



The Corporation of the Town of Tillsonburg

Tillsonburg Transit Advisory Committee

August 20, 2019

10:00 a.m.

Suite 203, 200 Broadway, 2nd Floor

MINUTES

Present:

Cindy Allen, David Brown, Sherry Hamilton, Pete Luciani, Lynn Temoin, Carolijn Verbakel and John Verbakel.

Regrets:

Kathryn Leatherland

Also Present:

Kevin De Leebeeck, Director of Operations
Amelia Jaggard, Legislative Services Coordinator
Alex Piggott, Transit Coordinator

Regrets:

David Calder, Chief Administrative Officer

1. Call to Order

The meeting was called to order at 10:03 a.m.

2. Adoption of Agenda

Proposed Resolution #1

Moved by: Pete Luciani

Seconded by: Lynn Temoin

THAT the Agenda as prepared for the Tillsonburg Transit Advisory Committee meeting of August 20, 2019, be adopted.

Carried.

3. Disclosures of Pecuniary Interest and the General Nature Thereof

There were no disclosures of pecuniary interest declared.

4. Adoption of Minutes of Previous Meeting

Proposed Resolution #2

Moved by: Carolijn Verbakel

Seconded by: Pete Luciani

THAT the minutes of the Tillsonburg Transit Advisory Committee dated July 16, 2019, be approved.

Carried.

5. Presentations/Deputations

None.

6. General Business & Reports

6.1. T:GO Transit

6.1.1. Draft Transit Survey

Staff reviewed transit surveys from other municipalities.

It was suggested to put an emphasis on “public transit” as many people do not realize TGO is a public transit system.

It was suggested to include a question which asks transit users if there are any other locations they want included as stops on the route.

Staff to send online survey to committee members for trial.

It was suggested to publish the survey in the fall after implementing the communications and marketing plan.

The survey will be available online and in print. Physical copies will be made available on the TGO bus and in municipal offices.

It was suggested to include a question which asks transit users if they would utilize evening bus service and Saturday bus service.

The BTS Network proposed in 2018 to offer Saturday bus service starting the last Saturday in November through to the end of December to promote shopping local. This will be offered again in 2019.

Staff noted that advertising opportunities to offset operating costs will be explored in the future.

6.1.2. Draft Communications & Marketing Plan

Staff noted that the Tillsonburg Newspaper will be utilized for advertising through the Towns weekly information page.

Staff are exploring opportunities for shared promotion with neighbouring municipalities when promotions begin for the Inter-Community Routes. This promotion cannot begin until after October 21st or the upcoming Federal Election

It was suggested to explore advertising in SNAPD for the Inter-Community Routes.

Staff have delivered TGO posters and brochures to numerous locations within the community including the Tillsonburg and District Multi-Service Centre, Tillsonburg District Memorial Hospital, Tillsonburg Public Library etc.

Staff will be presenting the TGO information at local institutions.

Staff will distribute TGO brochures to local schools once classes resume in September.

Retail locations have begun selling TGO tickets.

Motion:

Moved by: John Verbakel

Seconded by: Cindy Allen

THAT the committee endorse the communications and marketing plan as presented.

Carried.

6.1.3. Report OPS 19-35 TGO Fare Structure & Launch Update

Staff to add information regarding income tax deductions for public transit passes on the website under frequently asked questions.

6.1.4. Action Item Summary

Staff to provide TGO promotional passes to the Special Olympics representative Pat Benoit for distribution.

6.1.5. Style of bus

Discussed under item 6.2.1.

6.2. Inter-Community Transit

6.2.1. Draft Routes & Schedule

The consultant (IBI Group) is currently reviewing the routes and schedule to ensure they are economical and logical.

It was suggested to explore opportunities for integration with other transit systems and ensure that layover times in other communities are appropriate for appointments, etc.

Staff noted that the style of the bus used will have to be in accordance with the inter-community transit agreement. The style of bus must meet AODA requirements.

According to regulation if a bus is not equipped with an announcement system or a pull lever system, the bus driver is required to make a verbal announcement of what the next stop is on the route.

Item to be brought forward on the next Agenda.

7. Correspondence

8. Other Business

9. Next Meeting

Tuesday, September 17, 2019, at 10:00 a.m. at the Corporate Office in Suite 203,
200 Broadway, Tillsonburg, ON.

10. Adjournment

Proposed Resolution #3

Moved by: Cindy Allen

Seconded by: Pete Luciani

THAT the August 20, 2019 Tillsonburg Transit Advisory Committee meeting be
adjourned at 11:28 a.m.

Carried.