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Happening now: This month's Transit Advisory Committee meeting. This is what's on the agenda: guelphpolitico.ca/2023/11/10/mee...

Chair Carey has called the meeting to order.

No Disclosure of Pecuniary Interest and General Nature Thereof.

Carey offers greetings to Samar Tariq, VP - External Affairs from the University of Guelph CSA. She's a new member of TAC, and rep for the CSA.

First up is an update on Connect-To-GO Program - Signage and Communication. There were two actions from the last meeting to post signage and to update the website. There are 4 new signs coming that look like this:

Courtney McDonald, Manager of Transit Business Service, says that they just got the new plain language that will be shared on the website soon, and they've also eliminated the requirement to show photo I.D. when you join the program.

McDonald says she's open to any further suggestions that the committee might have.

Next, budget update. McDonald says that transit staff made some recommendations based on passenger demand/on-time performance, construction, or budget for the project.

Laura Catalano-Bragues, Supervisor, Scheduling and Service Planning said that the original plan for the 98 Speedvale crosstown was to phase it in starting next year, in part to support increased demand for Conestoga. Students there went from 10k to over 50k.

Catalano-Bragues adds that with the new downtown campus, there's going to be more demand for service, especially if people are rolling between the campuses. Even w/o downtown campus, enrolment is expected to go up for Conestoga, and that means re-examining demand on other routes.

In 2024, Transit is looking at enhancements for the #5 15 mins on weekdays, 20 on Saturday. Will still try to do Sunday on-demand in am and pm, but this is not all-day on-demand on Sunday. This affect 7-9 am and 6-10 pm.

Catalano-Bragues says that on-demand for those hours will get more bang for the buck than just adding an hour to all conventional routes. This plan will have 7 operators doing on-demand.

As of right now, #98 is moving into 2025, those other changes remain. There are more deferrals coming up in 2025 though, and it will be up to council to make a final decision.

Catalano-Bragues says most frequent complaint is the limited Sunday service, so there know that there will be pick-up there, and it will be well used. Hopes that goes through. There was supposed to be a B section for the #16 but the development is changing so no control there.

Does Conestoga have a Upass? Presently no, they did just approve one with GRT and Guelph Transit is presently in discussion.

Member Sridhar notes that there's a five-times increase to use directed around Conestoga so there's clearly a demand that's needed and maybe the College should have a seat at the table. McDonald says there are placemarkers in the budget to add CC Upass.

McDonald says they will review any formalised changes in January once the budget is approved. Carey says it's going to be a difficult year. "Several" Catalano-Bragues adds saying that they're hopeful b/c transit goes hand in hand with transit.

McDonald says the mobility expansion *is* in the budget, and so is the digital sign project.

Catalano-Bragues says that every department at the City was asked to do their part, and these recommendations reflect that. McDonald recommends that if TAC is concerned, they should contact their ward councillor.

Motion to accept the report approved.

Next, Route 5 Goodwin Review and Planning Programme Results. Transit has begun the regular review of select routes agains. Studying the #5 included 3 days on the vehicles, surveys (200 responses) and a deep dive on the rider data.

The group identified 5, 11, and 20 as the routes most in need of review. On the 5, several scenarios were looked at. Starting Jan 7 it will board at platform #1 at the UC (makes it easier to get on the road).

The team reviewed the #5 in chunks, and discovered that there was no part of the route that ever have any spare time, always on time or late. The route is 15 km long and there are 3 different spots that had limits reduced by 10 kph.

The plan is that the inbound #5 will go express to the UC starting at Edinburgh and Gordon. Catalano-Bragues says typical boarding practices for the #5 is people taking the first bus that comes along to get them to the UC.

If these moves don't improve timing than staff will have to look at different changes like adjusting the routing down Victoria instead of Gordon (added too much time) and taking different streets (forced more walking).

Catalano-Bragues says there was also a concern about changing the route so completely that they would turn users off. They also looked at have different stops "on" at different times, but that seemed too complicated and would require more customer support.

Express change for the #5 should save 2 minutes on travel time, Catalano-Bragues adds.

Route #11 Silvercreek review is next. If you're riding it this Saturday, look for staff doing surveys. Catalano-Bragues adds that they've also reached out to Onward Willow for feedback.

Catalano-Bragues says that this is not the last report, there's going to be an "ongoing cycle of analysis" about this review and the others coming forward in the future.

Motion to accept and approve the review is approved.

Next, TAC Rider Feedback starting with some CSA feedback. Two months ago CSA released a centralised feedback form about Guelph Transit around times they use the service, the routes they use, the routes they're have trouble with and alternative routes.

Tariq says that by the end of the winter semester they hope to have a better idea about how undergrad students use transit and what their majority concerns are. She says her goal this year was to streamline information and update promo materials.

Tariq sais that a lot of the information about transit was a "common knowledge" meaning students were getting info from each other rather than a centralised place. Looking to promo transit info around special events and are looking to St Patty's Day as next big event.

CSA has been dedicating one time a week to raise awareness one-on-one about transit options liek the late night bus. A lot of students going downtown at night on the weekend and Ubering back when they could take the bus for free.

Tariq says that she would like do advocacy to city council to promote the expansion of Guelph Transit, U of G students represent a 50 per cent stake in the service and wants to flex that voice.

Next, General Transit Update, including Electric Buses. McDonald says they've been focused on budget, but they've also been working on ongoing improvement. There's a sponsor for NYE service again this year, free from 7 pm to 2:15 am. Look for promo soon.

Staff is developing an AMA program working with the City's comms team. Working out logistics now, but it looks to be a Friday thing and people could submit Qs in advance. Look for that in the future.

With the exception of some minor changes, the upgrades to Guelph Central Station shelters are complete. The new signage is being installed to distinguish route # from platform #, it will be like the U of G signage.

What about lettering? Staff are still exploring that, they know that the two numbers are confusing, but that's something that takes a longer time to organise. Also want to have consistency with SRM and UC.

Vice-chair Holden says that when he's looking a number he's looking for a route number not a platform, so shouldn't the route number be bigger? Catalano-Bragues says again that the

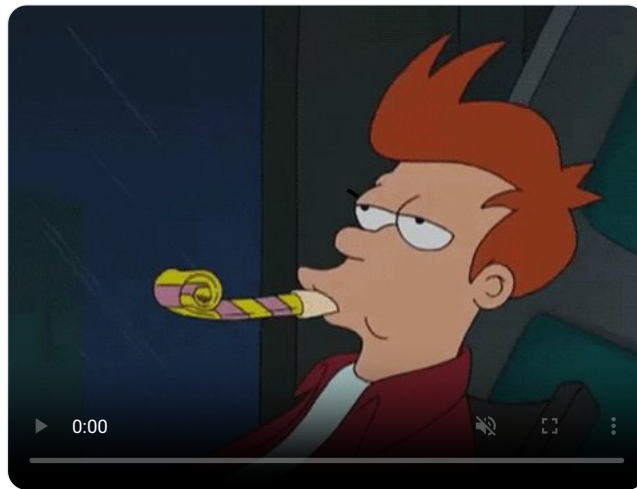
goal was to align the look, so they can loop in U of G to make more universal changes. Catalano-Bragues adds that they're in the process of a upgrade to the latest version of software on the back end. Customers shouldn't seen an impact. EVs? Still collecting data about what routes work best w/o on-street parking.

99, 11 and 14 are typical routes where you will encounter the EV buses. Entering a critical point in winter because cold costs battery life and there's heating issues.

Update received for information motion approved.

Carey reminds the committee to email councillors and wants to have a discussion at the next meeting about advertising that covers the windows.

That's a wrap for this meeting, which is the last one for 2023. Next TAC meeting is in January.



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