

Staff Memorandum



To	Mayor A. Nuttall and Members of Council
Subject	Barrie.ca AI-Powered Chatbot Launch
Date	May 28, 2025
Ward	All
From	R. Emerson, Manager of Digital Transformation and User Experience
Executive Member Approval	R. James-Reid, General Manager of Access Barrie
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to provide members of Council with an update concerning the Digital Customer Service and Workforce Innovation Project, approved as part of the 2024 Business Plan and Budget.

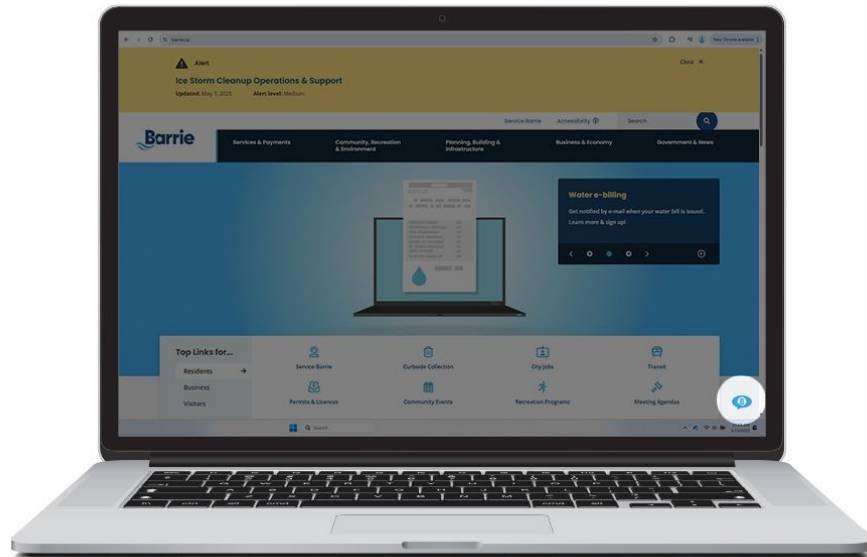
On May 28, 2025, the project team is pleased to introduce a new chatbot powered by Artificial Intelligence (AI) on the City's corporate website, Barrie.ca. The chatbot is designed to enhance customer support for the City of Barrie.

The new AI-powered chatbot is a collaboration between Information Technology, Marketing and Communications, and Service Barrie who brought together their technology, user experience, and customer service expertise for the solution. As a beta release, the chatbot is not final and its performance will continue to be refined. The project team will monitor interactions with the chatbot to continue refining the solution, and to help ensure the chatbot interprets website content accurately and provides more meaningful answers over time.

By enhancing customer support with the new AI-powered chatbot, we're aiming to make visits to our Barrie.ca website more efficient and enjoyable, allowing visitors to ask questions in plain language and be provided with direct answers along with links to more information.

The AI-powered chatbot leverages advancements in AI to handle high-frequency low complexity tasks and frees up staff resources to focus on more complex value-added tasks.

The Digital Customer Service and Workforce Innovation Project is modernizing and transforming the way we use information and harness new technologies to improve service delivery. The project team continues to work with departments across the corporation to identify and pursue additional opportunities for AI and other new technologies to enhance City services and make our work more efficient.



Memo Author: Rob Emerson, Manager of Digital Transformation and User Experience, Information Technology

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Pending #: Not applicable