



Guelph Transit Transit Advisory Committee Terms of Reference

A) Mandate

The following topics and activities are within the scope of the Transit Advisory Committee:

- Fare policy, service hours and transit routes.
- Customer service-related policies and procedures.
- Accessibility of bus stops and associated infrastructure.
- Transit communications plans and marketing strategies.
- Public consultation process and receipt of passenger concerns and expectations.
- Initiatives and strategies affecting public transport services including but not limited to the Transit Future Ready Strategy, the City of Guelph Transportation Master Plan, regional transit planning and fleet electrification.

The committee may liaise with other community groups such as, but not limited to, the Accessibility Advisory Committee, Guelph Youth Council, Guelph Seniors Association, Downtown Guelph Business Association and Guelph Neighborhood Support Coalition.

B) Goals and Objectives

- That Members of the Transit Advisory Committee are engaged in the meetings and provide meaningful feedback in relation to the services provided by Transit and Transit's Future Ready Plan.
- To build a more robust and forward-thinking future ready transit network that meets the demands of our community.
- To build a more equitable transit system.
- To provide the residents of Guelph with transportation choices as outlined in the City of Guelph Strategic Plan.

- To focus on the customer's overall journey, not solely on the single trip.
- To provide input on existing and future services and suggest reasonable and workable timeframes towards successful improvements.
- To help Guelph Transit to be efficient and rider friendly.
- To improve the rider experience and accessibility.
- To work collaboratively with all Transit Advisory Committee Members towards meeting Goals and Objectives.

C) Guiding Principles

- Build a transit system that meets or exceeds expectations and prioritizes the most vulnerable.
- Build a transit system that is resilient and inclusive of all residents.
- To support Guelph Transit's efforts in building and maintaining an affordable, reliable, safe and convenient transit system while meeting customers' expectations.

D) Key Success Factors and Performance Indicators

- Maintaining quorum at all scheduled Transit Advisory Committee meetings.
- Increased accessibility at transit stops and transfer points.
- Continued efforts towards increasing ridership.
- Ridership demographics should match City of Guelph demographics, whereas citizens are using Guelph Transit regardless of income, age or abilities.
- TAC Members supporting Transit Staff in successfully launching the Future Rady strategy plan and other policies.
- Measure the success rate of the ideas and plans that were shaped and/or supported by TAC Members.

E) Number of Members

The Transit Advisory Committee will consist of up to a maximum 9 voting members. Quorum is determined by the majority of the members plus one. In the instance when there are vacancies on the Transit Advisory Committee, quorum will be determined by the majority of current appointed members plus one.

F) Member Qualifications

Appointments of Members of the Transit Advisory Committee are undertaken as prescribed in the City of Guelph Committee of Council Public Appointments Policy.

Members will be drawn from the following groups within the City of Guelph:

- Regular users of Guelph Transit Conventional (2)
- Regular user of Guelph Transit mobility service (1)
- Guelph & Wellington Task Force for Poverty Elimination as appointed by the Administration of the Guelph & Wellington Task Force for Poverty Elimination (1)
- University of Guelph Student as appointed by the University of Guelph Central Student Association (1)
- University of Guelph Administration as appointed by the Administration of the University of Guelph (1)
- Community Members at Large (2)
- Environmental Interest Group (1)

G) Frequency of Meetings

Meetings of the Transit Advisory Committee will be held on the 3rd Thursday of the month with the exception of July, August and December. Additional meetings may be scheduled at the discretion of the Chair and the majority of Committee subject to the availability of Staff.

H) Reporting to Council

The Transit Advisory Committee will report to the Committee of the Whole (Public Services) through staff reports once per term of Council in accordance with the City of Guelph Corporate Policy and Procedure - **Advisory Committee of Council Administrative Policy.**

Terms of Reference for the Transit Advisory Committee shall be reviewed once per term of Council in accordance with the Reporting to Council section **Advisory Committee of Council Administrative Policy**. Ad hoc reviews of the Terms of Reference may be conducted at any time by requests of Council, staff liaison or the Transit Advisory Committee. Such reviews shall include consultation with the Transit Advisory Committee and will be conducted with the support of the City Clerk's Office. Revised Terms of Reference shall be approved by Council.

I) Strategic Plan Priorities

Navigating Our Future – A transportation network that connects us.

- **Build Guelph's capacity to adopt clean and efficient technology**
 - Preparing Guelph's transportation network for autonomous vehicle technology and an increase in electric vehicles
 - Updating our transportation plans and our program and service delivery models
- **Provide attractive, affordable and reasonable transportation options for everyone**
 - Providing affordable transit
 - Improving connections to workplaces in Guelph
 - Investing in and promoting active transportation
 - Improving the safety, efficiency and connectivity of the whole transportation system
- **Improve local transportation and regional transit connectivity**
 - Improving transportation connectivity and safety within city limits, while advocating for better regional connectivity with public transit and rail service

Approved by the Transit Advisory Committee – January 19, 2023

