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The Regional Municipality of Durham

MINUTES

TRANSIT ADVISORY COMMITTEE

February 18, 2025

A meeting of the Transit Advisory Committee was held on Tuesday, February 18, 2025 in Meeting Room 1-B, Regional Municipality of Durham Headquarters, 605 Rossland Road East, Whitby at 7:04 PM. Electronic participation was offered for this meeting.

1. Roll Call

Present: Commissioner Crawford, Chair
R. Claxton-Oldfield, Member at Large
P. Gunti*, Clarington, Vice-Chair
W. Henshall*, AAC
J. McEwen*, AAC
T. Ralph, Whitby
T. Smale, Member at Large
R. Smith*, Community Group, Durham Association for Family Resources
J. Westerman*, Oshawa

*** denotes members of the Committee participating electronically**

Absent: A. Ali, Ajax
A. Andrus, Community Group, Participation House
M. Bonk, Brock
I. Giffin, Uxbridge
A. Mujeeb, Pickering

Staff

Present: F. Amin, Administrative Assistant, Durham Region Transit
J. Bastarache, Manager, Communications – Chief Administrative Office
A. Burgess, Director, Communications and Engagement – Chief Administrative Office
L. Hatch, Officer, Communications – Chief Administrative Office
B. Holmes, General Manager, Durham Region Transit
R. Inacio, Systems Support Specialist, Corporate Services – IT
J. Kilgour*, Deputy General Manager, Maintenance, Durham Region Transit
S. Dessureault, Committee Clerk, Corporate Services – Legislative Services

*** denotes staff participating electronically**

2. Declarations of Interest

There were no declarations of interest.

3. Adoption of Minutes

Moved by R. Claxton-Oldfield, Seconded by T. Ralph,
That the minutes of the regular Durham Region Transit Advisory
Committee meeting held on Tuesday, November 19, 2024, be adopted.
CARRIED

4. Presentations

A) Alison Burgess, Director, Communications and Engagement, re: Transit Focus Communications

A. Burgess, Director, Communications and Engagement and J. Bastarache,
Manager, Communications and Engagement, provided a PowerPoint presentation
regarding Transit Focus Communications.

Highlights from the presentation included:

- What is Communications?
- Corporate Communications Tools and Tactics
- Success in 2024
- The Route Ahead for 2025
- Communications Challenges
- Next Steps

A. Burgess and B. Holmes responded to questions from the Committee regarding
accessibility considerations in the evaluation of pop-up banners on the Transit
app; DRT's bus route labels, specifically numbers compared to names; the current
social channels used by DRT; whether real-time communication is currently being
included on the On-Demand app; real-time communication at key transit
terminals; and adding audio reading for pop-ups on the Transit app.

Discussion ensued regarding the importance of providing real-time
communication through multiple channels to notify DRT users of system changes;
the various apps that can be used to track DRT buses; options for branding the
bus routes; and the 20th anniversary of DRT in 2026.

5. Delegations

There were no delegations.

6. Correspondence Items

There were no communication items to be considered.

7. Information Items

There were no information items to be considered.

8. Discussion Items

A) TAC Priority Focus Areas

B. Holmes advised the Committee of the real-time service communication improvements planned to be achieved through the business plan for 2025.

Discussion ensued regarding the communication channels that transit riders rely on for real-time updates.

B) Operator Cyclical Training

W. Henshall asked whether DRT operators are receiving cyclical/annual training and shared a recent positive experience with an operator.

B. Holmes advised that operator cyclical training resumed in 2025 and provided an overview of the training content.

Discussion ensued regarding whether cyclical training is being provided to third-party operators; and how often operator cyclical training is provided.

C) Durham Region Transit Health and Safety

Due to technical difficulties J. Westerman was experiencing, F. Amin spoke on his behalf.

F. Amin asked whether the Committee could receive copies of reported incidents involving DRT operators.

Staff advised that the information is for organizational use and not for public release, therefore it can not be shared.

D) Transit Advisory Committee Recommendations

Due to technical difficulties J. Westerman was experiencing, F. Amin spoke on his behalf.

F. Amin asked whether TAC has recently presented any recommendations to the Transit Executive Committee (TEC).

Staff advised that no recommendations have been brought forward recently.

Discussion ensued regarding the process of providing a recommendation to TEC.

9. Other Business

A) Collecting Feedback from DRT Riders

P. Gunti asked whether DRT is currently reporting or planning to report on rider feedback to DRT Customer Service, to identify key concerns.

B. Holmes advised that DRT currently collects feedback from riders through multiple channels, which included approximately 250,000 phone calls and over 5,000 e-mails in 2024. B. Holmes will review the request with staff to determine what reporting is available through the new customer relation management system, and advise the TAC at a subsequent meeting.

10. Date of Next Meeting

Tuesday, May 20, 2025 at 7:00 PM

11. Adjournment

Moved by T. Smale, Seconded by R. Claxton-Oldfield,
That the meeting be adjourned.
CARRIED

The meeting adjourned at 8:32 PM.

M. Crawford, Chair, Transit Advisory Committee

S. Dessureault, Committee Clerk