



blaise

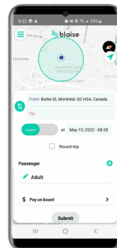
A turnkey software platform that allows any transit agency to intelligently manage their services.

WHAT WE DO

Blaise Transit enables community transit to expand level of service while reducing operating costs through our automated routing, scheduling and dispatch/trip-booking platform. Our flagship product is a turnkey software powered by AI that allows operators to run all types of transit services without the need for costly custom software code.

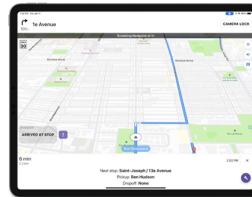
BENEFITS OF BLAISE

- **Reduce the cost and of manually booking trips, while also automating the entire reporting process.**
- **Increase level of service by improving passenger experience with shorter booking times, faster trips, and real-time trip updates.**
- **Reduce both costs and emissions of transport services by eliminating empty vehicles on the road and reducing mileage.**

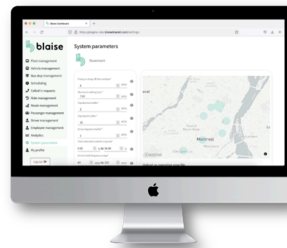


BLAISE SOFTWARE

The **Blaise Passenger App** is available on Android, iOS and as a website. It allows users to request, view, rate and pay for rides. Riders are provided with real-time updates and live vehicle locations.





The **Blaise Driver App** is an Android and iOS app that guides drivers through optimized routes generated in real time using turn-by-turn navigation instructions and a passenger manifest at each stop. Dispatch of drivers is entirely automated based on incoming trip requests and real-time traffic conditions.



The **Blaise Engine** is the administrative webpage for managing community transit services. Key features include an automated dispatching platform for called-in trip requests, real-time vehicle location information, driver scheduling management, vehicle fleet management and automated reporting dashboards.

BLAISE TRANSIT MODELS

-  **On-Demand**
-  **Paratransit**
-  **Microtransit**
-  **Fixed/Hybrid/Flex**

“ **Launching was a seamless process, and the Blaise team’s dedication to exploring issues ensures continuous improvement in both our service and their product**

- Trevor Sakry
Transportation General Manager
NRVCS - Community Transit - Virginia



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Customer Stories: Learn how Blaise has impacted a couple of our 60+ agency partners since 2018.

CITY OF DIEPPE

Location: Dieppe, New Brunswick

Population: 27,304 (2019)

Service: On-demand transit

Goals: Expand coverage, increase frequency and efficiency

Challenges:

- Significant decline in ridership due to COVID-19
- Underperforming fixed route services did not reach areas of the city leaving hundreds without transit access

Results:

- Service coverage increased by 82% by adding virtual stops to the existing stop network
- Operational costs reduced on average by 29% despite fare-free system and increased service coverage
- Average passenger trip rating was 4.9/5
- Average number of trips per passenger was 14
- Within the first 5 months of the service, ridership skyrocketed by 130%



Blaise has helped the City of Dieppe to launch a free on-demand transit service that provides a more efficient and accessible transit experience. The service leverages on-demand transit software to offer direct access to destinations, reduce travel time, and increase the frequency and reliability of the transit service. The stop-to-stop model allows riders to request a trip using the Blaise Transit app or by calling the call center. Real-time optimization of stop selection and route guidance using the Blaise Drive app for drivers ensures maximum efficiency.

“Our partnership with Blaise Transit and the use of its technology has offered many benefits including important data collection which is essential in the development and improvement of our network. With this key information, we can adapt our level of service to better meet the ongoing and changing needs of our clients.”

- Luc Richard, Deputy Chief Administrative Officer
Operations and Community Living Division

MUNICIPALITY OF LEAMINGTON

Blaise has partnered with the Municipality of Leamington to replace all fixed bus routes with a closest stop model. Riders can request and pay for trips through the Blaise Transit mobile or web app, or by calling the dedicated call center, and are directed to the nearest pick-up and drop-off stop. Thanks to trip bookings with Blaise's platform, Leamington can now collect accurate origin-destination data, which is essential for making informed decisions regarding continuous service improvements. This data helps Leamington gain a better understanding of their customers' travel patterns, enabling them to make data-driven changes that will enhance the overall customer experience. This project had unique features that distinguished it from Blaise's other deployments, including the implementation of a third-party call center to manage demand and reduce workload, the introduction of monthly passes and convenient payment options,



Passenger comments:

“Great service, Keep up the outstanding work!”
“Absolutely lovely experience!”



Location: Leamington, Ontario

Population: 27,595

Service: On-demand transit

Goals: Improve the rider experience

Challenges:

- Significant decline in ridership due to COVID-19
- Insufficient data on ridership

Results:

- Impressive 4.9/5 star trip rating from users
- 76% of riders book trips online
- 66% of riders taking advantage of convenient digital payments through platform solution
- Service maintains a 93% vehicle on-time performance rate
- Ridership surpassed pre-COVID-19 levels by more than 2X, increasing by 126%



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