

# MINUTES

MEETING	<b>Transit Advisory Committee</b>
DATE	October 25, 2018
LOCATION	City Hall, Room 112
TIME	5:30 -7:00 p.m.
CHAIR	Interim Chair: Jason Simmons
PRESENT	Pat Hunter, Steven Petric, John Marchese, Bonnie Burgess, Dominica McPherson, Brenda Pilon, Justine Kraemer, Kathryn Hofer
REGRETS	Kayla Weiler
MINUTES	Laura Bragues, Supervisor Transit Planning and Scheduling
GUELPH TRANSIT STAFF	Robin Gerus, General Manager of Transit Jason Simmons, Interim Operations Manager Courtney McDonald, Transit Services Business Specialist Laura Bragues, Supervisor Transit Planning and Scheduling Dolores Black, Council Committee Coordinator

ITEM #	DESCRIPTION
1.	<b>Call To Order</b> 5:30p.m.
2.	<b>Introductions and disclosure of pecuniary Interest</b> <ul style="list-style-type: none"><li>- Jason Simmons will chair today's meeting.</li><li>- TAC will nominate a new Chair in January after new committee members are appointed to the TAC committee by council (on December 10, 2018).</li></ul>
3.	<b>Review and Confirmation of Previous Meeting Minutes</b> <b>Adoption of Previous minutes</b> <ul style="list-style-type: none"><li>- Steven moved motion to adopt minutes</li><li>- Justine seconded motion to adopt minutes</li><li>- Minutes adopted from September 20, 2018 meeting</li></ul>

<p>4.</p>	<p><b>Transit Update</b></p> <ul style="list-style-type: none"> <li>- <b>Service Review</b> <ul style="list-style-type: none"> <li>o Winding down, still gathering information to determine what recommendations will be made</li> <li>o To be completed in the month of November, recommendations from Dillon Consulting to create the recommendation report</li> <li>o There has been no big surprises coming out of the service review so far</li> </ul> </li>   <li>- <b>Cancellations</b> <ul style="list-style-type: none"> <li>o We are averaging 6-7 a week, where there were 25-30 in the summer time</li> <li>o Our first round of trained employees have now moved to active duty</li> <li>o 6 new employees are in training</li> <li>o Guelph Transit plans to have either 1 or 2 more classes of recruits; an advertisement was just closed where there were 180 applicants (140 qualified) and testing sessions/interviews will follow in November – first class to begin in January</li> </ul> </li>   <li>- <b>Farebox/ Strategy</b> <ul style="list-style-type: none"> <li>o Will be going out for tender again next week</li> <li>o Guelph Transit believes they are in a good position for the timeline needed</li> <li>o New fare strategy will be discussed after the service review is complete</li> </ul> </li>   <li>- <b>Bus Stop Blades</b> <ul style="list-style-type: none"> <li>o Old blades had numbers and colour coding on routes, however these are going to be removed</li> <li>o A new stop blade will be introduced: <ul style="list-style-type: none"> <li>▪ Bigger, different shape for different branding, Accessibility for Ontarians with Disabilities Act (AODA) compliant, with stop numbers on each of the blade signs for stop calling schedules when calling into the automated phone system (INFO-IVR)</li> <li>▪ These will not be replacing the infoposts</li> <li>▪ Planned for installation between now and the end of the year</li> </ul> </li> <li>o Will there be writing on the sign? <ul style="list-style-type: none"> <li>▪ Based on AODA compliance, the more text the smaller the font, so there will not likely be more text added</li> </ul> </li> <li>o Suggestions/Questions <ul style="list-style-type: none"> <li>▪ New folks to Guelph may find it difficult if infoposts removed and the “Stop ID” isn’t included in the blade sign name. Guelph Transit stated</li> </ul> </li> </ul> </li> </ul>
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	<p>that there will be more information added into the blade sign where necessary if infoposts are being phased out.</p> <ul style="list-style-type: none"> <li>▪ If infoposts removed, concerned with which bus routes service the stop. Guelph Transit stated that consideration for the route number to be added on blade signs would come before infoposts phased out <ul style="list-style-type: none"> <li>• TAC Committee members stated that other municipalities have route numbers, could be considered on a second sign</li> <li>• Transit will consider looking into this as well (the space on the pole can be difficult to acquire)</li> </ul> </li> <li>○ TAC members urged that riders that do not have phones should be part of the planning for infoposts, having these considerations will help all riders who use the system</li> <li>○ City Clerks appreciated all the election signs at the most popular bus stops, there was a lot of positive feedback</li> <li>- <b>Electronic/LED infoposts</b> <ul style="list-style-type: none"> <li>○ Guelph Transit is hoping that future expansions would involve adding LED infoposts that tell the next three trips, updating in real-time information</li> <li>○ It would be a different kind of infoposts, user-friendly, and can be a means to send out detour information or issues on the route</li> </ul> </li> <li>- <b>Special Event Fare</b> <ul style="list-style-type: none"> <li>○ Sponsored event for free rides – a 2 year contract with Royal LePage</li> </ul> </li> <li>- <b>New Signage at Guelph Central Station</b> <ul style="list-style-type: none"> <li>○ New advertisement signs that look like a poster have been added</li> </ul> </li> <li>- Freshening up Guelph Central Station Appearance <ul style="list-style-type: none"> <li>○ Intend to paint yellow around all curbs near boarding zones</li> <li>○ All bus stop poles have been repainted</li> </ul> </li> </ul>
5.	<p><b>Communication</b></p> <ul style="list-style-type: none"> <li>- <b>Committee Vacancies and Process</b> <ul style="list-style-type: none"> <li>○ Talked about at the last meeting, in the process currently to advertise for the applicants for TAC Committee</li> <li>○ New council will have their striking committee on Dec 10, where they will set the appointments to the TAC committee and other committees within the City of Guelph. Goal is to have this out in the week after the meetings, however you will receive notification if you will be on TAC received before Christmas.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ A Committee Member, Pat Hunter, stated that she didn't receive her package to reapply.</li> </ul>
<p>6.</p>	<p>Customer Service</p> <ul style="list-style-type: none"> <li>- <b>Meet the Management</b> <ul style="list-style-type: none"> <li>○ Held two sessions (AM and PM) at the University Centre</li> <li>○ Different experience from Guelph Central Station, not as many people</li> <li>○ Concerns at the University were how to get around the city, and lots were learning about Late Night service put on by the CSA</li> <li>○ We are planning to do the University Centre, Guelph Central Station, and other locations like Seniors Centres, etc. <ul style="list-style-type: none"> <li>▪ The Committee asked if we did anything for immigrant services – Transit should go the immigrant services and see if they need help <ul style="list-style-type: none"> <li>● Guelph Transit has a Travel Training Program on where people can request training sessions for their group or use the community guide to book into a pre-set class – where there is a partnership where 8 free rides and training can come</li> <li>● Guelph Transit said that they can reach out to immigrant services and assess their interest and needs</li> </ul> </li> </ul> </li> </ul> </li> <li>- <b>Kingston Transit</b> <ul style="list-style-type: none"> <li>○ Visit to Kingston Transit with Guelph Transit staff to discuss best practice</li> <li>○ Looking how Kingston Transit has increased ridership, and met with the director to talk about his plan he put in place to get more people to ride Kingston Transit</li> <li>○ Guelph Transit also discussed the high school and youth free ride program <ul style="list-style-type: none"> <li>▪ Their electronic farebox could determine when youth use their pass, and could determine half of their trips were for school and half were outside of school hours</li> <li>▪ Kingston Transit approached the school board, stating the statistics and asked if the school would pay for part of the coverage</li> <li>▪ School board covers 30% of the program, and the remainder comes from gas tax money</li> </ul> </li> <li>○ First step to gain riders was to work with parking, to change the regulations and rules in the downtown core – onside with their council and parking to get rid of long-term parking (short term is there for businesses, but long term is reduced in size) – pushing new riders into transit and looking at alternatives</li> <li>○ Frequency and express routes increased in the downtown core to help with the ridership boost</li> <li>○ Kingston and Guelph are comparable in population, fleet size and employee size; Kingston is one of the cities of Guelph's official comparators</li> <li>○ Management plans to meet other municipalities <ul style="list-style-type: none"> <li>▪ Do you know anything about Belleville with bus routes on demand?</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• There are a few agencies that have this service where there is lower frequency and later at night. They pick you up and bring you to the closest bus stop.</li> <li>• Other cities with this: Grand River Transit (GRT), York Region Transit (YRT)</li> </ul> <p>- Committee suggested a combined incentive for students to use summer service</p>
7.	<p><b>Other Business</b></p> <p>Note: When an agenda is added onto the public portal for the meeting, it should be posted a certain number of days/hours beforehand (with no changes following this date/time). Moving forward, an email will be sent before the next meeting telling the deadline.</p> <p>- Points to be addressed next meeting:</p> <ul style="list-style-type: none"> <li>○ Transit Priority Project statuses</li> <li>○ Twitter communication standards</li> <li>○ 2019 Budget</li> <li>○ Smoking (anything) affecting Guelph Transit riders</li> </ul> <p>Laura Bragues will be the contact moving forward until the administrator for the TAC committee is back.</p>
8.	Next Meeting: Thursday, November 22, 2018
9.	Adjournment: 6:35 p.m.