



**ACCESS BARRIE
MEMORANDUM**

Page: 1
File:
Pending #:

TO: MAYOR NUTTALL AND MEMBERS OF COUNCIL

FROM: C. HARRIS, ASSOCIATE DIRECTOR OF COMMUNICATIONS AND CUSTOMER SERVICE

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: THIS MONTH IN BARRIE

DATE: NOVEMBER 6, 2024

The purpose of this memorandum is to inform members of Council about the pilot initiative approved for advertising City programs, services, and initiatives in the Barrie Compass, following Council's direction on June 14, 2024 (Motion: 24-G-152).

The closure of the local printed newspaper has affected residents who relied on it for community news. The new Barrie Compass offers an opportunity to keep residents informed about City-related news, events, and activities by distributing a printed version of their news each month.

Barrie Compass is now sharing news digitally via their website (<https://compassnews.ca/barrie/>) and are preparing for their first printed edition in early November. The printed version of *This Month in Barrie* will be included in the monthly publication and will be available for residents to pick up at the following locations, free of charge:

- City Hall via Service Barrie
- Peggy Hill Team Community Centre
- East Bayfield Community Centre
- Allandale Recreation Centre
- Parkview Seniors Centre
- Downtown Library
- Holly Branch
- Painswick Branch

In addition to *This Month in Barrie*, residents can stay informed about City services, initiatives, and more through a variety of the City's communications channels, including, the City's free mobile app, newsletters, posters, rack cards, monitors in community centres, direct mail campaigns, social media (Facebook, X, Instagram) and through the Barrie Compass digital website where weekly city news will also be shared (<https://compassnews.ca/barrie/>) starting in November. We have also partnered with Rogers on a new show, Barrie: City on the Move, for people without access to the internet, computers or smartphones to stay informed on City issues.

As per Council direction, we will report back to Finance and Responsible Governance by May 2025 providing details on the pilot project.