportation Master Plan**

A Transportation Master Plan (TMP) is a long-term strategy to guide the planning, expansion and management of a multi-modal transportation system. A TMP provides strategies and policies that align with the County of Simcoe’s growth and support its vision for the future transportation system. The County of Simcoe is developing an update to the TMP that will outline transportation infrastructure needs and priorities to 2051.

The TMP will:

- Develop a forward-looking plan for all types of travel: driving, transit, cycling, walking, commercial vehicles, air and rail freight
- Provide connectivity between transportation modes to move people and goods sustainably, efficiently and safely based on mobility solutions
- Define policies and long-term strategies that will result in the protection of transportation corridors for all modes
- Coordinate and collaborate with private sector, Indigenous communities, government agencies and municipalities
- Solicit and integrate public consultation and contributions from across the County

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at [simcoe.ca](http://simcoe.ca).

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