



AMCTO ZONE 6

SPOTLIGHT

CITY OF PEMBROKE

ON-DEMAND TRANSIT

Presented by:
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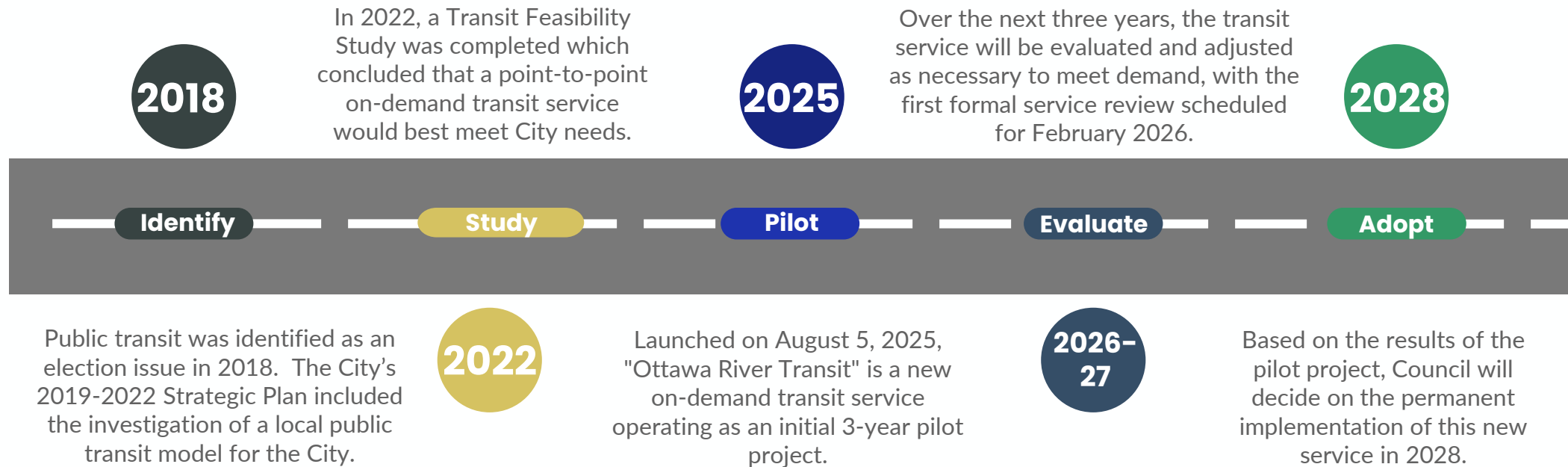
Book. Ride. Go.

In August 2025, the City of Pembroke launched a new on-demand transit service to residents, operating as “Ottawa River Transit” or “ORTC”



Roadmap to Pembroke Public Transit 2.0

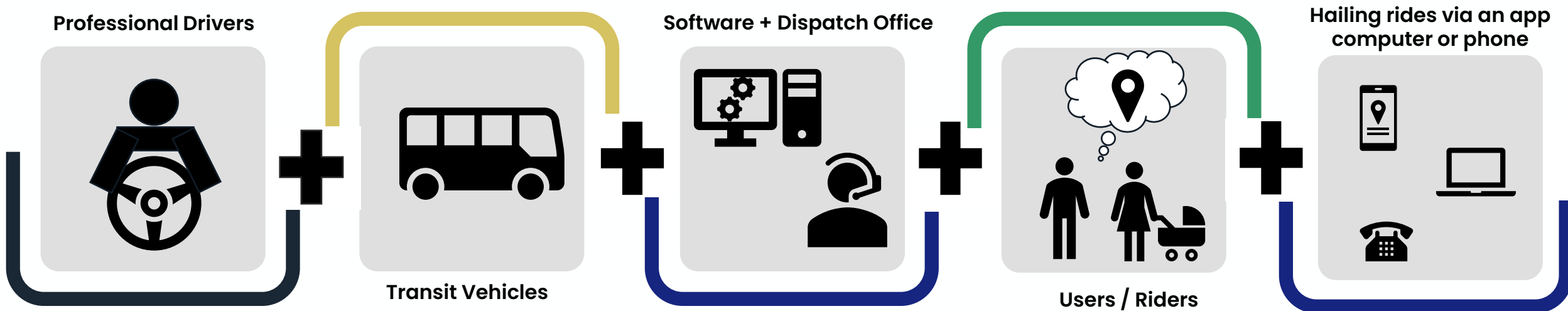
This service introduction was based on the recommendations of a 2022 Transit Feasibility Study which examined transit alternatives including traditional fixed route, taxi/rideshare voucher model, and vanpools before concluding that a point-to-point on-demand service was the preferred option.



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

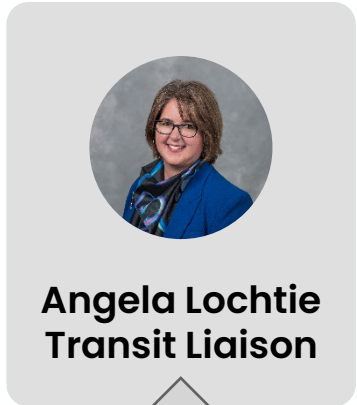
- **Route Structure:** Predetermined routes with specific stops and schedules. Passengers board and disembark at designated bus stops.
- **Scheduling:** Follows a strict timetable with set departure and arrival times. Passengers need to adhere to the schedule.
- **Service Flexibility:** Less adaptable 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.

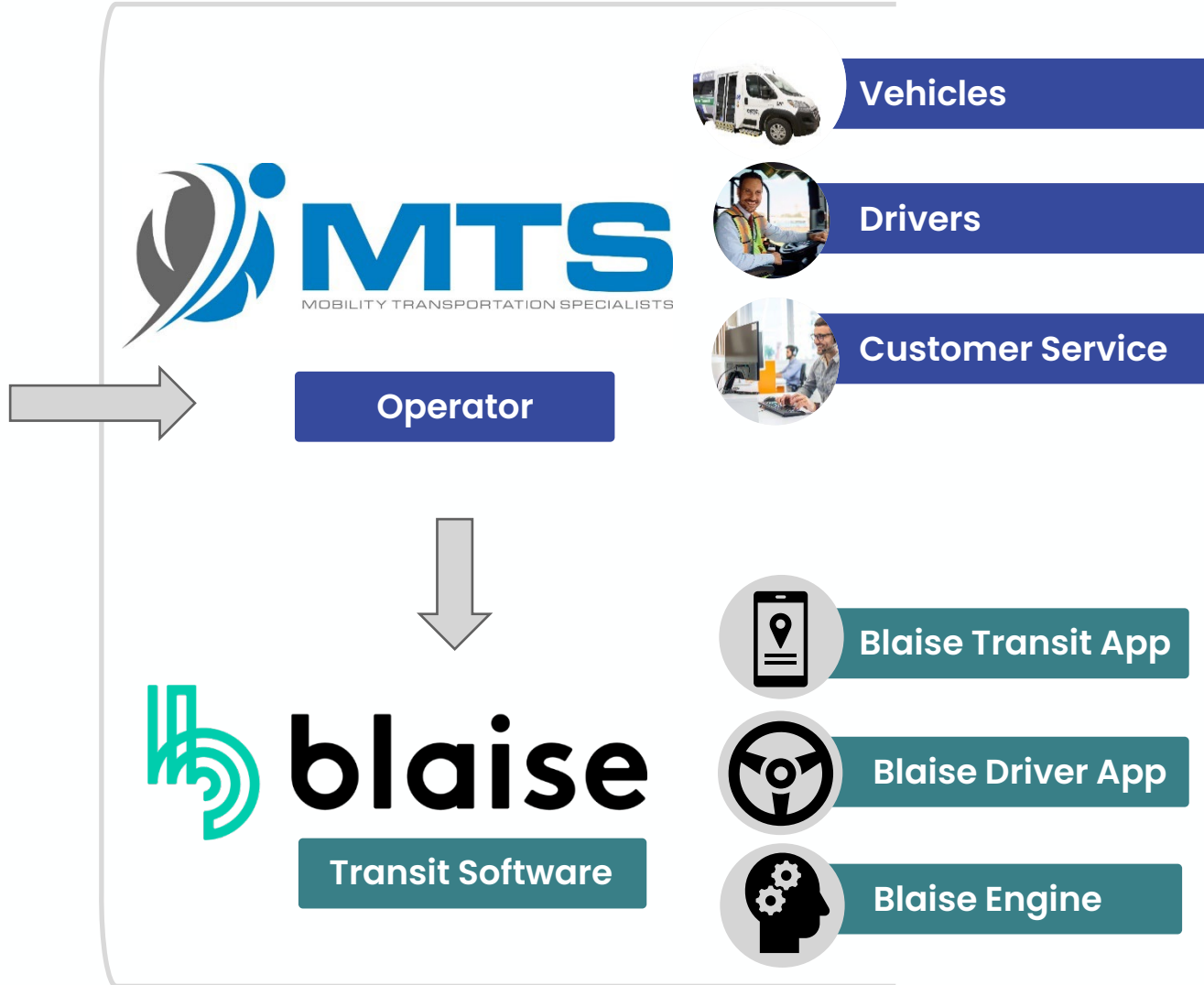
ORTC Structure and Partnerships



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

Benefits of Public Transit

The ORTC on-demand transit service provides the following community benefits:

In 2025, 47% of trips were for employment purposes



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

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.

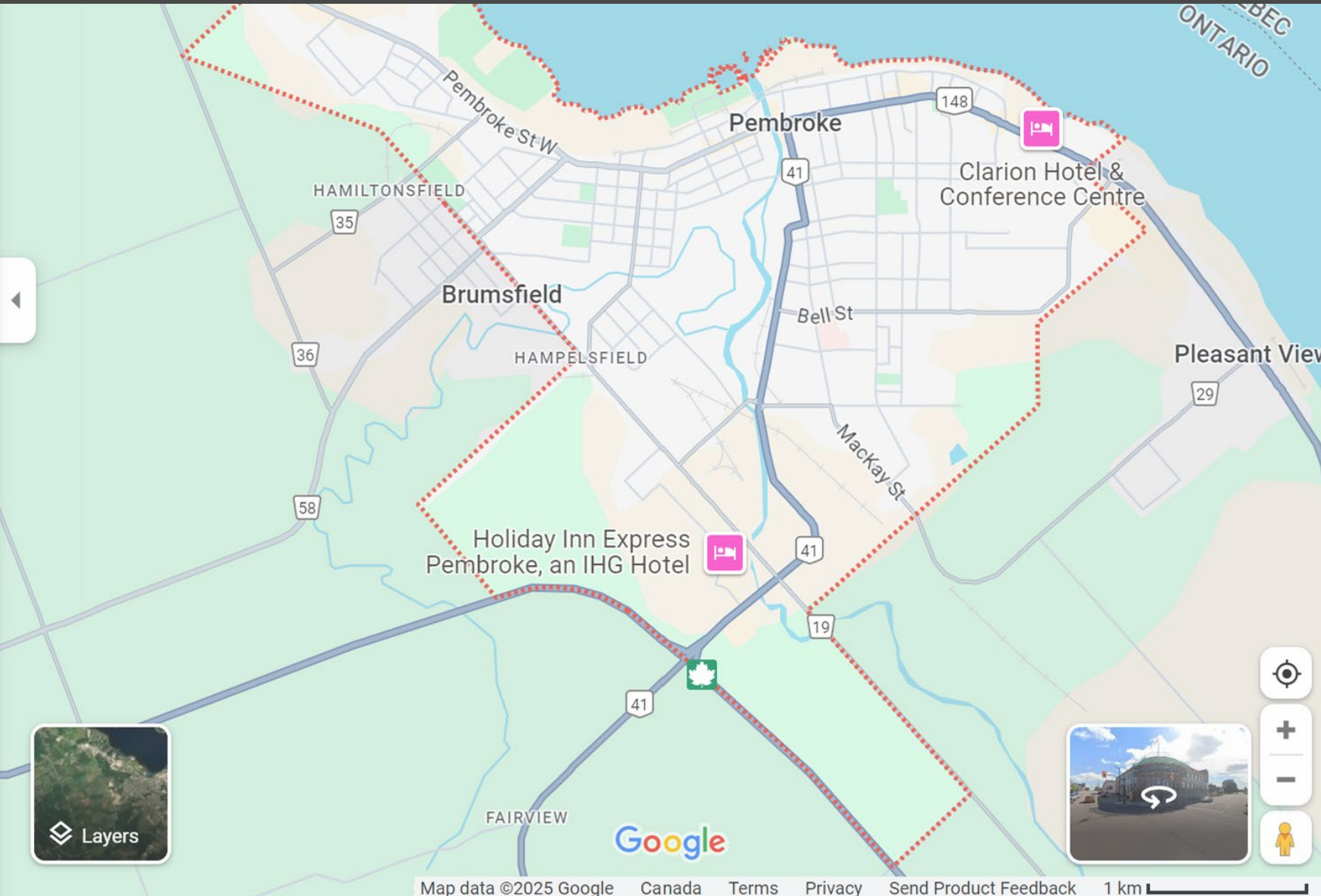
Fall/Winter Hours

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.

Information provided to Petawawa for their transit feasibility study.

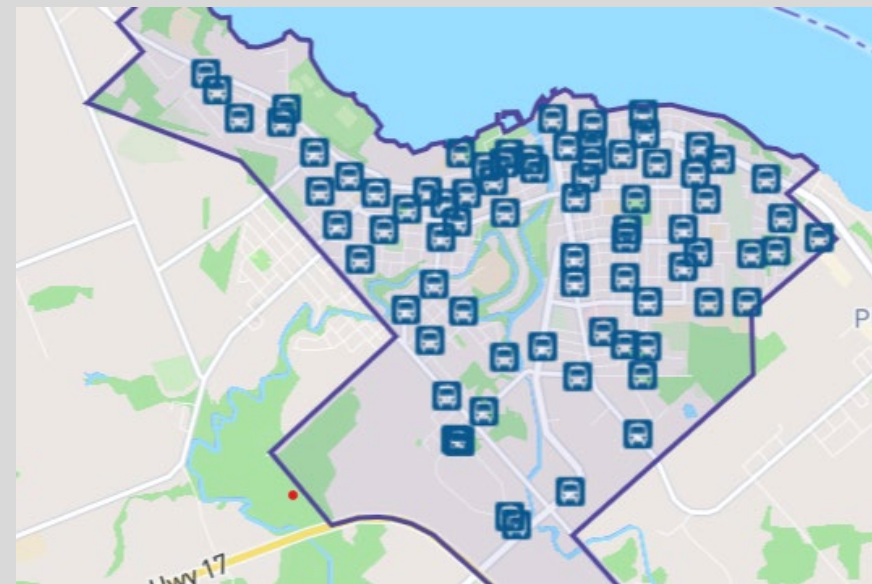
(Virtual) Stop Locations

- 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.

While this has provided flexibility, signage would better support call-in ride requests

Definition: Virtual Stop

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





Key Performance Indicators

These Key Performance Indicators (KPIs) measures ORTC's progress towards its Year 1 targets.

Monthly Ridership is the number of trips taken in a month. The Year 1 target is to deliver between 1,200 to 1,700 rides per month.

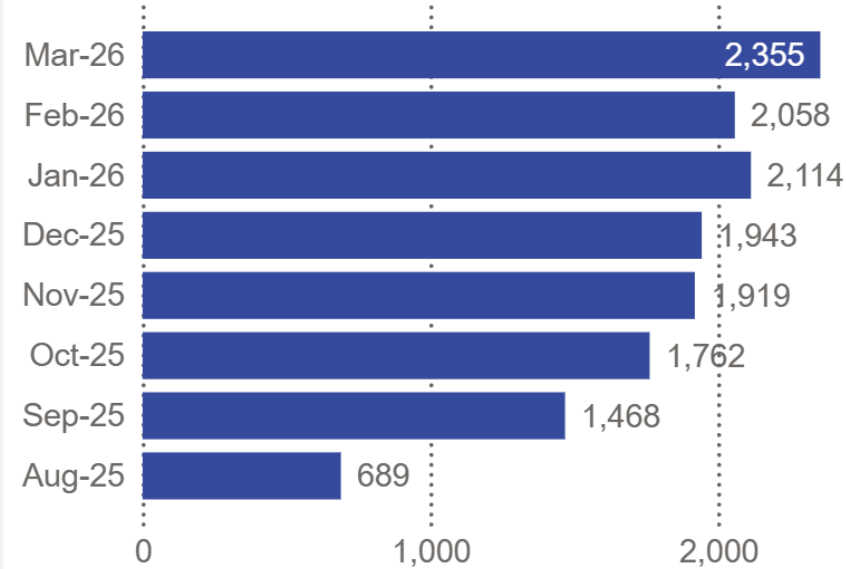
On-Time Performance is the percentage of trips completed on time. A trip is considered on time if the vehicle arrives within the 10-minute pickup window. The Year 1 target is to achieve on-time performance in at least 90% of trips.

Rider Satisfaction uses a five-star scale that riders complete at the end of each trip. The Year 1 target is an average rating of at least 4-stars.

Trip Rejection Rate is the percentage of ride requests the booking and scheduling software cannot accept--typically due to high demand or requests outside the service area. The Year 1 target is a rejection rate below 5%.

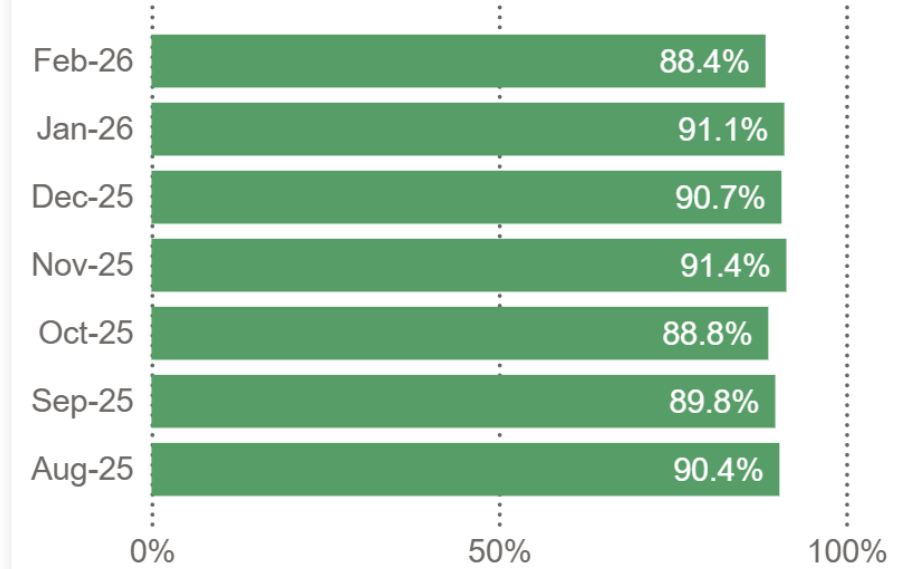
Monthly Ridership

Target 1,200 to 1,700 rides per month



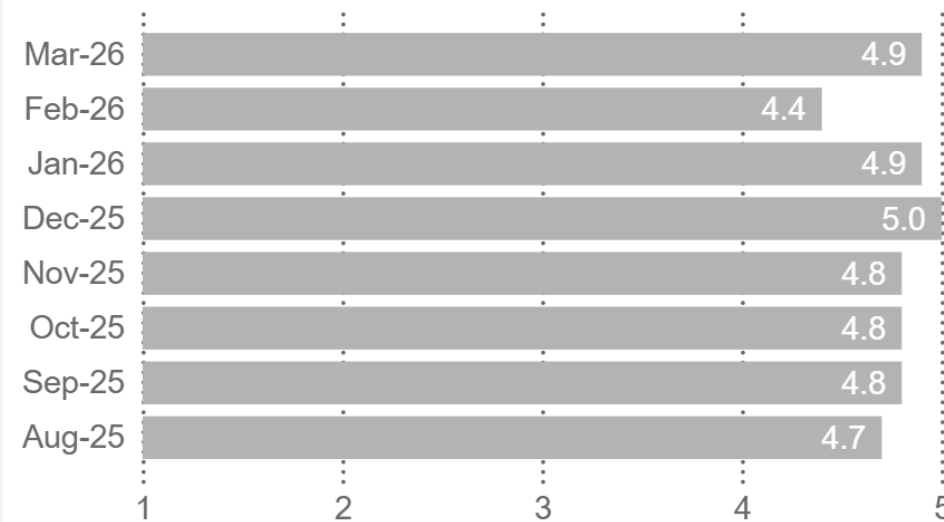
On-Time Performance

Target > 90%



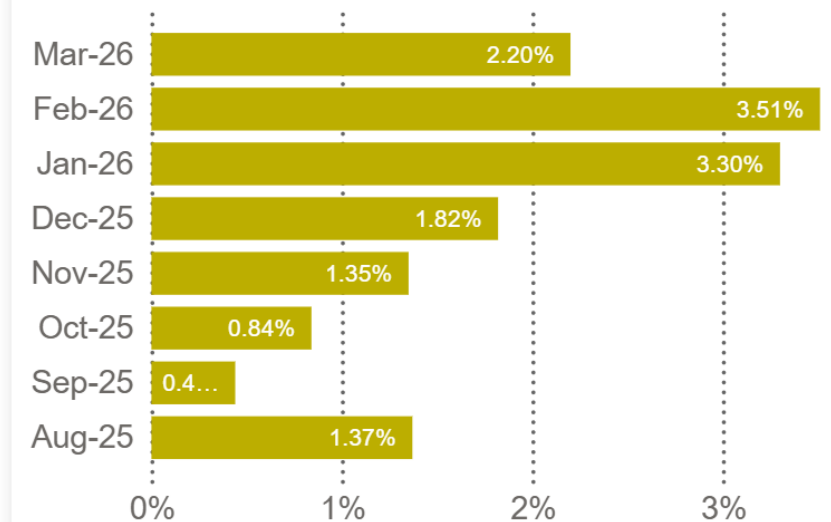
Rider Satisfaction

Target > 4 out of 5



Trip Rejection

Target < 5%



Good News Stories



One-Car Family: No longer stuck at home. Now able to take the kids to go to the mall, waterfront park, pool and fully take advantage of what the city has to offer.



College Student: Was facing financial challenges due to the cost of taxis (\$30-40 round trip) to/from their work, relieved that transit now available.



Downtown Business Owner: Able to find employees to work at their location due to the availability of affordable transportation.



New Pembroke Resident: Lack of transit was going to force the resident to move back to Ottawa as it was too difficult/expensive to get around town. So happy they can now stay in the community they love.



High School Co-Op Students: More co-op opportunities are available for students who don't have their own transportation to and from the workplace.



Questions and Feedback



🔗 For more information, visit
our website ortc.ca or
email ortc@pembroke.ca