

NEWS RELEASE

June 1, 2022

FOR IMMEDIATE RELEASE

PC CONNECT Launches New App to make Transit Service More Convenient

PERTH COUNTY, ON - Perth County, the City of Stratford, the Town of St. Marys and the Municipality of North Perth are excited to announce the launch of the new PC Connect App. This new app means that PC Connect riders can now pre-book a trip, pay for their fare using a variety of different payment methods, track the bus location in real-time, and receive service notifications - all from their browser or mobile device! The new booking app technology is powered by Blaise Transit, a Canadian on-demand transit software solution that provides both a mobile and web app for riders.

PC Connect is a fixed-route public transit service operating 5 routes with stops throughout Perth County, Stratford, St. Marys, Kitchener/Waterloo and London. To date, PC Connect has provided over 6,000 rides, and has enabled residents to stay connected to their communities, access employment and social programs, attend appointments, visit friends and family, and maintain an independent and active lifestyle.

“We are thrilled to introduce a digital app to PC Connect, and are confident that this new technology integration will enable our PC Connect riders to travel more conveniently than ever before. The app integration is not only expected to enhance the PC Connect rider experience, but is also expected to contribute to the long-term sustainability and economic viability of the PC Connect Community Transportation program.” Maggie Martin, Transit Project Coordinator.

With a few easy steps, riders can download the free Blaise Transit app, pre-book, manage, and pay for their trips online. Riders without a smartphone or internet access can continue to contact the PC Connect call center, or simply arrive at a PC Connect bus stop 5 minutes before the scheduled pick-up time.

Perth County joins municipalities, such as Tecumseh, Leamington, Prescott and Russell, Dieppe and other Canadian cities, currently using Blaise Transit’s technology, to offer transit services in an enhanced and sustainable way.

For more information on how to download the app, and for regular updates on PC Connect, please visit www.perthcounty.ca/pconnect and follow Perth County on social media.

-30-

Media Contacts:

Maggie Martin, Transit Project Coordinator

mmartin@perthcounty.ca

519-301-3582

Stephanie Potter, Policy and Research Associate

spotter@stratford.ca

519-271-0250 x253



Public transit
at your fingertips

It's official
Enjoy your
ride today!

Download the
free Blaise Transit
app today!

Available on Google Play and the App Store.

connect
PERTH COUNTY + STRATFORD + ST. MARYS
Your Community Transit System

The graphic features a blue background with a large white circle in the center. Inside the circle, a hand holds a smartphone displaying the Blaise Transit app interface. To the right of the circle is a red location pin icon. The text is arranged in a clean, modern layout with various font weights and colors (white, green, blue) to highlight key information.



connect
PERTH COUNTY + STRATFORD + ST. MARYS
Your Community Transit System

The logo is enclosed in a green rectangular border. On the left, there are three stylized arrows: a blue arrow pointing left, a green arrow pointing right, and a blue arrow pointing down. The word 'connect' is written in a large, bold, sans-serif font, with 'con' in green and 'nect' in blue. Below it, the text 'PERTH COUNTY + STRATFORD + ST. MARYS' is in a smaller, blue, sans-serif font. At the bottom, the tagline 'Your Community Transit System' is written in a blue, italicized, sans-serif font.

Perth County Connect: Your Community Transit System

www.perthcounty.ca/PCCconnect