



ACCESS BARRIE MEMORANDUM

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TO: DEPUTY MAYOR, B. WARD AND MEMBERS OF COUNCIL

FROM: C. HARRIS, MANAGER MARKETING AND COMMUNICATIONS

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: NEW OFFICIAL CITY APP

DATE: MAY 30, 2022

The purpose of this Memorandum is to provide members of Council with confirmation that the City has launched a new official mobile app.

IT and Communications staff have worked together to develop the new City of Barrie app, which is now available in the App Store (screenshots below) and is expected to be available in Google Play in the coming week.

Communications staff have reviewed Pingstreet analytics, and conducted a survey in April to gather feedback from current Pingstreet users and input from potential users of a new mobile app. A total of 301 survey responses were received; feedback was reviewed and considered in the development of the new app. Going forward, app users can submit feedback directly within the City's new app.

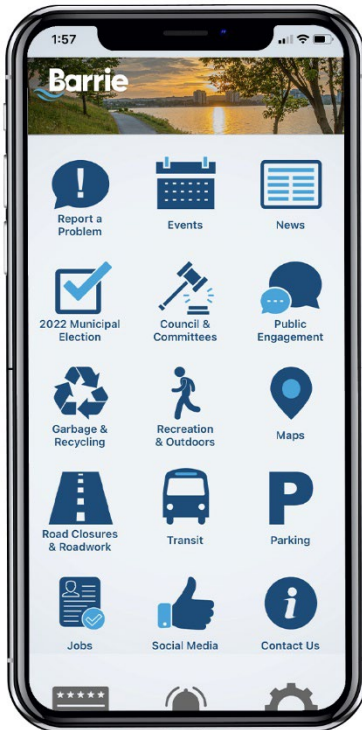
The new app allows us to seamlessly provide more information and increased access to services than what was available in Pingstreet, including:

- News and events;
- Road closures and roadwork;
- 2022 Municipal Election;
- Council and committees;
- Garbage and recycling;
 - *including a customized curbside collection calendar*
- Transit and parking;
- City job listings and other employment resources;
- Parks and recreation;
- Maps; and
- and more!

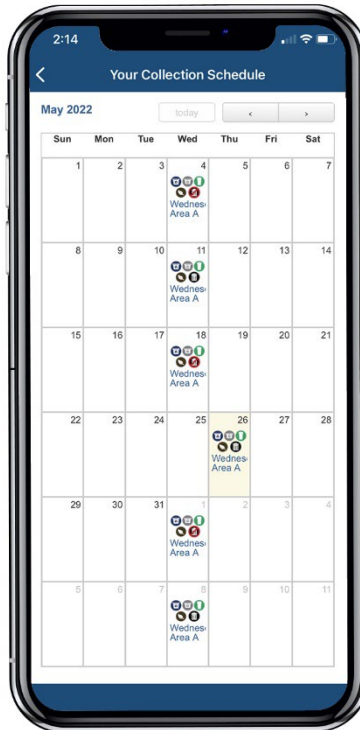
In addition, residents can report a problem directly to the City and opt in to timely and personalized notifications.

Content and features may evolve based on user feedback, digital communications channels and integrations, and timely topics important to residents.

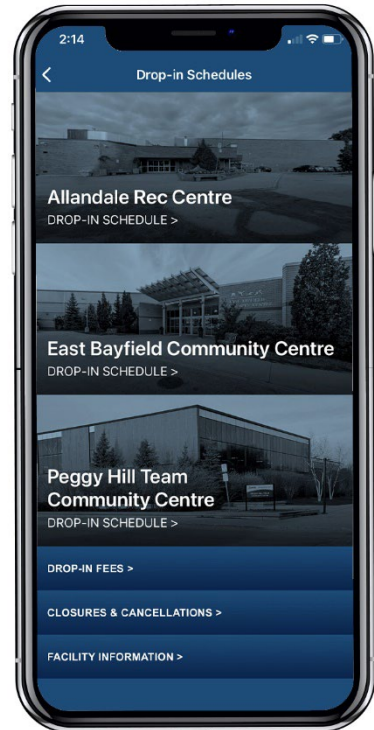
We will be leveraging Pingstreet to communicate the availability of the new app to the over 14,000 current users, as well as various communications channels appropriately.



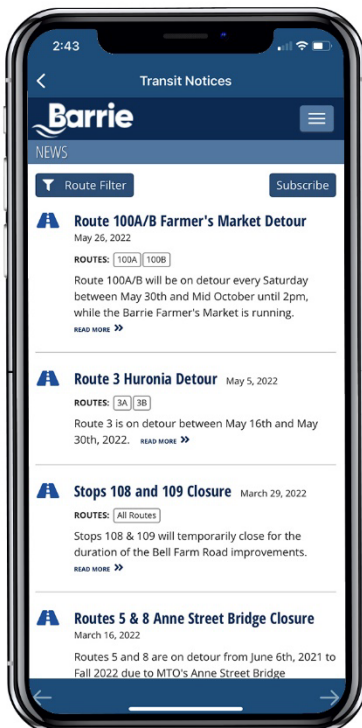
Home screen



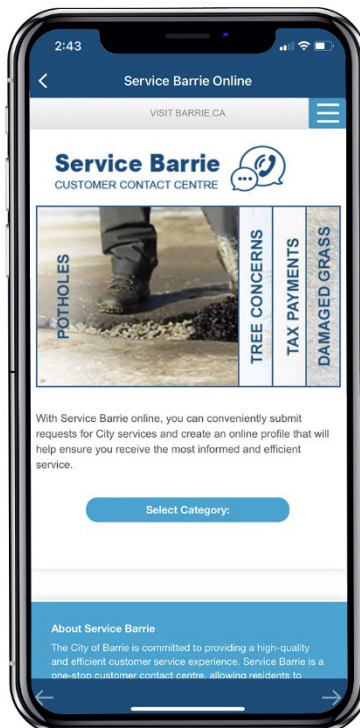
Curbside collection calendar



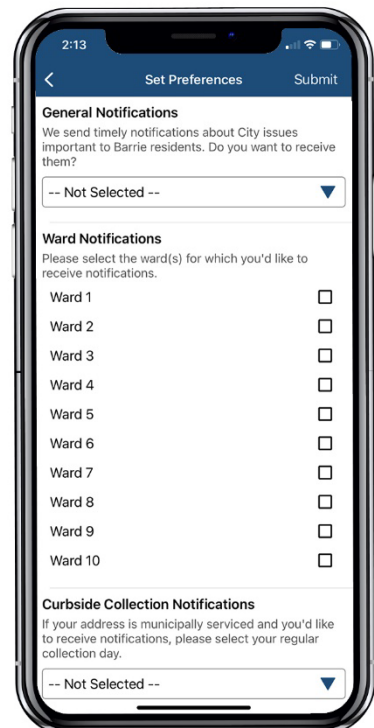
Drop-in Schedules



Transit Notices



Service Barrie Online



Notification Preferences