



MEDIA RELEASE

Thursday, February 8, 2024

FOR IMMEDIATE RELEASE

Starting February 26, purchase Barrie Transit fares anytime, anywhere online using HotSpot

(Barrie, ON) – Starting February 26, Barrie Transit riders will have a new way to purchase transit fares: through the HotSpot app or website. HotSpot is available for download from Google Play and the App Store. Current fare payment options (including cash) will still be accepted.

“With this digital option, we are making it more convenient than ever for residents and visitors to purchase Barrie Transit fares,” says Brent Forsyth, Director of Transit and Parking Strategy. “This is a significant step forward in our efforts to modernize and streamline fare payment, providing riders with a more efficient and accessible way to use our public transportation system.”

The City is offering riders a chance to win a free month of transit just by using the HotSpot app or website to purchase fares. Riders can purchase any Barrie Transit fare product available using the HotSpot app or website between February 26 to April 30, 2024 for a chance to win a month of free Barrie Transit rides.

All fare products will be available for purchase through HotSpot, except for the U-Pass for Georgian College students. Visit barrie.ca/TransitFares for a list of current fare products and prices. Instructions on how to purchase fare products through HotSpot will be available starting February 26 at barrie.ca/TransitFares.

Also effective February 26, Barrie Transit will no longer print Individual Day Passes and Family Day Passes on conventional buses. This is aligned with the availability to purchase fare products through HotSpot. These fare types will still be available for purchase at the terminal and through HotSpot. With the launch of HotSpot for Barrie Transit fare purchases, prices are not changing, all current fare products are still valid, and all other existing purchase options remain.

In addition to facilitating the purchase of transit fares, HotSpot is already available to use for a variety of parking needs in the City, including hourly parking in City-owned paid parking areas within the downtown, waterfront, and Gallie Court / Quarry Ridge, downtown parking permits, waterfront parking permits and Allandale residential parking permits. Visit barrie.ca/ParkingApp for more information on the availability of HotSpot for parking in Barrie.

- 30 -

For more information, please contact:

Emily O'Brien
Communications Advisor
emily.obrien@barrie.ca
705-627-0796



MEDIA RELEASE

Thursday, February 8, 2024