

**Office of the Regional Clerk
CORPORATE SERVICES DEPARTMENT**

A G E N D A

TRANSIT COMMITTEE

**Committee Room "A"
Administrative Centre
17250 Yonge Street
Newmarket, Ontario**

January 15, 2004

9:00 a.m.

ELECTION OF CHAIR FOR 2004

ELECTION OF VICE-CHAIR FOR 2004

REGULAR MEETING

DISCLOSURE OF INTEREST

Page No.

COMMUNICATIONS

- | | | |
|-----------|---|-----------|
| 1. | Kate Zavitz, Association of Municipalities of Ontario, dated October 27, 2003, regarding 'Tax Exempt Transit Benefits'. | 1 |
| 2. | Dave Levac, M.P.P. Brant, dated September 29, 2003, regarding 'Tax Exempt Transit benefits'. | 21 |
| 3. | Gillian A. Daborn, Holland Landing resident, dated October 6, 2003, regarding 'York Region Transit Mobility Bus'. | 23 |
| 4. | Wendy Schellenberg, Mount Albert United Church Senior Citizen's Foundation, dated December 1, 2003, regarding 'Regional Transit to Mount Albert'. | 25 |

**REPORTS SUBMITTED BY THE
COMMISSIONER OF TRANSPORTATION AND WORKS**

5. York Region Transit 27
Annual Service Plan 2004
Stakeholder Comments

December 16, 2003, recommending that:

1. The York Region Transit (YRT) Annual Service Plan 2004, and the stakeholder comments related thereto, be received.
2. The recommendations outlined in the Plan be considered as part of the 2004 Business Plan and Budget review process.
3. The request from the Town of East Gwillimbury for the extension of transit service to Mount Albert be considered in the 2005 Annual Service Plan.

6. York Region Transit 35
Bench Advertising Contracts

December 10, 2003, recommending that:

1. Regional Council authorize the extension of the bench advertising contracts with Creative Outdoor Advertising, for the Richmond Hill and Vaughan areas, to May 31, 2005 as outlined in this report.
2. Regional Council authorize entering into bench advertising contracts for the Georgina and East Gwillimbury areas with the Centre Outdoor Group for a term expiring May 31, 2005 as outlined in this report.
3. The Regional Solicitor be authorized to prepare the necessary agreements.
4. The Regional Chair and Clerk be authorized to execute the agreements on behalf of the Region.

7. York Region Transit 39
Marketing and Communications Consultant

January 5, 2004, recommending that:

1. Regional Council award the marketing and communications services assignment for York Region Transit to Gee Jeffery & Partners for an initial one year term at a cost of \$305,814 as outlined in this report, and two additional one year terms subject to successful negotiations.
2. The Commissioner of Transportation and Works be authorized to award additional work to Gee Jeffery & Partners, subject to successful negotiations with an upset limit of \$250,000, for the execution of the marketing strategies developed in the 2004/05 York Region Transit Marketing & Communications Plan.
3. The Director of Supplies and Services be authorized to issue a purchase order to Gee Jeffery & Partners for an initial one year term beginning February 15, 2004 in the amount of \$305,814 and two additional one year terms subject to successful negotiations.
4. The Regional Solicitor be authorized to prepare the necessary agreement.
5. The Regional Chair and Clerk be authorized to execute the agreement on behalf of the Region.

8. York Region Transit 45
2002 Customer Satisfaction Surveys
Follow-up Action

December 17, 2003, recommending that:

1. The following report be received for information by Committee and Council.

9. York Region Transit Business Sponsorship Opportunities 61

December 10, 2003, recommending that:

1. York Region Transit staff be authorized to pursue annual business sponsorships for the Route Map publication.
2. Staff be authorized to further investigate opportunities for business partnerships and sponsorships on other York Region Transit communication materials and Web site, and report back with respect thereto in six months.

10. York Region Transit Greater Toronto Area Fare System Progress Report 65

December 16, 2003, recommending that:

1. The following report be received for information by Transit Committee and Council.
2. York Region Transit staff report back with respect to preferred fare collection technology for buses in view of the GTA smart card initiative and the YRTP program.

OTHER BUSINESS

ADJOURNMENT

Note: There may be additional items considered that do not appear on this Agenda. Please refer to the Committee Report to Council for all items considered at this meeting.