



MEDIA RELEASE

Monday, April 8, 2024

FOR IMMEDIATE RELEASE

Georgian College and Barrie Transit Extend U-Pass Program

(Barrie, ON) – The City of Barrie will enter into a new agreement with Georgian College for the Universal Transit Pass (U-Pass). The Georgian College Student Association (GCSA) held a referendum vote the last week of March and students voted in favour of continuing with the U-Pass beyond August 2025. The new agreement will be for an additional 5-year term with the option to extend an additional 2 years.

The U-Pass provides unlimited access to the transit system for all full-time students at the Barrie Campus of Georgian College. With over 22,000 eligible students participating in the program during 2023 alone, the U-PASS accounted for 1.7 million trips, comprising of approximately 45% of the ridership system wide.

“We are thrilled to extend the U-Pass program, providing students with continued access to affordable and convenient transportation,” said Mayor Alex Nuttall. “This partnership exemplifies our dedication to supporting the needs of our student community and fostering a sustainable transportation solution.”

“The continued success of the U-Pass program showcases the strong partnership between Georgian College, the Georgian College Student Association (GSCA), and Barrie Transit,” said Brent Forsyth, Director of Transit. “This extension represents the commitment to further enhancing accessibility and mobility options for students within the community.”

The current U-Pass program has been in effect since September 2018. The current agreement is set to expire in August 2025.

Students looking for more information on transit options, including the U-Pass, can visit GeorgianCollege.ca/transit. For more information on Barrie Transit, visit barrie.ca/transit.

- 30 -

For more information, please contact:

Melanie Rumley
Communications Advisor
melanie.rumley@barrie.ca
705-627-2702



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Go To MyRide

View Barrie Transit
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U-PASS is now automated!

To use the U-Pass, simply tap your ONEcard when you get on the bus

- All returning eligible students should be active 24 hours after registering for their full-time timetable
- New and replacement ONECards will take 24 hours from the time the card is printed until they are active on Barrie Transit's fare boxes
- Co-op students who wish to opt-in can purchase their pass from the GCSA

To get your ONEcard, visit the website today

GeorgianCollege.ca/ONEcard



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