

RESULTS / MINUTES “FINAL”
(ETSAB) Edmonton Transit System Advisory Board
Monday, March 30th, 2015
5:30PM – 7:00PM
Heritage Room, City Hall

Meeting No. 15.03

Results prepared by Carissa Campbell

Present:

Shannah Sutherland, Bob Macklon, Varinder Bhullar, Anand Pye (Deputy-Chair, Acting Chair for March 30th, 2015 meeting), Bruce Robertson, Chris Dulaba, Mariah Samji, Vlad Slavov, Steve Bradshaw (President, ATU 569).

Regrets:

Izak Roux (Chair), Amy Mannix, Laurie Young, Glen Dennis (City Administration), Cliff Henson (City Administration).

Guests:

John Vandenbeld (Past ETSAB Member, guest of Bruce Robertson).

ETS & City Staff:

Stephanie McCabe (Presenter / Director, Policy Implementation & Evaluation), Lindsay Ward (Presenter / Recreation Officer III), Ken, Koropeski (Director of Special Projects), Cory Segin, (Program Manager of Office of Public Engagement), Vickie Gunderson (Presenter / Manager Civic Agency Governance), Lorna Stewart (Director of Customer Experience & Innovation), Patricia Waisman (Staff Liaison), Carissa Campbell (Recording Secretary).

Materials & Attachments:

- **Material Package:**
 - Agenda
 - Minutes from February 23, 2015
 - Branch Highlights Report
 - Initial Engagement Questionnaire

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| 1. CALL TO ORDER |
| <ul style="list-style-type: none">• Call to order at 5:30PM. |

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|---|-----------------|
| 2. AGENDA REVIEW | DECISION |
| <ul style="list-style-type: none">• Strikeout of “Governance (Policy and Procedures, Code of Conduct)”.• Add “ETSAB Data Release” as Agenda item number 9. | |

| 3. PRESENTATION FOLLOWED BY Q&A | | INFORMATION |
|--|--|-------------|
| Transit Strategy – Public Engagement | | S. McCabe |
| <ul style="list-style-type: none"> Stephanie McCabe & Lindsay Ward opened discussion regarding public engagement on the Transit Strategy. A brief background is the Transportation Master Plan was approved by Council in 2009 and establishes the framework for how the City of Edmonton will address its future transportation needs. The goal and overall direction for transit strategy over the next 10 years is to adjust to increasing costs of delivering services, growth in suburban areas and demographic changes. Also how to best leverage the investment with the LRT. ETS be talking to a variety of Edmontonians in engaging with the public. Interest groups are being reached out to including disabled, low income, students, and aboriginals. To ensure engagement with difficult to engage groups. ETSAB is one of the Transit Strategy's key stakeholders. Public engagement is in a preliminary stage – currently in a pre-engagement stage. The questions and strategy of engagement are still being finalized. Discussed and reviewed the attachment “Transit Strategy - Initial Engagement Questions: <ul style="list-style-type: none"> Thinking about the Transit Strategy and how to involve transit users and potential users in the conversation, what do you see as some key success factors in for doing this well? How do you think transit users or potential users should be engaged in the conversation about the Transit Strategy? What strategies do you think worked well in the past? What strategies do you think will work well now? Are there particular groups of transit users or groups of potential users that should be targeted? (example: age groups, socioeconomic groups, geographic groups, disability groups, etc.) Question and answer period ensued. | | |
| ETSAB Bylaw Update | | V.Gunderson |
| <ul style="list-style-type: none"> ETSAB's Bylaw going forward April 22, 2015 to Council. Chair would like input into the selection of new members has been included in Policy 575. | | |

| 4. APPROVAL OF MINUTES | | DECISION |
|--|--|----------|
| Approval of the February 23, 2015 Minutes | | I. Roux |
| <ul style="list-style-type: none"> Minutes approved | | |
| <p><i>MOVED:</i> by M. Samji & seconded by B. Macklon to approve the February 23rd, 2015 minutes.</p> <p><u>CARRIED</u> <u>MOTION CARRIED</u></p> | | |

| 5. REQUEST FOR APPROVAL: ETSAB PRIORITY PROJECTS FOR 2014, PART 1 | | DECISION |
|--|--|------------------------------|
| Governance (Policy & Procedures, Code of Conduct) | | A. Pye |
| <ul style="list-style-type: none"> • Discussion on the annual timeline and procedures. To be reviewed further at the new member orientation meeting.³³ • Update to the reporting procedures. • Document is complete. Looking at redraft possibility of changing terms. | | |
| Park & Ride (Terms of Reference) | | M. Samji |
| <ul style="list-style-type: none"> • Subcommittee has been in discussion on attempts to increase stalls, locations, costs, and revenue. | | |
| Low Income Transit Update | | B. Robertson |
| <ul style="list-style-type: none"> • Going to Transportation Committee on April 22, 2015. • Fast action required to agree on the final comment. | | |
| <p>FAST ACTION: by A. Pye & B. Robertson that a comment for Low Income Transit be drafted by April 10th, 2015, and then to be finalized and sent to the Office of the City Clerk by April 16th, 2015.</p> | | <u>MOTION CARRIED</u> |

| 6. UPDATES: ETSAB PRIORITY PROJECTS FOR 2014, PART 2 | | INFORMATION |
|--|--|---------------|
| Bus Rapid Transit | | A. Pye |
| <ul style="list-style-type: none"> • The subcommittee has been continually working on a report outlining the group's recommendations on various aspects of BRT. | | |

| 7. TRANSIT BRANCH MONTHLY REPORT | | INFORMATION |
|--|--|-------------------|
| March 2015 | | P. Waisman |
| <ul style="list-style-type: none"> • Review of monthly ridership figures. Discussion on possibility of separating the ridership figures to display user type, pass type, etcetera. • Discussed attachment "How ETS Customers Reach Out 2011 – 2014" included in the Branch Highlights Report. • Discussed changes to the downtown transit routes impacted by construction of the Valley Line and new museum. Rollout of phased changes to bus routes downtown requested. • Acknowledgement of projects outlined in the Branch Highlights report that have been | | |

a result of the recommendations made by ETSAB. Discussion to including these examples as ETSAB successes in new member orientation packages.

8. CUTA CONFERENCE DECISION

DECISION

- Izak will be the delegate for the Fall 2015 Conference.

MOVED: by V. Slavov & seconded by M. Samji for I. Roux to act as delegate to ETSAB and attend the Fall 2015 CUTA Conference in Montreal, Quebec.

CARRIED

MOTION CARRIED

9. ETSAB DATA RELEASE

DECISION

MOVED: by M. Samji & seconded by B. Macklon to have C. Campbell provide copies of ETSAB's reports, letters, minutes and presentations once C. Campbell has reviewed and organized the information.

CARRIED

MOTION CARRIED

10. INFORMATION SECTION

INFORMATION

DAG Update

R. Macklon

- DATS is discussing renaming / rebranding themselves to remove the word "disabled".
- DATS in discussion on advertising on the exterior of the buses.
- DATS donated 2 buses to charitable organizations.

ATU 569 Update

S. Bradshaw

- ATU discussion on constructing a new building. Possibly a net zero building.
- Violent on the system and campaigns on fare dispute are a continued focus.

11. TOPIC OF THE NIGHT

DECISION

March 2015

A. Pye

- On April 22, 2015 the Low Income Transit Pilot Program to go in front of Council for review.

APPROVAL

April 20th, 2015.

Minutes approved at ETSAB meeting.

Next Meeting Information:

Date: Monday, April 27th, 2015
Time: 5:30PM – 8:00PM
Location: Heritage Room, City Hall

Annual Meeting Dates:

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|---|-----------------|--------------------|
| January 26th, 2015 | May 25, 2015 | September 28, 2015 |
| February 23rd, 2015 | June 29, 2015 | October 26, 2015 |
| March 30th, 2015 | July 27, 2015 | November 30, 2015 |
| April 27 th , 2015 | August 31, 2015 | December 28, 2015 |