



MEDIA RELEASE

Friday, June 6, 2025

FOR IMMEDIATE RELEASE

Barrie Transit launches new Transit ON Demand zones in south Barrie

Barrie, ON – Starting Sunday, June 8, Barrie residents in the southeast and southwest parts of the city will have expanded Transit ON Demand (ToD) service. The City is adding new ToD zones in Wards 7, 9 and 10, helping to connect more communities and riders in south Barrie to the overall transit network.

The new ToD zones in south Barrie are as follows:

- Zone E: New coverage to provide service to new communities in the Lally Terrace and Terry Fox Drive areas
- Zone F: New coverage added on Madelaine Drive, and Lockhart Road/Saunders Road (currently Zone D) will become Zone F to better standardize zone sizes
- Zone H: New coverage to provide service to new communities in the Mabern Street, Sundew Drive, and King Street areas

Transit ON Demand is a Barrie Transit service without a fixed schedule or route. Riders can [book a trip](#) through an app, online or by phone, and it allows travel from bus stop to bus stop within a zone, on demand. There are three simple steps:

1. Book a ride using the Barrie ToD app. Enter your starting point and destination within the service zone. You can also book a ride on your laptop or by calling in (dial 705-726-4242 and follow the prompts to book).
2. After booking, you'll receive a confirmation with the Transit ON Demand stop where your bus will arrive. You can track your ride in real time using the Barrie ToD app. Once the bus is confirmed to be on its way, make sure you're at the correct stop.
3. Board the bus and enjoy your ride!

Adding the new ToD zones in south Barrie is part of Barrie Transit's [new network rollout](#). City staff continue to monitor for trending rider feedback to improve ToD service operations, and make adjustments accordingly.

To learn more, visit barrie.ca/TransitOnDemand.

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Barrie Transit

Transit ON Demand Now Serving More of South Barrie!

Book Your Ride Today!
barrie.ca/TransitOnDemand