



## TRANSIT AND PARKING MEMORANDUM

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**TO:** MAYOR, A. NUTTALL AND MEMBERS OF COUNCIL

**FROM:** B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING

**NOTED:** R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

**RE:** SPECIALIZED TRANSIT CLIENT ONLINE BOOKING SERVICE

**DATE:** November 23, 2022

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The purpose of this Memorandum is to inform members of Council that we are offering a Client Online Booking Service to our specialized transit clients, which contributes to advancing two of Council's Strategic Priorities, including Offering Innovative and Citizen-Driven Services, as well as Improving the Ability to Get Around.

Barrie Transit is excited to announce that it will be launching a Client Online Booking Service on November 23<sup>rd</sup>, 2022, to further enhance the specialized transit client experience. This Specialized Transit Client Online Booking Service is an online browser, which allows specialized transit clients to use a desktop, tablet, or mobile phone to manage their trip bookings.

Currently, specialized transit client's book, cancel, confirm, or make changes to their scheduled trips by calling a live booking agent. The new Client Online Booking Service eliminates the need to speak to a live booking agent. Clients will gain independence and time, as they freely manage their own trips. Furthermore, the current specialized transit service does not provide the ability for clients to view their upcoming trip in real time. The new Client Online Booking Service allows clients to see their bus in approaching in real time (as illustrated in Appendix A).

Specialized transit clients will appreciate having more control over their specialized transit experience. By offering them a user-friendly Client Online Booking Service, they will have immediate access to their trip details, personal profiles, and know when their vehicle will arrive.

Ultimately, by involving our specialized transit clients with this trip booking service, they are receiving a high-level of service and a highly personalized experience, which will result in following benefits:


- Reduced wait times, improved efficiencies, and increase ridership;
- Improved customer satisfaction by reducing time sitting on hold to book through a live agent and an ability to view your bus in real-time; and
- Client Online Booking will be available 24 hours a day, 7 days a week.

For Specialized Transit clients unable to access the Client Online Booking Service, trip bookings, booking changes, confirmations and cancellations will still be available by telephone through a booking agent.

## Appendix A

Your Ride is on the Way!

**Your ride will arrive in 3 minutes**



➔	<b>PICK UP</b> 8:45 AM - 9:15 AM Estimated: 8:55 AM	Bob Rumball Center, 1 Royal Parkside Dr, Barrie
➔	<b>DROP OFF</b> Estimated: 9:12 AM	Giant Tiger - South, 320 Yonge St, Barrie