

**Minutes for BRS-USSU-Transit online meeting
Monday, 14 March 2022 @ 2:30-3:30pm**

LOCATION: Online meeting using Zoom

ATTENDANCE:

- Saskatoon Transit:
 - Allison Gray, Marketing Consultant
 - Cory Shrigley, Customer Service and Engagement Manager
- Bus Riders of Saskatoon (BRS):
 - Robert Clipperton, Member
 - Peter Gallén, Member
 - James Wood, Member
 - Curt McCoshen, Member
 - Lila Wagner, Member

ADMINISTRATIVE ISSUES

- For this meeting: Cory was appointed chair and Peter will prepare the minutes.

OLD BUSINESS

- 1) *Dashboard:*
 - a. The delay in presenting Transit's new *Dashboard* data analysis and visualization tool to participants at these meetings is caused by the necessity to move the *Dashboard*-software from the University servers, where it has been residing during the *Research Junction* project, to Transit's own servers. This physical transfer is at the mercy of the City's IT-department.
- 2) New Buses:
 - a. An emergency report on the proposed purchase of new buses is expected to go to the Standing Policy Committee on Transportation (SPCOT) for their April-meeting.
- 3) Ridership:
 - a. The ridership is very slowly trending upwards but it is still hovering on both sides of 50% compared to pre-pandemic levels.
- 4) Masks on buses:
 - a. Based on 'button-pushes by Operators', mask compliance continues to hover around 98-99%.
- 5) On-Demand Transit (ODT):
 - a. A new software-vendor has been contracted and the new system is expected to go live in June 2022.
 - b. Since such a major change to the ODT-system is imminent, BRS reminded Transit that advance information needs to go out to Riders. Transit needs to keep in mind for example that if a new ODT-app will be required, the App needs to be downloaded and that task is cause for distress among many Riders. Furthermore, all ODT-riders will

probably be required to relearn the booking and cancelling procedures and the information features in the new app.

- c. Transit indicated the new vendor is a leader in the industry and that the new app is expected to be more user friendly than the current app.

NEW BUSINESS

6) Transit Plans:

- a. The *Transit 5-year Plan, 2021-2025* is currently in draft form while it was awaiting the approval of the City's 5-year Strategic Plan (which took place in January 2022).
- b. In addition to the 'Key Actions' within the Transportation-section to meet specific 'Outcomes' in the City's latest *Strategic Plan*¹ (pp. 54-55), as well as its own 5-year plan mentioned above, Saskatoon Transit also has its own *Internal Business Plan*, which describes in more detail Transits ongoing activities. This *Internal Business Plan*, which is continuously updated, is not a public document.
- c. Moreover, it may be noteworthy that the City's 5-year Strategic Plan in turn conforms to the City's *Official Community Plan (OCP)*² (approved in June 2020), which is a legal document required and approved by the Government of Saskatchewan.
- d. Transit noted that their internal Business Plan and the City's Strategic Plan are structured like the Official Community Plan, where 'Transit' is referred to throughout the documents.

7) Mobile Ticketing System:

- a. Insufficient instructions regarding 'Entitlements' were noted.

8) A proposed new Business Model for Transit:

- a. Considering that Riders recently suffered from serious service disruptions, such as the snow storm in November 2020 and the now 4-month, ongoing shortage of buses on the road since December 2021, BRS suggested that Saskatoon Transit's current business model might be too 'Fragile' by having placed too much emphasis on 'Efficiency'.
- b. BRS suggested putting the emphasis on 'Robustness' and 'Resilience' instead might be a better business model for Transit.
- c. For Riders, this should manifest itself in a transit service that is 'Predictable' and 'Reliable'. In addition it should result in information to Riders that is 'Relevant', 'Timely' and 'Accessible' for everyone.

9) Topics for upcoming meetings:

- a. Operations Manager Mike Moellenbeck is expected to present Transit's *Dashboard* and the associated *Research Junction* project at a future meeting.

NEXT MEETING: Tuesday, 12 April 2022 @ 2:30am via Zoom (note the change in day-of-the-week)

¹ The City's *Strategic Plan, 2022-2025*: https://www.saskatoon.ca/sites/default/files/documents/2022-2025_strategic_plan.pdf

² The *Official Community Plan, 2020*: <https://www.saskatoon.ca/sites/default/files/documents/city-clerk/bylaws/9700.pdf>