

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

**Meeting No. 15.10**

*Results prepared by Carissa Campbell*

**Present:**

Izak Roux (Chair), Anand Pye (Deputy-Chair), Amy Mannix, Sean Lee, Vlad Slavov, Mariah Samji, Shaminder Parmar, Syed Zaidi, Gail Brown, Bob Macklon, Kristina Peter.

**Regrets:**

Steve Bradshaw (President, ATU 569).

**Guests:**

None.

**ETS & City Staff:**

Justin Townell (Staff Liaison), Carissa Campbell (Recording Secretary), Christy McKenzie (Future Recording Secretary), Sarah Feldman (Project Manager), Patricia Waisman (Senior Business Consultant), Raymond Au (Team Lead / Graphic Designer).

**Materials & Attachments:**

- Agenda for November 30<sup>th</sup>, 2015
- Draft Minutes from October 26<sup>th</sup>, 2015
- 2015 – 2016 Workplan
- ETSAB Policy, Procedures and Code of Conduct
- Logo & Identity Creative Brief
- Branch Highlights Report
- Transit Strategy Update – Part 1 Project Update
- Transit Strategy Update – Part 2 Transportation Planning Branch Update

**1. CALL TO ORDER**

- Call to order at 5:30PM.

**2. WELCOME NEW RECORDING SECRETARY, CHRISTY MCKENZIE  
& STAFF LIAISON JUSTIN TOWNELL**

- Welcome to Christy McKenzie & Justin Townell as ETSAB's administrative support going forward.
- A roundtable introduction of meeting attendees was completed.

**3. AGENDA REVIEW**

**DECISION**

- To move “Potential ETSAB Logo Workshop” in Section 4 “Presentation, Followed by Q&A” to the first item in that section.
- To add “Budget Process With Administration for Future Years” to Section 8 “New Business”

**MOVED:** by V. Slavov & seconded by A. Pye to approve the November 30<sup>th</sup>, 2015 agenda with the above noted amendments.

**CARRIED**

4. PRESENTATION, FOLLOWED BY Q&A	INFORMATION
<p><b>Potential ETSAB Logo Workshop</b></p> <ul style="list-style-type: none"> <li>• Raymond Au directed a question and answer period with ETSAB members to help develop a visual identity.</li> <li>• Discussed with members such questions as: <ul style="list-style-type: none"> <li>○ Who is the primary audience that ETSAB must communicate with?</li> <li>○ How do your stakeholders currently view ETSAB as a group? Authoritative? Governing? Approachable?</li> <li>○ Is it how you want to be viewed?</li> <li>○ As an advisory board, how closely should the ETSAB identity align with the existing ETS identity?</li> <li>○ Do your stakeholders understand and recognize what the acronym ETSAB stands for?</li> <li>○ Colour can be a very subjective choice, but are there any colours that should be avoided and why?</li> <li>○ Are there any other considerations that need to be addressed for a successful visual identity?</li> </ul> </li> <li>• Decision was made to have Raymond Au return at a future meeting to finalize the discussion, provide draft visuals and to determine next steps.</li> </ul>	<p><b>R. Au</b></p>
<p><b>Transit Strategy – Part 2</b></p> <p><b>Overview:</b></p> <ul style="list-style-type: none"> <li>• Sarah Feldman gave an update on the Transit Strategy. The Prioritization of Ideas Phase commenced November 2015 .</li> <li>• In 2016 Vision and Guiding Principles will be drafted to include the finalized prioritization of ideas.</li> <li>• Discussed the key areas of interest that were determined by the public engagement sessions.</li> <li>• Q&amp;A session ensued.</li> </ul> <p><b>Workshop:</b></p> <ul style="list-style-type: none"> <li>• 2 exercises were completed: <ul style="list-style-type: none"> <li>○ Elements of the future transit system</li> <li>○ Elements of future transit customer experience</li> </ul> </li> <li>• Separated members into 2 groups. Gave members 4 tokens each to place on a vision</li> </ul>	<p><b>S. Feldman</b></p>

board to determine weight in on priorities' value and importance to participants.

5. APPROVAL OF PREVIOUS MEETING MINUTES	INFORMATION
Approval of the Previous Meeting Minutes	I. Roux
<p><b><i>MOVED:</i></b> by B. Macklon &amp; seconded by S. Zaidi to approve the October 26<sup>th</sup>, 2015 minutes as presented.</p>	
<b><u>CARRIED</u></b>	

6. UPDATES	INFORMATION
Accessibility	B. Macklon
<ul style="list-style-type: none"> <li>Subcommittee met on November 24<sup>th</sup>, 2015.</li> <li>Research portion is now complete.</li> <li>Next step is to start drafting a letter to Transportation Committee and ETS Administration.</li> <li>Anticipate bringing the letter forward for approval by ETSAB in January 2016.</li> </ul>	
Public Art	M. Samji
<ul style="list-style-type: none"> <li>Subcommittee held a meeting in October 2015.</li> <li>In the research phase. Have been consulting with outside resources for information and support.</li> <li>Anticipate having a deliverable for approval by ETSAB in February 2016.</li> </ul>	
Budget	I. Roux
<ul style="list-style-type: none"> <li>Discussed the letter that was submitted to Councillors and ETS Administration regarding the Budget.</li> </ul>	
<p><i>Does the budget go back for final review / report with Council and then go forward into the implementation process? To provide an answer in the December 2015 Branch Highlights Report.</i></p>	
<b><u>J. TOWNELL</u></b>	
Transit Innovation	V. Slavov
<ul style="list-style-type: none"> <li>To meet in December 2015.</li> <li>To review the Terms of Reference and at the next meeting.</li> </ul>	

**7. TRANSIT BRANCH MONTHLY REPORT****INFORMATION****November 2015****J. Townell**

- Presented the Transit Branch Monthly Report.
- Q&A ensued.

*To provide feedback on the Safety Initiative's recent campaign "Zero Tolerance". To provide an answer in the December 2015 Branch Highlights Report.*

**J. TOWNELL**

*Is Route 130 stopping on 111<sup>th</sup> Ave once the service planning changes have taken effect in February 2016? To provide an answer in the December 2015 Branch Highlights Report.*

**J. TOWNELL**

*Are buses from Beaumont and Spruce going to be leased by the City of Edmonton with their GreenTRIP funding? To provide an answer in the December 2015 Branch Highlights Report.*

**J. TOWNELL**

*Does the 85% escalator reliability include scheduled interruptions? To provide an answer in the December 2015 Branch Highlights Report.*

**J. TOWNELL**

*On the Peace Officer Bike Patrol update it stated it was a success. What specifically has made it a success (outcomes / supporting figures)? To provide an answer in the December 2015 Branch Highlights Report.*

**J. TOWNELL**

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**J. TOWNELL**

*For ridership reporting please provide separate ridership between LRT & bus going forward and to provide for the past month. To provide an answer in the December 2015 Branch Highlights Report.*

**J. TOWNELL**

*For Donate-A-Ride, how many tickets specifically were issued between the social service agencies? To provide an answer in the December 2015 Branch Highlights Report.*

**J. TOWNELL**

*For ridership why was there was a decrease for the last month and what was budgeted? Why was it budgeted that way last year? To provide an answer in the December 2015 Branch Highlights Report.*

**J. TOWNELL**

*Are the 6 new Transit Peace Officer Positions newly allocated or backfilled from previously vacant positions? To provide an answer in the December 2015 Branch Highlights Report.*

**J. TOWNELL**

8. NEW BUSINESS	DECISION & INFORMATION
<p><b>Review Workplan &amp; Calendar</b></p> <ul style="list-style-type: none"> <li>Reviewed the 2015 – 2016 Workplan.</li> <li>Discussed the accomplishments and items completed to date.</li> <li>Future subcommittees were reviewed.</li> <li>Board requested a presentation from Administration on Smartfare in early 2016 to coincide with the finalization of the project's Terms of Reference.</li> <li>Reviewed the calendar found in the document Policy, Procedures and Code of Conduct.</li> </ul> <p><i>To include a numbering system for the 2016 – 2017 Workplan. To be completed by March 31, 2016.</i></p>	<p><b>I. Roux</b></p> <p><b><u>C. MCKENZIE</u></b></p>
<p><b>Google Training – Provide Dates and Overview</b></p> <ul style="list-style-type: none"> <li>Google Training is scheduled for: <ul style="list-style-type: none"> <li>Monday, January 11<sup>th</sup>, 2015, 8:00AM – 10:00AM</li> <li>Tuesday, January 12<sup>th</sup>, 2015, 5:30PM – 7:30PM</li> </ul> </li> <li>Board members were given the option to attend either event.</li> </ul>	<p><b>I. Roux</b></p>
<p><b>Review Upcoming Meeting Dates for December 2015 and January 2016</b></p> <ul style="list-style-type: none"> <li>December 2015: <ul style="list-style-type: none"> <li>Annual Social to occur on December 15<sup>th</sup> between 5:30 – 6:30 (general meeting) and 6:30PM – 8:00PM (reception).</li> </ul> </li> <li>January 2015: <ul style="list-style-type: none"> <li>General meeting to occur on January 25<sup>th</sup> between 5:30PM – 8:00PM.</li> </ul> </li> </ul> <p><i>To confirm RSVP of attendees to the December 15<sup>th</sup> Annual Social.</i></p>	<p><b>C. Campbell</b></p> <p><b><u>C. CAMPBELL &amp; C. MCKENZIE</u></b></p>
<p><b>Budget Process with Administration for Future Years</b></p> <ul style="list-style-type: none"> <li>Discussed the idea of being more actively involved in the Budget process with</li> </ul>	<p><b>I. Roux &amp; S. Lee</b></p>

Administration. Discussed the potential of having a more collaborative role and proactively offering input and receiving feedback year-round.

*To work with the Branch Manager of ETS to incorporate ETSAB in the budgetary process year round in a more collaborative and proactive role. J. Townell to provide a direction and idea of how to execute this by the February 2015 ETSAB meeting.*

**J. TOWNELL**

9. INFORMATION SECTION		INFORMATION
<b>DAG Update</b>		<b>R. Macklon</b>
<ul style="list-style-type: none"><li>No update.</li></ul>		
<b>ATU Update</b>		<b>S. Bradshaw</b>
<ul style="list-style-type: none"><li>No update.</li></ul>		

10. TRANSIT EXPERIENCE		INFORMATION
<b>October 2015</b>		<b>I. Roux</b>
<ul style="list-style-type: none"><li>In camera session. To be omitted from the minutes.</li></ul>		

11. TOPIC OF THE NIGHT		DECISION
<b>November 2015</b>		<b>A. Pye</b>
<ul style="list-style-type: none"><li>Budget letter.</li><li>Welcoming of new Administrative Support: Justin Townell (Staff Liaison) &amp; Christy McKenzie (Recording Secretary).</li></ul>		

12. MOTION TO ADJOURN		DECISION
<b>November 2015</b>		<b>All</b>
<ul style="list-style-type: none"><li>Meeting adjourned at 8:05PM.</li></ul>		

**Next Meeting Information:**

Date: Tuesday, December 15<sup>th</sup>, 2015  
Time: 5:30PM – 6:30PM (Meeting) / 6:30PM – 8:00PM (Annual Social)  
Location: Heritage Room, City Hall

**Annual Meeting Dates:**

~~January 26<sup>th</sup>, 2015~~  
~~February 23<sup>rd</sup>, 2015~~  
~~March 30<sup>th</sup>, 2015~~  
~~April 27<sup>th</sup>, 2015~~

~~May 25, 2015~~  
~~June 29, 2015~~  
~~August 31, 2015~~  
~~September 28, 2015~~

~~October 26, 2015~~  
~~November 30, 2015~~  
December 15, 2015