



TRANSIT & PARKING MEMORANDUM

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: M. MCCONNELL, TRANSIT PROJECTS LEAD

NOTED: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING
R. JAMES-REID, GENERAL MANAGER OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: BARRIE TRANSIT MOBILE FARE APPLICATION

DATE: February 7, 2024

This memo is intended to inform Council of the upcoming launch of the Barrie Transit's new Mobile Fare Application with HotSpot. HotSpot was recently awarded the Transit Mobile Fare Payment contract that will provide a digital option for transit customers to purchase and use fares at no added charge. Not all riders will choose to transition to mobile fares, so the current physical fare products will still be available for purchase.

All current Barrie Transit fare products will be available for purchase through the App. Fare products can be purchased anywhere, and once they are purchased, they will be available in the users account within the App. Riders will be able to activate one of their purchased fare products when boarding the bus to present to the operator for visual validation. The App does not require the use of cellular data when activating the pre-purchased fares.

The benefits of the Hotspot Mobile Fare Application are as follows:

- **Enhanced Customer Convenience:** Transit customers can purchase fares anywhere at anytime without needing exact change for single ride transit trips reducing the barrier to entry for existing or new transit customers.
- **Reduced Customer Travel Time:** Less time gathering and using change for on-bus fares means everyone travels faster.
- **Application Synergies:** Same application as the active HotSpot Parking meaning one mobile application to access both transit and parking services within the City of Barrie.

The application will become available to the public for the purchase of Barrie Transit fare products on **February 26, 2024**.

The following methods will be used during the Awareness and Education timeline leading up to the February 26th launch date to promote and educate transit customers on the application:

Promotion Plan

- Press release
- Social Media & Radio Advertising
- Barrie facility TV screen notices
- On-Bus Notices
- Ads on 10 transit shelters (1 per ward)
- Draw to win a month of free Barrie Transit

Education & Support Plan

- In-person information table at Barrie Transit Terminal
- Step-by-step user guide at barrie.ca/TransitFares
- HotSpot Customer Service Line