



The Corporation of the Town of Tillsonburg

Tillsonburg Transit Advisory Committee

November 19, 2019

10:00 a.m.

Suite 203, 200 Broadway, 2nd Floor

MINUTES

Present:

Sherry Hamilton, Kathryn Leatherland, Councillor Pete Luciani, Lynn Temoin, John Verbakel, Cindy Allen, Carolijn Verbakel

Regrets:

Mayor Stephen Molnar, David Brown, Kevin DeLeebeeck, Director of Operations

Staff:

Alex Piggott, Transit Coordinator

Laura Pickersgill, Legislative Services Coordinator

1. Call to Order

The meeting was called to order at 10:01 a.m.

2. Adoption of Agenda

Resolution #1

Moved by: Cindy Allen

Seconded by: John Verbakel

THAT the Agenda as prepared for the Tillsonburg Transit Advisory Committee meeting of November 19, 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

Resolution #2

Moved by: Pete Luciani

Seconded by: Lynn Temoin

THAT the minutes of the Tillsonburg Transit Advisory Committee dated October 15, 2019, be approved.

Carried

5. Presentations/Deputations

6. General Business & Reports

6.1.T:GO Transit

6.1.1. Action Item Summary

6.1.1.1. Monthly Pass

Discussion was held regarding the security features being implemented on the monthly pass to deter fraudulent use of the pass.

Staff will investigate if committee members are able to attend the orientation session with the new service provider.

Staff to bring forward an updated version of pass with stipulations listed on the back.

6.1.1.2. Questionnaire

The questionnaire is to be updated, including the following: question #6 to include text indicating to “click all options that apply”; question #8 “click all options that apply”; question #10 to be reworded to “is the bus generally on time?” and question #21 to add an open-ended comments section.

Staff will arrange a delegation with Kathryn Leatherland through the Multi-Service Centre to provide the details on qualifications for a rider to partake in the Multi-Service Centre’s transportation system.

6.1.2. Fixed Route Service Comments

It was noted that any concerns brought forward from the public should be directed to the Transit Coordinator for documentation.

Concern was noted about the lack of accessibility with the stop notifications being too low in volume.

6.1.3. Ridership Stats

Transit Coordinator indicated that presentations are occurring at senior’s residences throughout the Town to educate them on the transit system.

Staff to coordinate with the Chair to set up a presentation at Harvest Retirement Centre.

It was suggested that more outreach needs to occur to the businesses in Town, and specifically in the industrial area to promote use of the transit system. This initiative would encourage use at the end of riders work shifts to accommodate an extended service in the future.

Kathryn Leatherland left at 11:04 a.m.

6.1.4. Christmas Saturday Bus

Advertisement has taken place using social media, posters and the bus banner to promote the BIA funded Christmas Saturday Bus service.

Staff to investigate having advertisements aired on the local radio station through a media release.

6.1.5. Communications and Marketing update

Brochures are being consistently restocked at transit pass retail locations.

An official launch of the transit system will be reviewed by the Committee in early 2020.

Staff to add transit information to the community calendar at the local radio station.

It was suggested that it be noted when advertising the transit system that local groups are invited to sponsor extended hours of the bus service.

The Chair will reach out to Oxford Creative Connections for advertising using their marketing mediums.

6.1.6. Bus Stop Winter Maintenance

The Transit Coordinator reviewed the memo prepared by the Manager of Public Works with respect to Bus Stop Winter Maintenance. It was noted that there is no official minimum maintenance standard for bus stops under the Provincial legislation.

It was noted that the Town maintains the roads and sidewalks (including bus stops) following the provisions set out in the minimum maintenance standards.

Staff are working with the Town's lawyer to finalize the agreement for the bus stop at the Norfolk Mall.

6.2. Inter-Community Transit

6.2.1. RFP Transit Operations

The RFP is currently on hold due to a request for expression of interest which closes at midnight on November 19, 2019 for the County of Middlesex.

Staff will work with the MTO to amend the agreement with the Province in providing this service.

It was mentioned that Council would encourage the Committee to appear as a delegation to address any concerns with this project.

7. Correspondence

8. Other Business

A reminder will be sent out to all committee members during the agenda drafting process prior to agenda circulation.

9. Next Meeting

Tuesday, December 17, 2019, at 10:00 a.m.

10. Adjournment

Resolution #3

Moved by: John Verbakel

Seconded by: Cindy Allen

THAT the November 19, 2019 Tillsonburg Transit Advisory Committee meeting be adjourned at 11:42 a.m.

Carried