



**TRANSIT COMMITTEE
TERMS OF REFERENCE
Effective: October 8, 2025**

Introduction

To support the delivery of an on-demand transit service in the City of Pembroke, a Transit Committee (the Committee) has been created to provide advice and issue resolution to the City.

Term of Committee

November 2025 to December 2026.

Frequency of Meetings

Bi-Monthly, or at the call of the Chair

Membership

Council and Staff Representatives

Chair, Project Manager (consultant)

Alternate, City Transit Liaison (or designate)

CAO (or designate)

Director of Operations (or designate)

Council Members (up to 3 as selected by Council)

Community Representatives:

Eligibility: Must reside in and/or represent a business in Pembroke

Attendance: May attend meetings virtually, in person, or provide written feedback for discussion at each meeting.

General Public:

- Adult with high school age-children (attending a high school in Pembroke)
- Adult with young children
- Active senior not requiring handi-bus service
- Employer and/or working adult – West End
- Employer and/or working adult – East End
- Other Employer
- Retirement Home Representative
- Hotel/motel/tourism-related

**Stakeholders:**

- Algonquin College Administration
- Algonquin College Student Assoc.
- Pembroke and Laurentian Valley Handi-Bus
- Renfrew County Joint Transportation Consortium
- Renfrew County/social services
- Pembroke Regional Hospital
- PBIA

Committee Member Requirements

As part of participation, all transit committee members are requested to ride the bus at least once in between meetings and/or actively gather feedback, stories, and data from the group(s) that they represent on committee.

Committee Purpose

The Committee's mandate is to advise on transit needs, ensuring that the service objectives prioritize community requirements and financial sustainability.

Committee meetings will review the recent performance of service objectives and recommend future actions as follows:

- **Review:** Analyze performance data and qualitative feedback from the previous two months.
- **Adapt:** Identify key insights, successes, and challenges. Brainstorm and agree on specific actions to take over the next two months to either improve performance or build on success. These actions will be brought forward to Council for approval, as appropriate.
- **Execute:** Implement the agreed-upon actions.
- **Repeat:** At the next meeting, review the results of those actions and begin the cycle again.

Service Objectives:

At each meeting, the following service objectives will be reviewed:

The Rider Experience: How is the service performing for the people on the bus?

- **KPIs:** On-time performance, wait times, rider satisfaction ratings (e.g., stars), trip rejection rate, riders per hour.
- **Qualitative Input:** Direct stories from riders (positive or negative), driver feedback on passenger interactions, ease of use of the app/payment.



Operational Performance: How efficiently and effectively is the service being delivered?

- **KPIs:** Total ridership, revenue vs. cost (farebox recovery), rides by time of day/day of week, budget adherence, driver shift performance.
- **Qualitative Input:** Feedback from drivers on routes/shifts, challenges with vehicles or technology, backend system performance (Blaise algorithm).

Community Impact: How does the service affect the broader community, including non-riders?

- **KPIs:** Number of community groups engaged, corporate advertising success (e.g., pre-sold tickets), geographical data on key corridors (e.g., top 5 destinations).
- **Qualitative Input:** Feedback from community organizations (B
- IA, Algonquin College, Hospital), stories of community benefit (e.g., event support), public feedback/complaints from non-riders.

Strategic Value: Is the service providing a net benefit and good value for the City of Pembroke's investment?

- **KPIs:** Progress against pilot program goals, new funding/grant opportunities secured.
- **Qualitative Input:** Is the service generating economic opportunities? Is it enhancing the City of Pembroke's reputation? Does it support city-wide goals like accessibility or sustainability?

Additional Responsibilities

The Committee may also provide issue resolution on other matters referred to the Committee by the Project Manager or Council including formal service reviews.

Meeting Quorum

Six attendees (virtual or in-person) including a minimum of one member of Council and one staff.

Attendance

Regular attendance at meetings is essential for effective collaboration. If a member cannot attend, they must inform the Chair in advance and provide written feedback on the service. Please note, if a public member is absent for two consecutive meetings without prior notice and/or written feedback, it will be assumed they are unable to continue, and their seat will be considered vacant.

Membership

Stakeholders are permitted to change their committee representative as may be required (example: staff turnover).