

**Meeting Minutes “FINAL”**  
**(ETSAB) Edmonton Transit System Advisory Board**  
**Monday, January 25, 2016**  
**5:30PM –8:00PM**  
**Heritage Room, City Hall**  
**Meeting No. 16.01**

*Prepared by Christy McKenzie*

Members Present:

Izak Roux (Chair), Anand Pye (Vice-Chair), Amy Mannix, Sean Lee, Vlad Slavov, Mariah Samji, Syed Zaidi, Gail Brown, Bob Macklon, Kristina Peter, Steve Bradshaw (President, ATU 569)

Regrets:

Shaminder Parmar

Guests:

Eddie Robar, ETS Branch Manager  
Karl Spiwek, ETS Smart Fare Project Manager

ETS & City Staff:

Justin Townell, ETS Staff Liaison  
Christy McKenzie, ETSAB Recording Secretary

Materials & Attachments:

- Meeting Agenda
- Draft Minutes from December 15<sup>th</sup>, 2015
- Branch Highlights Report
- Letter to Transportation Committee from Accessibility Sub-Committee for Approval

**1. CALL TO ORDER**

- Call to order at 5:30PM
- Izak welcomed guests, and noted Gail Brown's absence, due to resignation end of December, 2015. Acknowledged on behalf of the board that her energy, experience and contributions, including insightful questions will be missed.
- Round table introductions

**2. AGENDA REVIEW**

**DECISION**

***MOVED:*** by A. Pye & seconded by S. Zaidi

**CARRIED**

**3. APPROVAL OF PREVIOUS MEETING MINUTES**

**DECISION**

***MOVED:*** by B. Macklon & seconded by K. Peter

**CARRIED**

4. PRESENTATIONS	INFORMATION
<b>Meet &amp; Greet new ETS Branch Manager</b> <ul style="list-style-type: none"> <li>• Presentation focused on overall vision and 3-5 year priorities for alignment</li> <li>• Internal changes will be required to facilitate transition to integration of many current systems in the next three to five years</li> <li>• Vision is to have a consistently accessible complete streets system – a holistic concept of mobility from point A to point B</li> <li>• Initial focus will be on: <ul style="list-style-type: none"> <li>• Review of Transit Strategy consultation (largest of this type of initiative to date)</li> <li>• Technology upgrades roll out (Smart Fare, Smart Bus, internal software upgrades)</li> <li>• Infrastructure maintenance for reliability of the current system</li> <li>• Customer Experience – engage in the process of prioritizing actionable items to increase ridership (i.e. frequency vs. coverage)</li> </ul> </li> <li>• It was noted that a key to a robust system is a focus on scheduled routine maintenance of the current system <i>before</i> growth of the system, so we do not lose reliability in lieu of growth.</li> <li>• Question and answer period followed</li> <li>• I. Roux thanked E. Robar for his efforts to meet ETSAB members so soon after on-boarding, and welcomed him to future meetings. It was noted that ETSAB's function is to present reports to TC directly and engage ETS as required with requests for information.</li> </ul>	<b>E. ROBAR</b>
<b>ETS Smart Fare</b> <ul style="list-style-type: none"> <li>• Background <ul style="list-style-type: none"> <li>• COE Capital budget updated and approved 2014.</li> <li>• Regional MOU signed by all parties Jun 2015</li> <li>• Provincial Green Trip funding approved Sep 2015.</li> <li>• Smart Fare program manager selected late 2015 and contract finalized Jan 2016.</li> <li>• Smart Fare program manager now reviewing and validating RFCs. RFC (Request for Comments) defined as draft form of RFP with opportunity to have feedback considered for incorporation into the RFP. The RFC is a public document around 1000 pages in length. Local secondary and post-secondary schools are some major stakeholders who are expected to provide some feedback through the RFC.</li> </ul> </li> <li>• Smart Fare Program Manager: <p>The City has engaged a Smart Fare / Smart Bus program manager, who will be responsible to provide electronic faring subject matter expertise. The selected firm (LTK Engineering) has extensive North American transit faring experience, and is actively involved with a number of similar North American implementations. Metro Washington is well underway, and Dallas and Philadelphia are also current clients. The City hopes to leverage their expertise to adopt industry best practices.</p> </li> </ul>	<b>K. SPIWEK</b>

- **Smart Fare Solution Vision:**  
A regional account-based, open-payment fare collection system. The system would use NFC compliant fare media (following ISO/IEC 14443 and EMV standards.) Canada is better positioned than the US for NFC-based solution due to compliance by many educational and financial intuitions.
- Fare programs requirements were reviewed in some detail.
  - Apple will have to upgrade to capability of connection with NFC for smart watches to be used as a transaction medium.
  - ETS acknowledges that there are cash dependent customers, therefore, the cash fare will not be eliminated.
  - Cards such as the University One Card are being considered for integration into the Smart Fare solution. The team working on the City's civic card initiative has been engaged as well.
  - The solution may create an increased demand for vending machines, and a decreased dependence on retail outlets.
  - The actual fare product will still be a TVM-dispensed hardcopy ticket for proof of payment.
  - The solution framework will need to allow for alternative faring for peak/off peak fares, short trip tickets, low income passes, and ETS @ work programs.
- The presentation included a Solution Overview diagram showing the scope for PCI compliance requirements includes identified customer facing tools and back office components, as well as any enforcement components. The PCI compliant pieces will be externally hosted, and the solution will need to be tightly integrated with other systems, including paratransit.
- **Opportunity for Vendor and Stakeholder Input:**
  - Short Term (2016 Q2) - through RFC process
  - Mid Term - Following preferred solution selection as Smart Fare enters the design and configuration phase
  - There are currently six strong vendors that are expected to bid on the RFP.
- **Question and Answer:**
  - Q: Will the ATU be included in stakeholder engagement?
  - A: Yes, the union will be engaged as a stakeholder.
  - Q: How does Smart Fare support reduction of operator assaults?
  - A: The self-policing smart fare systems lessen the interaction at the fare box, and when investigating assaults, a large majority of them are altercations that are caused by fare disputes. The electronic fare payment system lessens the need for this interaction.
- **High-level Timelines:**

Task	Estimate Completion
<b>RFC Release</b>	<b>Apr-16</b>
<b>RFP Release</b>	<b>Jun-16</b>
<b>Preferred Vendor Selection</b>	<b>Oct-16</b>
<b>Contract Award</b>	<b>Jan-17</b>

5. REQUEST FOR APPROVAL		INFORMATION
Accessibility		B. Macklon
<ul style="list-style-type: none"> <li>Draft letter to Transportation Committee and ETS Administration was submitted to members for review prior to meeting</li> </ul>		
<b>MOVED:</b> by Board for submission after format onto letterhead for Chair signature		<b><u>CARRIED</u></b>
Public Art		M. Samji
<ul style="list-style-type: none"> <li>Draft Terms of Reference sent to members for review prior to meeting</li> </ul>		
<b>MOVED:</b> by M. Samji and seconded by A. Pye		<b><u>CARRIED</u></b>

6. UPDATES		INFORMATION
Transit Innovation		V. Slavov
<ul style="list-style-type: none"> <li>Meeting was held last week, and many ideas were put forward. The next activity will be to prioritize the top five ideas via Google poll for consideration for work plan at the retreat</li> </ul>		

7. NEW BUSINESS		DECISION
Board Elections for 2016 - Chair / Vice Chair		J. Townell
<ul style="list-style-type: none"> <li>The meeting was passed over to J. Townell to chair during the elections sessions for the Chair and Vice Chair for 2016.</li> <li>The vote was unanimous in favour of re-appointment for another term of Izak Roux as Chair, no other nominations were put forward, and Izak accepted.</li> </ul>		
<b>MOVED:</b> by all current ETS Advisory Board members		<b><u>CARRIED</u></b>
<ul style="list-style-type: none"> <li>A. Pye and V. Slavov were nominated as Vice Chair. Anand was ineligible for nomination as he had submitted his resignation commencing prior to 2016 term. Vlad accepted the nomination, and all voted in favour of his appointment to the position of Vice Chair as of February 1, 2016.</li> </ul>		
<b>MOVED:</b> by all current ETS Advisory Board members		<b><u>CARRIED</u></b>

8. TRANSIT BRANCH MONTHLY HIGHLIGHTS REPORT	INFORMATION
	J. Townell
<ul style="list-style-type: none"> <li>• Presentation of the Transit Branch Monthly Highlights Report</li> <li>• Question and Answer <ul style="list-style-type: none"> <li>• Service Development: <ul style="list-style-type: none"> <li>Q: Request for bus on time performance.</li> <li>A: E. Robar confirmed it is at 78% currently.</li> <li>Q: Request to add to ETS Branch Highlights - bus on time performance going forward.</li> <li>Q: Also requested to confirm, re: 1% of advertising for construction zones - allocated to public art?</li> </ul> </li> <li>• Pedestrian Wayfinding Committee update: <ul style="list-style-type: none"> <li>Q: Requested confirmation of committee members/representation? (= City employees only?),</li> <li>Q: Inquired if Churchill pedway will be affected by city center mall parkade addition in lower level food court?</li> </ul> </li> <li>• Safety &amp; Security: App development addition as option for emergency calls for help on transit, <ul style="list-style-type: none"> <li>Q: ETSAB requested to be invited to provide feedback on this</li> </ul> </li> <li>• Transit Planning: Presentation requested from new Stephanie (Natalie Lazurko) for meet and greet/updates</li> </ul> </li> </ul>	

9. INFORMATION SECTION	INFORMATION
	I. Roux
<ul style="list-style-type: none"> <li>• ETSAB logo update: Options to be provided by ETS Admin for ETSAB Annual Retreat</li> <li>• Transit Strategy: Target for next phase of engagement is Spring 2016, and S. Feldman will be presenting at ETSAB's February General meeting</li> <li>• Annual Retreat Update: <ul style="list-style-type: none"> <li>○ In preparation for the Annual Work Planning Retreat on February 6<sup>th</sup> at Commonwealth Stadium, Izak requested that the members bring along a number of ideas to put on the table for the 2016-2017 work plan.</li> </ul> </li> <li>• ATU update (S. Bradshaw): <ul style="list-style-type: none"> <li>○ The ATU is currently in negotiations at Diversified Transportation in St. Albert regarding regionalization plans.</li> <li>○ The ATU is supporting Edmonton taxi companies concerns, and providing feedback against the new bylaw</li> <li>○ The ATU initiated support for new refugees in November in the form of 50% subsidy for bus passes on the condition that ETS would match their donation. There is a delay in execution due to concerns over clawback from Federal Government resulting in balance of zero subsidization.</li> <li>○ Steve noted that the ATU recognizes the positive effect of ETS' increased Security awareness initiatives, and is supportive of the Smart Fare solution initiative.</li> </ul> </li> </ul>	

10. TOPIC OF THE NIGHT	DECISION
	A. Pye
<ul style="list-style-type: none"> <li>• Topic 1: successful election to the Board of new Vice Chair, Vlad Slavov, and successful re-election to the Board of Izak Roux as Chair.</li> <li>• Topic 2: an informative and engaging meet and greet session by the new ETS Branch Manager, Eddie Robar to the Board.</li> </ul>	

11. MOTION TO ADJOURN	DECISION
<p><b><i>MOVED:</i></b>    <i>by I. Roux &amp; seconded by A. Pye</i></p>	
	<b><u>CARRIED</u></b>

***Motion to Approved Minutes [2016-Feb029]:***    *by M. Samji & seconded by S. Lee*  
**CARRIED**

**Next Meeting Information:**

Date:                    Monday, February 29, 2016  
Time:                    5: 30PM – 8:00PM  
Location:                Heritage Room, City Hall