

RESULTS / MINUTES “FINAL”
(ETSAB) Edmonton Transit System Advisory Board
Monday, June 29th, 2015
5:30PM – 8:00PM
Heritage Room, City Hall

Meeting No. 15.06

Results prepared by Carissa Campbell

Present:

Izak Roux (Chair), Anand Pye (Deputy-Chair), Amy Mannix, Gail Brown, Sean Lee, Shaminder Parmar, Syed Zaidi, Robert Macklon, Kouresh Lotfi.

Regrets:

Kristina Peter, Mariah Samji, Vlad Slavov, Steve Bradshaw (President, ATU 569).

Guests:

Darren Chernuka (Supervisor, Research and Customer Insights), Sarah Feldman (Project Manager), Tarra Kongsrude (Communications Advisor).

ETS & City Staff:

Lorna Stewart (Staff Liaison), Carissa Campbell (Recording Secretary), Cliff Henson (City Administration).

Materials & Attachments:

- **Material Package:**
 - Agenda
 - Minutes from May 25th, 2015
 - Branch Highlights Report
 - Customer Experience Map – Roadway
 - Eli Mina – Meetings, Rules & Effective Decision Making
 - ETS CSAT Presentation
 - Transit Talk (Received Mail)
 - Transit Planning Project Update

1. CALL TO ORDER

- Call to order at 5:30 PM.

2. AGENDA REVIEW

DECISION

- ***New Section:***
 - Add “Transit Experience” as a new section between “Information Section” & “Topic of the Night”.
- ***Information Section:***
 - Remove “Alberta Innovates” (to carry forward to the next meeting).
 - Add “Orientation Binder Update”, B. Macklon
 - Add “El Mina Board Process”, G. Brown
 - Add “Google Drive Update”, I. Roux
 - Add “Transit Talk Newsletter”, I. Roux

- ***Presentations:***

- Add “Transit Strategy (Engagement)”, S. Feldman

MOVED: by G. Brown & seconded by S. Zaidi to approve the June 29th, 2015 agenda with the above noted amendments.

CARRIED

3. PRESENTATION, FOLLOWED BY Q&A

INFORMATION

Customer Satisfaction – Model / Results

D. Chernuka

- D. Chernuka presented and discussed the Voice of the Customer report.
 - Customer satisfaction and experience were polled.
 - There has been a transition within ETS from a service-based focus towards a more customer experience focus.
- There are three phases to the Voice of the Customer initiative:
 - Customer experience mapping exercise
 - Develop revised survey
 - Conduct data collection and reporting activities.
- Customer experience mapping exercise:
 - Stages of a typical trip for an ETS customer
 - Planning trip
 - Fare purchase
 - Go to stop/station
 - Wait at stop/station
 - Boarding
 - In transit
 - Transfer
 - Arrival
 - Post-trip reflection.
 - Areas of focus / critical moment of truth – the points in time that have a greater impact on rider thoughts and feelings than other routine activities:
 - Ease of trip planning
 - Convenience of fare purchase
 - Sense of security at transit stop
 - On time boarding pickup
 - Overcrowding on transit
 - Sense of security on-board transit
 - Helpful and considerate operator.
- Pool of customers surveyed is based on regularity of use / area of the city. Important drivers were the following :
 - Level of control for the customer has the greatest influence on the experience and overall satisfaction
 - Other key experience drivers that impact perception of control:

- Time, security, access to info
- Greatest impact on the perception of ETS occurs when customer and operators interact.
- Next steps:
 - Polling to continue on a rolling 1 month and quarterly report and yearend report.
 - Results to be reviewed internally by ETS' executive team on a regular basis.
 - The yearend rollout report will be a more detailed, analytic approach to the statistics with further analysis.
- A Question and Answer session ensued.

Transit Strategy (Engagement)

S. Feldman

- S. Feldman from the Transportation Planning Branch circulated a "Transit Strategy – Project Update".
- Discussed and reviewed how Transportation Planning is engaging internal staff on the Transit Strategy.
- The Transit Strategy Engagement Initiative was reported to Council.
- Transportation Planning will continue to provide updates at each ETSAB monthly meeting.

4. APPROVAL OF MINUTES

DECISION

Approval of the Previous Meeting Minutes

I. Roux

- **Section 3: Agenda Review:**
 - Motion to state as follows "Moved by A. Mannix & seconded by A. Pye..."
- **Section 5: Approval of Minutes:**
 - Motion to state as follows "Moved by A. Pye & seconded by A. Mannix..."
- **Section 7: Updates / Subsection Park & Ride:**
 - ... Transpiration Committee to be correct to "Transportation Committee."
- **Section 6: Request for Approval / Subsection Summer Schedule:**
 - A. Pye to abstain from the motion to approve the cancellations of the July 2015 ETSAB meeting.
- K. Lotfi to abstain from the motion to approve the May 25th, 2015 minutes.

MOVED: by A. Mannix & seconded by B. Macklon to approve the May 25th, 2015 minutes.
CARRIED

| 5. REQUEST FOR APPROVAL: ETSAB PRIORITY PROJECTS FOR 2014, PART 1 | | DECISION |
|--|--|--------------------|
| Park & Ride (Report Only) | | M. Samji |
| <ul style="list-style-type: none"> • Circulated a preliminary draft of the report to all board members and request comments. • Subcommittee plans to meet once more prior to sending the final report to the board for review. | | |
| Bus Rapid Transit (BRT) | | A. Pye |
| <ul style="list-style-type: none"> • Currently in the preliminary stage of research for the report. • The subcommittee met once within the last month. | | |
| Choose Date for ETS Orientation Tour for Members | | C. Campbell |
| <ul style="list-style-type: none"> • Members voted between July 27th and July 28th for the ETS Orientation Tour. | | |
| <p><i>MOVED:</i> by B. Macklon & seconded by A. Pye to schedule the Transit Facility Tour on the evening of July 27th, 2015.</p> <p><u>CARRIED</u></p> | | |

| 6. UPDATES: ETSAB PRIORITY PROJECTS FOR 2014, PART 2 | | INFORMATION |
|---|--|--------------------|
| Follow Up on Annual Report Tabled at Transportation Committee on June 17 th , 2015 | | A. Pye & A. Mannix |
| <ul style="list-style-type: none">ETSAB's Annual Report and Workplan was presented to Transportation Committee on June 17th, 2015.The following motion was made as a result of the presentation: | | |
| <div><div><div><div>Moved T. Caterina:</div><div><div>That the Edmonton Transit System Advisory Board's Terms of Reference include a linkage to Transportation Planning.</div><div>ETSAB</div></div></div><div><div>In Favour:</div><div>M. Oshry, S. McKeen, T. Caterina</div></div><div><div>Absent:</div><div>E. Gibbons</div></div></div><div>Carried</div></div> | | |
| <ul style="list-style-type: none">ETS Administration is working with Transportation Planning on how best to link with ETSAB going forward. | | |

| Upcoming ETSAB Committees | I. Roux |
|--|----------------|
| <ul style="list-style-type: none"> Discussed the next ETSAB subcommittees to commence: <ul style="list-style-type: none"> Accessibility – B. Macklon, Chair Public Art – M. Samji, Chair | |

| 7. NEW BUSINESS | INFORMATION |
|---|-------------------------------|
| Innovation Get Together | A. Pye & V. Slavov |
| <ul style="list-style-type: none"> To carry-forward to the next meeting. | |
| Preparing for Transportation Committee Luncheon on July 6th, 2015 | I. Roux |

| 8. TRANSIT BRANCH MONTHLY REPORT | INFORMATION |
|--|--------------------|
| June 2015 | L. Stewart |
| <ul style="list-style-type: none"> L. Stewart presented the June 2015 Transit Branch Monthly Report Q & A ensured. | |

| 9. INFORMATION SECTION | INFORMATION |
|--|--------------------|
| Roadeo Update | S. Lee |
| <ul style="list-style-type: none"> S. Lee and V. Slavov attended the annual ETS Roadeo and reported that it was a positive experience. | |
| New ETSAB member | I. Roux |
| <ul style="list-style-type: none"> Roundtable introduction of members and welcome to new member – Kouresh Lotfi | |
| Orientation Binder Update | B. Macklon |
| <ul style="list-style-type: none"> B. Macklon and C. Campbell updating the orientation binder on a regular basis. | |
| El Mina Board Process | G. Brown |
| <ul style="list-style-type: none"> G. Brown reported that she had attended this excellent training session provided by the Office of the City Clerk. She explained the value of attending this training class and recommended it to members. | |

| | |
|--|--------------------|
| Google Drive Update | C. Campbell |
| <ul style="list-style-type: none"> The Google Drive repository is currently up and available to members. C. Campbell continuing to further update the naming conventions of files for user ease. | |
| Transit Talk Newsletter | C. Campbell |
| Transit Talk Newsletter circulated for information. | |

| 10. TRANSIT EXPERIENCE | INFORMATION |
|--|--------------------|
| June 2015 | I. Roux |
| <ul style="list-style-type: none"> To discuss transit experiences of ETSAB members as an in camera session. | |

| 11. TOPIC OF THE NIGHT | DECISION |
|--|-----------------|
| June 2015 | A. Pye |
| <ul style="list-style-type: none"> Focus on improvement to the Customer Service Survey. | |

| | |
|--|--|
| <p style="text-align: center;"><u>APPROVAL</u></p> <p style="text-align: center;">August 31st, 2015 Meeting: Minutes approved at ETSAB meeting.</p> | |
|--|--|

Next Meeting Information:

Date: Monday, August 31st, 2015
Time: 5:30PM – 8:00PM
Location: Heritage Room, City Hall

Annual Meeting Dates:

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