



Calgary Transit Customer Advisory Group Terms of Reference

November 2017

Background

What matters to you matters to us. We listen, respect and act – that’s The City of Calgary’s service promise to its citizens.

“Connecting you with people and places you care about by providing safe, accessible, reliable and courteous public transportation services” is Calgary Transit’s mission statement.

The Customer Commitment is Calgary Transit’s service promise to deliver the six qualities of service that both customers and employees identified as the most important: safe, reliable, helpful, informative, easy to use and clean.

Purpose

The purpose of the Calgary Transit Customer Advisory Group (CTCAG) is to provide Calgary Transit with ongoing insights and advice to enhance the Calgary Transit customer experience and the relationship with customers. A secondary purpose is to share the CTCAG point of view with groups and citizens outside Calgary Transit including Council and Committees. CTCAG’s feedback may be incorporated into Calgary Transit’s decisions and policies, and may influence the way Calgary Transit operates in order to improve customers’ experience. By improving the customers’ experience, we’ll make citizens’ lives better every day, and make Calgary a great place to make a life.

Roles and Responsibilities of CTCAG Members and Calgary Transit

“Engagement” at The City of Calgary is defined as: purposeful dialogue between The City and citizens/customers /stakeholders to gather information to influence decision making. Several strategies can be used for the purpose of engagement as per Council approved [engage! Policy](#) (see table below).

	Listen & Learn	Consult	Collaborate	Empower
Strategy	Stakeholders and The City listen to and learn about each others’ views, plans, concerns, and expectations.	Stakeholders’ feedback is obtained through consultation to analyze issues and build alternatives, and thereby make contributions to the decision-making process. Consulting with stakeholders ensures issues and concerns are	Stakeholders are considered partners in the decision-making process, including collaboration on analyzing issues, building alternatives, identifying preferred solutions and making recommendations.	Aspects of the decision-making process are delegated to stakeholders.

		understood and considered.		
Promise	We will listen to stakeholders and learn about their plans, views, issues, concerns and expectations, and ideas.	We will consult with stakeholders to obtain feedback and ensure their input is considered and incorporated to the maximum extent possible. We undertake to advise how consultation impacted the decisions and outcomes.	We will partner with stakeholders in a process that results in joint recommendations. We undertake to advise how collaboration impacted decision making.	Where legislation permits, we will abide with the decision made under delegated authority. Where legislation precludes making such a commitment in advance, we undertake to be guided by the outcome.

CTCAG is a sounding board, not a decision-making group. Calgary Transit is committed to “Listen & Learn” and “Consult” with CTCAG with the goal of improving the customer experience. Examples of customer experience issues would include, but are not limited to:

- a. Safe: safety and enforcement on Calgary Transit
- b. Reliable: being on time, elevators and escalators that work
- c. Helpful: customer service protocols
- d. Informative: communication of service delays or changes, website, twitter, etc.
- e. Easy to Use: new technology related to customer experience such as mobile device applications, accessibility of transit system, fare payment systems, etc.
- f. Clean: upkeep of Calgary Transit facilities and vehicles

CTCAG members are responsible to:

- Report and discuss key customer experience issues
- Provide feedback on new customer-focused initiatives
- Provide ideas on how Calgary Transit can improve the overall customer experience
- Help Calgary Transit understand how its policies affect customers and assist Calgary Transit in refining any issues
- Select a chair / media spokesperson for the CTCAG
- Provide an annual report to the Mayor’s Office and/or Calgary Transit highlighting the issues that have been discussed by the Advisory Group as well as how Calgary Transit is responding

The Chair is responsible to

- Coordinate responses to Committee or Council reports
- Coordinate an annual letter to the Mayor and/or letter/presentation to Calgary Transit Senior Management
- Respond to media inquiries in a way that reflects the sentiment of the group

Calgary Transit is responsible to:

- Listen and consider feedback and suggestions
- Incorporate input into Calgary Transit decisions and policies to the maximum extent possible or report back why it was not

- Provide logistical support to CTCAG including scheduling and hosting of meetings and provision of online communication channels for CTCAG members
- Advise the group of important meetings of Committee or Council

The following are beyond the scope of CTCAG's role:

- Decision-making
- Operational issues such as scheduling of a specific bus or train routes (i.e., my #3 bus is late)
- Other issues pertaining to the supply of service such as frequency, directness, etc.
- Route planning

Conduct

CTCAG members are expected to:

- Understand The City of Calgary corporate culture and the 4Cs - essential qualities of our organization:
 - Character: behaving the right way
 - Competence: doing the right things the right way
 - Commitment: dedication to the greater public good
 - Collaboration: working together for a common purpose
- Attend the meetings
- Participate in activities and discussion between meetings
- Demonstrate courtesy and respect at all times for other CTCAG members and The City of Calgary employees
- Maintain the confidentiality of information and materials, except with prior approval from The City of Calgary
- Sign and adhere to CTCAG Code of Conduct.
- Know and comply with relevant sections of the City of Calgary's Code of Conduct.

Membership Composition, Chair and Quorum

The CTCAG consists of 10 - 15 Calgary Transit customers from a wide cross section of society to provide varying perspectives on customer experience on Calgary Transit. The CTCAG members will select a chair / media spokesperson by a secret ballot after three meetings have been held.

A minimum of seven members are required for a quorum. All members are required to advise Calgary Transit staff of their attendance at least one week prior to the meeting.

Membership Term

Selected members will have an initial term of two years as part of CTCAG.

Notwithstanding expiration of a member's term, any member of CTCAG shall be permitted to reapply for appointment of one additional term. To maintain continuity, up to seven members may apply to extend their membership in the group for an additional two years to a maximum of four years of service. If more than seven members wish to stay then the departing members will be selected in a random draw. The draw will be conducted by a staff member of Calgary Transit and the results will be final. The draw will be held at a time and location approved by the Manager of Transit Planning.

Failure to attend 50 per cent of meetings per year will result in removal from the group.

Staffing

The Manager of Transit Planning for Calgary Transit will act as liaison and will oversee the Calgary Transit Customer Advisory Group. Staff from Calgary Transit will assist in the preparation for (i.e., agenda) and attend meetings. Calgary Transit will provide a neutral facilitator for each meeting as needed. Meeting minutes will be available to the members within 10 days after the meeting.

Orientation

New members will have an orientation session in February of the first year of the term. The orientation package will include, at minimum, the CTCAG Terms of Reference, current business plan, copy of the City of Calgary's Code of Conduct, Show'n'Go passes for six months, tutorial on online tool that will be used, organizational chart, etc.

Meetings and activities

There will be regularly scheduled meetings to discuss the customer experience and the Customer Commitment. In-person attendance is expected, but teleconferencing will be available. Online tools are used to complement the face-to-face meetings. Special meetings may be called from time to time at the request of CTCAG members or Calgary Transit staff.

Scheduled Meetings

Eight meetings will be held per year as needed (second Tuesday of February, March, April, May, June, September, October and November). One of the meetings will be a tour of Calgary Transit facilities, the last meeting will be held to review all activities of the year (a year in review) and at least two meetings will be used by the group to prepare annual communications or communications to Committee. The remaining four meetings will focus on specific topics of interest raised by either Calgary Transit or members of the CTCAG.

Meeting Notes and Communication

Meeting notes will be taken and shared with the group. Once per year, CTCAG will share their findings in writing with a representative of Calgary Transit. At least once every term, a letter will be written to the Mayor's Office.

Online

On an as-needed basis CTCAG will engage in online activities. Calgary Transit may distribute questionnaires, surveys or other questions for consideration for members via email or other online tools. For example, Calgary Transit may ask members to test and/or provide direct feedback on a new initiative or potential initiative as required. Calgary Transit may also host online discussions on topics as they arise. Willingness and ability to learn and use social media tools for further conversation is required for participation in the group.

Terms of Reference

The Terms of Reference are to be reviewed and adjusted as required every two years or as necessary by Calgary Transit, in consultation with the Mayor's Office.