

# MINUTES

MEETING	<b>Transit Advisory Committee</b>
DATE	February 20, 2020
LOCATION	Guelph Transit Boardroom A – 170 Watson Road South
TIME	5:30 -7:00 p.m.
VICE CHAIR	Susan Carey
PRESENT	Susan Carey, Amanda Stevenson, Fawkes Conibear, Bonnie Burgess, Kathryn Hofer
REGRETS	Brian Adkins, Horeen Hassen, Justine Kraemer, Dominica McPherson
MINUTES	John Mather
GUELPH TRANSIT STAFF	Robin Gerus, Transit General Manager John Mather, Transit Data Coordinator

ITEM #	DESCRIPTION
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1.	<b>Call To Order</b>  5:30
2.	<b>Site Visit</b>  Staff took the TAC Members on a tour of the entire Guelph Transit facilities.  Points of interest included: <ul style="list-style-type: none"><li>○ Fare counting procedures</li><li>○ Mobility Facilities</li><li>○ Planned renovations for the AVL Control Centre and office spaces – future ready</li><li>○ LED – light refitting in bus barns</li><li>○ EFMS (Electronic Farebox Management System) replacement process</li><li>○ Bus Wash system</li><li>○ Fleet – Parts dispensing vending machines</li></ul>

3.	<p><b>Adoption of Previous Minutes</b></p> <p>Motion to move the Minutes forwarded by K. Hofer. Seconded by H. Conibear.</p>	
4.	<p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>Public Works Member visitation</li> </ul> <p>Staff said the discussion of snow cleaning operations would be deferred to the March 19<sup>th</sup> meeting.</p>	
5.	<p><b>Guelph Transit Update</b></p> <ul style="list-style-type: none"> <li><b>Service Review Update</b></li> </ul> <p>Staff announced that the service expansion planned for September 2020 was well underway as scheduled. They reminded TAC members that the expansion consisted of 3 main components.</p> <ol style="list-style-type: none"> <li>1) Service to be provided to the Hanlon Creek Business Park</li> <li>2) Community Bus realignment to provide better service to locations considered to be in high demand. Also “on demand service” will be provided.</li> <li>3) Additional resources allocated to the Route 99 so provide better efficiencies.</li> </ol> <ul style="list-style-type: none"> <li><b>Electrifying Buses</b></li> </ul> <p>Staff announced that to TAC members that the initial process of electrifying the fleet has begun.</p> <p>TAC Members asked when we might expect to see electric buses in service in Guelph. Staff answered that there is considerable work to be done for the transition to electric buses.</p> <p>TAC Members asked if all buses in the fleet will be replaced in the near future. Staff answered that the current diesel buses will be replaced during their normal life cycle. As some buses are new, and other new diesel buses will be procured in to 2023, one could expect the fleet to be transitioned fully to electric buses by 2035.</p> <p>Staff added that although longevity of electric buses is largely unknown the reduction in moving parts on an electric buses indicated that their life cycle will be greater then that of a diesel bus.</p>	

	<p>TAC Members asked again what location was being proposed for the new city campus facility. Staff answered that it is intended that it will be located on a 70 acre city-owned site located at 110 Dunlop Drive adjacent the Solid Waste Management facility.</p> <ul style="list-style-type: none"> <li>• <b>Electronic Farebox Management System – EFMS</b></li> </ul> <p>Staff announced that the EFMS project is on time and on budget. They added that the “OnYourWay” card campaign went live in January 2020.</p>
6.	<p><b>Member Concerns</b></p> <ul style="list-style-type: none"> <li>• <b>Mayor’s Proposal Free transit for Guelph youth</b></li> </ul> <p>TAC Members asked how staff felt about the Mayor’s proposal to offer free transit fare to Guelph youth. Staff said that Guelph Transit is prepared to take direction from Senior Management and Council regarding the City of Guelph’s plan on this matter and any other similar incentives.</p> <p>TAC Members suggested that the cost of free transit could be supplemented by removing the free parking status in the downtown area.</p> <p>TAC Members said they were aware that similar programmes have been implemented at Kingston Transit and have been considered to be successful. Staff said that they believe that the funding of Kingston’s fare reduction was paid from gas taxes. TAC Members asked if paid ridership was likely to increase if Guelph offered a similar reduction for youth.</p> <p>Staff summarized by saying they support any process agreed upon by Senior Management and Council.</p> <ul style="list-style-type: none"> <li>• <b>Public perception of transition to electric buses</b></li> </ul> <p>TAC Members said that it is their belief that many of the public think the entire current diesel fleet will be scrapped immediately once electric buses are available. Staff repeated that as electric buses become available and put in to service they will replace the older buses first as they come to the end of their life cycle. They added that it is likely that up to 7 diesel buses could be replaced every 2 years. During the actual transition period there would be an ongoing communication process with the public.</p>

	<p>Staff said they anticipate an efficient and cost effective transition to electric buses and all the required infrastructure.</p> <ul style="list-style-type: none"> <li>• <b>Public Perception of Guelph Transit</b></li> </ul> <p>TAC Members said that they regularly follow the social media comments concerning Guelph Transit and that they felt that much more could be done to increase the public's appreciation and understanding of Guelph Transit. They felt that often negative news is prevalent. They suggested means by which the public could get a better insight in to Guelph Transit. They were:</p> <ul style="list-style-type: none"> <li>○ Increased positive postings on social media</li> <li>○ High profile social media in general</li> <li>○ "Feel Good" stories on social media</li> <li>○ "A Day in the Life" of Guelph Transit on social media</li> <li>○ More human interest stories on social media</li> <li>○ Inclusion of Guelph Transit in Guelph Arts Council "Doors Open" project</li> <li>○ A dedicated programme similar Public Works' that encourages public awareness of Guelph Transit</li> <li>○ "Kid's Day" at Guelph Transit</li> <li>○ More public engagement with new initiatives</li> <li>○ Employee and customer appreciation days</li> </ul> <p>Staff agreed that these were all good ideas and would pass them on to the Marketing and Operations departments. They added that some of these initiatives are currently in place. They cited the "Meet the Management" days that take place regularly at the Guelph Central Station and the University Centre.</p>
7.	<p><b>Next Meeting</b></p> <ul style="list-style-type: none"> <li>• March 19, City Hall Meeting Room C</li> </ul>
8.	<p><b>Adjournment</b></p> <ul style="list-style-type: none"> <li>• 7:00 p.m.</li> </ul>