



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Barrie Transit welcomes its four-millionth rider on board in 2024

Barrie, ON – Yesterday, Barrie Transit reached a major milestone by welcoming its 4 millionth rider in 2024. This is the first time this number has been reached annually by Barrie Transit, setting a new record high for the number of riders in the city.

“We are incredibly proud to have reached over 4 million rides in 2024, for the first time in our city’s history,” said Mayor Alex Nuttall. “As we look to the future, we’re excited to continue building on this success and further enhancing the service for the people of Barrie.”

Some of the main Barrie Transit initiatives from 2024 include the following:

- Introduction of a new digital way to purchase transit fares. Riders can now purchase fares from anywhere through the HotSpot app or website.
- Renewal of the Georgian College Universal Transit Pass (U-PASS) with a new five-year agreement. The success of the program showcases the strong partnership between Georgian College, the Georgian College Student Association, and Barrie Transit.
- Introduction of a fare integration program (One Fare) between Barrie Transit, GO Train, and GTA transit agencies like the TTC.
- The introduction of the 400 Express route and adding more options for riders. The new 400 Express route connects the north and south ends of the city by using the highway, saving riders time. Transit on Demand provides additional travel options with direct service to high-demand destinations, as well as added coverage to areas of the City that did not previously have transit service.

Barrie Transit offers conventional service and [specialized transit](#) services for people with mobility restrictions. Visit barrie.ca/transit for details.

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