

**BY-LAW NO. 10**

**METROLINX**  
(the "Corporation")

A by-law relating generally to the Customer Experience Advisory Committee of the Corporation.

**BE IT ENACTED** as a by-law of the Corporation as follows:

1. By-law 10 of the Corporation is hereby repealed and the by-law contained herein shall become the by-law of the Corporation with respect to the subject matter described herein.
2. Capitalized terms used in this by-law and not otherwise defined shall have the meaning ascribed to them in By-Law No. 1.
3. Pursuant to Section 13 of the *Metrolinx Act*, the Customer Experience Advisory Committee is hereby established as an advisory committee of the Corporation and shall be governed by the Terms of Reference attached hereto as Schedule "A".
4. The invalidity or unenforceability of any provision of this by-law shall not affect the validity or enforceability of the remaining provisions of this by-law.

The foregoing by-law is hereby consented to and passed as a by-law of the Corporation by the members of the Board of Directors the 27th day of June, 2024 pursuant to Section 13 of the *Metrolinx Act, 2006*.

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**CUSTOMER EXPERIENCE ADVISORY COMMITTEE**

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**1. Committee Purpose**

Reporting to the Customer Experience Committee, a Committee of the Board of Directors of Metrolinx (the "Corporation"), the Customer Experience Advisory Committee (CEAC) acts as an advisory committee of the Corporation to provide for on-going public participation in customer service improvements and to gain insights into current and proposed changes in services, programs, and product offerings.

**2. Roles and Responsibilities**

The CEAC will:

- (a) Promote dialogue and information exchange regarding public communication of key customer issues.
- (b) Serve as a sounding board for key issues relating to Metrolinx and its service brands (currently GO Transit, PRESTO and UP Express).
- (c) Aid Metrolinx staff in providing consultation and advice related to customer service.
- (d) Assist in advising on policy issues for services regarding the interests of customers.
- (e) Provide insights and user experiences on proposed changes to services, communications, programs and product offerings.

**3. Composition**

Membership for the CEAC shall be open to those interested on a voluntary basis and will consist of the following:

- (a) The CEAC will be composed of twelve (12) customers of Metrolinx and/or its service brands. Each member will represent a different train or bus service corridor, product (ie: PRESTO) or current/future customer demographic, such as long-distance rider, multiple agency transit user, and user representing accessibility; and

- (b) A member of the Corporation's Board of Directors appointed by the Board of Directors.

#### **4. Selection Process**

The customer membership selection process will be undertaken through a public solicitation process. In addition, the Corporation will also accept nominations of qualified candidates from any existing Committee member. The Corporation is looking for:

- (a) Members who reside within the regions serviced by Metrolinx and its service brands, and who are willing to constructively bring their customer perspective to Metrolinx. CEAC members are expected to be users of Metrolinx services either GO Transit, UP Express or PRESTO (who may or may not use GO Transit/UP Express). These individuals are willing to make the commitment to attend, participate and engage in meetings on the CEAC and any other related activities.
- (b) Potential members are to outline their qualifications and reasons for wanting to participate on the committee.
- (c) Applications for open positions will be reviewed and evaluated by a selection team composed of members of staff. The selection team will make recommendation to the Chair of the Customer Experience Advisory Committee, who shall then make the final decision on all appointments. Members of the Committee will serve for pre-determined terms of either two (2) or three (3) year from their date of acceptance. Members may be re-appointed, without the requirement to re-apply, for an additional term of up to one (1) year, at the discretion of the Corporation. Committee members may terminate their participation in the Committee by providing written notice to the Chief Marketing Officer. Likewise, the Corporation may terminate member participation by providing written notice. Rationale for membership termination may include attendance or engagement at meetings.
- (d) Applications for membership are accepted year-round. To apply interested parties should forward their resume and reason(s) why they wish to participate on the committee to [CEAC@metrolinx.com](mailto:CEAC@metrolinx.com).

#### **5. Meetings**

The CEAC will meet at least four times per year. Meetings will be held on a quarterly basis or at the call of the Chief Marketing Officer, in their role as Chair of the Customer Experience Advisory Committee. The agenda for each Committee meeting will be set by the Chair.

## 6. Reporting

A summary of activities and action items discussed at the CEAC will be documented and provided as an update on a quarterly basis to the Customer Experience Committee.

## 7. Confidentiality

All portions of the CEAC meetings shall be held in camera and all meeting materials, discussions and recommendations confidential. Neither the CEAC nor any CEAC members, whether individually or otherwise, shall publicly release any report or disclose any materials, recommendations, discussions, or information pertaining to the work and activities of the CEAC commissioned hereunder unless first discussed with the Chair and approved for public release.

## 8. Staffing

- (a) The Chief Marketing Officer will act as the sponsor and chair of the CEAC. The office of the Chief Marketing Officer will act as the liaison and resource to the CEAC to ensure prompt responses for information and deal with any recommendations and concerns.
- (b) Meetings will be moderated by a staff member of the Marketing Division's Market Research team, designed to extract customer insights that will benefit the development or execution of communications, programs, offerings, etc presented.
- (c) A Metrolinx staff representative will be tasked to attend committee meetings, record and distribute any Committee minutes, actions, meeting notices, and correspondence.