



Ontario Public Transit Association  
Customer Experience, Marketing and Communications (CEMC) Committee  
Terms of Reference (TOR)  
(V2)  
May 2024

## 1.0 Background

In January 2016, the OPTA Marketing Committee was reconstituted, after several years of not meeting. Members missed the opportunity to meet with peers, share campaign ideas, and discuss ways of growing ridership through marketing.

In December 2023, the Chair and Vice Chair conducted a survey of members and suggested an expansion of the TOR to include Customer Experience, in recognition of a growing field of practice around measuring and improving the customer journey. As such the Committee includes staff responsible for internal and external communications, customer service, fare policy and implementation, non-fare revenue programs, advertising, marketing, and customer experience.

## 2.0 Mandate

The Marketing Committee's mandate is to:

- (1) establish and maintain a peer group for transit system members in marketing and communications, to dialogue and share best-practices;
- (2) identify subject matter experts on topics of mutual interest, and arrange for presentations
- (3) organize meetings and training events where an issue impacts all Ontario transit systems

For clarity, the mandate of this Committee is not to duplicate the efforts of the CUTA Communication and Public Affairs Committee.

## 3.0 Composition

Participation on the Marketing Committee is open to all Transit System member agencies including marketing professionals with the municipality who assist with transit campaigns. Minutes, agendas, and correspondence related to the Marketing Committee will be shared with all committee members and Transit System General Managers (Primary Membership Contact). The committee membership list will be maintained in the Member-Only section of the OPTA website.

## 4.0 Committee Structure and Term

The committee will have a Chair and Vice Chair. The terms will be for 1 year, with the Vice Chair becoming the Chair the following year. A vote for Vice Chair will be held during the first meeting each calendar year.

The committee will meet two (2) times per year in person, at the call of the Chair. Conference call option will be available for all meetings except those held in conjunction with the Ontario Transportation Expo (OTE).

## 5.0 Subcommittees

The Marketing Committee may strike ad hoc subcommittees, comprised of committee members only, from time to time, to accomplish specific tasks and projects. In all cases the subcommittee(s) will report back to the Committee.

## 6.0 Length of Committee Term

The term of the Marketing Committee will be ongoing, at the discretion of the OPTA Board of Directors.

## 7.0 Administration and Meetings

OPTA staff will serve as the administrative support to the Chair and Vice Chair by producing agendas, maintaining the roster, and posting information to the website. Additional project support will be assessed on an as-needed basis, with direction from the OPTA Board.

## 8.0 Confidentiality and Conflict of Interest

Given the sensitive nature of service changes, internal communications, campaigns, and public sector procurements, members will be asked to declare any conflict of interest at the beginning of each meeting.

It is assumed that each transit system member is participating on the committee in their capacity as an employee of a member municipality and as such will be governed by the confidentiality and conflict of interest policies of their employer.

## Acknowledgement

These Terms of Reference will be re-confirmed each year, by the new Chair and Vice Chair:

Acknowledged and Agreed on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_ by:

\_\_\_\_\_ and \_\_\_\_\_

Per:  
Name:

Per:  
Name: