

# New Era of On-Demand Transit Launches Aug 5.

Service Launch Event  
July 31, 2025



**Ottawa River Transit**  
CONNECTING OUR COMMUNITY

# Benefits of Public Transit

The new ORTC on-demand transit service is expected to provide the following community benefits:



## Economic

Studies have shown that investments in transit generates economic returns in the community & a positive return on investment



## Equity and Inclusivity

Transit facilitates both economic and social inclusion and belonging in the community.



## Quality of Life

Transit strives to reduce barriers in accessing critical community services, improving quality of life



## Environmental

Transit aims to reduce private vehicle usage, decreasing traffic congestion and community greenhouse gas emissions

# Equal Access for a Vibrant and Inclusive Community



**Angela Lochtie**  
CPA, PFA, AMCert.

Director of Corporate Services  
City of Pembroke  
Staff Executive Lead, Transit

*“Amidst growing affordability challenges, the City of Pembroke's new on-demand transit service offers a cost-effective transportation solution that ensures equal access for all residents, fostering a vibrant, inclusive, and livable community”*

# Building Progress Through Collaboration

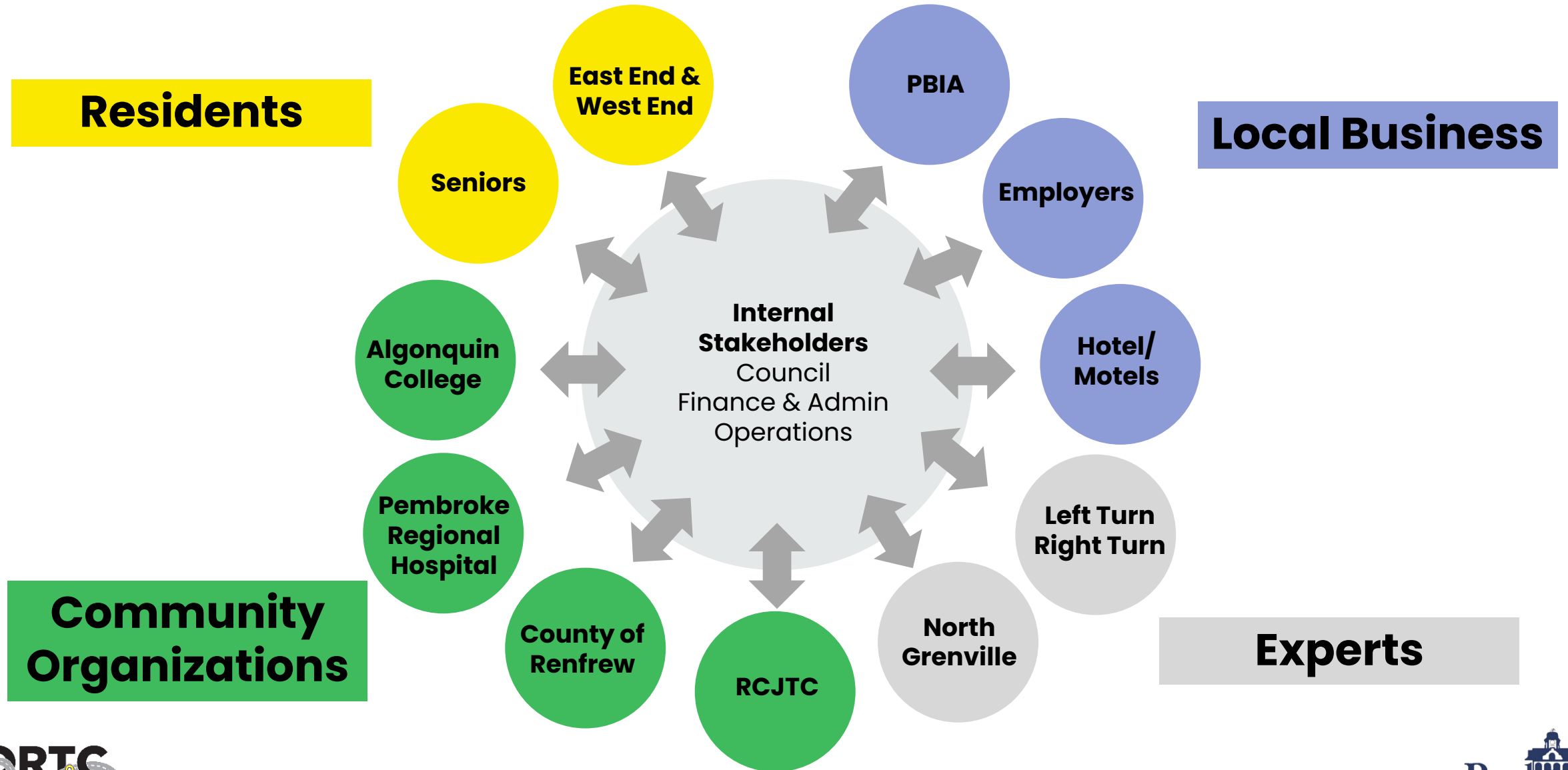


**Deputy Mayor  
Brian Abdallah**

City of Pembroke  
Council Lead, Transit

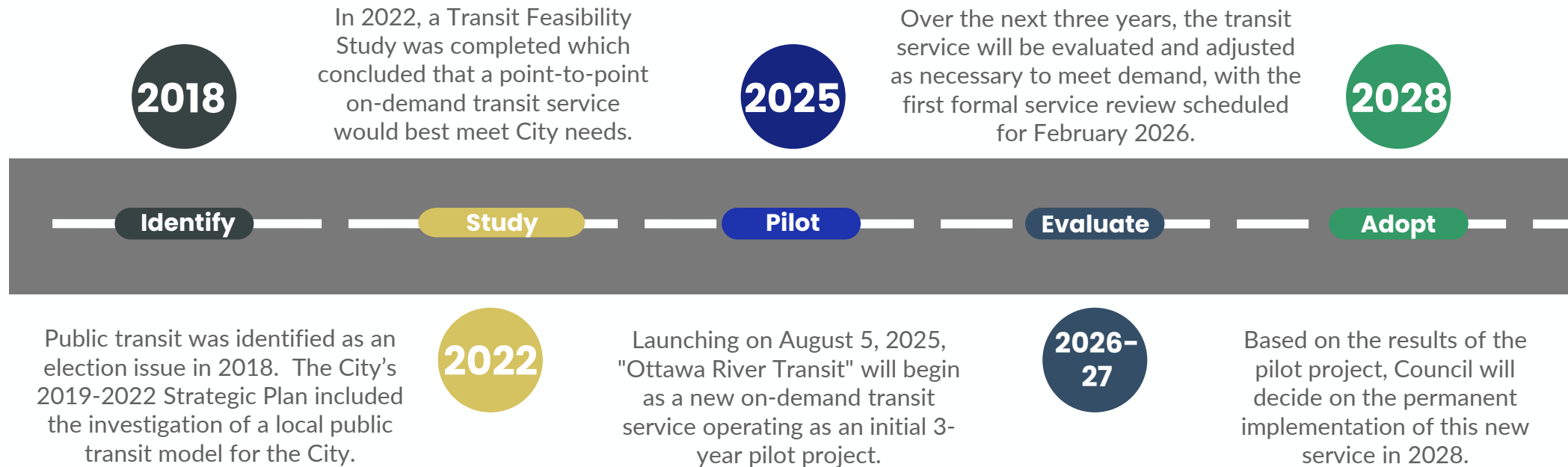
*“As Council Lead on the public transit pilot project, I was driven by the belief that true progress is built through collaboration—uniting community, council, staff, stakeholders, and residents—to create sustainable, accessible transit that not only connects our neighborhoods but also strengthens the foundation of our shared future along the Ottawa River.”*

# Stakeholder Collaboration



# Roadmap to Pembroke Public Transit 2.0

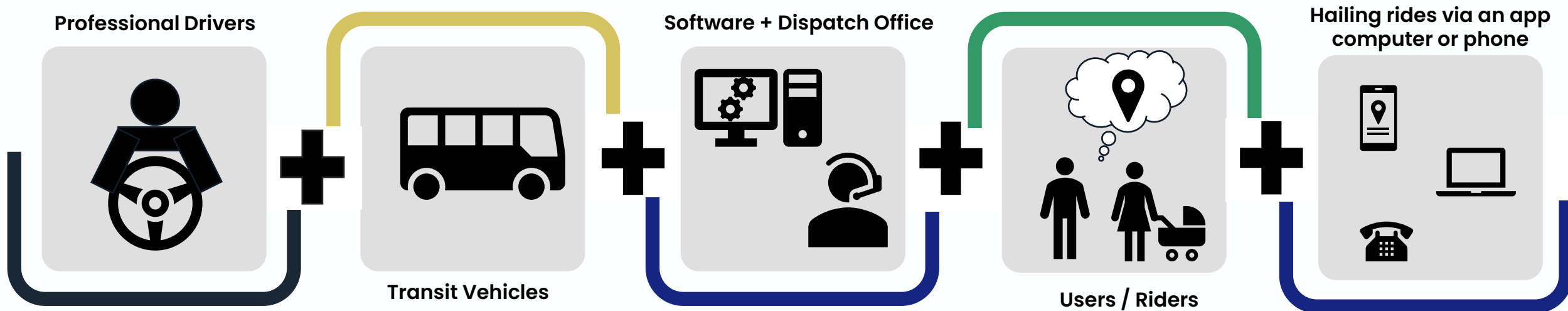
As identified in the 2019–2022 Strategic Plan, the re-introduction of public transit in Pembroke has been studied by the City for several years. A 2022 Transit Feasibility Study examined transit alternatives which included traditional fixed route, taxi/rideshare voucher model, and vanpools before concluding that a point-to-point on-demand service was preferred.



# How On-Demand Transit Works

On-demand transit works using state-of-the-art technology that selects the best route to take people where they want to go. Drivers in transit vehicles pick up and drop off people without a fixed route. Turn-by-turn navigation and stop requests are provided by the software as overseen by a central dispatch office which provides customer service.

People request rides through an app, by computer or by phone to customer service.





# On-Demand = Local Flexibility



## THEN

- **Route Structure:** Predetermined routes with specific stops and schedules. Passengers board and disembark at designated bus stops.
- **Scheduling:** Follows a strict timetable with set departure and arrival times. Passengers need to adhere to the schedule.
- **Service Flexibility:** Less adaptable to changing passenger needs and unexpected demand. Routes and schedules are less frequently updated.



## NOW

- **Route Structure:** Dynamic routing based on passenger requests. Virtual stops dynamically assigned based on rider locations.
- **Scheduling:** Riders book trips at their convenience, with pickup times determined based on demand. No set timetable; operates as needed.
- **Service Flexibility:** Highly adaptable to user needs with the ability to respond to real-time requests. Adjustments to routes and service levels can be made quickly based on demand.



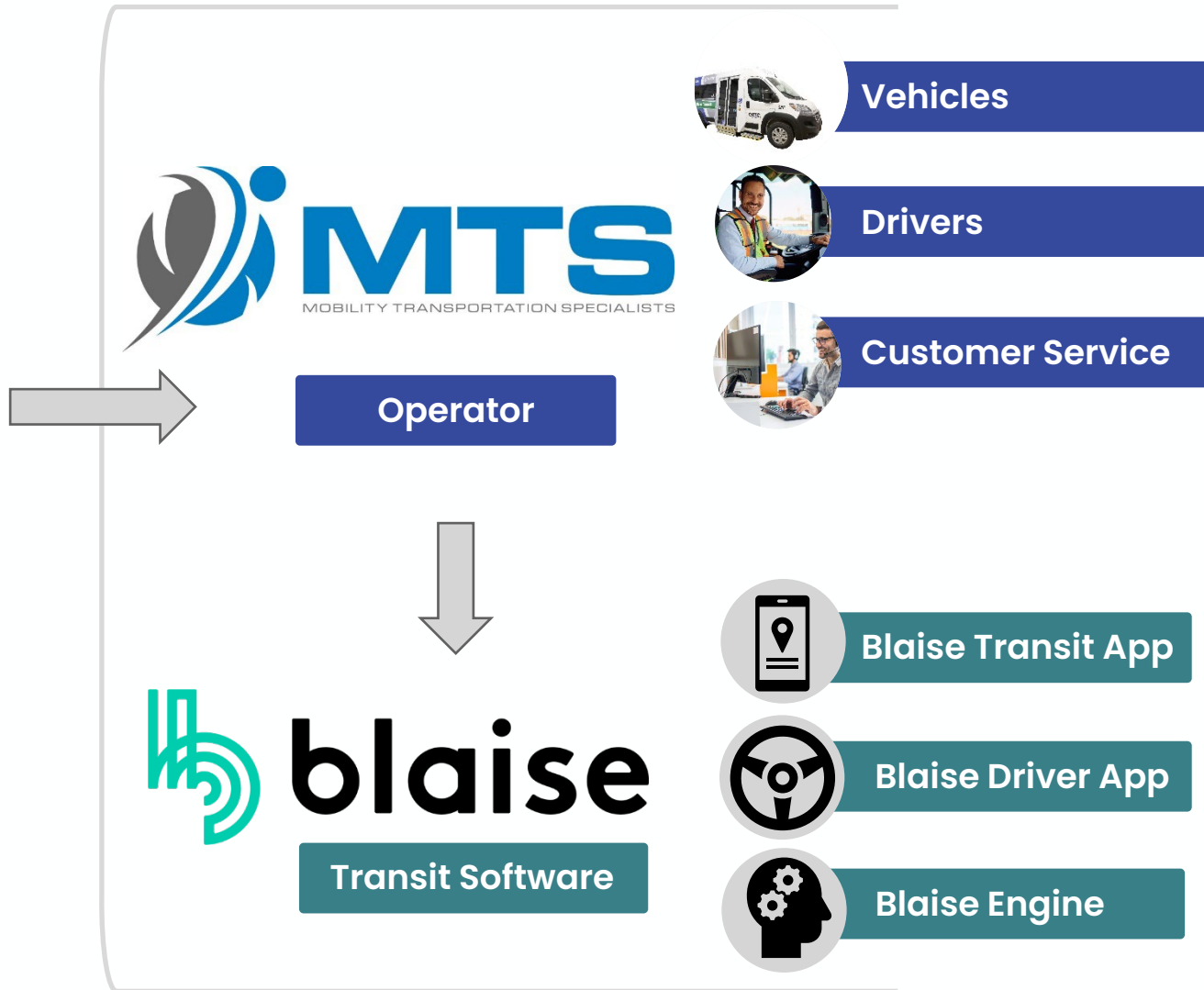
# ORTC Structure and Partnerships



**Angela Lochtie**  
Transit Liaison



**Project Mgmt.**  
Support



## At Launch

2 vehicles + 1 spare

7 drivers

Scheduling, Dispatch,  
Customer Service

## Function

Ride booking app

Turn-by-turn navigation  
and passenger manifests

Real-time scheduling,  
monitoring, KPI tracking

# ORTC Hours of Service and Fare



## Summer Hours

First Monday of May to Labour Day

Mon – Wed	7 a.m. to 8 p.m.
Thu – Fri	7 a.m. to 10 p.m.
Sat	8 a.m. to 6 p.m.

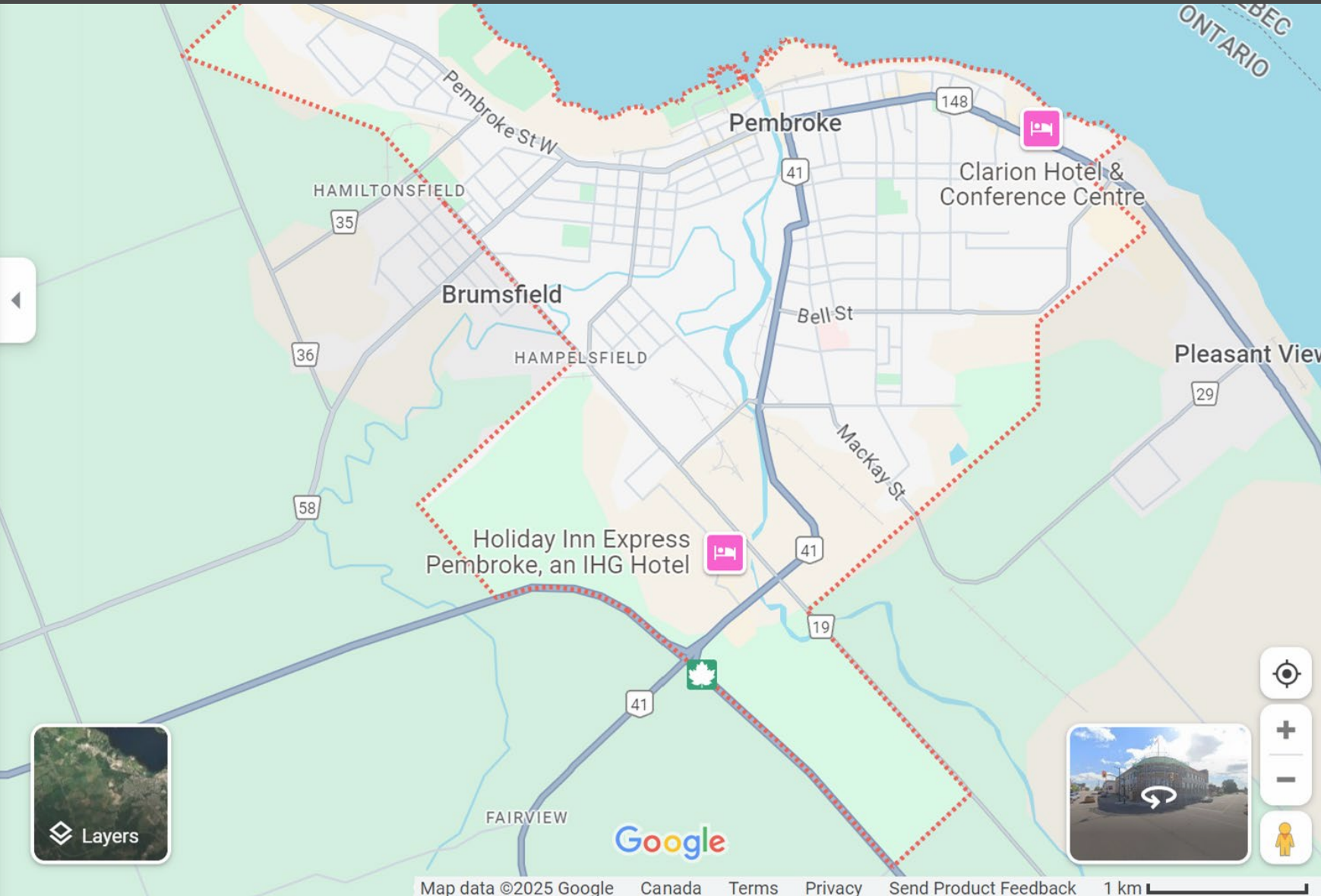
## Fall/Winter Hours

After Labour Day

Mon – Fri	7 a.m. to 10 p.m.
Sat	8 a.m. to 6 p.m.

No service on Sundays or Stat  
Holidays

# ORTC Area of Service



As a service provided by the City of Pembroke and partially funded through property taxes, the service will operate within city limits.

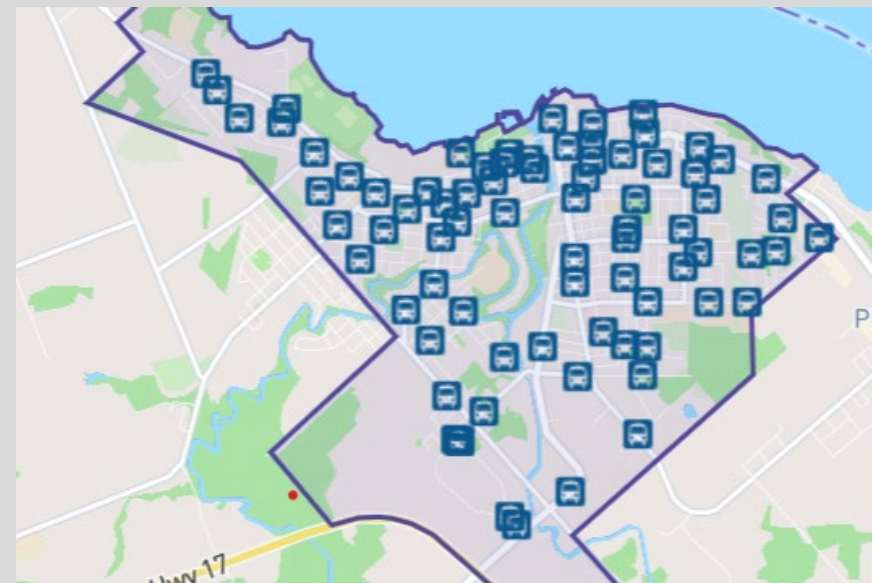
The financial impact to Pembroke property owners will be based on actual demand but is estimated at a 2% levy increase or a \$62 increase over three years.

# (Virtual) Stop Locations

- ORTC has a variety of virtual stops located across Pembroke.
- The goal of this service is to have riders walk no more than 5 minutes or 400 m to and from their desired pick up and drop off point.
- Initial stop locations have been set considering pedestrian safety and traffic management.
- Virtual stops allow the service to easily move stops based on demand and feedback from the community.
- Stops can also be easily adjusted due to seasonal road construction and winter conditions.

## Definition: Virtual Stop

Stops without any physical markers like a bus sign or shelter.





To Use the Service:

**Book. Ride. Go.**

# Book.

*Up to 7 days in advance.*



## Mobile App

Blaise Transit app  
Available for download on  
App Store or Google Play



## Online

Blaise web booking portal  
[ride.blaisetransit.com](http://ride.blaisetransit.com)



## Phone

ORTC Customer Service  
(613) 631-1766

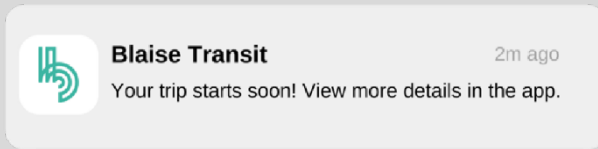


# Ride.

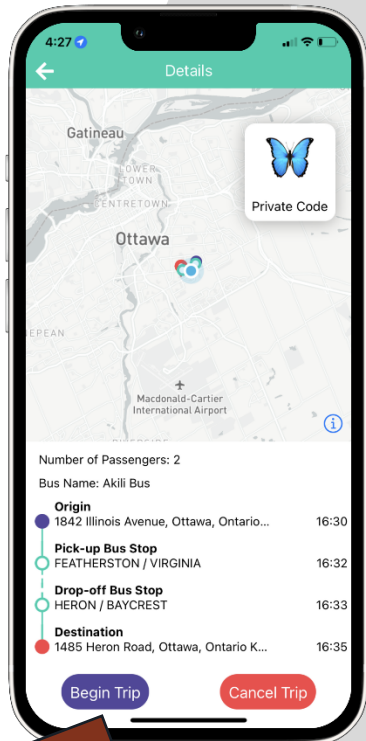
*For the best experience, use the Blaise Transit app and allow notifications*

This allows you to:

- ✓ Receive trip updates and begin your trip



- ✓ After beginning your trip, view walking instructions to your pick-up stop location.

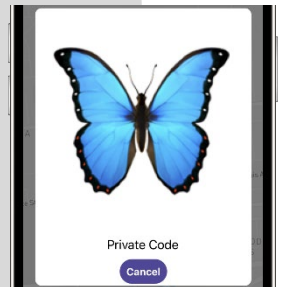
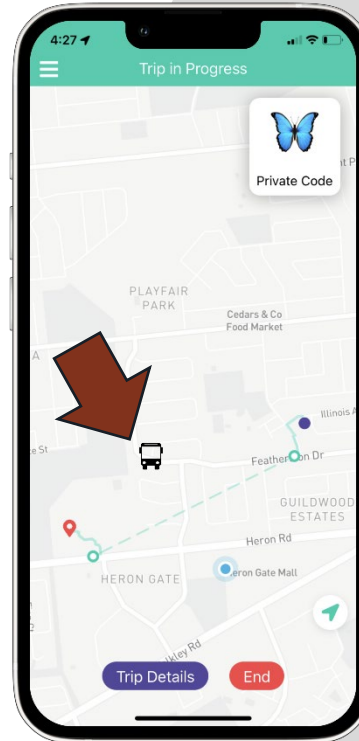


- ✓ Track your bus in real time.

- ✓ Board the vehicle displaying your private code

- ✓ Receive notification that you will be disembarking at the next stop.

- ✓ View walking instructions to your final destination.



# Feedback and Evaluation

## Rate your Ride

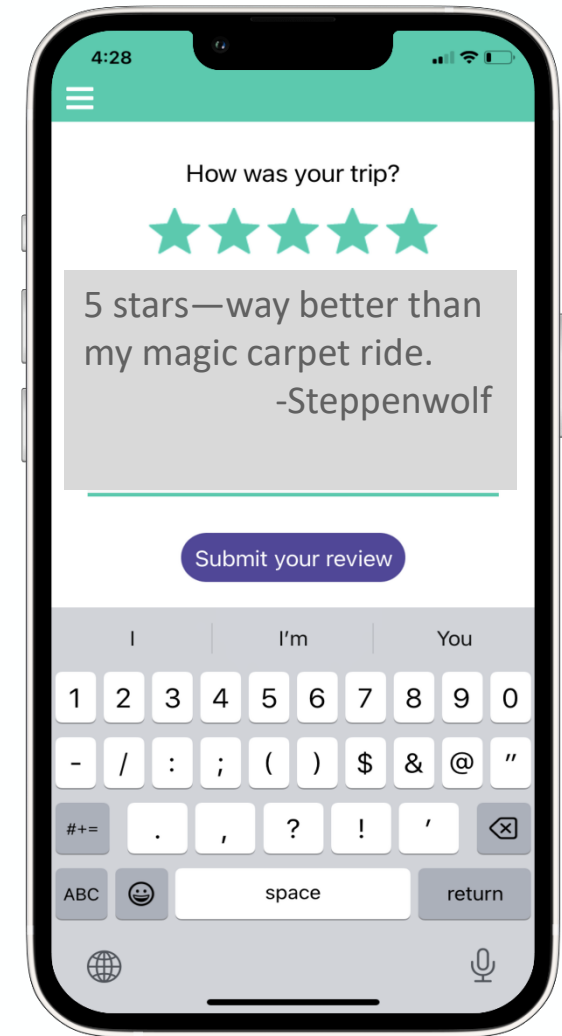
At the end of each ride, the Blaise Transit app allows riders to leave a review.

- This information will be reviewed regularly by both the Operator and the City to continually improve the service.

## Formal Service Review

In February 2026, the City will launch a survey, targeted to both riders and non-riders of the service.

- Coupled with an analysis of ridership data and feedback from the Transit Committee, further service updates could be made to ensure ORTC meets the community's needs while ensuring overall affordability to ratepayers.



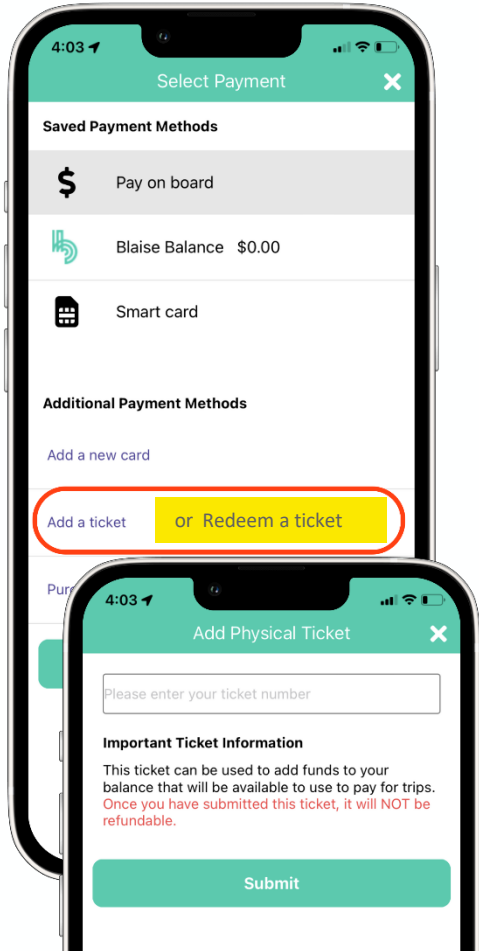
# Booking and Travel Reminders

- Rides can be booked by departure or arrival time. If you have an appointment, book your ride based on your required arrival time.
- The on-demand transit service is a shared-ride service. Book early to get the ride you want. Be flexible and give yourself extra time.
- Riders should arrive at their virtual bus stop at least five minutes early. Drivers are on a tight schedule and will leave the location if the rider is not ready at the confirmed time to avoid delays for other riders.
- Cash fares are accepted—exact cash only.
- Trips can be booked up to 7 days in advance. Trips must be booked a minimum of 15 minutes in advance. If you no longer need to travel, remember to cancel your trip at least 15 minutes in advance of your departure time.

# ORTC and the Handi-Bus Service

- To respect the spirit of the Accessibility for Ontarians with Disabilities Act (AODA), the Handi-bus service will match the service hours and regular fare of the ORTC transit service in Pembroke.
  - *The fare for Handi-bus rides in Pembroke will decrease from \$7 per ride to \$5 per ride.*
- With ORTC operating on a stop-to-stop model vs. the Handi-bus offering a door-to-door service, riders with disabilities or who require accommodation should continue to use the Handi-bus service.
- Discussions are ongoing between the City of Pembroke, MTS (ORTC transit operator) and the Handi-bus to ensure service clarity, collaboration and support.
- The City will provide top-up grant funding to the Handi-bus service to compensate for lost revenue.

# Community Groups and Institutions



- Community groups and institutions can purchase ticket redemption codes from the City in quantities and dollar values of their choosing. For example:
  - 50 single fare redemption codes of \$5 each
  - 75 round-trip redemption codes of \$10 each
- These codes can then be distributed by the organization to riders.
- Riders redeem these codes in their Blaise user account under the “Redeem a Ticket” feature. This adds funds to their wallet which can then be used to pay for rides.
- *Under this arrangement, tickets may only be offered on a not-for-profit basis and are non-refundable. Contact the City Transit Liaison for more information.*



# Questions and Feedback



 For more information, visit  
our website @ [ortc.ca](http://ortc.ca)