



## ***MEDIA RELEASE***

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***FOR IMMEDIATE RELEASE***

### **City extends Georgian College U-Pass**

(Barrie, ON) – The City of Barrie has extended the Universal Transit Pass (U-Pass) for Georgian College students until August 31, 2024.

The U-Pass was first introduced in 2018 after Georgian students at the Barrie Campus voted in favour of it in a referendum. The goal of the pass was and continues to be to increase Barrie Transit ridership, reduce illegal parking near the campus and allow more students to find housing outside of the college's immediate area and take the bus to class. Following the launch of the U-Pass, Barrie Transit ridership grew by approximately 20% within the first semester.

"Reliable transit is essential for Georgian College students to not only move around the city, but to enjoy everything Barrie has to offer, especially our out-of-town and international students", said Mayor Alex Nuttall. "Extending the Georgian College U-Pass program will continue to encourage our student population to use public transportation in an attempt to reduce emissions across the city, while also saving students money long-term."

The U-Pass provides all full-time credit students at the Barrie Campus with unlimited access to Barrie Transit during semesters that students are enrolled in classes. The U-Pass is charged to students through their ancillary fees, and the fee for one semester is the approximate cost of a monthly Barrie Transit pass.

"The U-Pass has many financial and environmental benefits for students, but it's also incredibly convenient," said Brian Muscat, Dean of Students, Georgian College. "The pass is fully integrated with our student ONEcard so students at the Barrie Campus automatically have access to transit at the start of their postsecondary experience."

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

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