



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

City of Barrie launches new website

(Barrie, ON) – The City of Barrie has a new, redesigned website (Barrie.ca). The new website has a fresh and modern look, and the user experience has been greatly improved with new features and functionality. The City's website was last redesigned in 2011, and since then there has been significant changes in technology. The redesign makes barrie.ca current again, offering the type of online services residents expect.

"The City of Barrie is focused on providing the best customer experience for our community," said Rebecca James-Reid, Executive Director of Access Barrie. "The new Barrie.ca is one more improvement we are making to the way people interact with the City. The redesign makes it easier for the public to find and access City information and services that are important to them."

Input from the public and staff was a key component of the website redevelopment project. The City received over 1,200 responses via four feedback initiatives that helped inform the new site's navigation and content placement. Feedback about the site is always welcome via barrie.ca/feedback.

Features of the new site include:

- A fresh, modern look to enhance the user experience.
- Cleaner navigation that was informed by analytics and feedback, and filtering options throughout the site that allow visitors to sort the information they're looking for.
- Site-wide alert messages, so the City can draw the public's attention to emergency-related info when needed.

Barrie.ca is the online hub for information related to all City services, programs, facilities, events, and governance. In 2021, Barrie.ca had over 2 million visits and over 4.9 million pageviews.

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For more information, please contact:

Scott LaMantia
Senior Communications Advisor
scott.lamantia@barrie.ca
705-794-0517