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EDMONTON TRANSIT SYSTEM ADVISORY BOARD

MEETING #6, July 22, 2013

HERITAGE ROOM, CITY HALL

PRESENT: John Hayes, Amy Mannix, John Vandenberg (Partial), Izak Roux, Christopher Dulaba, Bruce Robertson, Vaughan Hoy, Leanne Landry, Anand Pye, Gordon Smith

ABSENT: Shannah Sutherland, Cristina L. Stasia, Stu Litwinowich (ATU Local 569)

ETS AND CITY STAFF: Patricia Waisman (Director, Yield Management), Troy Shewchuk (Strategic Planning Officer), Vicki Luxton (Recording Secretary)

GUESTS: Russell Davidson, Jillian Richards, Rindi Johansson and Mahsa Karimi (Industrial Design Students from the University of Alberta), Jason Mielfste

1. **CALL TO ORDER**

- V. Hoy called the meeting to order at 5:30 pm.

2. **LRT KIOSKS (INDUSTRIAL DESIGN STUDENTS)**

• **Highlights:**

- R. Davidson, J. Richards, R. Johansson and M. Karimi are all third year Industrial Design Students at the University of Alberta (U of A).
- This project started out this past semester at the U of A and was based on Social and Environmental Sustainability. Their professor asked them to solve a problem and create a product or service which would deal with Environmental Sustainability.
- As a group these students decided to focus on Transportation.
- The students focused on Edmonton Transit System - essentially the LRT – being they take it to school, downtown to the Library or wherever they need to go. It is affordable and it is efficient with the LRT station at the U of A.
- As a result of ETS Facebook and the students reviewed social media surveys, found ETS customer responses interesting. One response was: “I would gladly pay the \$3.20 bus trip if the services improved....
- The students issued a survey to 100 U of A students between the ages of 18 and 30.
- The survey results suggested that students did not take transit because of wait times. Knowing they could not change bus times, frequency or wait times, the students realized they could change things in other ways by creating more value to public transit by providing a pleasant user experience. By doing so, the students could motivate more people to take transit.
- The students realized that they could not reach everyone because some people were not going to take transit no matter what they do. Who are they motivating? The chosen Target Market: People, who have the ability and means to take public transit, but choose not to.
- The group looked at different solutions around the world and what was happening with public transit all over.

DRAFT

- The students showed images on a power point presentation to ETSAB members showing riders around the world accessing farmers markets at transit stations.
- In addition, the students surveyed several other items they thought might improve user's experiences. One question asked: "Would you be more inclined to use the LRT if there were shopping or farmers markets incorporated in the system?" resulted in a very positive response. People said they would be more inclined and would enjoy taking the system if there was shopping or/farmers market in place.
- Based on the group's research, they came up with a concept of "MARKets". This suggests they would design a market system such as a farmers market for local vendors or small local businesses within the LRT system. Vendors could be temporary or monthly renters.
- The students showed conceptual drawings of what this could possibly look like. The drawings were focused on vendors/kiosks at each LRT station. The Downtown stations or University Station would work best because these stations are heated in the winter.
- Key noted Benefits include:
 - ❖ Creates revenue for local vendors
 - ❖ Allows multi-tasking for busy people
 - ❖ Passes the time while people wait
 - ❖ Draws in more people to take ETS
 - ❖ Adds value to the user's experience
- This presentation was emailed to all ETS Directors.
- Questions/Comments:
 - ❖ (BR) Creates security – good presentation.
 - ❖ (IR) for the surveys, did you use the same populations? Yes, the same population.
 - ❖ (JH) Have you looked at the capacity of farmers markets in the City, have you looked at if you put markets on the six downtown concourses is that going to increase farmers market usage or spread it out and damage the existing farmers markets? We think it would tap into different markets like people taking the LRT. You may have to do a business case: the customer, ETS and also the vendors – do three business cases as well as find ways to integrate the City in terms of "The Ways" documents.
 - ❖ (GS) Did you find out that they were doing this kind of thing in other cities? What is the possibility of trying a pilot project such as Starbucks or Tim Hortons? They are definitely happening in different places at the present time. The market in Rio de Janeiro has been there for quite a while. A metro was established right below it and the stops come around the park where the markets are located and it exploded from there and became a big event.
 - ❖ (AP) I assume this presentation was not part of the original assignment so are you hoping to make this a reality? Yes, I guess our intentions were to present it – # 1 and # 2 - some portions could be integrated. Do you plan to champion it in some way? We would like to champion it further as much as we possibly can. What are the barriers you have seen so far? One of the biggest one was the issue of space especially on the platform because of restrictions. There needs to be some kind of structure for the markets to operate out of and with that proposed kiosk design there will be space issues.
 - ❖ (VH) You may want to look at all the stations to see what stations would accommodate this and which ones are a no go because this would put more

DRAFT

emphasis behind your idea.

- ❖ (VH) *One of the neat things about this presentation is the branding. There are a number of municipal services that could really benefit from this. Around market share, I would suggest you think a little broader on how this fits across LRT stations and not necessarily only on the platform. It is also important from my perspective around the branding you look at the younger more entrepreneurial business folks in the City. You need to also look at what the City has been doing with its current planning for example the Civic Master Plan that has been completed for the downtown area that actually addresses this station at Churchill that incorporated news stands and flower shops.*
- ❖ (BR) *I took Industrial Design courses at the U of A in the 1980's. As Industrial Designer, your focus should be on the designing things that will work. I think what would be good to see is the actual kiosk design. I spent time in Japan and they had these very busy platforms and had these tiny kiosks on the platforms. They had an amazing amount of stuff in a tiny little area.*
- ❖ (JH) *Your ideas are primarily focused on the platform but you will get way more buy-in if you identify the wastelands around the stations. If you are trying to put something in the middle of the traffic flow you will get all kinds of push back from administration and people who do not want to stop at the kiosk or are regular transit users. You need to identify the wastelands and the gaps in the stations and around them. Those are areas that no one will have a problem with using. There are huge wastelands at both ends of every station platform and behind and under the stairs. There may be opportunities in corners and gaps and out of the way areas. The only problem with that is the vendors will not want to be in the wastelands but will want to be in the traffic flow.*
- P. Waisman commented she really loved the fact the students identified it from a personal viewpoint. At present the City and transit have aired on the side of caution and P. Waisman thinks ETS needs to change some of that. P. Waisman would like to work with or support the group because this is definitely a good idea. How do we make the transit itself a destination and what better way then to get something on your way home instead of having to make another stop?
- V. Hoy thanked the Industrial Students for their great presentation.

3. AGENDA REVIEW

- Add Fast Action Process right after Item # 5 – Manager's Report.

MOVED: by J. Hayes/A. Pye to approve the amended agenda.

CARRIED

4. REVIEW OF JUNE 24, 2013 MEETING MINUTES

- Add under Topic of the Night recognition of D. Nowicki's service as administration support for ETSAB for the last six and one-half years and 36 years of service in providing service to the citizens of Edmonton
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MOVED: by C. Dulaba/I. Roux to approve the amended June 24, 2013 Minutes.

CARRIED

5. MANAGER'S REPORT (T. SHEWCHUK)

- Highlights:

DRAFT

- Smart Bus Implementation:
 - ❖ ETS successfully implemented the first phase of Smart Bus on Route 128. It is too premature based on the data we are starting to collect to provide findings.
 - ❖ In mid summer we plan to roll out Route 111 and again these are key routes from West Edmonton Mall to the University which is Phase 1.
 - ❖ Phase 2 will see the rest of the bus fleet equipped with Smart Bus technology so that ETS can deploy these vehicles to more routes as soon as funding is available.
 - ❖ (VH) *How many buses is it on?* I know the total it is 45 buses for Routes 128 and 111.
 - ❖ (BR) *Does that include GPS?* T. Shewchuk to confirm.
 - ❖ From a marketing perspective ETS has introduced ETS destinations so we are partnering with the Art Gallery of Alberta (AGA) and other partners to try to increase the use of transit while offering promotions and special discounts to people wanting to go to key destinations. The AGA, Fort Edmonton Park etc. are some of the key areas. The key promotion offering is at the expense of the destination.
 - ❖ (VH) *What is the end-user destination outcome with the AGA?* You show your transfer and get a \$3.00 discount on your admission to the AGA.
- DATS Presentation:
 - ❖ DATS is commencing in-person interviews in 2014 for most applicants. In addition there is going to be the paper-based form but there is also going to be one-on-one interviews in person with eligibility coordinators to determine what additional support is required.
- 2013 Ridership:
 - ❖ Year to Date ridership for 2013 has increased about 6.1% year over year. We are seeing an increase in ticket sales as well as monthly passes. Most riders are purchasing more longer term products and the introduction of the 20 pack has also assisted in riders purchasing more tickets.
- Council Reports:
 - ❖ Request for Non-Statutory Public Hearing – Valley Line Stage 1 Environmental Assessment – Due Date: August 21, 2013.
 - 1) Strathern Transit Oriented Development (TOD)
 - 2) Edmonton Transit Bus Fleet Report
 - 3) Bylaw 16492
 - ❖ Briefly reviewed all three reports.
- Questions/Comments:
 - ❖ (VH) *Is this rezoning a City initiative?* It is Sustainable Development.
 - ❖ (JV) I love what ETS is doing with the AGA and other businesses. *Question to you about the buses, would that not be something that you would normally have brought forward in your annual budget to Council back in December?*
No because it is related to our 3-10 year capital plan and this type of work needs to be capitalized. It is a bulge in the system meaning that we cannot accommodate the maintenance costs associated with that bulge so we need additional monies to do so. ETS budgets for operating money each year to pay for general maintenance costs however bus refurbishments require capital dollars. This is a significant request being that buses are reaching their mid-life. This is capital dollars we are asking for.

DRAFT

- ❖ *(JH) Thinking far out you have this bulge from 2006-07, this is mid-life in two years. Thinking another ten years down the road that is end-life for a little more sustaining renovations, are you going to be planning now I would think to set aside money so they would never have these crisis's? I am always amazed by how this crisis to crisis financial management goes on. You saw this coming, you knew it was there. If you had been involved in the file you would be able to say these buses are mid-life here and it costs us "x" thousand dollars for a mid-life upgrade, "x" thousand dollars times 50 buses is where more than was budgeted. In ten years from now are we still going to have this same discussion? I have seen capital plans around refurbished replacement buses and new growth buses out to 2032. We update this on a monthly basis as our forecast, however, every three years we can request monies but it depends on how the CPP group prioritizes the money both at the Department level but also at the City level. For example, I anticipate \$114 million for replacement buses over the course of the next three or four years but I may only get a small fraction of that. Even though we have identified it as a need that need may not be a priority at the Department level. So we may get some funding but may not get what we require. So this report is a great aid to anticipate beyond the capital prioritization discussions that occurred. This is in some ways draws attention to the next stages in the funding request with Council finally saying this is important and here it is and it is a year and a half down the road.*
- ❖ *(BR) How is repair and maintenance capital, buying a new bus is capital, repair and maintenance is operating? When you add life to the value of the asset that can be capital by definition.*
- ❖ *(AM) Do you have two separate accounts and the reason I am just asking is because normally with accounting you would look at it and put down depreciation. In the end you would have them annualized funded so that you can keep drawing money in advance and do not need to ask for it separately. It is not done like that, it is just a year to year thing? We get capital dollars on an annual basis to purchase items, and to extend the life of assets. Depreciation of assets but not at the Branch level.*
- ❖ *(JH) So it is only at the overall arching level that it is entered onto the books everywhere else it becomes an annual net argument basically. So when we look at our monthly expenses we do not include depreciation. We pay \$84 million a year in maintenance costs but those maintenance costs are related to a flat tire, the door of the bus does not open or close properly, etc.*

6. **FAST ACTION PROCESS (V. HOY)**

- **Highlights:**
 - The Fast Action Process was passed out to all Board members.
 - V. Hoy explained the process of fast action to the Board members:
 - ❖ Not hard and fast or tied to the number of people basically the decision to go this process happens at a Board meeting and generally speaking with revisions determined at that Board meeting.
 - ❖ It is left at the end of the day to the Board Chair to manage that process and at the end to make a decision whether it is appropriate or not.
 - ❖ Items 7 and 8 are key points to be further discussed.
 - ❖ One dissenting view brings the item back to the Board for discussion and

DRAFT

needs to be changed to a simple majority (Item 7).

- ❖ You cannot ask for a fast action between meetings.
- ❖ The Chair or the Leader of the Sub-committee sends out the document as drafted on the fairly narrow guidelines and more pointed, because it does not come back to the main Board for discussion. This results in unlikely getting a dissenting opinion.
- ❖ After it is sent out, you receive feedback and you make changes within that very narrow purview and then it goes to the Chair of the Board to decide whether it accurately represents the issue and to consider whether any dissenting votes were substantive (not wordsmith) enough to result in it coming back. (Item 8). ETSAB Chair would then review and access.
- ❖ There should be a drop dead date in the process.
- ❖ A decision was made to bring this issue back to the next Board meeting in August to make a final decision regarding revising the fast action process.

7. **ETSAB PRIORITY PROJECTS FOR 2013**

- **Long Term Fare Strategy (J. Vandenberg):**

- J. Vandenberg circulated a revised letter to all members addressed to N. Walters, Supervisor of ETS Marketing based on some feedback.
- There did not seem to be any substantive changes except some typos.
- J. Vandenberg will complete a final letter giving the Board members a deadline to comment and V. Hoy will send it out.
- Comments followed on some good examples of branding techniques that could be referenced in this letter.

- **Transit Planning Sub-Committee (C. Dulaba):**

- This group did not meet.
- C. Dulaba will send out the link to the power point presentation entitled “Downtown Revitalization” to all members which contains a lot of transit information that would be of interest to the Board.

- **Park & Ride Sub-Committee (G. Smith):**

- Councillor D. Iveson had a meeting with a group of people in the Yellowbird Community unofficially on the demise of the Park ‘n Ride in Century Park.
- G. Smith stated this was just an information session after speaking to Councillor Iveson’s office.
- G. Smith will try to organize a meeting next week for this sub-committee.
- The policy on Park ‘n Rides is as the LRT moves out, the Park ‘n Rides close down which is different from Calgary’s policy where every Park ‘n Ride they have built remains.

- **Fare Structure and Payments Sub-Committee (A. Mannix):**

- A meeting was held on July 8, 2013 attended by A. Mannix, J. Vandenberg, B. Robertson, A. Pye, L. Landry and V. Hoy.
- Fast action by A/ Mannix on fare structure recommendations (distributed on July 3, 2013) were rejected on grounds of process by J. Vandenberg.
- A. Mannix to revise other version of document for purposes of submission/ presentation to Transportation Committee at a later date.
- Revision to include:

DRAFT

- ❖ Re-ordering of recommendations 1) Off-peak fares on evenings and weekends, 2) short-trip ticket, 3) peak/off peak fares on weekdays.
- ❖ Removal of details unable to be agreed upon (fare checking and payment technology, design of short trip).
- ❖ Addition of context and process details.
- T. Shewchuk suggested the Board hear a presentation on the Smart Fare from L. Stewart at the next ETSAB meeting. The Board members agreed to have this presentation at the August meeting.
- The executive summary draft for TC will come back to the main Board meeting next month and will be revised at that time.
- **Alternate Transit Modality Sub-Committee (J. Hayes):**
 - J. Hayes would like to schedule a meeting on July 30th or August 1st, as there are five different modalities to look at.
 - A decision was made to hold three sub-committee meetings at the same time.
- **Long Term Fare Strategy (J. Vandenbeld)**
 - J. Vandenbeld circulated a revised letter to all members addressed to N. Walters, Supervisor of ETS Marketing based on some feedback.
 - There did not seem to be any substantive changes except some typos.
 - J. Vandenbeld will complete a final letter giving the Board members a deadline to comment and V. Hoy will send it out.
 - Comments followed on some good examples of branding techniques that could be referenced in this letter.
- **Public Art (V. Hoy)**
 - A meeting is scheduled for Thursday, July 25, 2013.
 - V. Hoy presented a slide review of a few things that are popping up on public art in the urban realm that are not on transit:
 - ❖ City of Edmonton Public Art program: administered by the Edmonton Arts Council.
 - ❖ 1% For Public Art Program: EAC program for providing public art budgets on new CoE projects, not necessarily mandatory in private sector projects yet.
 - ❖ Static Art: Urban functional elements like furniture, lighting, wayfinding, landscape elements-can be interior and exterior.
 - ❖ Kinetic Art: Works that are interactive, mechanical, action oriented and engage the public in some way in their contexts-can be interior and exterior.
 - ❖ Transitory Public Art: temporary works that are short term and/or change.
 - ❖ Opportunities for Edmonton Transit Facilities Public Art as an environmental improvement to existing dated facilities that enhance the passenger experience. New facilities as part of the LRT expansions under planning.
 - The idea around the Public Art Sub-Committee did not start in relation to the new stations that are being done because the 1% for art is levied on those. We are talking more about the existing stations and predominantly the underground stations that have not had anything done to them.
 - The thing that becomes the stumbling block for actually being able to do something significant in the way of public art at these stations is the budget.
 - This group will be looking at two documents:
 - 1) The Report to the City of Edmonton by the Public Art Committee which

DRAFT

covers how much art Edmonton actually has in its portfolio.

- 2) The report called “The Art of Living” which is all about the City Art that the EAC looks after.
 - A. Mannix stated there must be a way to link Public Art to security to have a nicer amenity by renovating some of Edmonton’s stations by way of Public Art such as the Stadium Station.
- **Public Security (I. Roux)**
 - A meeting was not scheduled as members were not available to attend.
 - I. Roux has put information together which he will send out to all members of ETSAB early next week.
 - I. Roux will schedule a meeting in the first half of August.
 - A. Mannix volunteered to join this sub-committee.
7. **GERRY WRIGHT BETTER TRANSIT AWARD (C. DULABA)**
 - C. Dulaba contacted B. Tucker of the Edmonton Trolley Coalition to obtain more information of the administration of this award.
 - T. Shewchuk did some investigation work through the Office of the City Clerk (OCC) and OCC got back to T. Shewchuk saying that based on the current ETSAB Bylaw 12454 that the authority for the Board to administer awards requires a report to go to Transportation Committee for approval.

MOVED: by A. Mannix/J. Vandenbeld after making these initial inquiries that this Board will not take this award on.

CARRIED

8. **INFORMATION SECTION (V. HOY)**

- **ATU Local 569 Report (D. Nowicki for S. Litwinowich)**
 - No report.
- **August 21, 2013 TC Luncheon (V. Hoy)**
 - This luncheon has been confirmed with four Councillors attending. C. Dulaba will be chairing this luncheon meeting as V. Hoy will be out of town. V. Luxton will send out a reconfirming email to all members and Councillors as to their August 21, 2013 attendance prior to the meeting.
- **December 16, 2013 Meeting**
 - V. Hoy suggested ETSAB plan on a meeting/social in December and look at it again in September, 2013.
- **City Policy and ETSAB Bylaw**
 - The Board’s comments to the City Policy withheld until the Draft Policy is released at Council on August 28, 2013.
 - Add this topic to ETSAB’s September 2013 Agenda.
- **CUTA Representative**
 - C. Stolte has approved a Board member to attend the CUTA Fall Conference and Trade Show on November 23-27, 2013 in Calgary, Alberta.
 - A question that Board members put out – since it is in Calgary and rather than the large expense of one member going, some of the Board members might like

DRAFT

to drive down. Would C. Stolte be prepared to pay for a couple of members for entrance for the day.

- T. Shewchuk will speak to C. Stolte and follow up with members at the next meeting.

9. TOPIC(S) OF THE NIGHT

- The Edmonton Transit Bus Fleet Long Term Maintenance and Replacement Plan discussion with T. Shewchuk.
- The MARKets presentation from the University of Alberta Industrial Design students was a great presentation around a great idea which has a wider potential for ETS not withstanding a fresh look at branding.

MOVED: by L. Landry/A. Mannix to adjourn the June 24, 2013 ETSAB Meeting at 8:35 pm. **CARRIED**

Next meeting: Monday, August 26, 2013 in the Heritage Room, City Hall

MEETING DATES

January 19, 2013	August 26, 2013
January 28, 2013	September 30, 2013
February 25, 2013	October 22 (Tuesday), 2013
March 25, 2013	October 28, 2013
April 29, 2013	November 13 (Wednesday), 2013
May 27, 2013	November 18, 2013
June 24, 2013	December 16, (3 rd Monday) 2013
July 22, 2013	January 18 (Saturday), 2014