

Smith, Theresa L.

From: Michael Medori [michael.medori@gmail.com]
Sent: Tuesday, May 16, 2017 5:23 PM
To: City Clerk; Keating, Shane
Subject: Late submission for SPC on T&T - Letter in support of Class F and Class G signage proposal on Transit Property - CTCAG
Attachments: CTCAG - 051617 - Support in favour of policy to guide the placement and approval of Class F and G signage on transit property.docx

Good Afternoon,

Attached, a late submission by the public, specifically, from the Calgary Transit Customer Advisory Group for tomorrow's (May 17th) SPC T&T, in support of the item from Administration, "CLASS F & G SIGNS ON TRANSIT PROPERTY".

Thank you for your time and consideration Councillor Keating, and the City Clerks office.

We apologize for the late submission.

Yours,

--
Chair - Calgary Transit Customer Advisory Group
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May 16, 2017

Councillor S. Keating, Chair
Councillor E. Woolley, Vice-Chair
Councillor G-C. Carra
Councillor A. Chabot
Councillor S. Chu
Councillor B. Pincott
Councillor R. Pootmans
Mayor N. Nenshi

The Calgary Transit Customer Advisory Group (CTCAG) would like to call out its support for proposed policy for the placement and approval of Class F and Class G signage on transit property.

The CTCAG is a diverse group of citizens comprised of regular transit riders, and its members hail from all quadrants of Calgary and all walks of life. Formed in 2011, this is the third iteration of the group, with term limits of our representatives set at two years (members can serve to a maximum of four years). Members are briefed on transit operating procedures and customer experience initiatives, and have met with representatives from Calgary Transit outlining various projects and programs. CTCAG members provide valuable customer experience oriented feedback to Calgary Transit officials.

It is the consensus amongst the members of this group that Calgary Transit can do better when it comes to generating revenue outside of fare collection, and the proposal outlined in Administration's presentation would certainly help to achieve this objective.

In light of the current economic climate in Calgary (declining revenues from fare collection and indeed declining revenue from tax collection) this is an opportunity for Calgary Transit to generate revenue without raising fares, or becoming increasingly reliant on taxes to offset this loss. We are sure you will agree that the taxpayers and ratepayers of this city would be supportive of this measure.

With a robust per capita ridership, and also with an eye to the future, there is no doubt from this group that Calgary Transit can create a healthy revenue stream from the installation of Class F and Class G signage on transit property.

We thank you for your consideration and time.

Sincerely,

The Members of the Calgary Transit Customer Advisory Group (CTCAG)

Darlene Klassen
Glen Ong
Jason Montgomery
Karen Boersma
Lillian Hutchison
Matthew Yeung

Michael Medori
Mizze Walker
Paul Bushell
Tammy Dasti-Fisher
Tove Engebretsen
Wesley Ramage