



# Agenda

## Finance & Administration Committee

Chair: Deputy Mayor Abdallah

Tuesday, May 6, 2025

Council Chambers

Following Planning and Development Committee

(This meeting is live streamed on the [City's YouTube page](#) or it can be viewed on YourTV Community Channel 12)

1. **Call to Order**
2. **Disclosure of Pecuniary Interest & General Nature Thereof**
3. **Approval/Amendment of Meeting Agenda**
4. **Approval of Minutes**
  - a. Finance & Administration Committee – March 4, 2025
5. **Business Arising from Minutes**
6. **Presentations and Delegations**
7. **New Business**
  - a. PFD Monthly Report – April 2025 – Chief Selle
  - b. PFD Annual Report 2024– Chief Selle
  - c. Ottawa River Transit and Handi-Bus Operations – Treasurer/Deputy Clerk Lochtie
8. **Adjournment**

# **Draft Finance and Administration Committee Meeting Minutes**

Council Chambers  
Pembroke, Ontario  
March 4, 2025  
6:00 p.m.

## **1. Land Acknowledgement**

## **2. Call to Order**

### **Present:**

Deputy Mayor Abdallah, Chair  
Mayor Gervais  
Councillor Jacyno  
Councillor Kuehl  
Councillor Lafreniere  
Councillor Plummer  
Councillor Purcell (virtual)

### **Regrets:**

### **Also Present:**

Dave Unrau, Chief Administrative Officer  
Victoria Charbonneau, Municipal Clerk  
Elijah McKeown, Tourism & Digital Media Officer  
Scott Selle, Chief Pembroke Fire Department  
Angela Lochtie, Treasurer/Deputy Clerk

Deputy Mayor Abdallah called the meeting to order at 6:00 p.m.

## **3. Disclosure of Pecuniary Interest and General Nature Thereof**

There were no disclosures of pecuniary interest declared.

## **4. Approval/Amendment of Meeting Agenda**

### **Resolution FA25-03-01**

Moved by Councillor Plummer

Seconded by Councillor Lafreniere

That the agenda of the Finance & Administration Committee meeting of March 4, 2025, be approved as circulated.

### **Carried**

## **5. Approval of Minutes**

a. Finance and Administration Committee – January 7, 2025

### **Resolution FA25-03-02**

Moved by Councillor Kuehl

Seconded by Councillor Jacyno

That the minutes of the Finance and Administration Committee meeting of January 7, 2025, be approved as circulated.

**Carried**

- b. Finance and Administration Committee – Budget Meetings – December 10, 11, 2024, January 6, 14, 27, 2025

**Resolution FA25-03-03**

Moved by Councillor Lafreniere

Seconded by Councillor Kuehl

That the minutes of the Finance and Administration Committee Budget Meetings of December 10 and 11, 2024, January 6, 14, and 27, 2025, be approved as circulated.

**Carried**

**6. Business Arising from Minutes**

There was no business arising from the minutes.

**7. Presentations and Delegations**

- a. Librarian of the Year

Karthi Rajamani, CEO of the Pembroke Public Library

The Chair of the meeting provided an overview of the Angus Mowat Award of Excellence from the Ontario Ministry of Tourism, Culture, and Gaming that was awarded to the Pembroke Public Library.

In addition, the Chair detailed that Ms. Rajamani was awarded the 2025 W.J. Robertson Medallion for Public Librarian of the Year for her transformative leadership of the Pembroke Public Library.

- b. Pembroke Handi-Bus Presentation

Dan Callaghan, Manager of the Pembroke Handi-Bus was in attendance to provide an overview of Pembroke Handi-Bus services.

- A question from the presenter was provided regarding AODA regulations pertaining to the Handi-bus service and the upcoming pilot project for an on-demand transit system in the city
- It was noted by presenter that per legislation, if fees for the regular transit are substantially lower than the accessible services provided, the fares have to be comparable, or consistent according to his interpretation of the legislation
- Council iterated support for the Handi-Bus and the important role the service plays
- Importance of the City and Handi-Bus working together to provide required services to City of Pembroke rate payers

**DIRECTION:** That staff to look into the AODA regulations and how these relate to any fares the City sets for the On Demand Transit Service and if they have any influence on Handi-Bus service fares.

- c. Ottawa Valley Tourist Association Annual Budget

Melissa Marquardt, County of Renfrew Economic Development Manager and Stefi Van Wijk, Ottawa Valley Tourist Association Board of Directors Chair were present to provide an overview of the OVTA membership, services, and marketing projects.

- Questions regarding the plan from the impending Municipal Accommodation Tax (MAT) and how the OVTA plans to utilize their portion of the MAT revenue from Pembroke.
- It was responded that discussions with OVTA, City of Pembroke staff, and stakeholders to shape and solidify the plan in June 2025.
- The importance of utilizing the MAT dollars generated by City funds going directly to City of Pembroke specific initiatives.

a. Municipal Accommodation Tax Municipal Funds Allocation

Tourism and Digital Media Officer McKeown presented the MAT Municipal Funds Allocation report. A discussion was held and the following points were raised:

- MAT was officially launched January 1, 2025.
- There has been little negative feedback relayed to the city from accommodation providers since the tax implementation
- A policy is required to responsibility track and disperse the funds, to ensure they are used strategically and effectively in a structured framework for tourism and/or tourism adjacent projects to remain aligned with City priorities moving forward.
- Noted that added percentages of MAT spending per area of City may be too specific
- The policy can be updated as the program proceeds subsequently being reviewed and updated as required.
- 4.3 – it was recommended to update the policy to reflect “Recreation/Cultural Programs and Facilities Impacting Visitors” as cultural programs can attract tourism.

**Resolution FA 25-03-04**

Moved by Councillor Plummer

Seconded by Councillor Lafreniere

That the Finance and Administration Committee adopt a Municipal Accommodation Tax (MAT) Municipals Funds Allocation Policy, as presented.

**Carried**

b. PFD Monthly Report – February 2025

Chief Selle presented the information report.

c. Mutual Aid Plan for the Fire Services Within Renfrew County, Update By-law 2020-72

Chief Selle presented the report.

**Resolution FA 25-03-05**

Moved by Councillor Kuehl

Seconded by Councillor Lafreniere

That the Finance and Administration Committee endorse and recommend to Council approval of By-law 2020-72, authorizing the Pembroke Fire Department to be a participant in the Renfrew County Mutual Aid Plan, as presented.

**Carried**

d. Municipal Forest Fire Agreement

Chief Selle presented the report. A discussion was held, and the following points were raised:

- Estimates provided on costs involved in the City contracting emergency services independently.

**Resolution FA 25-03-06**

Moved by Councillor Kuehl

Seconded by Councillor Plummer

That the Finance and Administration Committee approve the entering into an agreement with the Aviation, Forest Fire and Emergency Services (AFFES), a division of the Ministry of Natural Resources (MNR), as presented.

**Carried**

e. Energy Audit Report – Victoria Hall

Treasurer/Deputy Clerk Lochtie presented the information report. A discussion was held, and the following points were raised:

- Significance of the historic value of the building and the support to maintain it
- Questions surrounding notification period for current tenants. It was responded that a significant notice period was included in the project timeline to ensure the tenant has a long lead time to seek out alternate locations for their activities during renovation.

f. Tangible Capital Asset Policy

Treasurer/Deputy Clerk Lochtie presented the report. A discussion was held, and the following points were raised:

- The policy has been renamed and restructured to provide formal authority to the Treasurer to update appendices as the City's asset management policies continue to evolve

**Resolution FA 25-03-07**

Moved by Councillor Lafreniere

Seconded by Councillor Jacyno

That the Finance and Administration Committee endorse and recommend to Council for approval the revised City of Pembroke's Tangible Capital Asset Policy (formerly Fixed Asset Policy), as presented.

**Carried**

g. Section 357 Property Tax Adjustments for Partially Damaged Buildings

Treasurer/Deputy Clerk Lochtie presented the report. A discussion was held, and the following points were raised:

- It was asked if the municipality is obligated to provide the property tax break
- Response included that the municipality can determine the rate of the tax break
- Questions regarding how many requests are received on average per year, it was responded that a couple a year are received by the municipality
- It was stated that this is a new download and not typically within municipal staff's expertise when it comes to assessing properties. Therefore, it was the consensus that a flat rate for a tax rebate is an easier approach for municipal staff to apply

**Resolution FA 25-03-08**

Moved by Councillor Lafreniere

Seconded by Councillor Kuehl

That the Finance and Administration Committee endorse and recommend to Council for approval to accept staff recommendation of a flat 0% property tax rate for Section 357 applications related to partially damaged buildings and/or major renovations.

**Carried**

DIRECTION: That staff work with Council and seek a delegation at next AMO conference, in consultation with the MPP on this matter.

**8. Adjournment**

**Resolution: FA-25-03-09**

Moved by Councillor Kuehl

Seconded by Councillor Plummer

That the Finance and Administration Committee meeting of March 4, 2025, adjourn at 7:40 p.m.

**Carried**



# PEMBROKE FIRE DEPARTMENT

200 International Drive Pembroke, Ontario K8A 6W5

Telephone: (613) 735-6821 ext. 1201 • Fax: (613) 732-7673 • [www.pembroke.ca](http://www.pembroke.ca)

***“Protection, Prevention and Education for over 160 years”***

## **April 2025 Monthly Report (March 25, 2025 – April 29, 2025)**

### **Prevention and Public Education Activities**

In April, we hosted the 911 Birthday Party in partnership with Ry-Js Climbing Adventures and &th Heaven Sweets. This party is auctioned off at the Black and White Gala hosted by the Hospital Foundation. The winners of the prize are able to host a child's birthday party at the fire hall with a fire truck bouncer and sweet treats. We also incorporate some fire safety based on our Junior Firefighter Program.

Inspections are ongoing. April was a busy month for fire prevention. Unfortunately, The City of Pembroke experienced its first loss of life due to fire in 25 years at the end of March. Firefighters did an excellent job to quickly control the fire and remove the patient, however, we, with the assistance of Renfrew County Paramedics, we unable to save the individual. Recognition should go to Acting Captain Kyle Zimmerman, who was Incident Commander for this fire. Kyle and his team did an excellent job. Kyle also worked closely with the fire investigation team from the Ontario Fire Marshal's Office.

We are working closely with the Fire Marshal's Office, Mental Health Services of Renfrew County and Renfrew County Community Services Department in preparing an Order to Close on a property in the City while ensuring the needs of the those being displaced are met.

Staff training was conducted at Columbus House. Training focused on Fire extinguishers and general life safety.

Our partnership with Renfrew County Fire Departments continued as we provided fire safety messaging in the Eganville Leader.

Messaging on Pembroke's Pure Country focused on the risks of alcohol consumption, smoking and cooking, while the other ad focused on smoking-related fires.

Ads were written and recorded in April for Emergency Preparedness Week, May 4-10. These ads will run on both local radio stations.

Our messaging on social media involved the promotion of information from the Fire Marshal's Office, discussing the short term rentals as we move towards vacation season. With the weather staying cool, space heater safety was presented along with safe use of extension cords. These two topics are extremely important factors that will reduce the risk of fire in residential properties.

Other topics presented was the Recreational Burning By-law, our presentation with the OSPCA on Family and Pet Preparedness during Emergencies, promotion of the Associations Pancake Breakfast and other City festivals and events. We also posted Emergency Preparedness messaging, specifically providing advanced warning for potential storms and keeping the community up to speed



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on the spring melt and how it is affecting the Ottawa River. Last but not least, we recognized Wendy Hewitt for Administrative Professionals Day.

## **Education**

Firefighter Caughey continues work on NFPA 1035 Fire and Life Safety Educator course. Firefighter Caughey also completed re-certification as co-chair of the Health and Safety Committee.

Firefighter Dunne continues working through the Fire Code Division B Part 9 course.

## **Vulnerable Occupancy Inspections and Drills**

In April, both the Annual Vulnerable Occupancy Inspection and Fire Drill were held at the Pinewood Retirement Residence.

The Annual V.O. Inspection was conducted at Heritage Manor.

The Annual V.O. Fire Drill was conducted at Marianhill.

## **Emergency Management**

Planning for the City's annual emergency exercise continues. The planning committee met

## **EOC/Training Room**

The EOC/training room hosted 8 meetings in the month of April.

## **Pembroke Professional Firefighters Association (Lo. 488)**

In April, the Association hosted their 2<sup>nd</sup> Annual Pancake Breakfast. This is quickly turning into a marquee event for the Association. All proceeds of the event go to support the Pembroke and Laurentian Valley Handibus. The PPFFA would like to thank everyone that attended and also thank the volunteers from the Handibus who helped out during the event.

The PPFFA made a donation to the Heros Run for Healthcare and is once again the cape sponsor for the event, raising funds for the Hospital Foundation.

## **Career Firefighter Training**

Spring is the time of year that offers the perfect ice conditions for ice rescue training. Over a two-day period, all career firefighters attended in depth, practical training scenarios at the City's Quarry. Thank you to Captain Morgan and Acting Captain Verdiel for leading this training.





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This month's training focused on:

- **Suppression:** Fire Suppression Strategies and Tactics; Personal Protective Equipment; Forcible Entry; Commercial Cooking Fires; Small Engines on the Fire Ground; Ladders on the Fireground; Hydrants and Water Supply; Decontamination on the Fireground; Aerial Operations; Loss Control
- **Rescue:** Water/Ice Rescue; Rescue Operations with Aerial Device; Water Rescue/Boat Operations
- **SCBA:** Donning and Doffing; Maintenance and Inspections
- **Driver:** Aerial Operations; Defensive Driving Techniques
- **Prevention:** Ontario Fire Code & Inspection Orders; Part 9 Retrofit
- **Administration:** Policies, SOPs and Procedures; Public Education; Health & Safety; Post Traumatic Stress & Resiliency

Volunteer training for this month:

- Firefighter Survival: Self-Rescue Techniques, Search, Rescue, and Victim Removal Techniques for Downed Firefighter Operations
- Small Engines on the Fireground
- Loss Control

## Recreational Open-Air Burning

Year/Month	Number of new permits	Number of Inspections	Renewals	Dollars collected	Total Number of Permits to date	Total dollars collected
2024	129	139	64	\$16,100	193	\$16,100
January 2025	2	2	0	\$200	2	\$200
February 2025	1	1	2	\$200	5	\$400
March 2025	1	1	3	\$250	9	\$650
April 2025	7	12	19	\$1650	35	\$2300



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## Smoke Alarm Program

Year/Month	Number of Inspections	Number Tested	Alarms Missing	Alarms not Working	Batteries Replaced	Alarms Installed
2024	171	419	17	33	16	70
January 2025	18	34	3	3	3	3
February 2025	12	20	1	3	1	3
March 2025	10	32	2	6	3	2
April 2025	27	56	2	5	4	5

## Inspections & Consultations

Type of Inspection or Consultation	# Completed
Assembly	22
Health Care and Long-Term Care Facility	34
Residential	90
Mercantile and/or Business	18
Industrial	8
Hotel or Motel	4
Recreational Burn Permit Site Inspections	10
Total number of inspections or consultations completed this month	186
Total number of violations found since the last report	32
Total number of outstanding violations repaired since the last report	4
Total number of Fire Safety Plans reviewed and/or approved	3

## Incidents

Type of Incident	# attended
Fires/Explosions	2
Over Pressure Rupture/Explosion	0
Pre-Fire Conditions/ No Fire	5
Open- Air Burning	7



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Type of Incident	# attended
False Fire Calls	6
Public Hazards	2
Carbon Monoxide	0
Rescue	10
Medical	0
Other Responses	1
<b>Total Responses</b>	<b>33</b>
Estimated Dollar Loss	\$695,000

## False Alarms

Year/Month	Letter of Warning	Fine Issued	Fines Paid	Fines Cancelled	Fines Outstanding
2020	21	6	5	0	2
2021	29	8	8	2	0
2022	16	12	8	0	4
2023	20	6	5	0	1
2024	37	8	8	0	0
January 2025	0	0	0	0	0
February 2025	4	0	0	0	0
March 2025	0	0	0	0	0
April 2025	2	1	1	0	0

Respectfully yours,

Scott Selle,  
Fire Chief



# **Pembroke Fire Department 2024 Annual Report**



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## PEMBROKE FIRE DEPARTMENT

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## **Fire Chief Selle's Message**

In 2024, Ontario suffered 111 deaths from fire. This number remains unacceptably high. To combat this, the Province continues its renewed focus on smoke alarms. The Pembroke Fire Department complements the Province with our Smoke Alarm Program, focusing on educating our residents during responses and testing smoke alarms at all opportunities. Tracking of these inspections is now done and reported as a means of emphasizing the importance of working smoke alarms.

The past year was an exceptionally busy one for the Pembroke Fire Department. We responded to a total of 452 emergency incidents in 2024, marking the highest number of emergencies the PFD has ever handled in a single calendar year. We can proudly state that losses amounted to only 2.16 % of property and contents values involved, while we managed to save 97.84% in fire emergencies. Unfortunately, in September, we experienced the loss of a landmark when King Burger was destroyed by fire.

One of the mandates of the Pembroke Fire Department is public education, which goes hand in hand with fire prevention. Our public education program continues to inform the community about topics such as fire hazards, fire safety practices, and general life safety. We strive to continually enhance and expand our public education initiatives to reach all age groups. Every member plays an integral role in delivering these programs, and each interaction with the community provides us with the opportunity for education.

2024 saw the arrival of a new boat, replacing the aged rescue boat in our fleet. The new boat will handle the rigors of the Ottawa River better than the previous one while providing much needed space and stability. This purchase also coincides with our expanded Water/Ice Rescue service into the Township of Whitewater Region. This partnership also reflects the vision and underlying principles of the City of Pembroke's Strategic Plan.

A heartfelt thank you should go to the current Provincial Government. The focus on cancer prevention in the fire service has been an increasingly concerning topic and this government has come to the table with financial backing for departments to take proactive steps forward. 2024 was a successful first round of funding. Hopefully, Premier Ford holds true to his word and the next years provides funding in phases two and three.

It is my pleasure to present this 2024 annual report. There were many positives gained throughout the year, from community outreach and engagement to staff education to incident responses. Thank you to Mayor Gervais, Council, and the City of Pembroke for your continued support.

**Scott Selle,**

**Fire Chief**



## **Core Values, Mission and Vision**

### **Professionalism**

The fire department demands the highest standards of excellence, integrity, commitment, and dedication from all its employees. As professionals, we must treat all others with respect and dignity. The public and taxpayers deserve nothing less.

### **Integrity**

The fire department is entrusted with protecting the public and enforcing fire and other related codes. Each member has a personal responsibility to demonstrate the highest ethical standards to inspire confidence and trust in each other and also in the public we serve.

### **Respect**

Each member of this department should be treated with consideration and respect. Personnel must be free to contribute fully to this fire department without any fear or disrespect. All employees must respect the dignity and rights of co-workers and the public they serve.

### **Accountability**

In carrying out our mission, all employees must hold themselves accountable to the public, taxpayers and personally for their actions.

### **Partnership**

The Pembroke Fire Department recognizes that its success requires a diverse, coordinated team committed to the highest standards of trust, hard work, co-operation and communication working together with external stakeholders to achieve common goals.

### **Innovation**

The fire department strives to work creatively, proactively and effectively in providing services to the public. We are committed to finding flexible, efficient and innovative approaches to providing fire safety.

### **Mission**

It is our mission to continually strive to provide fire and life safety protection, prevention and education to the residents and visitors of the City of Pembroke with dedication, teamwork, civic pride and professionalism.

### **Vision**

The Pembroke Fire Department is dedicated to continually improving the quality of life to the people we serve with exemplary service in a cost effective and efficient manner.

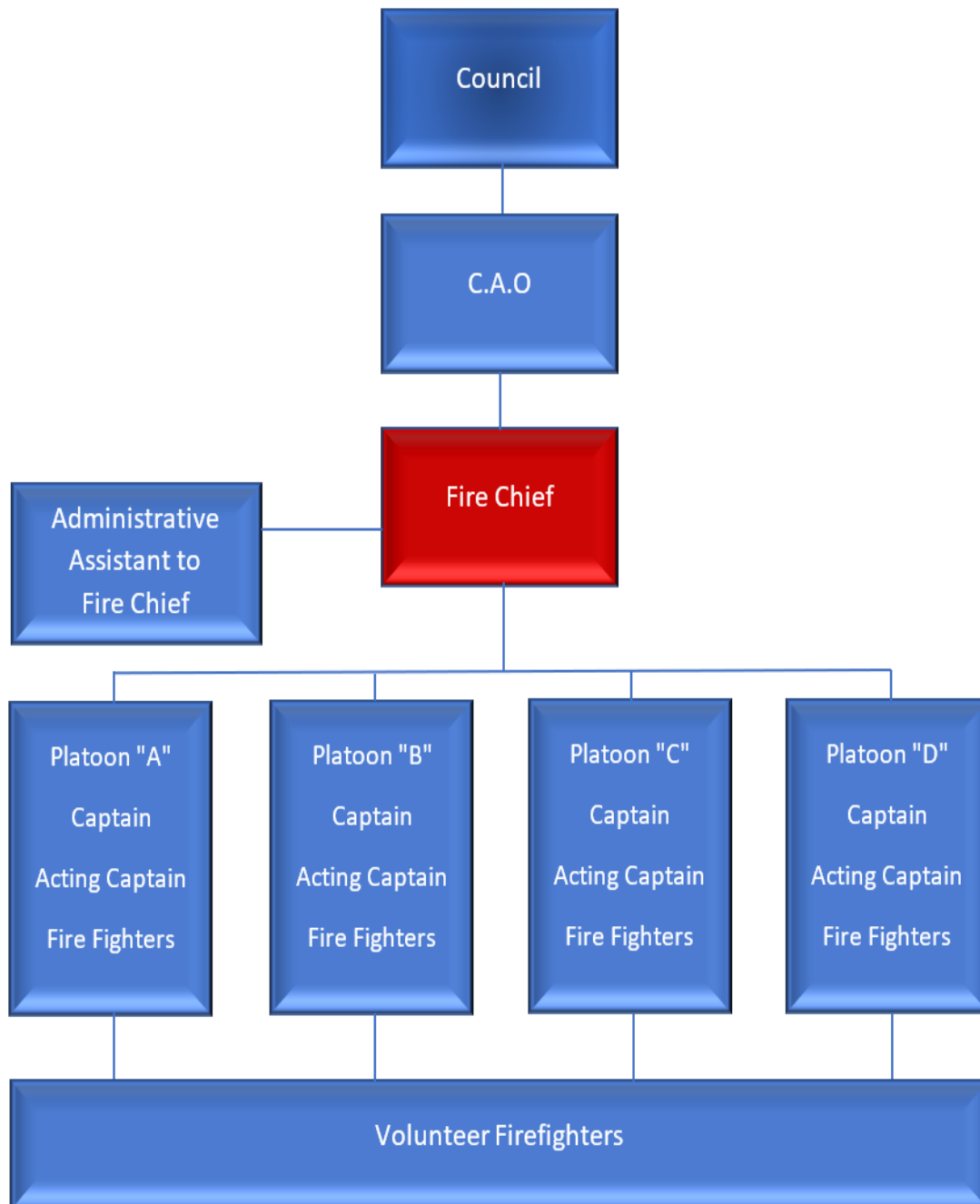




## Organizational Structure

### Pembroke Fire Department Chain of Command

The Pembroke Fire Department is a composite department consisting of 16 career and 16 Volunteer Fire Fighters, a Fire Chief, and an Administrative Assistant.





## Department Staff

### Career Fire Fighters (includes volunteer & career service as of Dec. 31, 2024)

Name	Rank	Service
Scott Selle	Chief	22 years, 10 months
Edward Beaupre	Captain	36 years, 5 months
Gary Lowe	Captain	30 years, 11 months
Shawn Morgan	Captain	18 years
Chance Colquhoun	Captain	17 years, 7 months
Darrell Andrews	Acting Captain	31 years, 1 month
Kyle Zimmerman	Acting Captain	16 years, 6 months
Jason Kelly	Acting Captain	16 years, 4 months
Brent Verdiel	Acting Captain	15 years, 9 months
Ian Caughey	Fire Fighter	22 years, 6 months
Tom Watkins	Fire Fighter	21 years, 9 months
Luke Dunne	Fire Fighter	18 years, 9 months
Matt Troutman	Fire Fighter	13 years, 3 months
Tanner Rutz	Fire Fighter	13 years, 3 months
Brad Lapierre	Fire Fighter	9 years, 8 months
Emma Gibbon	Fire Fighter	7 years, 2 months
Riley Poirier	Fire Fighter	5 years, 4 months

Table 1: Career firefighters rank and service time

Approximate Average years of service: 18 years (Includes Volunteer Service time).

Captains approximate average years of service: 26 years.

Acting Captains approximate average years of service: 20 years.

Firefighters' approximate average years of service: 14 years.

**9** of the **17** members began their careers as Volunteer Firefighters with the City of Pembroke (Beaupre, Selle, Andrews, Watkins, Morgan, Caughey, Kelly, Dunne & Lapierre) and **3** of the members were co-op students with the Pembroke Fire Department prior to being hired (Rutz, Troutman & Lapierre).

### Years of Service Awards

Acting Captain Brent Verdiel was recognized for 15 years of service.





## **Administrative Assistant to the Fire Chief**

In 2024, Wendy Hewitt completed three years of service as the Administrative Assistant to the Fire Chief. She attends all major incident in the role of Scribe for the Incident Commander and is also the Secretary for the Renfrew County Fire Chiefs Association.

## **Promotions and Appointments**

Fire Fighter Riley Poirier earned the rank of 2nd class on September 13<sup>th</sup>, 2024.

**Volunteer Fire Fighters** (average years of service is 11 years)

<b>Name</b>	<b>Rank</b>	<b>Service</b>
<b>Richard Larocque</b>	Volunteer	<b>30 years</b>
<b>David Stresman</b>	Volunteer	<b>26 years</b>
<b>Reid Lewis</b>	Volunteer	<b>22 years</b>
<b>Paul McMillan</b>	Volunteer	<b>22 years</b>
<b>Dave Roach</b>	Volunteer	<b>17 years</b>
<b>Shawn Mahood</b>	Volunteer	<b>13 years</b>
<b>Trevor Popke</b>	Volunteer	<b>10 years</b>
<b>Matthew Wagner</b>	Volunteer	<b>6 years</b>
<b>Dereck Beaupre</b>	Volunteer	<b>6 years</b>
<b>Noah Maika</b>	Volunteer	<b>4 years</b>
<b>Dillon Watts</b>	Volunteer	<b>4 years</b>
<b>Matthew Smith</b>	Volunteer	<b>2 years</b>
<b>Jakob Therrien</b>	Volunteer	<b>2 years</b>
<b>Shane Schneider</b>	Volunteer	<b>2 years</b>
<b>Justin White</b>	Volunteer	<b>2 years</b>
<b>Renee Fleurant</b>	Volunteer in Training	<b>3 months</b>
<b>Eric Louise-Seize</b>	Volunteer in Training	<b>3 months</b>
<b>Brandon Merson</b>	Volunteer in Training	<b>3 months</b>
<b>Payton Ziebarth</b>	Volunteer in Training	<b>3 months</b>

Table 2: Volunteers and service time

## **Volunteer Fire Fighter Hiring**

In the fall four new Volunteer Firefighters were hired, Renee Fleurant, Eric Louise-Seize, Brandon Merson and Payton Ziebarth. They are currently completing all the required training and evaluations and will become responding members of the Pembroke Fire Department in 2025.



## **Incident Response Times**

The Pembroke Fire Department responded to a total of 452 emergency incidents in 2024. This represents the largest number of emergency incidents the PFD has ever responded to in one calendar year. Prior to the Covid outbreak in 2020, our annual call volume hovered around 400 responses.

The importance of time is critical in responding to any emergency. The goal of the Pembroke Fire Department is to have resources at the scene of an emergency in less than 5 minutes, all the while, following the Highway Traffic Act and ensuring the safety of the staff and the citizens of Pembroke during response. The average response time to incidents in the City of Pembroke in 2024 was 4:51. This represents the time from the receipt of the call from 911 dispatch to the on-scene arrival time by the fire department. In 2023, due to major construction projects on Bennett Street, the response time was 5:22. As you can see, major traffic disruptions have a major impact on our response times.

In 2024, The Pembroke Fire Department responded to seven (7) incidents outside of the City of Pembroke under the Renfrew County Mutual Aid Plan or under one of the Fire Service Agreements currently in place with our neighbouring municipalities. Our average response time for incidents outside of the City was 12:20.

The following charts compare the average response times for incidents within the City, as well as outside of the City boundaries, over the past five years.

### **Emergency Incident Response Times (within the City) 2020 – 2024**

Year	# of Emergency Incidents	Response Time
2020	327	4:44
2021	360	4:48
2022	343	4:53
2023	383	5:22
<b>2024</b>	445	4:51



## Emergency Incident Response Times (outside the City) 2020 – 2024

Year	# of Emergency Incidents	Response Time
2020	9	8:56
2021	7	8:00
2022	9	9:05
2023	9	14:18
<b>2024</b>	7	12:20

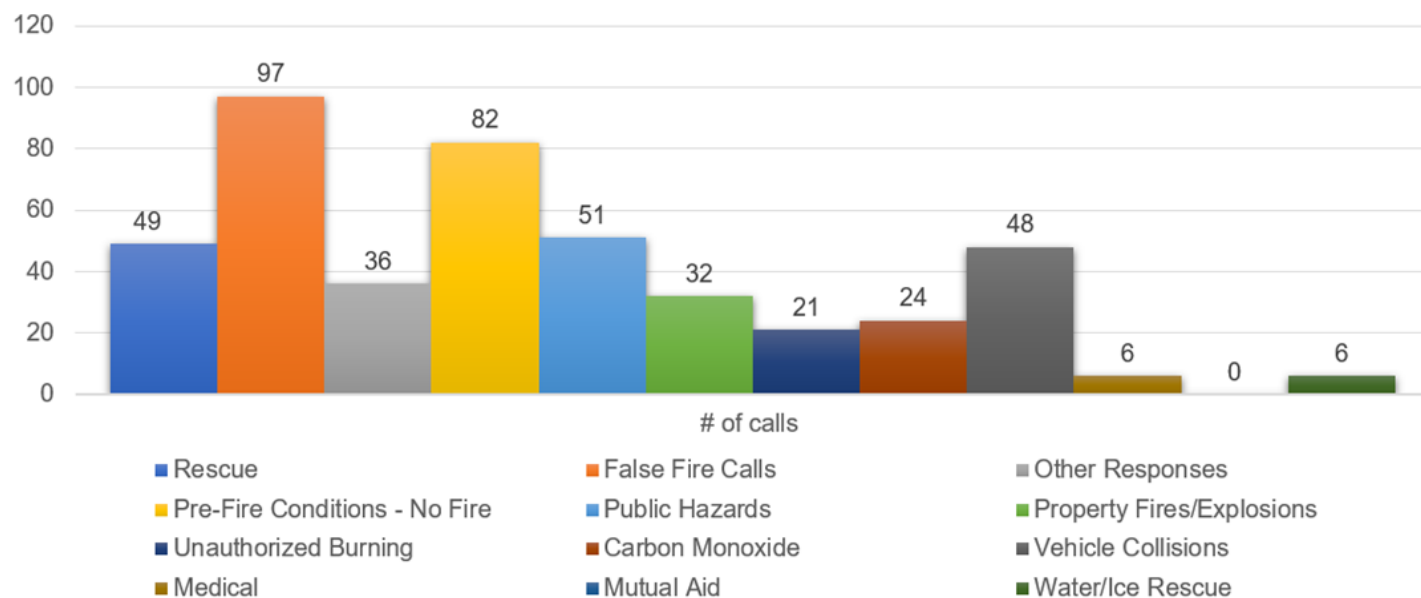
## Incident Types

The Pembroke Fire Department responds to many different types of incidents.

The following graph demonstrates incidents by event type.

### Incidents

#### Incidents 2024





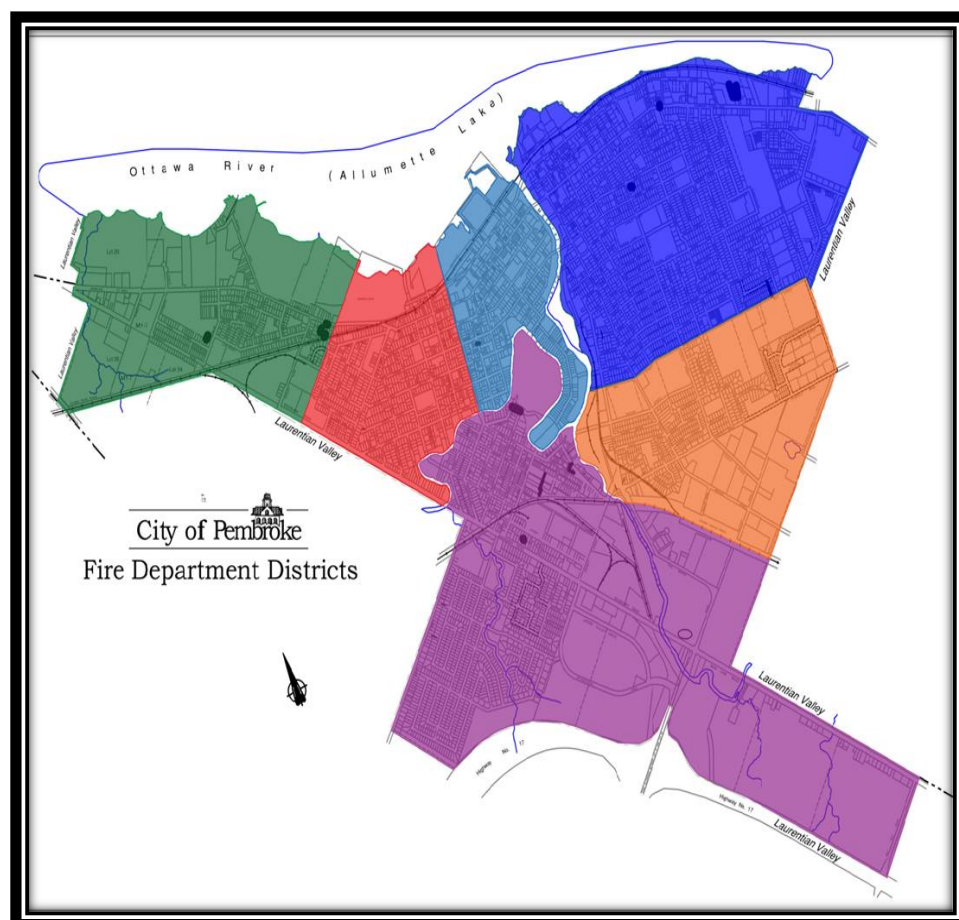
## Breakdown of Incidents in 2024

Type of Incident	# of Calls	Type of Incident	# of Calls
Rescue	49	Unauthorized Burning	21
False Fire Calls	97	Carbon Monoxide	24
Other responses	36	Vehicle Collisions	48
Pre-Fire Conditions-No Fire	82	Medical	6
Public Hazards	51	Water/Ice Rescue	6
Property Fires/Explosions	32	Fire Service Agreement	6

## Incidents by District

The Pembroke Fire Department maintains a system which divides the City into six districts. All statistics are broken down to identify trends in fire loss and call volume by district.

## Districts in the City of Pembroke





## Summary of Incidents by District

**District 1** – Downtown core Christie Street, east to Muskrat River and south to Indian River

<b>Incident Count</b>	<b>86</b>
Percentage of Incidents	19.02 %
Estimated Loss	\$11,500
% of Dollar Loss	1.49 %

**District 2** – west of Christie Street to Forced Road and south to Boundary Road.

<b>Incident Count</b>	<b>42</b>
Percentage of Incidents	9.29 %
Estimated Loss	\$500
% of Dollar Loss	0.06 %

**District 3** – Forced Road west to city limits and north to Ottawa River.

<b>Incident Count</b>	<b>54</b>
Percentage of Incidents	11.94 %
Estimated Loss	\$ 615,000
% of Dollar Loss	79.79 %

**District 4** – Boundary Road bridge, east to city limits and north, including Eganville Road.

<b>Incident Count</b>	<b>47</b>
Percentage of Incidents	10.39 %
Estimated Loss	\$15,000
% of Dollar Loss	1.95 %

**District 5** – east of Muskrat River to city limits and south to Bell Street.

<b>Incident Count</b>	<b>173</b>
Percentage of Incidents	38.27 %
Estimated Loss	\$128,750
% of Dollar Loss	16.70 %



## PEMBROKE FIRE DEPARTMENT

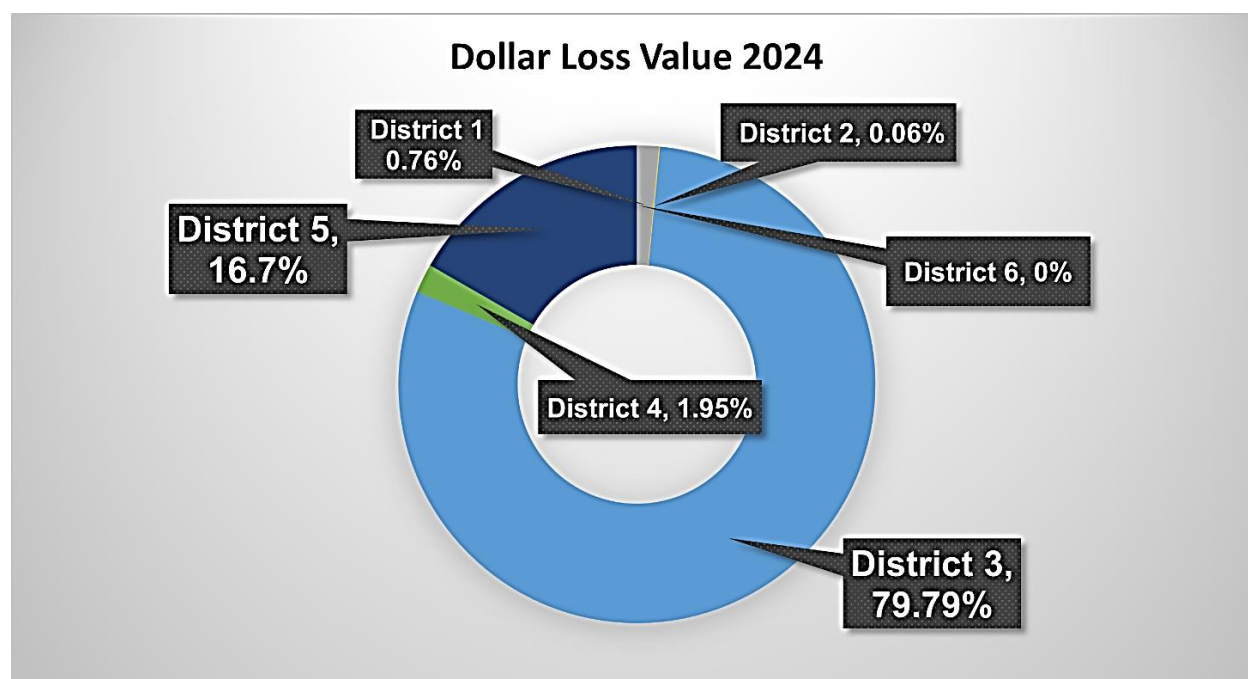
**District 6** – east of Muskrat River from Bell Street to the city limits.

Incident Count	43
Percentage of Incidents	9.51 %
Estimated Loss	\$ 0
% of Dollar Loss	0 %

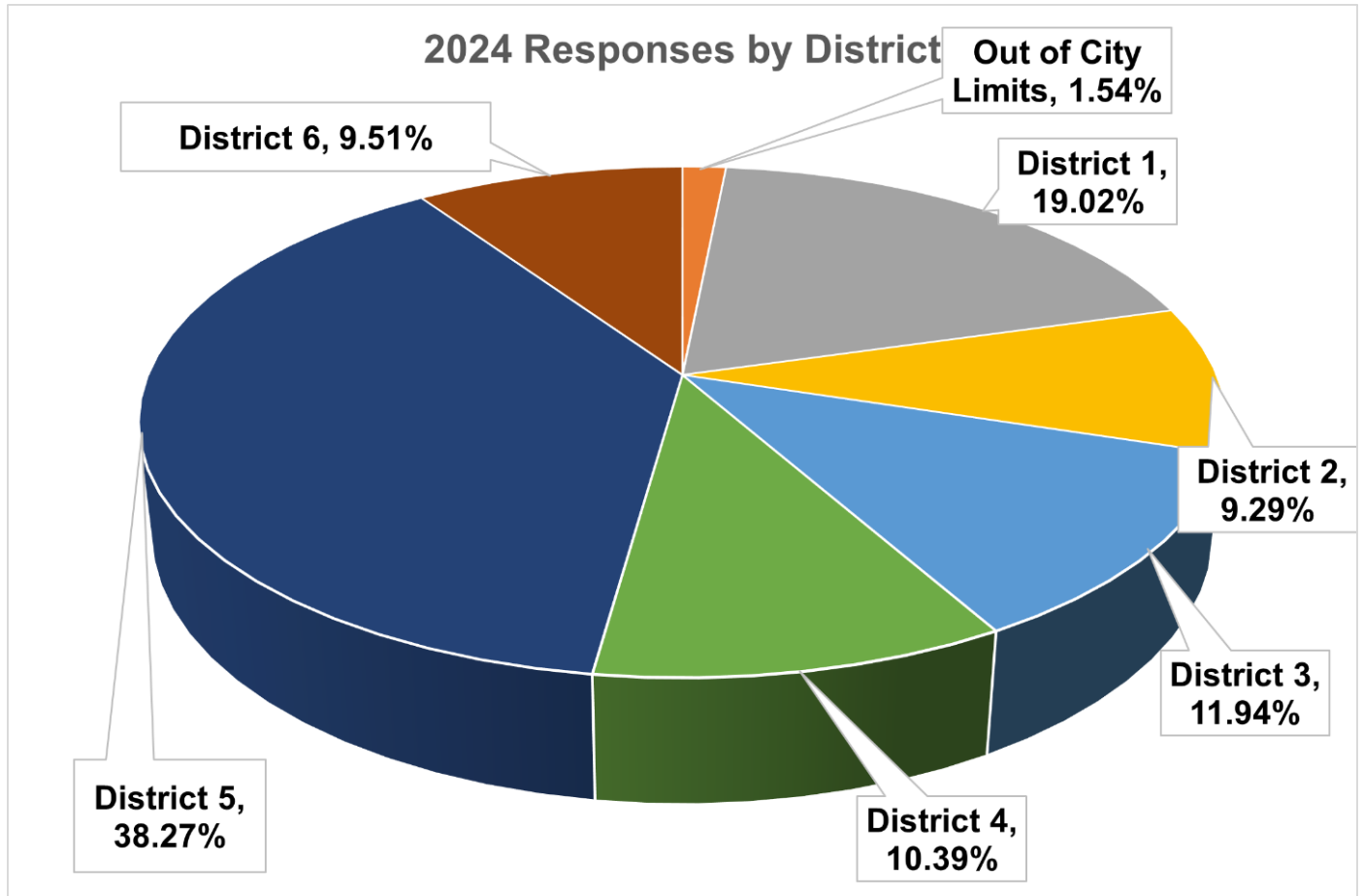
**Out of City Limits** (losses are recorded by Laurentian Valley Fire Department)

Incident Count	7
Percentage of Incidents	1.54 %
Estimated Loss	N/A
% of Dollar Loss	N/A

Note: Percentage of dollar loss per district reflects all fire loss







THE FOLLOWING CHART DEMONSTRATES THE CALL VOLUME BY DISTRICT

### 2024 Incident Responses By Month

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
# of Responses	46	36	37	31	44	37	35	41	34	39	34	33
% of Responses	10.2%	8%	8.2%	6.9%	9.7%	8.2%	7.7%	9.1%	7.5%	8.6%	7.5%	7.3%

**2023 Incident Responses By Month**

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
# of Responses	26	29	28	27	21	42	50	31	28	38	37	35
% of Responses	6.6%	7.4%	7.1%	6.9%	5.4%	10.7%	12.8%	7.9%	7.1%	9.7%	9.4%	8.9%

**2022 Incident Responses By Month**

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
# of Responses	27	17	17	31	38	37	27	28	35	30	37	28
% of Responses	7.7%	4.8%	4.8%	8.8%	10.8%	10.5%	7.7%	8%	9.9%	8.5%	10.5%	8%

**2021 Incident Responses By Month**

Month	Jan.	Feb.	Mar.	Apr	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.
# of Responses	24	14	29	22	27	38	32	42	45	41	31	26
% of Responses	6.5%	3.8%	7.9%	6%	7.4%	10.3%	8.7%	11.4%	12.2%	11.1%	8.4%	7.1%

**2020 Incident Responses By Month**

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
# of Responses	29	15	27	28	38	17	29	36	31	28	32	19
% of Responses	8.8%	4.6%	8.2%	8.5%	11.6%	5.1%	8.8%	10.9%	9.4%	8.5%	9.7%	5.8%



## 5 Year Average Monthly Responses

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>Avg # of Responses</b>	30	22	28	28	34	34	35	37	35	35	35	28
<b>Avg % of Responses</b>	7.9%	5.8%	7.3%	7.3%	8.9%	8.9%	9.2%	9.7%	9.2%	9.2%	9.2%	7.3%

## Emergency Responses

### Property Value Saved/Loss

To measure the effectiveness of the Pembroke Fire Department, we track a number of statistics. One statistic is dollars lost versus dollars saved. This is a measure of the damage to property and contents during a fire incident. We are constantly refining our formulas to extract better comparisons of dollar losses at fire incidents compared to property saved.

This year the percentage of property value saved was 97.84% (\$) versus the percentage of property loss of 2.16% (\$). Although we experienced the largest number of incidents we've ever had, it is the smallest percentage of loss overall we have tracked.

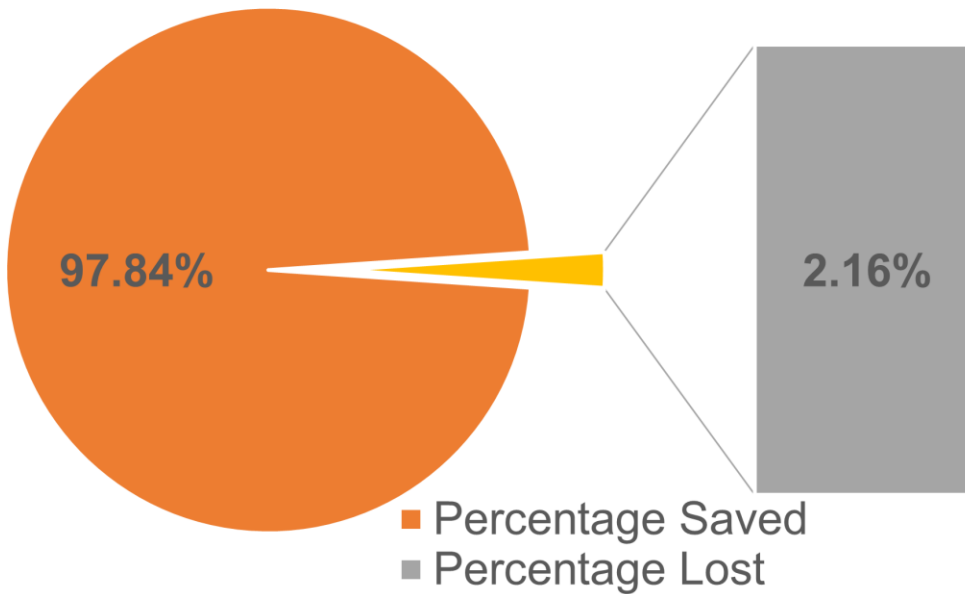
In 2024, the PFD responded to one (1) significant fire. There were no major injuries to civilians or staff.

The chart below indicates an estimated loss value and compares property loss versus property saved over the past 5 years.

Year	#of Incidents	Dollar Loss structure fire only	% of Loss	% Saved
2020	327	\$1,072,525.00	41.98%	58.02%
2021	367	\$803,750.00	7.54%	92.46%
2022	352	\$1,690,000.00	36.89%	63.11%
2023	392	\$660,500.00	2.37%	97.63%
2024	452	\$770,750.00	2.16%	97.84%



## 2024 Property Value Saved/Loss



## Significant Incident

**1294 Pembroke St. W**  
**September 26, 2024**



The Pembroke Fire Department received a call from Renfrew Dispatch at 7:44 a.m. for a structure fire at 1294 Pembroke St W. The responding Officer had confirmation from



## **PEMBROKE FIRE DEPARTMENT**

the scene of a working fire and upgraded the response, calling in all available personnel. Upon arrival, heavy smoke was issuing from the building, and firefighters began fighting the fire which appeared to be concentrated in the kitchen area of the restaurant. The restaurant was unoccupied at the time of the fire. There were no injuries to civilians or firefighters. Although the firefighters put forth a valiant effort, the City experienced the loss of a landmark that day. Loss was estimated at \$450,000.

### **Fire Cause Determination**

Fire Cause Determination plays an important role in all fire incidents. Captain Ed Beaupre currently takes the lead role in all post-fire investigations. In 2023, Acting Captain Jason Kelly and Acting Captain Kyle Zimmerman completed the process to become certified investigators and have worked closely with Captain Beaupre on these incidents. In 2024, potential causes of ignition for fires in the City of Pembroke were improperly handled or discarded smoking materials, improperly used candles, and electrical and mechanical malfunctions or failures.

## **Incidents Involving Vehicles**

### **Vehicle Collisions and Fires**

The Pembroke Fire Department responded to 48 motor vehicle incidents in 2024.

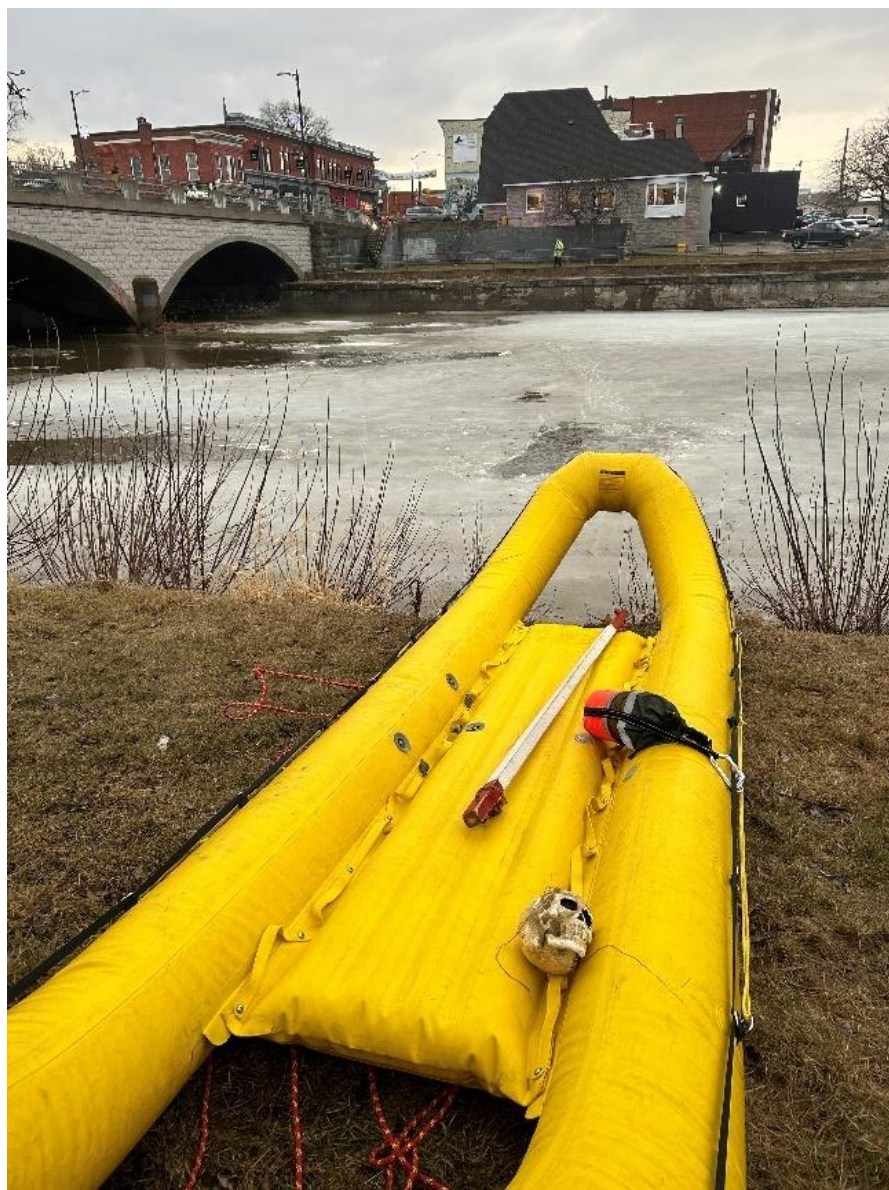






## **Water/Ice Rescue Incidents**

The Pembroke Fire Department provides Water and Ice Rescue services for the residents and visitors of the City of Pembroke. Water and Ice Rescue emergencies are dynamic events. Firefighters may have to enter the water in extreme circumstances to assist or rescue those in distress. Our equipment is comprised of a Water Rescue Boat & motor, a Rapid Deployment Craft for ice rescue incidents, and various other tools and equipment specific to these operations. The PFD also has Fire Service Agreements with Laurentian Valley and the Township of Whitewater Region. These agreements allow us to respond and provide water and ice rescue services in these municipalities. The Pembroke Fire Department responded to 6 water rescue calls in 2024; 3 were in the City and 3 were outside of the City limits.





## False Alarms

A total of 97 false fire calls and alarms were received in 2024. False alarms are considered incidents of human error, perceived emergencies, accidental activations and malfunctioning alarm equipment. A good number of the false alarms will not be reflected in the table below, as they are not preventable automatic alarm issues. To reduce operating costs and false alarms, the Pembroke Fire Department has a False Alarm By-law, which allows for the recovery of costs associated with preventable false alarms.

# of Letter Warnings	# of Invoices	Year	Total
22	6	2020	\$3,051.02
29	7	2021	\$3,051.02
16	12	2022	\$7,246.15
20	6	2023	\$3,432.39
37	8	2024	\$3,813.78

Since the introduction of our False Alarm By-law in 2004, we have recovered a total of \$125,418.66



## Prevention

The Pembroke Fire Department has identified major risks within the community and has prioritized them below. Each Platoon carries out certain responsibilities to mitigate these identified risks.

The top seven identified risks are:

1. Missing, malfunctioning or disabled smoke alarms
2. Residential Fires
3. Compliance with the Ontario Fire Code in multi-unit apartments
4. Senior Citizen Vulnerability
5. Escape Planning for Multi-Unit Dwellings
6. Evacuation of large, vulnerable occupancies
7. Major industrial fire loads



## PEMBROKE FIRE DEPARTMENT

Below are the responsibilities of the individual platoons in 2024. There were no changes to the responsibilities from the previous year.

“A” Platoon – Health Care and Long-Term Care

“B” Platoon – Restaurants and Compliance of Ontario Fire Code in Multi-Unit Dwellings

“C” Platoon – Industrial occupancies

“D” Platoon – Commercial and Compliance of Ontario Fire Code in Multi-Unit Dwellings and Other Residential Occupancies

All platoons take part in general inspections and the smoke alarm program. For career development and a deeper understanding of the Ontario Fire Code and its application, Platoons may branch out and expand their inspection portfolios at the Fire Chief's direction.

### Inspections & Consultations

The Pembroke Fire Department completed approximately 1596 inspections and consultations in 2024. During these inspections, approximately 155 violations of the Ontario Fire Code have been repaired or corrected. In 2024, the PFD reviewed and/or approved 78 Fire Safety Plans. These plans are written documents outlining roles and responsibilities during a fire emergency. These plans are mandated by the Province, through the Ontario Fire Code, and apply to many buildings within the City. A fire safety plan attempts to mitigate many of the fire hazards associated with the major risks identified on the previous page.

Property Use	# of Inspections
Assembly	435
Health Care and Long-Term Care	283
Residential	722
Mercantile & Business	57
Industrial	69
Hotel/Motel	30

### Smoke Alarm Program

Working smoke alarms are essential in preventing the loss of life due to fires in the City of Pembroke. Missing, disabled or malfunctioning smoke alarms are identified as the #1 risk to the safety of our residents. The Pembroke Fire Department resuscitated our smoke alarm program in 2021. In 2022, we combined mitigation efforts for Risk #1 and Risk #2 and started with the largest residential buildings in the City. In 2023, we completed inspections in these buildings, and we began recording the number of Smoke Alarm Inspections as well as the number of alarms tested. Moving forward with this program in 2024, 171 Smoke Alarm inspections were conducted, 419 smoke alarms were tested, 17 smoke alarms were found to be missing, 33 were not working, 16 batteries were replaced, and 70 new smoke alarms were installed. The Pembroke Fire Department recovers the costs associated with the installation of smoke alarms.





## 2024 FIRE DATA

Last year, Ontario suffered  
**111 deaths from fire\***

Let's make 2025 a safer  
year with a **working smoke  
alarm**

\*Note: Number of fire deaths subject to change pending completion of fire investigations



**Ontario.ca/firemarshal**

*2024 OFM Fire Data*

### Carbon Monoxide Alarm/Program

The requirement for carbon monoxide alarms in all residences in Ontario became law in 2014. This is now a regular part of our public education and fire & life safety inspections. We continue to promote Carbon Monoxide safety at all the events and information booths we attend. In November, we assist Technical Standards & Safety Authority (TSSA) in promoting Carbon Monoxide safety through our social media pages as well as a billboard signage at the Fire Department.

### Beat the Silent Killer

Make sure **YOUR** household is safe from carbon monoxide poisoning.

Ensure all fuel-burning appliances and vents in your home are inspected annually. Find a registered contractor at **COsafety.ca**



Install and regularly test carbon monoxide alarms

**OVER 65%**



of all carbon monoxide deaths and injuries in Ontario occur in homes

 Symptoms of carbon monoxide poisoning are similar to the flu without the fever

It is often referred to as The Silent Killer



No Odour



No Colour



No Taste

*Carbon Monoxide Safety*



## **Sparky the Fire Dog**

For the past 15 years, Josh Woermke has donated his time and energy donning the Sparky costume at our public relations events. From the Open House to supporting young children at our Junior Firefighters Program, Sparky continues to delight the young and young at heart. There is a tremendous appreciation for the role Josh plays and the friendship he provides here at the PFD.



## **Public Service Announcements**

The Pembroke Fire Department continues to broadcast Public Service Announcements (P.S.A.'s) on local radio stations. With Pembroke's Pure Country, P.S.A.'s change every month and focus, for the most part, on fire prevention and life safety tips. At certain times throughout the year, especially in May, we change our focus to Emergency Preparedness. The P.S.A. messages are recorded by the Firefighters, Officers, Wendy, and the Fire Chief. Some examples of topics covered include the importance of working smoke and carbon monoxide alarms, family escape planning, water safety and road safety.

For the last five years, the Pembroke Fire Department has partnered with MyFM to present the 12 Days of Holiday Fire and CO Safety Campaign. Over 12 days leading up to Christmas, a specific holiday season fire safety message is played each day. Fire safety equipment is donated by the Fire Marshal's Public Fire Safety Council as part of this project, and in 2024, MyFM and the PFD donated these prizes to St. Joseph's Food Bank to be distributed to families in need of life safety equipment.

A new public education campaign is underway across the province of Ontario. Test Your Smoke Alarm Day is now September 28<sup>th</sup> every year, thanks to legislation brought forward by MPP John Yakabuskie. The education campaign leads us into Fire Prevention Week and we utilize our partnerships with our local radio stations and YourTV to promote the day.

We also continued our partnership with other Renfrew County fire departments to promote fire safety in the Eganville Leader newspaper. Once again, these fire safety messages are season specific.



## **TAPP-C (The Arson Prevention Program for Children)**

The Pembroke Fire Department delivers this program to children identified as having an “unhealthy” fascination with fire starting. It is a voluntary program, although it can also be a requirement of the courts. Thankfully, the PFD did not have any enrolment in the TAPP-C program in 2024. There is a possibility this program could be integrated into broader family programs offered by local agencies in the future.

## **Emergency Management & Exercise**

Chief Selle is also the Community Emergency Management Coordinator (CEMC) for the City of Pembroke. The CEMC works under the Emergency Management Program Committee and coordinates training for the Municipal Emergency Control Group, oversees the development and review on the Emergency Plan and all the appendices, and leads the planning and development of the Emergency Exercise. In 2024, the Chief Selle attended 66 meetings in his role as CEMC. These meetings do not include any training sessions the CEMC attended in 2024.

The City of Pembroke conducted our annual Emergency Exercise in October of 2024 under the leadership of the Municipal Emergency Control Group. Delivered by the Community Emergency Management Coordinator, Chief Selle, the MECG reviewed the new City of Pembroke Emergency Response Plan, which was introduced to the group in summer of 2024. The MECG then proceeded to work through the management of an infrastructure failure using the procedures outlined in the plan.

## **Fiddle Park**

The Annual Fiddling and Step Dancing Competition, along with Fiddle Park, saw its second year of operation post Covid cancelation. In 2023, the number of trailers was 306. In 2024, there was a decline in attendance, with 251 trailers entering Fiddle Park. The last pre-Covid event in 2019 saw 400+ trailers on site., In 2024, we saw an encouraging uptake of smoke alarms, as 8% of trailers on site needed either a smoke alarm or batteries. This can be compared with 2023, where we saw 17% of trailers requiring smoke alarms or batteries. The estimated value of the trailers and vehicles that stayed at the Park over the course of the event is estimated at roughly \$50 million.

## **Fire Prevention Week October 6<sup>th</sup> – 12<sup>th</sup>**

### **“Smoke Alarms: Make Them Work For You!”**

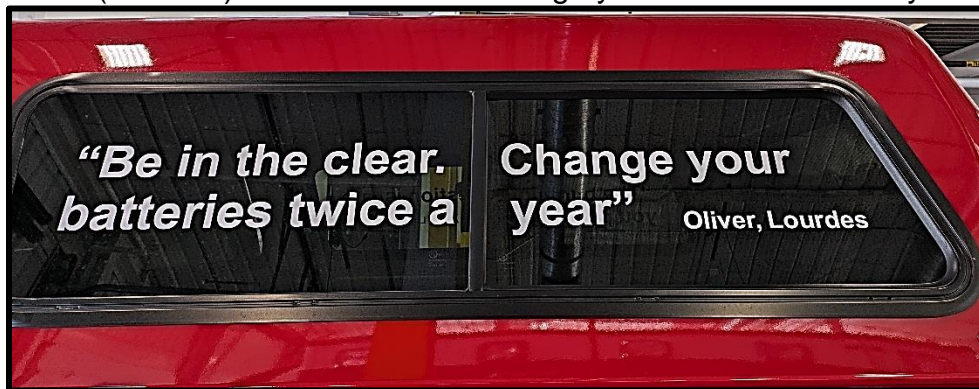
We continued with our traditional Fire Prevention Week activities, conducting fire drills and interacting with the students at the schools in the City of Pembroke. Our Firefighter for a Day contest, conducted in partnership with all elementary schools in the city, led us into FPW. Grade 3 and 4 students from the City were asked to develop catchy fire safety messages. The winning messages are displayed on the PFD half-ton. The winners also spent the afternoon of October 27<sup>th</sup> at the firehall working and training with the firefighters. This year’s winning messages are:



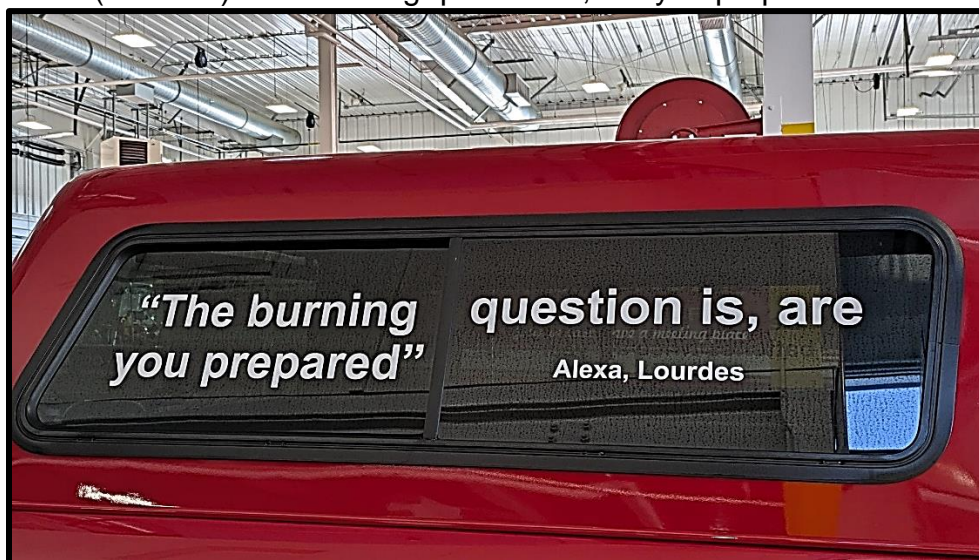


## PEMBROKE FIRE DEPARTMENT

Oliver (Lourdes) “Be in the clear. Change your batteries twice a year”



Alexa (Lourdes) “The burning question is, are you prepared”



Prior to the start of the week, Mayor Gervais delivered a proclamation recognizing the importance of the week. We prepared specific messaging for our social media platforms and with our radio partners, promoting FPW activities. We also used these mediums to expand upon the theme of Fire Prevention Week, building on the basics to drive home the importance of having working smoke alarms.

To open Fire Prevention Week 2024, we were invited to the Pembroke Lumber Kings game and set up an information booth and conducted our smoke alarm exchange program. Mayor Gervais and Chief Selle joined Sparky for the ceremonial puck drop at center ice. A huge thank you to the Pembroke Professional Firefighters Association, who sponsored the Chuck-A-Puck event.

Due to the timing of Fire Prevention Week, we were fortunate to close FPW 2024 with our annual Open House. We were extremely lucky to partner with the Pembroke Professional Firefighters Association once again. Our Open House had an estimated attendance of 400 people.



*Open House 2024*

Our “Where’s Sparky” contest began in September leading up to the Open House where attendees were able to fill out ballots identifying Sparky’s location in the City. With the correct answer, contestants were entered into a draw for a fantastic prize pack, generously donated by local businesses. A heartfelt thank-you goes to all the local businesses that supported us to make this event a success. The support received is overwhelming.



*Where’s Sparky*





*Thank you!*



**To our sponsors**

**Pembroke Professional Firefighters Local 488**

Sleepwell Property Management

Giant Tiger

Layman's Fire & Safety

Joe's Family Pizzeria

Calla Bean Emporium

Valley Fire Alarm Services

Urban Gourmet

East Side Mario's

Supples Landing

Little Things Eatery

Mountain Road Foods

Pembroke Lumber Kings Hockey Ltd.

Ry'J's Climbing Adventures

Bonanza Restaurant

Nomada Tacos

Midas

MyFM

Perri-Rae Boell & Assoc., Cooperators Insurance

The Butcher's Wife

McGuire's Doughnuts

Pembroke Business Improvement Area

City of Pembroke

### *Fire Prevention Week Sponsors*

Our smoke alarm exchange and information booths were held throughout the week at the West End Plaza, Giant Tiger, and the Pembroke Mall. The locations provide spots that allow access to the program for all residents of the City. Thank you to these organizations for their support in this endeavor as well.

Chief Selle and Sparky participated in activities at the Pembroke Public Library. We led story time, reading a work chosen for its fire safety messaging, and followed this up with a presentation to the children.

### **Vulnerable Occupancy Drills**

Following Ontario Regulation 364/13 (Mandatory Inspection – Fire Drill in Vulnerable Occupancies), made under the Fire Protection and Prevention Act, all seniors' homes, care and treatment homes and hospitals are required to have, at a minimum, one fire safety inspection and one fire drill each year, attended and critiqued by the PFD. These fire drills are conducted simulating staffing at their lowest levels. At these times, the occupants may be most vulnerable. It is always a scheduling struggle when coordinating inspections and drills in facilities that are so susceptible to outbreaks of contagious viruses. By the end of the year, all inspections and drills were complete.

### **Social Media**

We continue to use our social media platforms (Facebook and Twitter) to educate the residents of the City. The focus of the education portion is primarily on fire related topics, however, with the role of Emergency Management falling under the Fire Chief, educational topics have been expanded to touch on emergency preparedness as well.



## PEMBROKE FIRE DEPARTMENT

We have attempted to utilize social media to promote events and topics important to the City of Pembroke and other partners in the community. We originally launched on Facebook and Twitter in June of 2021.

We began 2024 with a weather advisory which may have been an omen for the next few months. Weather-related posts from thin ice warnings to extreme cold to flooding and heavy rain fall, filled our timeline through to June. Interspersed between were celebrations of events at the Fire Hall as well as promotion of City events and information. Throughout the year, messaging was released on our pages to coincide with the PSA messaging on the local radios.

Facebook and Twitter were used to promote Emergency Preparedness Week, Test Your Smoke Alarm Day, Fire Prevention Week, and Carbon Monoxide Safety Week.

In December, the 12 Days of Holiday Fire and CO Safety Campaign in partnership with MyFM and the Fire Marshal's Public Fire Safety Council is a big part of our educational campaign on social media. Each day, beginning on December 12th, a specific holiday fire and/or CO safety message airs on MyFM. We release the corresponding messaging on our social media pages the same day.

Messaging over the 12 days focused on:

- Holiday lights
- Tree Watering
- Candles and Decorations
- Smoke Alarms
- Carbon Monoxide Alarms
- Extension Cords
- Kids in the Kitchen
- Home Escape Plans
- Cooking
- Heating Sources
- Smoking
- Lithium battery safety

YourTV kindly ran their public service announcements developed in partnership with the Pembroke Fire Department. Some new recordings were also made to ensure the information is current and relevant. Thank you to YourTV for the great work they do in the community!

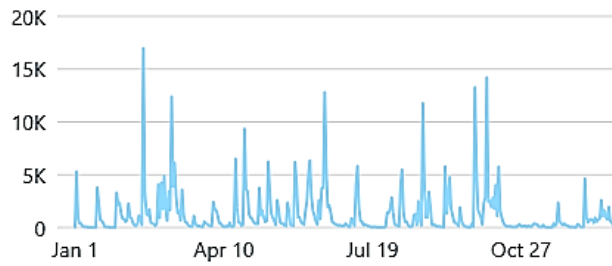
The Ontario Fire Marshal's Office chose September 28<sup>th</sup> as "Test Your Smoke Alarm Day" in Ontario. This was built on the September 2022 campaign of "Cause for Alarm", a messaging campaign, released on social media, centering on the importance of working smoke alarms. A lot of energy and promotion went into this day. PSAs were recorded, messaging was developed leading up to and including the day of the event, an article was written with the Observer, messages on the PMC board and our website, the Mayor's proclamation and YourTV's recordings, all the while preparing for Fire Prevention Week 10 days later!

There are currently **1088 Followers** on our Facebook page and growing.



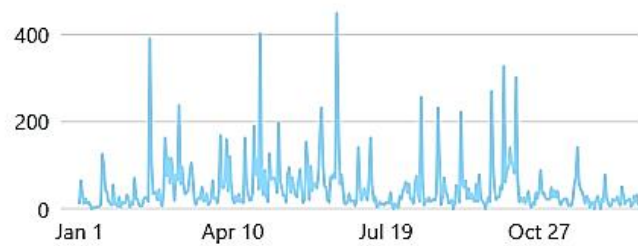
Reach ⓘ

71.4K ↑ 58.7%



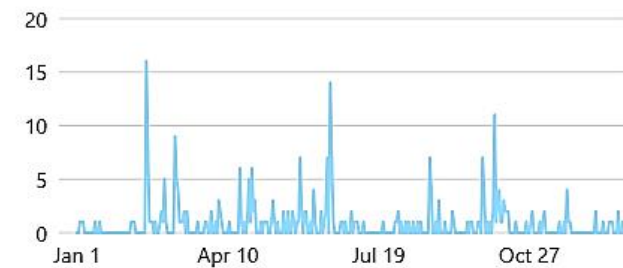
Visits ⓘ

17.4K ↑ 51.6%



Follows ⓘ

296 ↑ 19.4%







## Audience

### Demographics

Trends

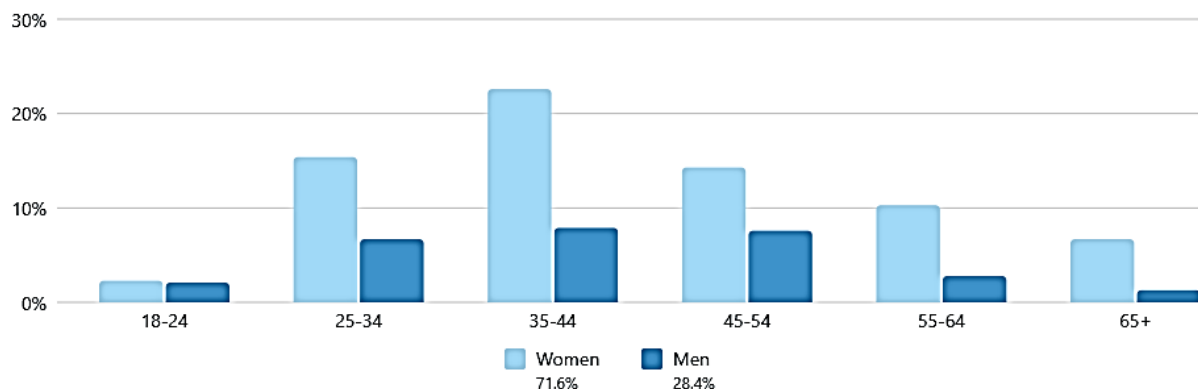
Potential audience

### Followers ⓘ

Lifetime

1,088

### Age & gender ⓘ



### Top cities

Pembroke, ON, Canada

45.5%

Ottawa, ON, Canada

15.5%

Petawawa, ON, Canada

11.7%

Cobden, ON, Canada

2.3%

Renfrew, ON, Canada

1.7%

Eganville, ON, Canada

1.2%

Golden Lake, ON, Canada

1.2%

Deep River, ON, Canada

1%

Arnprior, ON, Canada

0.8%

Fort Coulonge, QC, Canada

0.8%

### Top countries

Canada

98.3%

United States

1.6%

Ghana

0.3%

Nigeria

0.2%

United Kingdom

0.2%

Argentina

0.1%

India

0.1%

Philippines

0.1%

Qatar

0.1%

South Africa

0.1%



## **Other Public Relation Events**

The Pembroke Fire Department continues to strive to be a valuable part of the community. We understand the role that positive public relations play in developing lasting relationships throughout the City of Pembroke. It is one of the roles of the Fire Chief to help foster these relationships. We as the Pembroke Fire Department should set an example of what responsible members of the community should and can do.

There were many events the PFD contributed to or assisted with in various ways in 2024:

- Tim Hortons Camp Day
- School Fun Nights and Open Houses
- Collected donated snowsuits for CPAN
- Community Expo
- Multicultural Festival
- Tim Horton's Camp Day
- 9-1-1 Birthday Party
- FT Canine Training
- Music for a Cause in support of the Robbie Dean Center
- Santa Claus Parade
- Junior Firefighter Program in partnership with the Pembroke Public Library
- Firefighter for a day
- Firetrucks and Freezies (with the Pembroke Public Library)
- Algonquin College Options Event
- 12 Days of Holiday Fire Safety Campaign

In January, we hosted a 9-1-1 Birthday Party, partnering with Ry-Js Climbing Adventures and 7<sup>th</sup> Heaven Sweets. This Birthday Party was offered as a prize for the Hospital Gala on-line auction as part of the Cancer Care Campaign. A total of 14 children and adults attended the party.

Over the past decade during spring break in March, the Pembroke Fire Department has held our Junior Firefighter program in conjunction with the Pembroke Public Library March break programming. When we were located on Victoria St., the event was held at the library. Since the move from Victoria St., the event has been hosted at 200 International Dr. 13 children attended the event held at the Pembroke Fire Department in 2024. Thank you to Firefighter Matt Troutman, who has led this successful program for several years. Congratulations Matt on building a tremendous program!

May saw the Pembroke Fire Department attend the Community Expo hosted by the PBIA and the City of Pembroke at the PMC. The event coincides with Emergency Preparedness Week and offers a great venue to promote our activities. Our booth had a variety of information pertaining to Emergency Preparedness, life safety, fire prevention and public education.

Chief Selle was fortunate to be a part of the happiest day of the year, McHappy Day, assisting local McDonald's staff is raising funds for Ronald McDonald House and other children's charities across Canada. Since the first House opened in 1981, Ronald McDonald House Canada has helped several thousand families with sick children stay together during the most difficult times of their lives.



As in previous years, the Pembroke Fire Department was invited to join our schools and daycares for their fun night and open house events. The “Fun Night Season” kicked off in May and ran through to the end of June, but picked up again in September, celebrating the closing of the old year and the opening of the new.

A very special thank you goes to Karthi Rajamani from the Pembroke Library, for inviting us to be a part of the Multicultural Festival. Our information booth provided the opportunity for those attending the festival to ask any fire prevention or emergency preparedness questions, and lets the public get to know what the Pembroke Fire Department is all about. At this event, attendees visiting our booth were able to enter a draw for 72 Hour Emergency Kits.



*Multicultural Festival - PFD*

The Pembroke Fire Department continues to sit on the Algonquin College Firefighter Pre-Service Advisory Committee, and we have also partnered with the Fire Team at K-9 Headquarters and St. John's Ambulance to offer support and assistance in developing and training service dogs.

The Pembroke Fire Department attended two outstanding events, hosted by Algonquin College, for high school students to discuss career paths and options with professionals from the Community. These events are used as a means of introducing the fire service to different community groups who may not see the Fire Service as a possible career option.

## Public Education

Public Education and Fire Prevention go hand in hand. Our public education program strives to educate the public on topics such as fire hazards, fire safety practices and general life safety. We endeavor to continually improve and increase our public education programs to reach all age groups. All members play an integral part in the delivery of these programs and any interaction with the community affords us the opportunity for education.



## Public Education Activities

Activity	Number of Events Held	Number of Participants
Fire Safety Training Including Fire Extinguisher Training	33	496 Adults & 488 Children
Fire Hall Tours	11	N/A
Fire Drills	48	N/A

## Training

The Pembroke Fire Department continues to follow the provincial standard of training as set by the Ontario Fire Marshal's Office, based on the N.F.P.A. (National Fire Protection Association) certified standard training program.

The Ontario Fire College programs and courses are based on and built from the NFPA Standards.

Practical training on vehicle extrication was conducted in the spring for the career fire fighters. The spring session is held on site, while a local wrecking yard, AIM Recycling, has allowed us to conduct specialized training throughout the year off site.

In late March, Ice/Water Rescue training was conducted on the Ottawa River. This full training session was intense, mirroring what staff could expect when entering the water to effect rescue. As water rescues are extremely fluid, dynamic, and dangerous, our staff train vigorously to meet the standards required to ensure all our rescue efforts are successful.



*Water Rescue Training*



## PEMBROKE FIRE DEPARTMENT

In addition to our regular training on all aspects of firefighting, larger, in depth and detailed training sessions were held on:

- First Aid/CPR/Defib/Bleed Control.
- Resilient Minds “Building Psychological Strength in Firefighters”.
- Specialized Response for Electric Vehicle and Lithium-Ion Battery Fires.
- Health and Safety Seminar and Health and Safety Certification.
- Train The Trainer for Fireground Survival Techniques.
- Fire Educators Virtual Symposium
- Incident Management System (through Emergency Management Ontario)

### Ontario Fire College Courses and Seminars

Acting Captain Zimmerman	NFPA 1031 Inspector I
Acting Captain Zimmerman	Ontario Fire Code Parts 2 & 6
Acting Captain Zimmerman	Ontario Fire Code Part 9
Acting Captain Zimmerman Officer	NFPA 1521 Incident Safety
Acting Captain Kelly	Commercial Cooking Inspections
Firefighter Ian Caughey	NFPA 1021 Officer I
Firefighter Matt Troutman	NFPA 1021 Officer I
Firefighter Luke Dunne	NFPA 1041 Instructor I
Firefighter Tanner Rutz	NFPA 1041 Instructor I



All Staff have completed the first step towards certification in NFPA 1006 by completing Water/Ice Rescue Awareness. Our fulsome in-house training program in this discipline continues to move forward under the direction of Captain Morgan and Acting Captain Verdiel.

### Employee Recognition & Firefighter of the Month

As part of the Wellness Program and to celebrate the individual efforts of staff, Firefighter of the Month was first introduced in 2023. Each month, acknowledgment of hard work, dedication and professionalism is recognized for both the career members and the volunteer firefighters. The winners of the award in 2024 were:

Captain Shawn Morgan	Captain Gary Lowe
Captain Chancy Colquhoun	Acting Captain Kyle Zimmerman
Acting Captain Brent Verdiel	Firefighter Riley Poirier
Acting Captain Jason Kelly	Firefighter Ian Caughey
Firefighter Tanner Rutz	Firefighter Matt Troutman
Temporary Firefighter Justin White	



## PEMBROKE FIRE DEPARTMENT

Vol. Firefighter Jakob Therrien	Vol. Firefighter Reid Lewis
Vol. Firefighter Matthew Smith	Vol. Firefighter David Roach
Vol. Firefighter Matt Wagner	Vol. Firefighter Shane Schneider
Vol. Firefighter Dave Stresman	New Vol. Firefighter Brandon Merson

### Chief's Training



During the month of January, the Fire Chief, along with CAO Unrau, attended the Labour Relations Seminar hosted by the Ontario Association of Fire Chiefs (O AFC). These seminars and conferences, coordinated by the O AFC provide excellent learning, professional development and networking opportunities for leaders of the Fire Service.

The O AFC Trade Show displays new products, equipment and apparatus for Fire Departments and allows chief officers and firefighters the opportunity to meet vendors and manufacturers. This event is held in early May and was attended by the Fire Chief. During this event, there are many professional development sessions held as well.

In early spring, the Fire Chief attended the Annual Fire Coordinators Symposium and Northeastern Fire Conference and Tradeshow. As Fire Coordinator for the County of Renfrew Mutual Aid Plan, attendance at the Symposium is mandated by the Fire Marshal's Office.

Chief Selle, as Community Emergency Management Coordinator, attended the Emergency Management and Disaster Conference.

The Annual General Meeting for the O AFC was held in November. This event is held in conjunction with the O AFC Health and Safety Seminar. This event is essential for fire department leaders to stay abreast of current Health and Safety trends and topics.

Chief Selle as CEMC completed EM 225. This course, through Emergency Management Ontario, builds on the basics learned in the previous course and allows the learner to develop the skills to implement an Emergency Exercise program with their municipality.

Chief Selle attended a two-day Ontario FireSmart Workshop presented by the Ministry of Natural Resources, Aviation, Forest Fire and Emergency Services branch.





## **Volunteer Fire Fighter Training**

The Pembroke Volunteer Fire Fighters train bi-weekly to the NFPA 1001 Firefighter I & II standard. The career firefighters provide training to the volunteer corps. Our Volunteer Firefighters are either Legacy Certified or certified to NFPA 1001 Level I & II. Training topics for the year were:

- Review of Personal Protective Equipment
- Donning and Doffing SBCA
- Building Construction
- Fire Control
- Fire Dynamics
- Structural Search, Rescue and Victim Removal
- Firefighter Survival, Mayday Operations, Firefighter Rescue
- Loss Control
- Small Engine Operations on the Fire Ground
- Water Supply
- Ground Ladders
- Water/Ice Rescue
- Hose Line Deployment and Operation
- Master Streams
- Forcible Entry
- Portable Fire Extinguishers
- Ropes and Knots
- Lithium-Ion Battery Fires





## Apparatus and Equipment

The Pembroke Fire Department maintains a fleet of six apparatus and one Incident Command trailer. Below are the operating costs for the individual apparatus. These costs include annual safety certification, and preventative maintenance, such as undercoating and regular maintenance performed in-house. Major repairs and purchases for 2024 included spring replacement on our first response truck, tire replacement and battery replacement. These costs do not include annual pump certification and ladder testing. The annual ladder certification includes the aerial platform truck.

Apparatus	Operating Costs (Excluding fuel Costs)
2018 Pierce Pumper	\$6400.48
2006 Spartan Pumper	\$3177.82
2013 Pierce 100' aerial platform	\$5374.84
2012 Rescue Vehicle	\$981.52
2020 Dodge Ram (Inservice April 2021)	\$1675.33
2008 Mercury Rescue Boat	\$838.99

Total fuel costs for 2024 was \$8116.50

Apparatus	Fuel Usage (Litres)
2018 Pierce Pumper	5435.17 L
2006 Spartan Pumper	594.5 L
2013 Pierce 100' aerial platform	839.58 L
2012 Rescue Vehicle	179 L
2020 Dodge Ram (Inservice April 2021)	1001.1 L
2008 Mercury Rescue Boat	150 L





## Equipment and Building

Equipment maintenance and upgrading is a continuous process. We follow a stringent equipment and apparatus maintenance program dictated by NFPA, provincial legislation and manufacturers' recommendations.

The table below shows the equipment and apparatus replacement schedule.

### Table of Capital Replacement Schedule

Breakdown of Capital Components	Estimated year of implementation
New 2024 Pulsecraft 20' Stanley Rescue Boat	2025
2020 Dodge Ram	2031
2012 Ford Rescue Utility vehicle	2025
2006 Spartan Pumper	2026
2013 Pierce Aerial Platform	2038
2018 Pierce Pumper	2043
S.C.B.A.	2032 (10 yrs.)
Breathing Air Compressor	2030 (20 yrs.)
Extrication Equipment	2029 (10 yrs.)
Communications Equipment	2030 (10 yrs.)
Thermal Imaging Equipment	2025 (10 yrs.)
Fire Fighting Bunker Gear	2029 (5 yrs.)



## **Training/Meeting Room**

The Training/Meeting room at the Pembroke Fire Department, also referred to as the Emergency Operations Center, saw regular use by the City and its partners, for training sessions and meetings in 2024. Over and above the daily use by PFD staff, the EOC was used for more than 71 training sessions or meetings. Some examples of the usage were:

- City/County Liaison meetings
- City/Laurentian Valley Liaison meetings
- Warming Center meetings
- Community Watch meetings
- City of Pembroke Strategic Planning sessions
- PBI Strategic Planning sessions
- Extinguisher training sessions
- Emergency Management meetings and training courses
- Various Operations Department training sessions
- First Aid Recertifications
- St. John's Guide Dog Testing
- Community Safety Working Group
- Renfrew County Fire Chief Association Meetings
- Renfrew County District Drug Strategy Committee Meetings

## **Solar Eclipse**

On April 8, 2024, Ontario experienced a total solar eclipse.

It is rare to experience a total solar eclipse. The last one in Ontario was 1925. Ontario was one of the few places in Canada to view the total solar eclipse.

Pembroke experienced a 95.99% obscuration. The partial began at 2:10:06 p.m. with a partial ending at 4:33 p.m. The duration of the eclipse lasted 2 hours, 23 min, 23 secs. with the maximum at 3:23:32 p.m.

Although it was a cloudy day, it was still visible in some parts of the province.



*Eclipse Team Watch*



## New and Exciting



*2024 Rescue Boat*

### **Pulsecraft 20' Stanley Rescue Boat**

In October 2023, Council approved the replacement of our 2008 DR520 Rescue Boat. This boat has served us well over the last 15 years.

The Boat Committee proceeded with discussions and agreed on a 2024 Pulsecraft 20' Stanley Rescue Boat from Connor Industries. This boat will meet all the Department's needs when operating on the Ottawa River. The aluminum hull will be more resilient and easily repairable compared to our current boat's fiberglass hull. The length of the boat provides space, which we did not have for casualties, stretchers, and equipment, including firefighting equipment. Lastly, the boat has ample storage, and victim removal and rescue from the river will be much easier.

PFD received the boat in early fall of 2024. Getting the boat at this time of year allowed us to conduct basic training on the river when most river traffic had subsided. The winter of 2024 was used to ensure the new boat was ready to go for the 2025 boating season.

### **New Fire Fighting Bunker Gear**

In 2024, the PFD conducted its first large-scale purchase of bunker gear through a tender process. At the beginning of the year, a committee was formed to investigate products and options. With the support of our Purchasing Department, the process went seamlessly, and the end result was a product that the firefighters are extremely happy



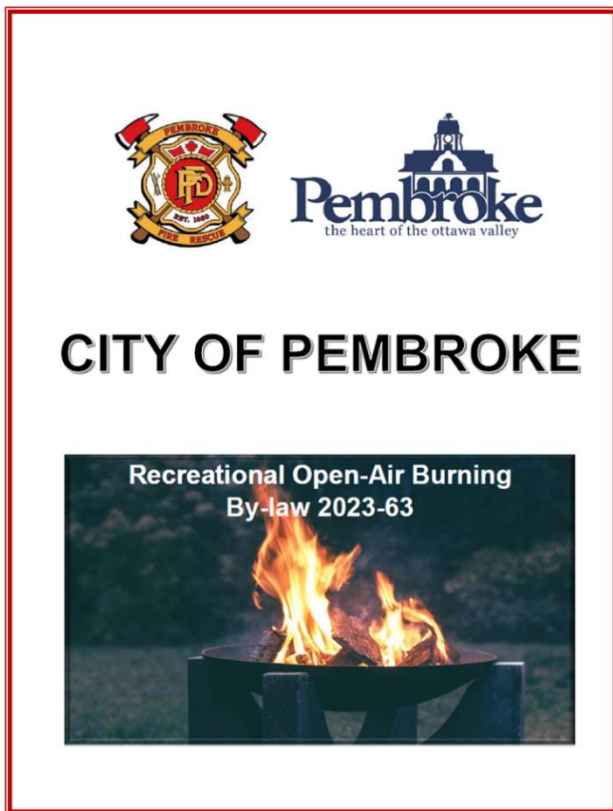
## PEMBROKE FIRE DEPARTMENT

with. As structural firefighting gear is no longer recognized as being safe after ten years, the plan is to purchase gear every five years to ensure front-line firefighters always have a second set of clean, certified gear. This is also a huge step forward in our cancer prevention plan.

### **By-law 2023-63 Recreational Open-Air Burning**

Original discussions regarding the updating of the City's previous recreational burning by-law began in the late winter/early spring of 2023. The new recreational burning by-law came into effect on September 5, 2023. This new by-law completely overhauled the existing one, allowing more residents the opportunity to enjoy a recreational fire in their backyard. The geographical restrictions were removed, which dictated only properties along the 3 rivers could have fires and the new modernized by-law better defines the dos and don'ts of having recreational fires for the residents of Pembroke. The new by-law also addresses safety issues that were not a concern when the previous by-law was updated.

For 2024, 193 recreational burning permits have been issued in the City of Pembroke with a total of \$16,100 generated from these permits. Of these permits, 129 were new permits and 64 were renewals.



### **Mutual Aid for the Fire Services of Renfrew County**

Chief Selle has been in the role as Fire Coordinator for Mutual Aid for the Fire Services of Renfrew County for four years.





## PEMBROKE FIRE DEPARTMENT

The duty encompasses consultation on all fire related matters, coordinating mutual aid responses, and providing direction for larger hazardous materials spills or rescue emergencies for the Fire Departments of Renfrew County.

Chief Selle has attended all training sessions along with Coordinator webinars and meetings throughout the year.

The Renfrew County Fire Chiefs' Association aims for quarterly meetings; however, special meetings may be called when required. The Chief's Association met four times in 2024.

### **Pembroke Fire Department & Mutual Aid**

Although we responded to 6 calls outside of the City in 2024, these responses are covered under separate fire service agreements and fall outside of the scope of mutual aid. Chief Selle, through his role as Mutual Aid Coordinator, attended several meetings in 2024 pertaining to Mutual Aid and Fire Service matters within the County outside of the above-mentioned Chief's Association.

The Pembroke Fire Department continued to fulfill their Fire Service Agreements with Laurentian Valley Fire Department for Water & Ice Rescue and Aerial response. For these services, the Pembroke Fire Department received an annual administration fee from Laurentian Valley as well as an hourly service fee for each individual call. The fees for ice/water rescue are reviewed and increased annually as per the CPI rate. The Aerial agreement addresses CPI rates in the costing formula and remains the same year to year.

In January of 2024, The Pembroke Fire Department was informed they would no longer be providing heavy rescue services to the Township of Laurentian Valley. The severance of the heavy rescue agreement became official March 1, 2024.

On March 19, 2024, the Pembroke Fire Department officially began providing water and ice rescue services to the Township of Whitewater Region. This is an exciting partnership. Of the six responses outside of City limits in 2024, responses to Whitewater comprised 50% of these.





## **Pembroke Professional Fire Fighters Association (Local 488)**

Listed below are the many local charities and organizations that benefited from the efforts and generosity of the P.P.F.F.A. this past year.

- Donated to the St. Joseph's Food Bank
- Donated to the Coldest Night of the Year
- Donated to Muscular Dystrophy Canada, the 60th year supporting this organization.
- Sponsored families with registration fees for Pembroke Minor Hockey
- Donated to the Heart and Stroke Foundation
- Donated to the Cancer Society Daffodil campaign
- Donated to the school hockey programs at Bishop Smith and Fellowes
- Participated and donated to Tim Horton's Camp Day
- Sponsored Men's Night at the Pembroke Golf Club
- Donated to Meals on Wheels
- Donated to Boys & Girls Club
- Donated to Canadian Mental Health Association
- Donated to Krista Johnson Memorial Run for Change
- Donated to the local OSPCA
- Participated in the Canada Day Fireworks
- Supported Legion Branch 72 with Remembrance Day Wreath
- Donated to the Kiwanis Club Christmas Toy and Food Drive
- Donated to the Christmas Angel program
- Hosted the annual Chili Fest
- Hosted Pancake Breakfast for Handi-Bus
- Participated and donated to a special Yoga event for Mental Health and Prostate Cancer
- Sponsored programs for the production of Newsies
- Participated in the Elwyn Duchrow Memorial Hockey Tournament
- Sponsored Fire Prevention Week campaign
- Participated in the Santa Clause Parade
- Sponsored Chuck-A-Puck Event
- Sponsored Public Skating Event & Sno Spree skating event
- Kids Fight Cancer
- PPFFA Charity Bass Derby

The P.P.F.F.A. is also a major sponsor for our annual Open House event and without their assistance, our Fire Prevention Week activities would not succeed. A special thank you goes to the members of Local 488 and their families for taking the time to help with this great event!



## Summary

2024 presented the usual challenges as well as a few new ones, with a wide range of successes and disappointments. By the end of the year, we were on the right path forward, not only as a fire department but the City as a whole. I would like to thank the Province of Ontario, which under the current government, continues to prioritize firefighter safety and is now stepping forward with funding for these initiatives. Thank you for the leadership from Mayor Gervais, Council, CAO Unrau and all the City Hall staff. It continues to be a pleasure working for the great City of Pembroke!

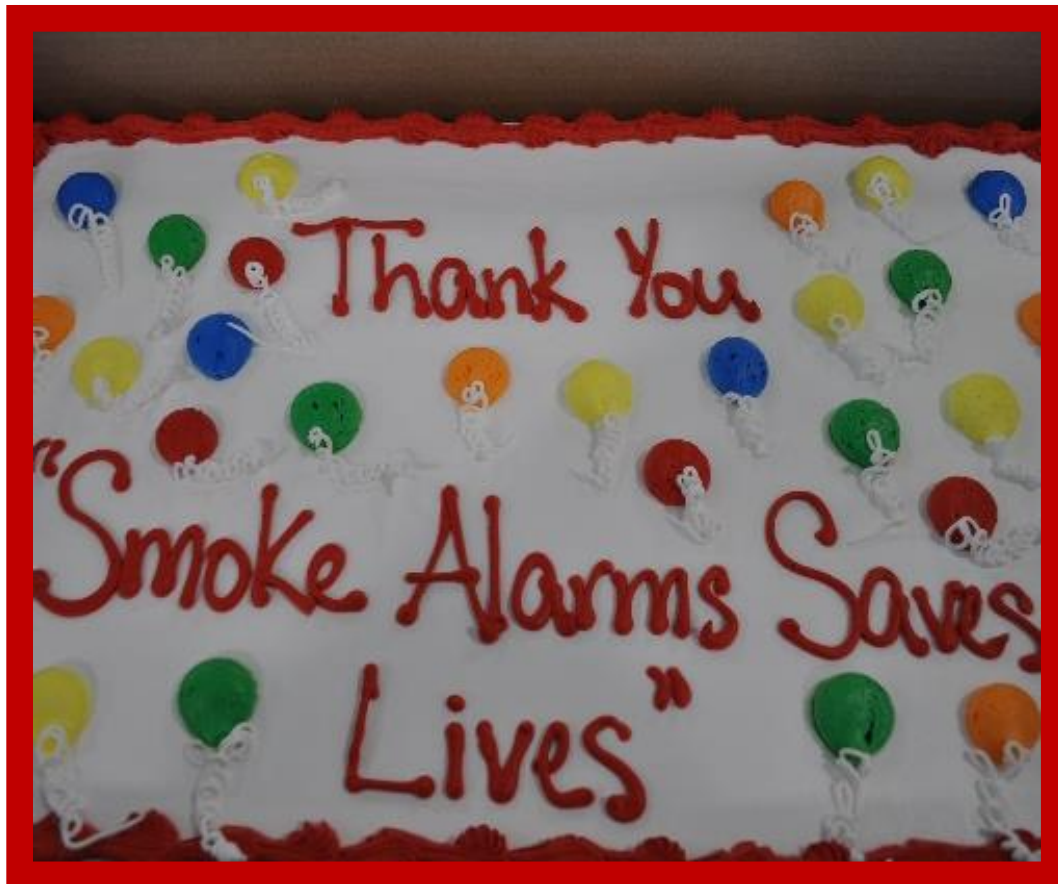
The past year has reassured me that the Pembroke Fire Department has the best staff in all the County and quite possibly the province. This Fire Department would not operate without the effort brought to the table every day, from the most senior fire captain to the newest recruit. Lastly, I must thank Wendy Hewitt for keeping the wheels on day-in and day-out.

Thank you for the opportunity to lead this Department in 2024 and I look forward to a great 2025!

Sincerely,

A handwritten signature in cursive script, likely belonging to Scott Selle.

Scott Selle, Fire Chief





## Committee Report

**To:** Deputy Mayor Brian Abdallah  
Finance and Administration Committee

**From:** Angela Lochtie, Treasurer/Deputy Clerk  
Treasury Department

**Date:** 2025-05-06

**Subject :** Ottawa River Transit and Handi-Bus Operations

### **Recommendation:**

That Committee:

- Recommend a \$5 cash fare \$4 electronic fare for the new Ottawa River Transit Service.
- Approve the provision of accessible transit service to cover any service hour gaps between Ottawa River Transit and the the Handi-bus service, as may be requested by the Friends of the Disabled (Pembroke)
- Provide top-up grant funding to the Friends of the Disabled (Pembroke) for any fare differences between the highest ORTC regular fare and the current \$7 handi-bus fare over the first three-years of the transit project, to permit Handi-bus to offer \$5 fares for trips within the geographic limits of the City. Funding for this top-up would be included as part of the annual Transit Department budget. Note: This recommendation is contingent on Laurentian Valley service maintaining the \$7 rate for their trips or covering the fare difference for their riders.

A fees and charges by-law will be brought forward for passing at the June 3<sup>rd</sup> meeting of Council.

A service agreement amendment between the City and the Handi-bus will be brought forward to Council for passing at a future meeting of Council following consultation with the ORTC transit service providers and the Friends of the Disabled (Pembroke) Inc..

### **CAO Review :**

I concur with the recommendations of this report.

David Unrau, P.Eng., PMP





### **Financial Comment:**

- The recommended \$5 cash fare/\$4 electronic fare fits within the City's current budget estimates for this new service.
- The revenue impact of the current \$2 fare differential between the City's recommended \$5 cash rate and the Handi-bus \$7 rate for trips entirely within Pembroke is estimated by the City at \$8,800 per year. This could be absorbed into the existing 2025 transit budget and is a small portion of the overall transit budget. This assumes a 60/40 split between Pembroke and TLV rides. TLV fares could remain at \$7/ride.
- The Handi-bus has estimated that an increase in service hours to meet Ottawa River Transit hours could cost their organization an additional \$31,254 per year. Utilizing Ottawa River Transit for off-hour services could reduce this additional cost for the Handi-bus service.

Angela Lochtie  
Treasurer/Deputy Clerk

### **Background:**

Discussions with the Friends of the Disabled (Pembroke) Inc. have raised questions whether fare and service hour parity can be achieved between the new Ottawa River Transit (ORTC) and Handi-bus service. Specifically:

- Hours of service: Whether riders who use the Handi-bus service could have access to accessible transit service during the same hours of operation as ORTC. For reference, the Handi-bus currently operates weekdays until 5 p.m. with no weekend service. The ORTC summer service will operate 7 a.m. to 8 p.m. Monday to Wednesday, 7 a.m. to 10 p.m. on Thursday and Friday and 8 a.m. to 6 p.m. on Saturday with no Sunday service.

Recommended Approach: With ORTC's vehicles already being designed to meet accessibility standards, the potential exists to support accessible service delivery in the Handi-bus's off-hours through the new on-demand service if insufficient ride demand exists to justify a Handi-bus staffed service.

- Fares: The Handi-Bus currently charges \$7 per ride. The recommended fare for the ORTC service is a \$5 cash fare and \$4 electronic fare. Increasing ORTC fares is likely to decrease ridership and is not recommended. Fare policies should support the overall success of the ORTC service.

Recommended Approach: Provide additional funding for the Handi-bus service, to permit that service to offer \$5 fares for trips occurring entirely within Pembroke (with fares for trips commencing and/or terminating in LVT to remain the same).



Limiting the service area of the ORTC to within Pembroke will facilitate the implementation of the above recommendations and therefore this is also recommended in this report.

In addition, the introduction of a new transit service within City boundaries will require further consideration of the existing funding relationship with the Township of Laurentian Valley and the sharing of gas tax grant revenues for transit moving forward.

## **Discussion:**

### **Fare and Service Hour Parity**

A legal opinion on the matter of fare and service hour parity has been sought. While the new ORTC service does not fit squarely within the framework for public transportation services in the Accessibility Standards established under the *Accessibility for Ontarians with Disabilities Act, 2005, S.O. 2005, c. 11* (the “**Standards**”), it is in the public interest to attempt to meet the spirit of the Standards where it is reasonably feasible to do so.

### **Hours of Operation**

In order to provide for reasonably comparable service hours, the City could offer users of the Handi-bus the option to book accessible rides using the ORTC service during Handi-bus off-hours. Based on demand, the Handi-bus could also consider if there is sufficient demand to operate their own service during these extended hours or book rides through the City's transit service. Further discussion would be required between the City, the Handi-bus, and the ORTC transit provider to determine the underlying processes/procedures.

What is currently proposed is that the ORTC could provide transit services within the City of Pembroke after 5 p.m. on weekdays and on Saturdays to Handi-Bus riders. In this situation, Handi-bus riders could still book and pay via the Handi-Bus and the Handi-Bus would coordinate with ORTC to book pick-up and drop-offs, subject to service availability (room on the bus). ORTC bookings would be made available based subject to other existing bookings. The mechanics of this would require further discussion between the partners.

### **Fares**

The City's transit project management team, Left Turn Right Turn (LTRT), met with the Transit Committee to discuss transit fare options and recommendations. Based on their research and expertise, a \$5 cash fare and \$4 electronic fare was recommended for all riders of the ORTC. Council could opt to allow children under a certain age to ride for free when riding with a paying adult. Further details on this recommendation can be found in the fare report from LTRT attached as Annex A. This fare is higher than fares offered in other jurisdictions that offer a comparable service but is considered reasonable. Higher fare would decrease expected ridership and use of the service.

In order to permit the Handi-bus to offer fares of \$5, being the highest fare proposed to be charged by the ORTC, for trips entirely within Pembroke, the City could offer to cover the



\$2/ride as an additional grant to the Handi-bus and include this grant as a transit service line item. This new grant is small in comparison to the expected total cost of the new transit service and is estimated at \$8,800 per year.

### **Boundaries of Service**

The Handi-bus service area within LVT is significantly larger than the ORTC service area and may engage different considerations from the perspective of service hours and rates. In order to simplify the administration of the recommendations of this report, it is also recommended that the ORTC service area be limited to Pembroke only.

### **Transit Gas Tax**

It is anticipated that the new ORTC service will impact gas tax funding calculations for the 2026-27 grant (using 2025 year-end service reporting). Grant amounts are currently calculated based on population and spending levels from the previous year. As such, it is proposed that the City continue its arrangement with the Township of Laurentian Valley and retain gas tax funding for the sole benefit of the handi-bus until the 2026-27 grant period. For the 2026-27 grant period, it would be recommended for the Township of Laurentian Valley to retain their share of funding for the benefit of their Handi-bus service while the City would split funding between the Handi-bus and the new ORTC service.

### **Alternatives Considered:**

1. Implement the recommended ORTC fare structure without funding reductions in Handi-bus fares for trips entirely within the City of Pembroke and without offering extended hour trips on ORTC vehicles for Handi-bus riders; or,
2. Implement the recommended ORTC fare structure with funding reductions in Handi-bus fares for trips entirely within the City of Pembroke but without offering extended hour trips on ORTC vehicles for Handi-bus riders; or,
3. Implement the recommended ORTC fare structure without funding reductions in Handi-bus fares for trips entirely within the City of Pembroke but with extended hour trips on ORTC vehicles offered for Handi-bus riders.

The recommendations of this report are considered reasonably achievable within the City's budget and without any significant detriment to the ORTC service offering and therefore the above alternatives are not recommended.



**Strategic Plan Impact:**

These recommendations support the strategic plan direction to develop and maintain critical partnerships with other stakeholders.

Attachments:

Annex A – Fare Report

Respectfully submitted,

Angela Lochtie, Treasurer/Deputy Clerk  
Treasury Department

## Annex A: Fare Recommendation from Left Turn Right Turn

The City of Pembroke is introducing an innovative On-Demand Transit (ODT) service to enhance mobility options and provide flexible transportation for residents. A key component of launching this service is establishing a clear and effective fare policy. Following review with the City's Transit Committee and consideration of various fare models, the recommended fare model is a Flat Fare structure designed for simplicity and ease of use.

### Selected Fare Model: Flat Fare with Electronic Payment Incentive

The recommended fare policy for Pembroke's ODT service is a Flat Fare model:

- Electronic Payment Fare: \$4.00 per ride (paid via mobile app, reloadable smart card, or contactless credit/debit).
- Cash Payment Fare: \$5.00 per ride (paid with exact change upon boarding).

This structure applies a single base fare for all adult riders, differentiating only by the method of payment. Free or discounted fares for specific groups (e.g., children under a certain age) may be determined by Council policy. Example: Children **12 and under** ride for free when accompanied by a paying adult fare.

### Justification for the Selected Model

The recommended Flat Fare model, incorporating an incentive for electronic payments, is based on several key advantages aligned with the initial launch phase of the ODT service:

**Simplicity and Ease of Understanding:** This model is the most straightforward for riders to understand. There is minimal confusion regarding fare amounts, regardless of trip length or time of day within the service parameters. This simplicity also extends to administration and driver training.

**Administrative Ease:** Implementing and managing a flat fare system is less complex than tiered or distance-based models, particularly during the initial rollout of a new service.

**Predictable Revenue Structure:** Revenue forecasting is simplified, as it directly correlates with ridership numbers, aiding in budget planning and performance monitoring.

**Incentivizing Efficiency:** The \$1.00 difference between electronic and cash fares actively encourages riders to adopt electronic payment methods. This aligns with best practices that promote operational efficiency, reduce cash handling for drivers, speed up the boarding process, and facilitate better data collection through electronic systems (a key recommendation in the Canadian Urban Transit Association's On-Demand Transit Toolkit).

**Maintaining Accessibility:** While encouraging electronic payment, the continued acceptance of cash ensures the service remains accessible to all residents, including those without bank accounts or smartphones, fulfilling a crucial equity consideration outlined in transit best practices.

## Examples of Similar ODT Fare Structures in Ontario

This flat fare approach, often with variations in pricing and payment methods, is utilized by other municipalities in Ontario for their ODT services, demonstrating its viability:

- Cobourg Rides: Utilizes a simple flat fare (\$2.50 cash) with smart card and app options.
- Norfolk County: Operates with a flat fare (\$3) for trips within Simcoe, \$6.50 for rides out-of-town, and \$15 to Brantford. Tickets are discounted if purchased in bulk, and for seniors/youth.
- North Grenville (NG Transit): Employs a higher flat fare (\$5.00) reflecting its rural context, with multiple payment options.

## Conclusion

The recommended Flat Fare model, with its \$4.00 electronic and \$5.00 cash payment options, provides a clear, understandable, and administratively manageable structure for launching Pembroke's new On-Demand Transit service. It balances simplicity for users and operators with an incentive for efficient electronic payments while ensuring baseline accessibility through a cash option. Ongoing monitoring of ridership patterns, payment method adoption, and operational performance will be crucial to evaluate the effectiveness of this fare policy and inform any potential future adjustments.