

**BOARD OF DIRECTORS**

- DATE OF MEETING:** March 1, 2019
- TIME OF MEETING:** 10:00 a.m.
- PLACE OF MEETING:** Union Station West Wing  
97 Front Street West  
Toronto, Ontario M5J 1E6
- J. Robert S. Prichard, 4<sup>th</sup> Floor
- CHAIR:** Don Wright
- PRESIDENT & CEO:** Phil Verster
- MEETING SECRETARY:** Alba Taylor, Senior Legal Counsel and Corporate Secretary
- MEMBERS PRESENT:** Janet Ecker  
Luigi Ferrara  
Michael Kraljevic  
Emily Moore  
Reg Pearson  
Robert Poirier  
Paul Tsaparis
- REGRETS:** Kathy Bardswick  
Bryan Davies  
Anne Golden  
Clio Straram
- OTHERS PRESENT:** Mark Childs, Chief Marketing Officer  
Matt Clark, Chief Capital Officer (A)  
Helen Ferreira-Walker, Chief Human Resources Officer  
Jennifer Gray, Chief Financial Officer  
Greg Percy, Chief Operations Officer  
Heather Platt, Executive Vice President and General Counsel  
Jamie Robinson, Chief Communications & Public Affairs Officer (A)  
Leslie Woo, Chief Planning & Development Officer  
Fawad Ebraemi, Vice President, Delivery  
Sharyn Byrne-Nearing, Director, Brand & Digital Marketing

## **PUBLIC SESSION**

### **1. Call to Order and Remarks by Chair**

Chair Wright called the meeting to order at 10:00 a.m.

The Chair confirmed there was quorum and that the required notice of the meeting as stipulated under the By-Law of the Corporation had been sent.

There were no conflicts of interest declared.

Chair Wright acknowledged that the Board of Directors was meeting on lands traditionally occupied by Indigenous People and expressed his respect, in particular for the Mississaugas of the Credit, the Haudenosaunee, and the Huron-Wendat as the original keepers of this territory.

Chair Wright also welcomed Reg Pearson to the Metrolinx Board of Directors.

### **2. Safety Moment**

Heather Platt, Executive Vice President and General Counsel, reviewed safety and security measures and led the group in a safety moment, reflecting on the importance of Operation Lifesaver's campaign on railway safety crossing rules.

CEO Verster also described the impact Metrolinx-initiated safety briefings have had when conducted at off-site meetings at third party facilities.

### **3. By-law Changes**

Mark Childs, Chief Marketing Officer and Sharyn Byrne-Nearing, Director, Brand & Digital Marketing described proposed fare changes to allow children aged 12 years and under to ride the GO Transit network free of charge. The fare change will be supported by a marketing program to create awareness, and messaging that emphasizes more rides and more adventures.

Staff also described how group travel for children under 12 can be arranged through the customer care team.

The Board discussed the results of the business case (which is based on actual data from the Barrie pilot), how the program's success will be measured, and how implementation will be managed, including fare enforcement. Staff confirmed the Barrie pilot gave rise to no safety or fare evasion concerns.

Staff will return to the Board with analytics based on the program results, including key performance indicators such as ridership.

Staff will also return to the Board with an update on Metrolinx's partnership initiatives.

**RESOLVED:**

**THAT** as described in the Chief Marketing Officer's March 1, 2019 report (the "Report"), effective March 9, 2019, By-law No. 2 and By-law No. 2A be revised, as applicable:

- a. To clarify the definitions of "Child" and "Minor"
- b. To reflect the elimination of the Child Fare and fare media
- c. To update the Tariff of Fares, which sets out the fares to be charged on the GO Transit system for travel between identified points or fare zones, and reflect the changes to the GO Transit fares described in the Report
- d. To implement additional minor and administrative revisions to By-Law 2 and By-Law 2A as appended to the Report

**AND THAT** By-law No. 2 be repealed and replaced with By-law No. 2 attached to the Report at Appendix A;

**AND THAT** By-law No. 2A be repealed and replaced with By-law No. 2A attached to the Report at Appendix B, subject to staff including a new Tariff of Fares reflecting the elimination of the child fare, subject to any minor adjustments required;

**AND THAT** the Chairman and Secretary be authorized to sign the By-laws.

**Carried**

**4. Adjournment**

There being no further business before the Board of Directors, the meeting was adjourned at 10:40 a.m.

**Carried**

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Don Wright, Chair

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Alba Taylor, Secretary

c/s