



MEDIA RELEASE

Monday, July 29, 2019

FOR IMMEDIATE RELEASE

Route improvements coming to Barrie Transit Aug. 25

(Barrie, ON) Barrie Transit is improving routes across the system by providing faster and more frequent services for riders. The changes take effect on Sunday, August 25 and are being made with no additional operating or capital costs.

"We've experienced significant ridership growth in recent years," said Brent Forsyth, Director of Transit. "Since the implementation of the Georgian College Universal Pass in September 2018, Barrie Transit has seen a 36 per cent increase in ridership. In response to this demand, our staff worked hard to identify a cost-neutral route plan that will enhance the service."

The updated routes were designed using ridership and real-time bus tracking data collected through the on-board automated passenger counters. The route plan provides improved service to an area of the City where Barrie's buses are frequently at maximum capacity. The expanded Route 100 Blue & Red Express (previously Georgian Express) will operate with peak frequency of 22 minutes. The changes will also optimize routing in other areas of the City by offering improved connections and reduced travel times.

To see the new routes that take effect on August 25, visit www.barrie.ca/TransitNotices.

-30-

For more information, please contact:

Emma Sharpe
Communications Advisor
emma.sharpe@barrie.ca
705-739-4220 x4436