Subject: Tillsonburg Transit Advisory Committee Year-End Report
Report Number: CLK 20-09
Author: Laura Pickersgill, Legislative Services Coordinator and Sherry Hamilton, Chair
Meeting Type: Council Meeting
Meeting Date: Monday, February 10, 2020

RECOMMENDATION
THAT Council receives Report CLK 20-09 Tillsonburg Transit Advisory Committee Year-End Report, as information.

BACKGROUND
This report is to provide Council with an update on the actions performed through the Tillsonburg Transit Advisory Committee throughout 2019.

DISCUSSION
The Tillsonburg Transit Advisory Committee was active in fulfilling their mandate last year.

The mandate of the Tillsonburg Transit Advisory Committee (TTAC) is:
“To oversee and advise Town Council on the governance oversite of the Town's service provider’s contract for transit and specifically the policies and procedures related to service delivery of transit. The TTAC will provide a forum for input, exchange of ideas and debate on conventional and mobility transit related issues with representation from all affected groups in the community.”

The Committee was active in providing advice regarding the Intercommunity Transportation Pilot Project.

A transit fixed route and schedule was established and provided to Council for approval. The Committee was involved with reviewing and providing advice on the bus stop sign options and the advertising brochure. The Committee also provided advice on developing a fare rate structure for the transit system. A set of regulations for transit users was developed and reviewed by the Committee.

The Committee is continually reviewing ridership statistics and providing suggestions to increase ridership. They have provided valuable suggestions to be included in the draft marketing plan for the transit system to increase awareness of the program.
Ticket sales were expanded to multiple locations rather than only at the Customer Service Centre.

A questionnaire has been developed for transit users and is to be released in the spring once the new service provider is in place.

CONSULTATION

FINANCIAL IMPACT/FUNDING SOURCE
N/A

COMMUNITY STRATEGIC PLAN (CSP) LINKAGE

1. Excellence in Local Government
   ☒ Demonstrate strong leadership in Town initiatives
   ☐ Streamline communication and effectively collaborate within local government
   ☐ Demonstrate accountability

ATTACHMENTS
None
Report Approval Details

<table>
<thead>
<tr>
<th>Document Title:</th>
<th>CLK 20-09 Tillsonburg Transit Advisory Committee Year End Report.docx</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attachments:</td>
<td></td>
</tr>
<tr>
<td>Final Approval Date:</td>
<td>Feb 3, 2020</td>
</tr>
</tbody>
</table>

This report and all of its attachments were approved and signed as outlined below:

**Dave Rushton - Jan 30, 2020 - 3:24 PM**

[Signature]

**Kyle Pratt - Feb 3, 2020 - 6:04 AM**

**Donna Wilson - Feb 3, 2020 - 8:23 AM**