



2016/2017 Annual Work Plan Attachment #3

ETSAB Mission, Vision, and Values:

The ETSAB Mission is to provide a safe, effective, efficient, and environmentally preferred mode of transportation.

The ETSAB Vision is:

- A transportation system that encourages less car dependent transportation;
- A safe, affordable, efficient, totally user friendly transit service;
- A transit system, including Light Rail Transit, that accesses all parts of metro-Edmonton;
- A family of services which allows all people in Edmonton equal and fair opportunity to access public transit;
- A marketing strategy that increases ridership and results in high levels of public support for the transits system; and
- Urban planning that creates transit-supportive densities and more mixed land use to create stronger, healthier communities.

ETSAB Values are fiscally and environmentally responsible behaviour, responsive to the public, and respect for all mobility needs.

The 2016/2017 Annual Work Plan

All projects included in the work plan were collectively prioritized from a larger list of potential topics by the Board. The final selection of committees was determined at the February 29th, 2016 ETSAB General Meeting.

Work Plan Assumptions:

1. The main objective with this work plan is to make an impact in the key focus areas identified during the 2016 annual retreat
2. Initiatives that engage all Board members are highlighted in **green**.
3. Secondary projects will only start upon completion of the secondary priority projects (first priority is denoted in **yellow** and secondary priority denoted by **orange**).
4. No more than two first priority committees will concurrently operate (excluding budget review)
5. The budget review is a standing project undertaken annually by ETSAB, always following in Q4.
6. The Transit Innovation Committee will provide a social forum for open-ended discussion to help integrate new members and formulate ideas and opinions as a Board. All members will be encouraged to attend, socialize and discuss topics they are knowledgeable, passionate, or interested in as they relate to transit.

	Committee	Lead	Description	Output	Alignment to Strategic Goals	Timeline				
						2016				2017
						Q1	Q2	Q3	Q4	Q1
COMPLETION OF CARRY-OVER ACTIVITIES FROM 2015										
1	Public Art	Mariah Samji	This Committee looks at the Public Art policy and how it can be updated to be more conducive to incorporating public art into the transit system	Report to Council that examines potential changes and the rationale	D (A & B), E					
ACTIVITIES Planned starting May 1, 2015 (Q1)										
2	Budget Review	All	Standing project undertaken annually by ETSAB	Comments on the annual budget submitted to council	A & B (All)					
3	Transit Strategy	All	All ETSAB members will be members will participate in providing input on the Transit Strategy. The objective is to stay engaged in the strategic planning process initiated by ETS.	ETSAB will receive presentations at general meetings. ETSAB will participate as a stakeholder in the process by providing input and feedback	A, B, C, D					
3	Transit Innovation	Vlad Slavov	Standing committee that meets monthly to have open discussions on Transit issues, with a focus on innovation and improvement ideas	A summary of topics discussed by the committee to provide input into the following year's annual retreat.	A, B, C, D					

	Committee	Lead	Description	Output	Alignment to Strategic Goals	Timeline				
						2016				2017
						Q1	Q2	Q3	Q4	Q1
4	User Experience	Sean Lee	Focus on how ETS can improve the customer experience throughout the entire journey (ease of use, etc.)	A letter or report to Transportation Committee	B, D, E					
5	Heated Stations	Shaminder Parmar	Research different types of heating solutions for public transit stations and do some preliminary analysis (costs, impact on ridership, etc.)	A letter or report to Transportation Committee	B, D					
6	Transit and Tourism	Amy Mannix	Explore partnerships between growing hospitality/tourism industry in Edmonton and Public Transit.	A report looking at potential partnership options based on Edmonton's unique opportunities and an environmental scan	A, B, C, D					
7	Autonomous Vehicles	Izak Roux	Explore what role and impact driver-less cars could play on Edmonton's transit system	A letter or report to Transportation Committee	B, C, D					
8	BRT Follow Up	Kristina Peter	Follow-up on ETSAB's previous work to advocate for BRT and do a more in-depth analysis into a potential route	A letter or report to Transportation Committee	A, B, C, D					

Options for Strategic Alignment to the Way Ahead:

The list below highlights which of the City's strategic goals and outcomes will be tied to specific projects and committee work that will be undertaken by the Board in 2016/17.

- A. The Way We Finance
- B. The Way We Move:
 - a. Access and Mobility
 - b. Transportation Mode Shift
 - c. Sustainability
 - d. Economic Vitality
 - e. Public Transportation
 - f. Transportation and Land Use Integration
 - g. Regional Interface
 - h. Asset Management & Maintenance
- C. The Way We Grow:
 - a. Integrated Land Use and Transportation
- D. The Way We Live:
 - a. Attractiveness
 - b. Connectedness
- E. Edmonton Arts Council, and The Art of Living