



MEDIA RELEASE

Friday, May 31, 2024

FOR IMMEDIATE RELEASE

Barrie Transit launches first phase of new network on June 2

Barrie, ON – Barrie Transit announces the official launch of phase one of its new Transit Network, set to go into effect this Sunday, June 2, 2024. This update is designed to enhance the current transit service, offering faster, more efficient routes, and expanded coverage to better serve the community.

Key changes include:

- **Route Changes:** There will be changes to routes 1, 3, 4, 5, 6, and 100. *(there are no changes to Routes 2, 7, and 8)*
- **Highway 400 Express Route:** A new express route on Highway 400 will connect the north and south ends of Barrie with a 30-minute frequency from 7 a.m. to 7 p.m. on weekdays and 9 a.m. to 7 p.m. on Saturdays.
- **Expanded [Transit ON Demand \(ToD\)](#):** ToD has expanded to five zones in Barrie. Each zone is differentiated by a unique colour and letter: Zones A, B, C, D and G. There are three easy ways to book ToD rides: download the Barrie ToD app; book [online](#); or call 705-726-4242.
- **Added Service Coverage:** On Hanmer Street, Lakeside Terrace, and Amelia Street.

Residents are welcome to attend [drop-in information sessions](#) about the new Transit Network, taking place until June 13.

“We encourage residents who are unsure about trying Transit ON Demand to call the City and ask us questions—we’re happy to show riders how easy it is to book and use the service,” said Brent Forsyth, Director of Transit and Parking Strategy. “We’re finding that once people have tried Transit ON Demand, they find it does result in quicker travel to their destination, and the ratings on the app have been positive so far.”

For the best experience, riders are encouraged to download the Transit App, which features real-time updates, specific route information, and trip planning tools—including both Transit ON Demand and fixed route schedules. The Transit App is integrated with the Barrie ToD app, so Transit ON Demand riders can plan their journey in the Transit App and easily book their corresponding Transit ON Demand trip.

For more details, schedules, and maps, visit barrie.ca/NewTransitNetwork. Riders can also view the [story map](#) for details of the changes coming to routes.

- 30 -

For more information, please contact:

Melanie Rumley
Communications Advisor
melanie.rumley@barrie.ca
705-627-2702

