



STAFF REPORT ACTION REQUIRED

Appointments to TTC Working Groups

Date:	February 25, 2015
To:	TTC Board
From:	Chief Executive Officer

Summary

With the commencement of the new term of the Board, it is necessary to proceed with appointments to TTC working groups.

Working Groups are comprised of Board Members and staff. They meet on an informal basis and no decisions are made that would materially advance business. These meetings allow for the Board Members to work directly with staff on any matters where they may have a specific interest or expertise.

Recommendations

It is recommended that the Board:

1. Appoint Members to the Advertising Review Working Group;
2. Appoint Members to the Budget Working Group; and
3. Appoint Members to the e-System Working Group.

Financial Impact

There are no financial implications resulting from the adoption of this report.

Decision History

- A. Previous Board Members on the TTC Advertising Review Working Group were John Parker, Maria Augimeri and Karen Stintz.
- B. Previous Board Members on the TTC Budget Working Group were Maria Augimeri, John Parker and Peter Milczyn

- C. Previous Board Members on the TTC E-System Working Group were Karen Stintz, John Parker and Peter Milczyn

Issue Background

A. The Advertising Review Working Group (ARWG) reviews advertising materials on an as-required basis to determine if staff applied the TTC's Advertising Policy correctly. The ARWG may be asked to review ads that are already appearing on TTC property and have received the minimum number of five complaints from customers; or where TTC staff have reviewed the ad creative and rejected it and the advertiser has requested an appeal of that decision.

Third-party advertising sales are an important part of the TTC's revenue stream and are currently managed through a contract with Pattison Outdoor, who along with TTC staff, provide the first point of review for all advertising to appear on TTC property. Due to the time sensitive nature of the materials involved, these reviews must be completed within a two-business day timeframe.

Reference material for the Advertising Review Working Group to assist in their review includes: TTC Advertising Policy and the Canadian Code of Advertising Standards. At its discretion, the Advertising Review Group acts as the final arbiter in advertising matters put before them.

Meeting Frequency: Ad reviews are typically processed via email

B. The Budget Working Group is responsible for establishing the budget strategy for the annual TTC and Wheel-Trans Operating Budgets and the Five-Year Capital Program and 10-Year Capital Forecast. It convenes meetings to receive and review detailed budget presentations from staff regarding ridership and revenue forecasts, proposed service levels, workforce requirements and operating and capital expenditure needs. After its review, it makes recommendations to the Board regarding the approval of these budgets.

Meeting Frequency: As required

C. The TTC e-System Working Group reviews and discusses Information Technology (IT) related initiatives, projects, and issues affecting the operation of the business of the TTC. Members have the opportunity to obtain detailed and specific information on the procedures and methodologies in place involving IT. Reviews of analysis conducted regarding IT projects are carried out to support the work and related expenditures. Working Group Members provide recommendations for changes/improvements prior to approval by the Board of major procurements relative to IT.

Meeting Frequency: As required

Accessibility/Equity Matters

This report has no accessibility or equity issues.

Contact

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