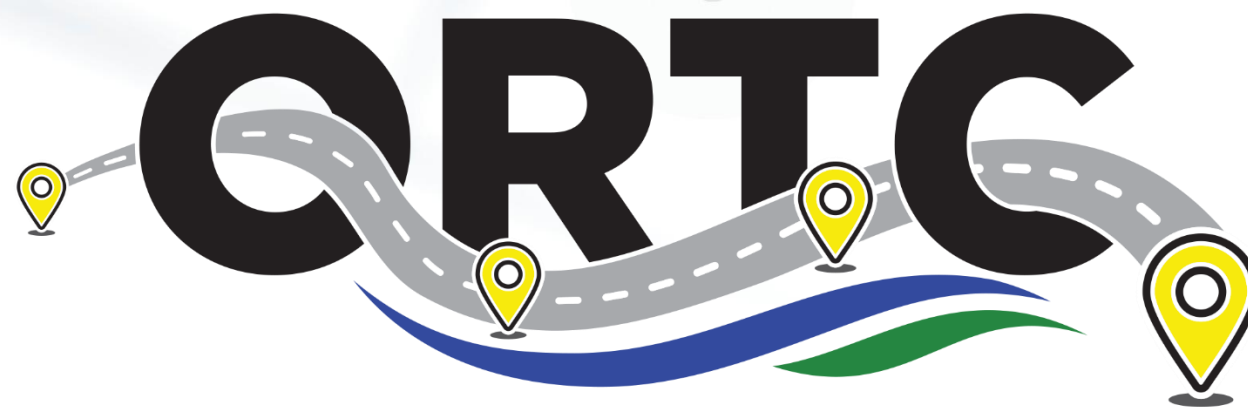


# Pembroke On-Demand Transit

RFP Award Presentation  
January 22, 2025



**Ottawa River Transit**  
CONNECTING OUR COMMUNITY

# Project Leads

*The City of Pembroke's  
On Demand Transit  
Project is led by both  
city staff and external  
project resources  
delivered by  
**Left Turn Right Turn***

**Angela Lochtie**  
CPA, PFA, AMCert

Treasurer/Deputy Clerk  
City of Pembroke  
Executive Lead, Transit



**Jordan Papazoglou**  
P.Eng

Transit Innovator  
Left Turn Right Turn  
Project Manager

# Project Management

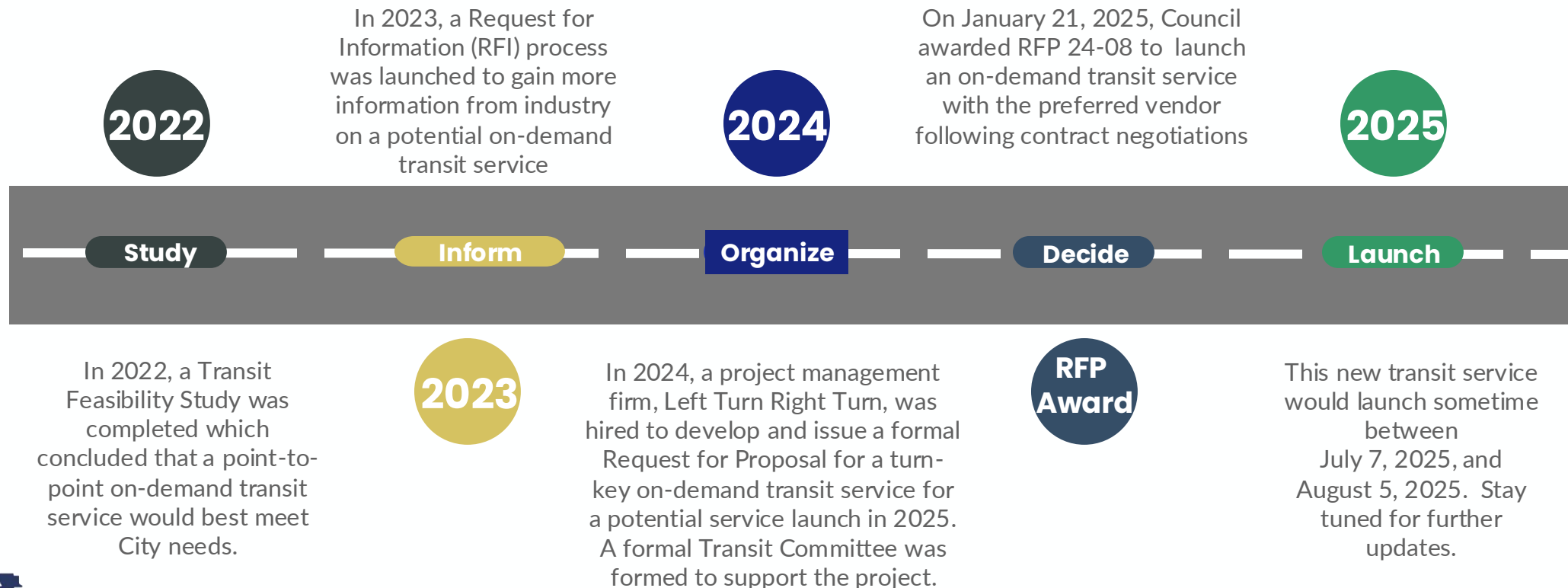
Implementation of this project is managed by the firm Left Turn Right Turn (LTRT).

LTRT is a boutique transportation consulting firm with proven experience supporting transit agencies and municipalities from across North America in launching successful on-demand pilot projects to provide public transit to their citizens.



# Roadmap to Pembroke Public Transit

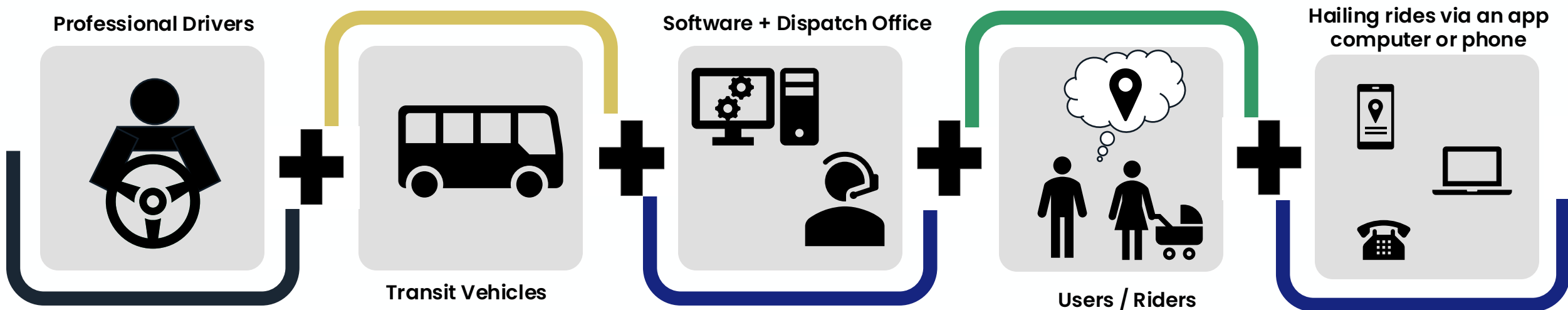
As identified in the 2019–2022 Strategic Plan, the re-introduction of public transit in Pembroke has been studied by the City for several years. A 2022 Transit Feasibility Study examined options which included traditional fixed route, taxi/rideshare voucher model, and vanpools before concluding that 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 who provides customer service.

People request rides through an app, by computer or by a phone call to customer service. Pick up and drop off locations are determined by the software within pre-defined parameters (example: walking distance not to exceed 400 meters).





# RFP 24-08 Recommended Vendor

The awarded vendor is Mobility Transportation Specialists (MTS). MTS offers a range of transit services with their current customers including North Grenville Transit. Under their proposal, MTS will provide:



## Vehicles and Drivers

MTS will provide two transit vehicles plus one back-up vehicle. They would hire and train local drivers at wages that reflect Renfrew County's living wage.



## Scheduling, Dispatch & Customer Service

MTS will provide all back-office support including customer service to those who aren't comfortable using an app to request a ride.



## Garage Storage & Vehicle Maintenance

MTS will store and maintain vehicles according to MTO standards.

### Current Clients



# Recommended Vehicle



## Dodge Ram ProMaster P5 Side Entry

With a flexible seating system accommodating 6-8 ambulatory and 1-2 wheelchair\*/stroller spaces, the benefits of this vehicle include:

- ✓ Ability to service larger pickup locations like Algonquin College
- ✓ Requires a regular Class "G" driver's license to operate, facilitating driver recruitment
- ✓ Short body provides better maneuverability on local streets

*\*Note: The Ontario government requires all transit vehicles to be AODA compliant.*

# Blaise Transit Platform

The Blaise transit platform is designed to meet the needs of smaller transit systems, offering scalability, cost-efficiency, and ease of use without compromising functionality.

## Transit Software

### 1 Blaise Transit App for passengers

Available on iOS, Android, and via web browsers, it supports real-time, pre-scheduled, and on-demand trip booking. It provides walking directions, real-time vehicle tracking, notifications for trip updates, and in-app payments.

### 2 Blaise Drive app for Drivers

Provides turn-by-turn navigation, real-time manifest updates, and enables drivers to log trip details, provide service notes to dispatch and accept ad-hoc rides seamlessly.

### 3 Blaise Engine for transit administration

Provides an administrative dashboard for real-time scheduling, and monitoring, including KPI tracking.

### 4 Routing Algorithm

Optimizes ride-sharing to minimize travel time and environmental impact while maximizing fleet utilization. Continuously recalibrates based on real-time data to ensure optimal service delivery.







# Initial Hours of Service

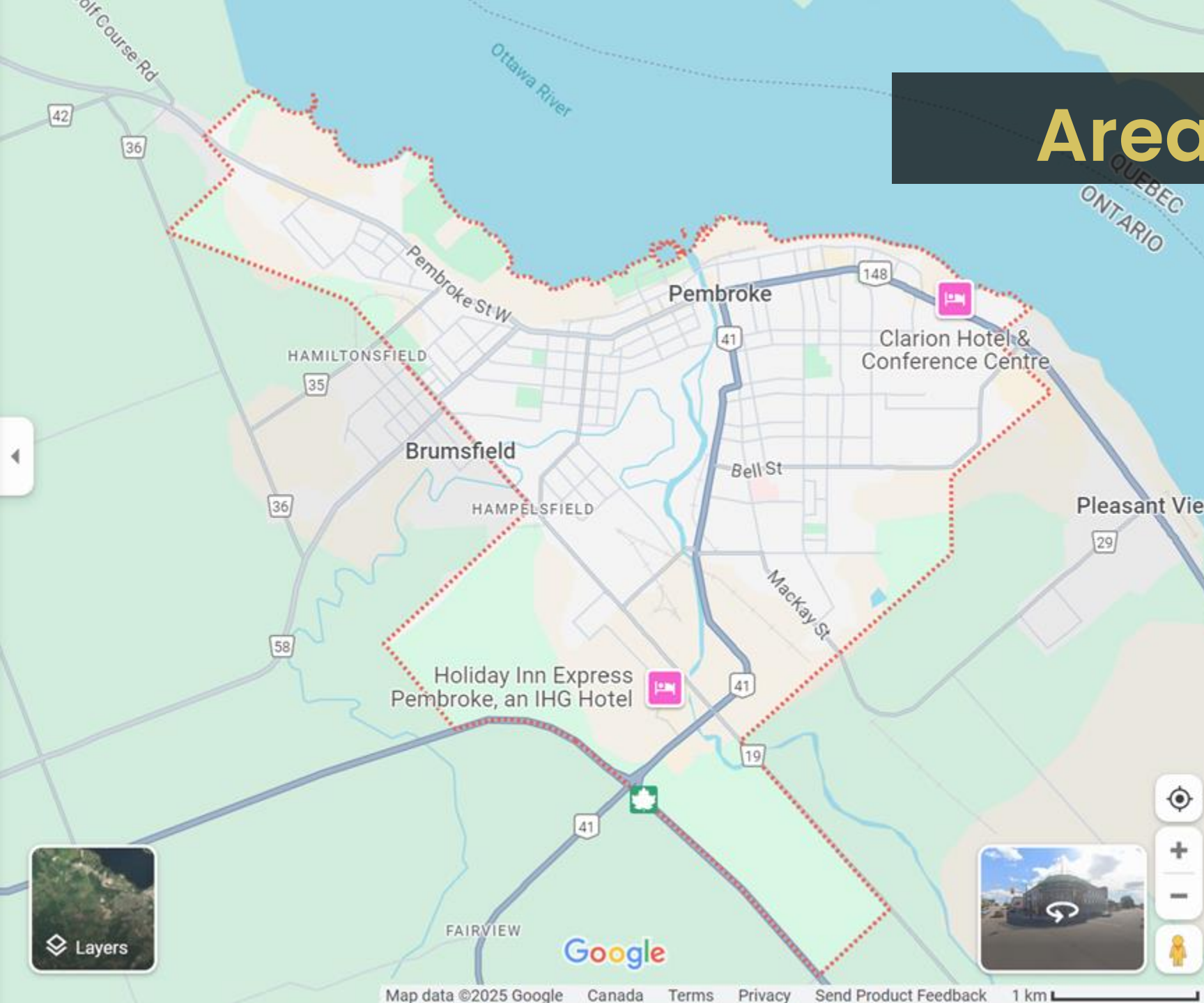
Per the RFP, the initial hours of service were advertised as follows:

<b>Monday</b>	<b>7a.m. to 8p.m.</b>
<b>Tuesday</b>	<b>7a.m. to 8p.m.</b>
<b>Wednesday</b>	<b>7a.m. to 8p.m.</b>
<b>Thursday</b>	<b>7a.m. to 10p.m.</b>
<b>Friday</b>	<b>7a.m. to 10p.m.</b>
<b>Saturday</b>	<b>8a.m. to 6p.m.</b>
<b>Sunday*</b>	<b>No service</b>

**Stat Holidays\* No service**

*\*It was not recommended to start with a Sunday or stat holiday service as they typically experience low demand and a high cost to operate.*

# Area of Service



As a service provided by the City of Pembroke and partially funded through property taxes, the coverage area would be confined to City limits but would extend to include a stop at Walmart located in the Township of Laurentian Valley to meet expected customer demand.

# Other Considerations

Additional factors related to the roll-out of transit services are listed below.

Ongoing feedback would be collected in the transit app and website.

As part of the project plan, a resident satisfaction survey would occur six-months after launch for both users and non-users of the service to ensure the service reasonably meets expectations.

## Fares

While the initial feasibility study included rate recommendations, this information will be updated by LTRT and discussed with the transit committee. Recommendations will be brought forward to Council for decision.

## Cancellation Policy

A cancellation policy to define when users will be charged for cancellations or no-shows will also be discussed with the transit committee. A formal policy will be brought forward to Council for approval.

## Service Changes

It is expected that the City's initial service will need to be adjusted to meet actual demand. Hours of service can be changed within 15-days or 60-days depending on if additional staffing is required. Vehicle changes (+/-) may also be considered. The vendor will work with the City should it be successful with its FCM application (electric fleet).

## Charters / Special Requests

Charter services may be available on request provided it does not impact regular service.

# Forecasted Financial Impact

- While fares have not yet been set, potential revenues have been estimated, and the tax levy impact have been forecasted under three demand scenarios:
  - Expected demand: 6,250 hours annually as provided by two transit vehicles and one backup.
  - High demand: 7,500 service hours and one additional vehicle
  - Low demand: 5,000 service hours and one vehicle plus one backup
- Initial ridership of 1,200 – 1,700 riders per month is expected during the first year of service.
- In 2025, a 1% levy increase increases the average residential property tax bill by \$31 per year.

Year 1	
Expected	0.7%
High	1.0%
Low	0.7%
Year 2	
Expected	0.6%
High	0.5%
Low	0.2%
Year 3	
Expected	0.7%
High	0.8%
Low	0.6%



## Potential Three-Year Impact

- **Expected demand**  
2.03% levy increase
- **Low demand**  
1.57% levy increase
- **High demand**  
2.25% levy increase

# Benefits of Transit

While the re-introduction of transit in Pembroke would increase property taxes, it would also provide community benefits including:



## 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/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



# Community Support

The City has received support for transit from its community partners as reflected in its transit committee membership, grant letters of support, and the priorities of the Algonquin Students' Association who want to ensure that students have accessible and affordable quality transportation across all campuses





# Next Steps

With the RFP approved by Council, next steps include the following:

- Staff/LTRT to negotiate a formal Service Agreement & by-law
- Prepared an updated project plan
- Hold transit committee meeting(s) to establish fare and cancellation policy recommendations for Council approval

# Questions & Feedback



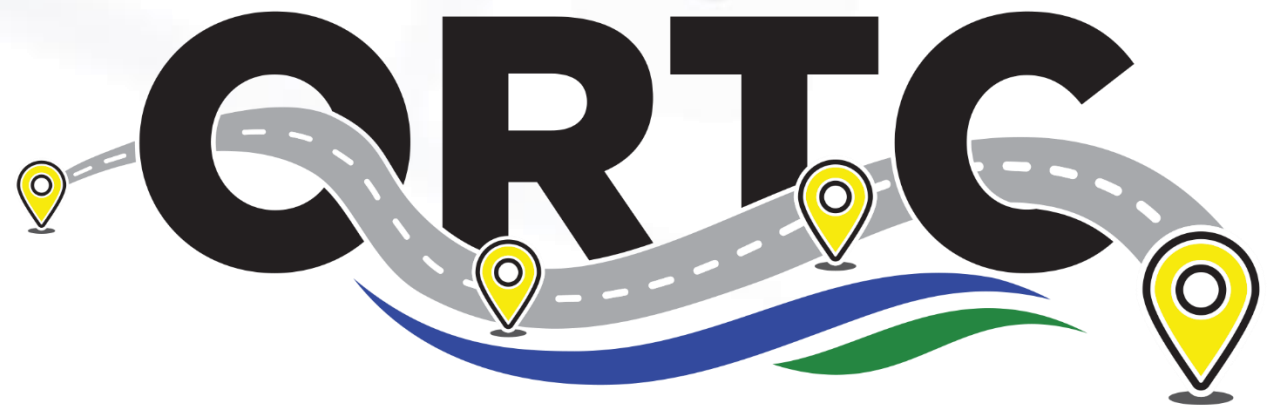
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