



## ***MEDIA RELEASE***

**Wednesday, September 5, 2018**

***FOR IMMEDIATE RELEASE***

### **New Transit routes provide faster, later service**

(Barrie, ON) Starting this week, Barrie Transit riders are able to get to key destinations faster and stay out later with two new routes. Route 100 – Georgian Express Route began yesterday and a new Late Night Loop route starts September 7.

"Thanks to the U-Pass partnership with Georgian College, we have thousands more transit riders beginning this week," said Brent Forsyth, Director of Transit. "As a result of this increase, we've worked to come up with new routes that will improve service to and from the College, making transit more convenient. We will continue to monitor usage and will add more buses/routes as required."

On April 30, 2018, City Council approved implementing a Universal Transit Pass (U-Pass) for Georgian College. The U-Pass program launches this semester. Nearly 16,500 students are eligible for the fall, winter and summer semesters at Georgian College. Council also approved an additional 1,000 service hours to and from Georgian College to accommodate the anticipated ridership increase associated with the implementation of the U-Pass.

The Georgian Express will operate between downtown and Georgian College from 7:30 a.m. to 2:30 p.m., stopping at popular stops along the way. The route extends to Georgian Mall in addition to servicing downtown and Georgian College from 2:30 to 10 p.m.

The Late Night Loop follows Route 8 in two loops to and from downtown on Friday and Saturday night only. The first clockwise loop will depart the Transit Terminal at 12:50 a.m. The second counter-clockwise loop will depart the Transit Terminal at 1:50 a.m.

"I think it's great they're providing us the opportunity," said Barrie Campus Georgian College Students' Association President Jonah Brandridge, who is also part of the advisory committee meeting regularly to discuss transit and other issues. "They realize students are an important part of Barrie, especially in the north end. The new routes are adaptable and flexible, and as things come up, and new changes are needed, we'll be able to implement those changes."

To see new routes and maps, visit [www.barrie.ca/TransitNotices](http://www.barrie.ca/TransitNotices). Go to MyRideBarrie.ca to view Barrie Transit bus locations in real time, get departure times & save your favourite routes.

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