

# MINUTES

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| MEETING              | <b>Transit Advisory Committee</b>  |
| DATE                 | January 17, 2019   |
| LOCATION             | City Hall, Room 112  |
| TIME                 | 5:30 -7:00 p.m.  |
| CHAIR                | Interim Chair: Laura Bragues   |
| PRESENT              | Bonnie Burgess, Dominica McPherson, Kathryn Hofer, Scott McWhinnie, Kody Meads, Brian Adkins, Susan Carey, Justine Kraemer   |
| REGRETS              | Kayla Weiler   |
| MINUTES              | Laura Bragues  |
| GUELPH TRANSIT STAFF | Robin Gerus, Transit General Manager<br>Jason Simmons, Transit Operations Manager<br>Laura Bragues, Supervisor Transit Planning and Scheduling<br>Courtney McDonald, Business Services Specialist<br>Katherine Gray, Program Manager Business Process Management |

| ITEM # | DESCRIPTION   |
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| 1.     | <b>Call To Order</b><br>5:35p.m.  |
| 2.     | <b>Introductions and Welcome to New Members</b>   |
| 3.     | <b>Chair and Vice-Chair Appointments</b> <ul style="list-style-type: none"><li>Motion to elect Justine Kraemer as Chair by Bonnie Burgess, seconded by Susan Carey. Motion to elect Susan Carey as Vice-Chair by Justine Kraemer, seconded by Bonnie Burgess.</li></ul> |
| 4.     | <b>Terms of Reference</b> <ul style="list-style-type: none"><li>Transit will look into the updated version</li></ul>  |
| 5.     | <b>Communication</b> <ul style="list-style-type: none"><li>Absences for TAC, adding Agenda items, editing minutes</li></ul><br>Unable to attend, will inform the coordinator  |

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| <p><b>6.</b></p> | <p><b>Adoption of Previous minutes</b><br/> Motion to move the minutes forward by Justine Kraemer, seconded by Brian Adkins</p>  |
| <p><b>7.</b></p> | <p><b>Transit Update</b></p> <ul style="list-style-type: none"> <li>• Service Review Update <ul style="list-style-type: none"> <li>○ Summary of 100 page report handed out, was published to the public January 17, 2019</li> <li>○ 12 recommendations to the public are included, setting service standards, expansion and growth (technology and service), reliability, staffing needs to deliver the service</li> <li>○ Guelph Transit is on par with municipalities or performing better than our comparators</li> <li>○ Comparator municipalities: Barrie, Thunder Bay, Sudbury, Kingston, St Catherine’s, Windsor, Cornwall, Oakville, Burlington, Brantford (part of the council approved comparator list – similar size service, methods or population) – a total of 25 are on the council approved list</li> <li>○ The TAC members asked: <ul style="list-style-type: none"> <li>▪ Would the service review would have an impact on specific routes more than others? Staff mentioned that this was this not a route review, and were examining the service provided. A route review is one of the recommendations coming out of the service review.</li> <li>▪ What is the timeline for the stabilization of workforce levels (hiring 19 drivers). Staff responded that this will be determined by council, where it will be phased in over time (since it is a considerable investment from tax base) and this will have to flow through budget process.</li> <li>▪ When the rebrand and expansion of the Community Bus service is mentioned, will this include changes discussed in the November 2018 TAC meeting? Staff said at the moment it is being looked at becoming a more flexible route, potentially with several options (possibly a blended on-demand/set service).</li> <li>▪ In the section regarding user fees, is there any intention to recommend increasing fares? Staff stated that the recommendation is to set the policy and range (rather than a subsidy target) – setting the target range for funding can trigger the conversation of fares (may not be an increase, but another form of funding).</li> <li>▪ Does the 10<sup>th</sup> recommendation reference a card similar to Presto, and how would that work with UofG? Staff mentioned that there has been a farebox request for proposal (RFP) currently awaiting bidders. Guelph Transit is looking into an</li> </ul> </li> </ul> </li> </ul> |

Electronic Fare Media System (EFMS), and part of the requirement is to integrate with the university card.

- Other companies (like Linamar) uses HID cards at plants, so another requirement of the EFMS system is account based. Now there is lots of potential for new programs to come. Provides additional options for transit users (as well as still having Guelph Transit cards)
- Credit and debit cards were evaluated as well, where there is specific language that the system should be capable to accept debit/credit, but doesn't need to be during launch (would be phase 2).
- **Staff mentioned that this will be a recurring agenda item moving forward.**
  - Were these recommendations meant to align with the budget time? Staff said that these considerations are part of the upcoming budget process (where some will require resourcing) but it coincidentally lined up with budget. Capital budgets are currently underway, and operating will be in March 2019.
- **Guelph Transit Update**
  - The Service review has now been completed and will be presented to council on January 29, 2019
  - In 2019, staff have been addressing cancelled service, hiring appropriate workforce to mitigate cancellations, where January has seen minimal cancellations.
  - Double-Length shelters and single shelters
    - Timeline for single shelters confirmed end of Feb/Mar 2019 – installs will begin April 2019. Customers can request locations by end of January, early February before the confirmed list is completed.
    - Double-length shelters (budget approved) – order has been placed for shelters, the locations will be identified.
    - Shelter installations are based on boardings, locations, etc
    - Looking to eventually have as many stops with shelters
    - All locations for shelters for shelters have solar lights, and the new Double-Length shelters have two banks of lights.
    - TAC asked if shelters would be installed that were smaller than the standard shelter designs? Staff answered that all shelters installed will not be installed unless they meet AODA compliance.
  - ***Recommendation in future for Transit to provide deadlines for shelter installation locations to customers.***

- New advertising opportunities
  - Guelph Transit is coming up with new initiatives for advertising to increase revenues and offset costs
  - Some of these are:
    - Wrapping shelters (have three panels wrapped in an advertisement)
    - Adopt a stop program – sponsor a stop and the audio will mention the company’s name at that bus stop
    - Looking to wrap buildings and shelters in terminal
    - Looking for sponsor to buy rights of Guelph Central Station (GCS)
    - **Proposing to have half day or full day sponsors (for example: Homecoming, NYE. With this sponsorship there will be an aspect of promoting the sponsor.**
  - TAC asked if the wrapped shelter is a safe place for riders inside. Staff mentioned that they will only be wrapping a certain percentage of shelter.
  - **We currently have special event fare events (Sleeman and River Run) – push from Mayor to be free to public with ticket. We went and got a sponsor for the program, Royal Le Page is the sponsor, and all riders get free rides. September 2018 to September 2020.**
  - TAC asked if there will there be restrictions for advertising. Staff responded that our standards are posted online, and Guelph Transit will follow the Advertising Canada guidelines.
- January’s new winter schedule has begun, and Google map issues have been resolved.
- Operator anniversary recognition
  - Guelph Transit continues to track and provide milestone achievement awards to Operators, acknowledging their years of commitment and service.
- Safe Driving awards
  - A new program has begun where drivers are awarded a pin for having a full year of safe driving, given through the Ontario Safety League.
- **Operator Hiring Update**
  - Through the recent rounds of interviewing 45 candidates were interviewed, with 10 applicants that started January 12, 2019. In about 6/7 weeks these Operators will be on the road to help with our needs for operators.

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|     | <ul style="list-style-type: none"> <li>• <b>New Mobility Software</b> <ul style="list-style-type: none"> <li>○ One of the recommendations in the service review is to start a program to enhance the mobility service.</li> <li>○ This program has potential to enable mobility users to be able to do same-day bookings within 3 hour window, could possibly get to hour or 20 minute window (as same service hours as conventional service)</li> <li>○ Guelph Transit also purchased a new smaller mobility vehicle, a ProMaster (outfitted soon) – which holds 7 passengers.</li> </ul> </li> </ul>  |
| 8.  | <p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>• WRoute <ul style="list-style-type: none"> <li>○ TAC members asked if Guelph Transit has any involvement with WRoute? Staff mentioned that they just met with the CEO last week, and were approached to ask to supply space in the terminal (added more service to go to Burlington). WRoute is a service that is not meant to compete with Guelph Transit but coincide with it, as they provide fares cheaper than uber/taxi but more expensive than municipal transit.</li> <li>○ Guelph Transit are considering this space in the terminal since it could be beneficial for both parties.</li> </ul> </li> <li>• Gas Tax Money for Guelph <ul style="list-style-type: none"> <li>○ TAC asked if the gas tax article was a reannouncement of the money from last year, and what might it be used for? Staff mentioned that each year Guelph Transit receives funding from the government (and it is expected, so it is budgeted for). This funding is based on ridership and population, so capital budget accounted for some of its funding from the gas tax money. Things this funding would go towards are the annual replacement of buses, shelters, facility upgrades (signage), renewals at the Transit facility, mobility van expansion (one every 3 years), and a shuttle vehicle for transit).</li> </ul> </li> </ul> |
| 9.  | <p><b>Next meeting date and location</b></p> <ul style="list-style-type: none"> <li>• February 21, 2019</li> </ul>  |
| 10. | <p><b>Adjournment</b></p>   |