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Coming up at 5:30 pm, it's this month's Transit Advisory Committee meeting. This is what's on the relatively short agenda:



MEETING PREVIEW: Transit Advisory Committee Meeting for October ...

This month's Transit Advisory Committee meeting will be a brief one it seems. There's only three topics on the agenda along with the usual general update from transit management includi...

<https://guelphpolitico.ca/2023/10/13/meeting-preview-transit-advisory-committee-meeti...>

Chair Carey calls the meeting to order.

No Disclosure of Pecuniary Interest and General Nature Thereof.

Minutes from September's meeting approved.

First item up, Air Filters on Transit Buses, which is a Follow-up from the Meeting of September 21. GM Gerus will speak to this.

From the facilities fleet manager, the filters on the bus are reusable and replaces every 40 days. Transit is working with NOVA, the bus manufacturing company, to see if the filters will be easy to upgrade if a better filter becomes available.

MERV system is used to measure the quality of filter with 16-20 being the best, and that's the rating that the bus filters have. Usually that level is reserved for the likes of hospitals or nuclear power plants. Gerus says he could have someone from NOVA come to a meeting later.

Next, TAC Rider Feedback. Carey wants to talk about the posting of detours and updates to social media. She says it doesn't occur to her getting a bus to look up on Twitter to see if the route she's on is detoured.

Carey says that that she sees a lot of complaints about transit online and that seems to be based on ignorance of how the system works the way it does. Her idea is to have more interaction like AMAs on pre-arranged topics.

Carey references complaints like why the bus doesn't come every 10 minutes, or how big Guelph is to cover, or when people see an empty bus at the station.

Jessica Taylor from City communication is here to respond. She says she will take the suggestions to her colleagues who are presently developing social media guidelines. Taylor says it's a good idea though to understand the decision making.

The guidelines haven't been approved yet, and the City of Guelph recently launched an Instagram page so she's looking at having a GT dedicated Insta too. Taylor says that she thinks they might be missing a whole other audience not on FB or Twitter.

Gerus says that the problem with social media is that it's a small number of people and sometime's one voice is disproportionally big. Also, speaking as an older person, the ground on social media is always changing.

Gerus also says that you sometimes get dragged thru negativity when most people are satisfied, sometimes you get ppl the right info at the right time, and sometimes ppl are commenting w/o context.

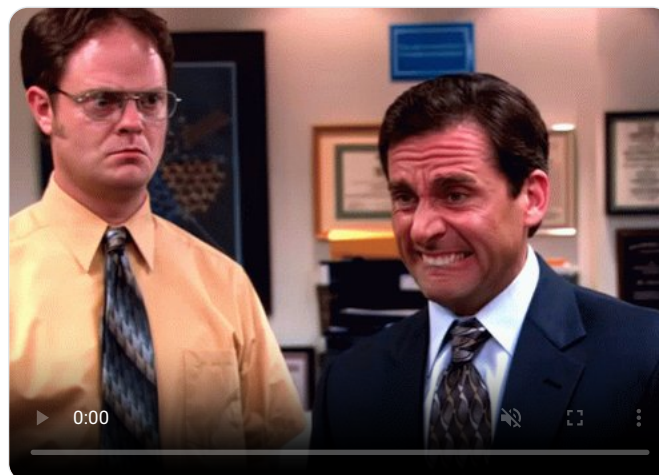
Gerus says that he likes doing the customer facing work (fyi, Transit will be doing some recruiting at the mall this weekend) and says that these are good opportunities to get both good and critical feedback.

Carey says that she brought this up because Mayor Guthrie is active on Twitter and she feels compelled to respond when Transit complaints or comments come up. She doesn't feel necessarily qualified to answer.

Taylor says that staff have limitations to how they can respond. For instance, if someone posts something on the Caught in Guelph FB page but that's not a City controlled forum.

Chelsey Edwards from the Poverty Task Force reminds that there's not always an equal access to digital information and encourages transit to use ways to provide "static information" like posters and flyers.

Oh, no I've come up in conversation and using the Guelph Politicast as a way to get the message out.



Carey notes that a media series through any outlet could reach a lot of people outside the various social channels. Michael Van Kooy, Facility and Electrification Supervisor, says people can always do the old fashioned thing, and call Transit.

Edwards also suggest radio, as there are a lot of radio listeners in Guelph who tune in to the local stations. Gerus mentions working with CFRU too.

Next, General Transit Update, including Electric Buses. Lindsay Blanchard says that they've received the fourth electric bus from the original order and they're still in acceptance testing. Some EV buses are on the road, mostly on the #99.

Gerus adds that the balance is reasserting itself in production so in the future they should be getting EV buses more quickly as supply changing and other post-pandemic issues right themselves.

Other news, fare capping for the affordable bus pass are ready to go November 1. They're creating a how to load your bike on the bike rack video on YouTube, and also looking at signs for the validators at GCS for transit transfers but need Metrolinx's OK.

Gerus adds that they're getting back to the quarterly review of transit routes, with route #5 being a recent focus. No conclusions have been drawn about that one, but look for an update soon. He also notes the tough budget ahead and ensuring the forward movement on 10-yr plan.

Digital sign project continues with the RFP going out again due to a redesign in the plan. Gerus says it's a positive delay because they're streamlining the proposal. There's construction happening at Watson Rd office on the supervisors room for better work flow.

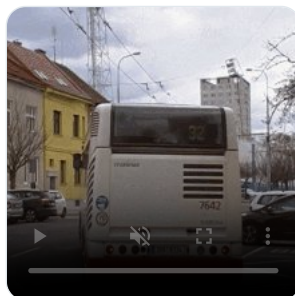
Gerus says that he's all been trying to get back to the idea of having a surfer at Guelph Central Station through the week to interact with customers and answer their questions. He hopes to get out more often himself too.

Bus shelters at GCS? It was supposed to start yesterday, but there was a delay on some parts. It might be another week before they have the necessary parts, and Gerus didn't want to start the project without the contractor having all the parts handy.

Edwards asks about the timeline once the project starts. Gerus says it will take 3-4 months, and they're going to do it in phases.

Also look for some new signage on the platforms as part of the project.

And that's the end of the meeting.



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