



## **Peterborough Transit Liaison Committee**

# **AGENDA**

**Date:** Thursday, October 30th, 2025

**Time:** 2:00 pm

**Location:** Training Room, Transit Offices, 130 Aylmer Street North

1. Call to Order
2. Land Acknowledgement  

We respectfully acknowledge that we are on the treaty and traditional territory of the Mississauga Anishinaabeg. We offer our gratitude to the First Peoples for their care for, and teachings about, our earth and our relations. May we honour those teachings.
3. Introduction of Committee Members
4. Confirmation of Minutes - September 25th, 2025
5. Presentations
  - a. PTLC25-006 Notification Applications
6. Discussion
7. Other Business
8. Next Meeting
9. Adjournment

## **Peterborough Transit Liaison Committee Meeting Minutes**

**Date:** September 25, 2025

**Present:** John Morris (CPD), Julie Morris, Sandra Needham, Larry MacDonald, Phil Mechetuk, Natalie Stephenson (Green-Up), Stephanie Bolton (Age-Friendly), Cory MacLeod (Transit Operator & ATU Union Representative), Keith Riel (Councillor)

**Virtual:** Joel Willett (Fleming)

**Staff Present:** Barry Wakeford, (Director, Transit Services)  
Andrea Donnelly, (Recording Secretary)

**Regrets:** Robert J Dunford (Manager-Transportation Planning),  
Ilmar Simanovskis, (Commissioner of Municipal Operations),  
Lindsay Stroud (Transportation Demand Management Planner)  
Tracy Milne (Trent)

### **1. Call to Order**

The meeting of the Transit Liaison Committee was called to order by the Chair at 2:00 p.m.

### **2. Land Acknowledgement**

### **3. Confirmation of Minutes**

Moved by John Morris and seconded by Stephanie Bolton

**That the minutes of the meeting held on May 29th, 2025, be approved.**

Carried.

### **4. Presentations**

a) Report PTLC25-005 – Youth Transit Pass program

Moved by Natalie Stephenson, second by John Morris,

**That the Peterborough Transit Liaison Committee receive the presentation outlined in report PTLC25-005 dated September 25th, 2025.**

**Carried**

**Motion made by Phil to add introduction of Committee members to agenda**

Moved by Stephanie Bolton, seconded by John Moriss

**Carried**

**Motion made by Cory to have Phil speak to Council-on-Council making Transit Service changes without PTLC input at the next Council meeting**

Moved by John Morris, seconded by Stephanie Bolton

**Carried**

**5. Other Business**

- Transit involvement in state of emergency

**Next Meeting**

The next meeting of this Committee will be held on Thursday, October 30th, 2025, at 2:00 PM

**6. Adjournment**

Moved by Julie Morris, second Sandy Needham

**That this meeting adjourns at 3:24 pm.**

Carried

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Andrea Donnelly, Recording Secretary

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Phil Mechetuk, Chair



City of  
**Peterborough**

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**To:** Peterborough Transit Liaison Committee

**From:** Barry Wakeford, Director, Transit Services

**Meeting Date:** October 30, 2025

**Subject:** Transit Notification Applications, PTLC25-006

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## **Purpose**

This report is to inform the Peterborough Transit Liaison Committee of the Applications Transit uses for service updates and future changes.

## **Recommendation**

That the Peterborough Transit Liaison Committee, approve the recommendation outlined in Report PTLC25-006, dated October 30, 2025, of the Director of Transit Services as follows:

That report be received for information.

## **Budget and Financial Implications**

There are no direct budget or financial implications arising from the approval of this report.

## **Background**

When events occur that disrupt the delivery of service on one or more Peterborough Transit routes, including full route cancellation, it is essential that riders are notified promptly.

Historically, press releases and advance notice of events that impact Transit services have been and still are posted on the City's website. Posting an event involves a two-

step approval process, with notifications being reviewed and approved at the second level. Only a limited number of individuals—primarily within the Communications Department—can post directly to the website without going through this process.

Shortly after it was developed in March of 2011, Peterborough Transit began using a notification tool called **MyBeat**. Created for the then named Peterborough Lakefield Community Police Services, MyBeat, was developed by the local phone and internet provider Nexicom, as a text and email alert system. Subscribers could select specific city wards (including Lakefield) and choose the services they wished to receive updates from, such as Police, Trent University, Fleming College and Transit.

For its time, MyBeat was highly effective: messages could be sent within minutes of a service disruption, often including alternate bus stop locations. Transit continued using MyBeat until the service was discontinued in 2022.

To supplement MyBeat, Peterborough Transit launched a **Facebook page in 2015**, followed by a **Twitter account in 2016**. After Elon Musk acquired Twitter and rebranded it as “X”, City Council voted that all city services discontinue its use. Transit has been allowed to continue using X for notifications, with the understanding that a replacement platform be found in 2026.

In 2019, as part of the **Intelligent Transit Service (ITS)** project, a website: <http://pt.mytransitride.com> was developed for Transit, which allows passengers to track buses in real time and view route deviations. Although originally intended to be app-based, it remains a web-based service and does not support instant notifications.

### Looking Ahead: Notification Options



#### Alertable App

The City of Peterborough has subscribed to Alertable, a free public alerting system available on iOS and Android. It provides emergency and critical updates, safety instructions, and customizable alert settings. Transit will begin using Alertable once staff accounts are set up and the system is ready for corporate deployment. The extent of Transit communications has not yet been determined. This system could be a suitable replacement for “X”.

### New ITS (Intelligent Transit Services) Provider with App Integration

The contract with the current ITS provider is set to expire in 2026. If the contract extension options are not suitable, Transit will begin the process of identifying a new provider. A key component for any future provider will be the availability of a dedicated mobile application or the ability to integrate with existing platforms. The goal is to enhance communication capabilities and improve the delivery of real-time service updates to riders.

## Develop or Subscribe to a Notifications App

If neither of these options are a suitable replacement, a capital project has been created for the development or purchase of a notification application. It is possible that Council could decide to allow the use of X to continue given the change in relationship between Elon Musk and Donald Trump.

## Summary

Transit needs a reliable communication tool to notify passengers of service interruptions and on-the-fly events that affect the schedule and/or routing of any routes. Prior to 2011 the City's website was the only digital notification system. From 2011 until a few years ago, Transit used MyBeat (a locally operated text and e-mail notification service) for notifications. Facebook was added in 2015, and X (formerly Twitter) was added in 2016. In 2025, City Council voted that all city services discontinue the use of X. It was agreed that Transit can continue using X for notifications, with the understanding that a replacement platform be explored in 2026.

A few options are being considered prior to the development of a new communications application for Transit.

One is the use of the Alertable App which the City is subscribing to and creating staff logins portals. This will be launched in the near future. The level of service notifications that Transit can post has yet to be determined.

Another option depends on the extension of the contract with the current ITS provider for Transit in 2026. Should a new provider be sought, the capability to provide instant messages to subscribers will be a desired feature.

Submitted by,

Barry Wakeford  
Director, Transit Services

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