

**THE FOURTH MEETING OF THE TRANSIT COMMITTEE  
OF THE CITY OF GREATER SUDBURY**

**C-12  
Tom Davies Square**

**Wednesday, February 6, 2008  
Commencement: 1:10 p.m.**

Chair

**COUNCILLOR TED CALLAGHAN, IN THE CHAIR**

Councillors

Councillors Berthiaume; Dupuis

Staff

Roger Sauve, Director of Transit Services; Denis Martel, Mechanical Foreperson; Lisa Church, Supervisor of Cross Guards and Services; Alison Taylor, Communications Officer; Franca Bortolussi, Council Secretary; Angie Haché, City Clerk

Declarations of  
Pecuniary Interest

None declared.

**UPDATE ON RIDERSHIP GROWTH INITIATIVES**

Inter-Community  
Valley Service

The Director of Transit Services advised that the inter-community Valley service started on December 17, 2007. The service is being provided by existing staff and equipment and is being provided everyday, except Sunday. Advertising of the new service was done in the print media, on the City's website and at the Transit Centre. All the bus stop signs for the new service have not been installed. Transit Services are working with Public Works with respect to installing the signs as soon as possible. The Public Works sign crew have committed to working one day per week on bus stop signs. Suggestions with respect to communicating the new service included a press conference, a mail-out to each home in the area and having the radio media participate on the inter-community bus service in Valley East. The Communications Officer will look into each of the suggestions. The communications campaign should commence in early March.

Mini-Coach

The Director of Transit Services advised that they are meeting with the company providing the mini-coach tomorrow to review the final specifications. They anticipate having the mini-coach by the start of the summer.

Fare Boxes

The Director of Transit Services stated that the fare boxes seem to be working. There are concerns with respect to the fare boxes integrating with the GPS unit. The Mechanical Foremen met with the GPS provider and sent them one of our fare boxes. There is a solution and by the end of February the fare boxes should be communicating with the GPS. This will allow Transit Services to get a stop-by-stop passenger counts. The next step will be an automated announcement at all stops.

Enhanced Services

They are negotiating with the Union with respect to enhanced service. The key issue is manpower. The union is concerned that we may increase our part-time - most of the increase is on Sunday. Our goal is not to convert transit system to a part-time work force.

Transcab Service Sundays

Transcab service is not currently provided on Sundays. The Director of Transit Services forward an e-mail outlining costs for a pilot project for transcab services on Sundays.

Park & Ride

The Director of Transit Services stated that the owner of the Hanmer Mall is willing to permit a Park and Ride in the parking lot. This would allow residents of the area to park their cars and take an express bus service to downtown Sudbury. It was also suggested that staff contact the owner of the Val Est Mall in Val Caron to determine if another Park and Ride would be possible at that location.

Handi-Transit Special Events

Councillor Callaghan asked if there was anyway Handi-Transit could be provided during special events, as event organisers are experiencing problems with their customers.

The Director of Transit Services advised that an enhanced level of service should result in a uniform system for everyone. The most common complaint is moving people attending a special event out of the downtown core.

Fifteen Seater Vans

In response to a question regarding the 15 seater vans, the Director of Transit Services indicated he will look at the contract with respect to any fifteen seater vans the City may be using. He will also contact the City's Risk Management/Insurance Officer to find out if we are at risk.

New Fare Increases

The list of fees for Transit Services was circulated to Committee Members at the meeting.

The Director of Transit Services pointed out that some fares are increase by five cents and monthly passes are going up two dollars. The fare increases come into effect on March 1, 2008.

Madison Avenue Route 301

Councillor Callaghan advised that has received complaints regarding lengthy delays on Madison Avenue, Route 301 and buses waiting to leave 15 to 20 minutes after they are scheduled to leave.

The Committee noted that the Madison is one of the busiest routes and delays are usually the result of traffic congestion on the Lasalle and Notre Dame corridors. Placing more buses on routes may not mean passengers will get to their destinations faster. If capacity is the issue more buses can be placed on that route.

With respect to buses waiting to leave 15 to 20 minutes after they are scheduled to depart, that will be examined by Transit Services.

Administration/  
KPMG Project

The Director of Transit Services advised that because of the new fare system and changes at Transit Services in the last six months, they have asked KPMG to audit how they are doing business and ensure proper processes are in place. They will provide a report to the Committee concerning this matter at a later date.

Canadian Urban  
Transit Association  
(CUTA)

Councillor Dupuis advised that next week he is a guest speaker at a meeting of the Canadian Urban Transit Association (CUTA) in Ottawa. He will be speaking about our transit system and its successes, initiatives and ridership strategy.

Next Meeting

The next meeting will be at the call of the Committee Chair and will be held at the Transit Offices on Frobisher.

Adjournment

2007-07 Dupuis-Berthiaume: THAT this meeting does now adjourn.  
Time: 2:15 p.m.

**CARRIED**

---

Councillor Ted Callaghan, Chair

---

Angie Haché, City Clerk