

EDMONTON TRANSIT SYSTEM ADVISORY BOARD
MEETING #3, APRIL 30, 2012
HERITAGE ROOM, CITY HALL

PRESENT: Jonathan Reay, Gordon Smith, Izak Roux, Brian Marcotte, Bruce Robertson, Vaughan Hoy, May Lin, John Hayes, John Vandenberg, Leanne Landry, Christopher Dulaba

REGRETS: Ryan Orchard, Stu Litwinowich (ATU 569)

ETS AND CITY STAFF: Dennis Nowicki, Vicki Luxton

1. CALL TO ORDER

- J. Hayes called the meeting to order at 5:30 pm.

2. ELIGIBILITY PROCESS (VICKIE GUNDERSON)

- The Process:
 - Every year at the end of May or early June the City Clerk's Office sends your member recruitment profile through administration to take a look to see if it still meets your needs and if any changes are needed.
 - This is the information that is provided to any interested candidates.
 - At this point your recruitment profile does not meet your needs. Like most boards it is very generic.
 - What does interest in transit mean? Maybe you will get someone who does not take transit and can help the Board members understand why they do not take transit.
 - Knowledge of the Edmonton Transit System or other municipal transit systems, again why? Public policy development or business administration would be beneficial.
 - That is the generic criteria that this Board is putting out right now in terms of recruitment.
 - Take a look at these recruitment profiles and ensure that this Board is not inadvertently self selecting people to apply or not to apply.
 - The challenge with generic profiles is the Board will often not get what is needed.
 - The Board Chair speaks to the Standing Committee and usually recommends that the current members stay. At that time the Board Chair has the opportunity to state that there needs to be more diversity.
 - 85% of volunteer positions are filled by word of mouth. It is important to let people know what you do, where they can fill in the gaps and encouraging them to put their names forward.
 - The work that the Board puts into the recruitment process will provide direction to the Councillors.
 - Questions:
 - ❖ *How would the members go about changing the criteria? Is it up to the board?* Yes, the board should review the criteria.

- ❖ *The issue is actually the timing?* Yes, right at the beginning of the process it reflects what the Board is looking for in May or June when the recruitment process begins, and not when Council appoints board members.
- ❖ *Our Board is under review, how will the process change?* For this year there will be no changes. An accompaniment to what this Board is doing is to develop a 2013 work plan which will be approved by your Standing Committee. In the meantime I am going back with the policy with the establishment and review of boards for Council to take a look at, which in future years will help to drive this process as well. We want to make sure advisory boards are current to Council so we could see policy recommending reviewing the boards after each newly elected Council. The process is going to be changing but right now it is status quo because nothing has been developed yet. When you are developing the work plan report, keep very much in mind what type of advisory committee do you want to be. Are you going to be the process to help identify issues and tell Council what those issues are? Or are you trying to be problem solvers? What type of work do you want to do? This drives what type of individuals you want on your Board. Be careful about who you want to attract.
- ❖ Concern has been for ETSAB to get a broader representation; we are not looking for skill sets so much as ETSAB is looking for demographic, ethnographic representation from various groups
- ❖ The citizens need to know why their voice is needed and what they are here for. So when developing your work plan some of your background questions should be: why are we here, what are we trying to achieve? Do you do it in a meeting or sub-committee settings? If you do not have the right people on the Board than you need to put the right people on the sub-committees. People are not going to serve on a board long term if they do not see what it takes to serve all the different elements.
- ❖ ETSAB needs to take a look at their committees and if a committee is not getting traction with the people who are on it or maybe the Chair needs to empower some people who are really enthusiastic about some specific really narrow issue and that committee can report back to the chair.
- ❖ *Do you know of some ways to attract people on sub-committees?* The City has so many public engagement processes that can be used. Do you put ads in community league papers, do you attend open houses and take a look and approach them? It does not need to be this formal board approach. But it needs to be that people like to have discussions and want to know that their views are heard. But somehow you need to invite them and right now the Board is not inviting them.

Work Plan Report:

- Who is responsible for the work plan report?
 - ❖ T. Cleveley and V. Gunderson will be talking to each of the Branch Managers working with each of the Council Advisory Committees. From the City Clerk's perspective this is ETSAB's work plan so it will be your report but ETS administration must be part of the process. ETS administration knows what they are doing and we do not want

duplication of their work.

- ❖ *D. Nowicki stated an area of question regarding the Advisory Group review is two motions that affect this Board. One is that the submission of a 2013 work plan for the October meeting so that means a report in the process sometime in September to meet the October timeline. Also at that time, if the Board have any recommendations for any bylaw changes that would go forth at that time as well.* V. Gunderson clarified that the suggested bylaw changes is to not bring back an amending bylaw but just some helpful points. It will be up to V. Gunderson and the City's legal partner to actually develop any bylaw amendments. Think of this as your negotiation with your boss. *D. Nowicki stated that this fits with the other motion with the Office of the City Clerk to come back with some policy parameters around the boards.* Think of it as a concept and all the details will fall into place as negotiations continue. It may contain some of these elements, when? What does it look like? Budget? What does administration think would be the budget? How does this help Council? Council needs to know what the value of the board is. We need to get this right as this may not come up for another 30 years.

3. AGENDA REVIEW

- The following items were added to the agenda:
 - Add item Route 747, Century Park to the Edmonton International Airport (EIA) under Item no. 8, Information section.
 - Add Sub-Committees and Reports to Council as Item no. 7.
 - Add Public Transit Review following as Item no. 8.
 - Add Communication with Council under Information section.

MOVED: by J. Vandenberg/J. Hayes to approve the April 30, 2012 amended agenda.

CARRIED

Amended
Agenda
Approved

4. APPROVAL OF THE MARCH 26, 2012 MINUTES

MOVED: by J. Hayes/L. Landry to approve the March 26, 2012 minutes.

CARRIED

Minutes
Approved

5. MANAGER'S REPORT (D. NOWICKI)

- Highlights:
 - Route 747 Route - EIA Media Event was held on Friday, April 27, 2012. M. Makarechian (past ETSAB member) and G. Smith (current member) were in attendance for this event. Service commenced on April 29, 2012.
 - April Sign-up Service Changes started April 29, 2012 and in conjunction with that would be the changes with the work being done at Churchill LRT Station for NAIT extension. Frequency is now reduced to nine minutes during the weekday peak periods as they single track through from 92 Street to the other side of Churchill. The platform at Churchill Station has one-third of it closed off from end to end and will incorporate the escalator construction into that fenced off area.
 - Jasper Avenue Detour – generally for the routes, everything has been okay

- and as more road closures happen we are monitoring service impacts.
- Elements Musical Festival – there were no ETS service issues, and volumes were less than anticipated. Last trains left the Coliseum around 3:00 am.
- CNG Bus Pilot - There was a motion at Council to fund two buses for a pilot project for cold weather testing in 2012 and 2013. This is largely a push from the industry to get ETS to try some natural gas vehicles. The filling would be done at one of the ATCO filling stations. Will likely store the buses in one of the tents at Ferrier Garage.
- Executive Committee Report in June regarding the Whyte Avenue Night bus service, which is being prepared by Responsible Hospitality Edmonton.
- Questions/Comments:
- ❖ (LL) *Transit to the Airport five dollar cash fare, can you buy a ticket at Century Park or just place the fare in the box?* D. Nowicki will look into this and get back to Board members. ETS would prefer coin. ETS just has cash and passes, no tokens.
- ❖ (JV) *The new coin being introduced by the Government of Canada and the new coin meters are not accepting the new coins as coins. Is ETS expecting any difficulties with the new coins?* D. Nowicki will look into this and get back to Board members. (May 2, 2013) The software installations will be completed this week to upgrade the LRT Ticket Vending Machines (TVM) to accept the new coins. We will have to suspend acceptance of the Downtown Business Association (DBA) token/coin - current use of the token/coin on ETS is very small.
- ❖ We will be advising the DBA of this discontinuance. The DBA has already been talking about phasing out the token/coin. (May 3, 2013) The Bank of Canada just announced the new \$20 bill will be released in November.

6. **BY-LAW REVIEW PROCESS (V. HOY)**

- Highlights:
 - V. Hoy did get facilitators' names put forward and will forward these names to D. Nowicki. D. Nowicki referred to the three motions made by the City Council on this process. The first motion was regarding the 2013 work plan report due to the Transportation and Infrastructure Committee in October 2012. The second motion was the suggestions to the bylaw area of interest. D. Nowicki will be attending the Manager's Meeting on May 9th and following this meeting will have a discussion with ETSAB members to update them on the Council motions. The third motion was in the first quarter of 2013 Council wants the Office of the City Clerk to return with a draft policy with respect to the ongoing clarity around the function of roles and responsibilities of advisory committees.
 - A discussion followed on the correct process to follow in dealing with the 2013 work plan. D. Nowicki stated that ETSAB has often used their June/July meeting to look at their work plan for the remainder of the year.. ETSAB could do the same exercise looking at the whole year ahead. Therefore a facilitator is not necessarily needed for this. The second part is the areas of discussion around the bylaw and maybe that is the time ETSAB needs to bring in a facilitator to help with this framework. For example: is the term of six years too long or not long enough? D. Nowicki wants to get some clarity at the May 9th Manager's meeting.

- A suggestion from J. Hayes is to table this item at the next meeting with the first part working on a 2013 work plan for the May meeting. The second part would be for D. Nowicki to come back from the Manager's Meeting and communicate this information to the Board and from there a quick special meeting could be scheduled to present something at the ETSAB meeting in May. V. Luxton will send out a meeting call for May 9th or 10th.

7. ROUTE 747 TO EDMONTON INTERNATIONAL AIRPORT (G. SMITH)

• Highlights:

- G. Smith reported on the Route 747 trip to the EIA on Friday, April 27, 2012. His concerns were the advertising in relationship to the airport employees and the signage both at Century Park and also at the airport in making it more visible. G. Smith spoke to EIA staff and was quite encouraged by their general attitude and it was well orchestrated. In attendance were Mayor Mandel and Councillors Sohi and Henderson, all of whom seemed enthusiastic about this Route 747.
- G. Smith spoke to M. Makarechian, a former ETSAB member, who was approached by the media to have a private interview. The media interviewed Mayor Mandel and the Mayor from Leduc and it was well covered by the media: the Journal, Sun, Stony Plain and Leduc community papers.
- The trip takes 17 minutes from Century Park with the bus speed of 90 km per hour which is regulated by Alberta Transportation. The buses are newly painted and attractive making the bus easily recognizable.
- Advertising both for the signage at Century Park and at the EIA needs to be looked at. The bus stop has Route 747 to Century Park at the EIA.
- There needs to be signage at Century Place to indicate where the Route 747 departs.

Questions/Comments:

- D. Nowicki stated that there will be signage put into the terminal at the airport.
- J. Hayes suggested scheduling a presentation at the next meeting to determine if the signage is there.
- V. Hoy reported that Transportation and Infrastructure Committee (TIC) would look forward to seeing ETSAB come back to them with an update on Transit to the Airport.
- C. Dulaba suggested a site visit would be helpful and a presentation from ETS administration.
- J. Vandenberg stated that at least half of the conversation with N. Walters from Business Development was about signage and they were very receptive to the Marketing Group's suggestions, and that N. Walters would be interested in reporting back to ETSAB in May or June on the status of Route 747.

8. SUB-COMMITTEES AND REPORTS TO COUNCIL (V. HOY)

• Comments from V. Hoy:

- The four sub-committees have been having low numbers of participation. V. Hoy has the task of reporting back to TIC on how ETSAB is doing and it would be good if people could track and be cognizant of being involved outside of the monthly Board meetings. The Board meetings are more about where the members cover things that come up and identify things the members need to consider at Sub-committees outside of the Board meetings.

- This is a gentle reminder that all members are expected to participate in what the Board is doing.
- The Board had a fairly large agenda planned at the January Retreat and the turnout for the Transit Planning sub-committee was only three members out of eight members listed on this sub-committee.
- If members do not show up for committee work then things are not accomplished.
- L. Landry stated that the criteria for the Board members are the Board members commitment is 10-15 hours per month. This Board meeting is only three hours so there is more commitment of hours required.
- V. Hoy feels that the members have not kept the energy up as high collectively as the members could on some subjects and when ETSAB gets to the Public Transit Review, V. Hoy sees there is a lot of opportunity for ETSAB to play a larger input role into that.

9. **ETSAB PRIORITY PROJECTS FOR 2012**

- Marketing Standing Committee (J. Vandenbeld)
 - The group did not meet but plans to meet in May to form a strategy that we will bring forward to the Board.
 - Question/Comments:
 - ❖ (BM) Low income pass – City does offer low income pass for recreation facilities and there was no mention of looking at this. This should be addressed. This has been looked at and the City's criteria are the LICO \$20,000 to \$39,000 for a family of seven. Should this classification be adopted by ETS was discussed in length by the Marketing group.
- Transit Planning Sub-Committee (C. Dulaba)
 - This sub-committee met two weeks ago.
 - Transit to the Airport – joint collaboration with Marketing Sub-Committee.
 - West and SE LRT - there are ongoing public consultations and this group felt it is important to review some of these details specifically as they relate to some of the locations for transit and LRT stations. This group felt that some of this fell into the Transit Centre Amenities and Design group.
 - The group thought it was important to have a presentation from Transportation Planning to talk about the West and SE LRT, and how the process is met, some of the comments from the public and property owners thus far, and where they feel things will be on what has been received so far.
 - Another thought came up that ETSAB may want to broaden their review of transit to include integrated modes such as bicycles, pedestrians, vehicular and from a good design perspective. There are a lot more cyclists, more people taking transit and taking both, as well as pedestrian traffic.
 - It might be worthwhile to also get a presentation from Sustainable Development on New Neighbourhood Design Guidelines which is ongoing right now and see how it may impact transit planning or have any impacts on the future development of transit through these new communities which is very important for ETSAB to look further into.
 - Also public art which also rolled out in this group's discussions with Transit Amenities and what are some of the best practices or quick parameters on what the City wants the artist to reflect which require an artist proposal. For the time

- put into this there should be some sort of compensation for submitting proposals from an artist perspective. Something to look at as transit aligns with the best practices being carried out.
- This group is now looking for support from the Board that these be looked into further and come back with a report on these subjects.
 - Questions/Comments:
 - ❖ *(BM) The Mayor recently spoke about having the City find the money for the SE line within and quoted 1.8 billion within the money available from the Province and the priorities of the City's Capital Plan. B. Marcotte agreed it would be useful to have a presentation on this West and SE plans and ask for an update on the whole financing issue. They are aggressively moving ahead with the planners and property acquisition and putting in place everything except the funding.*
 - ❖ D. Nowicki commented that a presentation from Sustainable Development is scheduled for the May meeting on the Transit Oriented Development Guidelines which may capture what C. Dulaba was speaking about regarding neighbourhood design guidelines. As well Transportation Planning is doing an update on the West/SE alignment at the June meeting. In relation to B. Marcotte's question, contained in your package is a TIC report on West to South LRT Capital Project Profile giving some detail on funding. It would be helpful for Administration when you ask for presentations to indicate which presentations warrant the full board versus the sub-committees.
 - ❖ *(JH) I encourage the group to look seriously at the intermodal discussion mentioned. I know the inter-rail conference interest this time around is "returning back out of the 50 year car age". Talking about going back to the 30s, 40s and 50s where most people took the bus and most roads were urban. Going away from the post war two or three decades and that is all we have now.*
 - ❖ *(VH) TIC made a very clear point to ETSAB that they would welcome more comments and input in the line to the West which is undergoing more detailed planning now particularly where there are elevated back to grade changes. Just to remind the members that the 102 Avenue corridor is now detailed design which is 30% of functional planning. This board needs to dig into this collectively on the SE and West LRT alignments.*
 - Transit Centres and Amenities (J. Hayes)
 - On April 17, 2012 the group met with ETS facility representatives and discussed at length LRT stations and to a lesser extent discussed bus stations; and got a pretty good perspective on some of the design and the ongoing initiatives of administration in upgrading, repairing and developing them.
 - J. Hayes concerns were not all together satisfied in terms of renovating poorly developed or rundown older facilities but know some of that is being done.
 - J. Hayes was not overly happy with the amenities and what the City is doing and not happy with the City's idea of amenities. Security and amenities all come together in an unattractive package in most of the bus stations and even some of the LRT stations.
 - This group talked about public art in the meeting and got a very good and clear understanding of the process of awarding the art contracts which J. Hayes did

- not understand before. This was very useful.
- This group talked at the end of the meeting about getting together an analysis of both the attractive new and unattractive old bus and rail stations in the City. J. Hayes was satisfied on some of the answers on why some of the older bus stations have not been upgraded or redeveloped because some of them are not located on City owned land, they are leased and the City has very little control over what they look like; Capilano is one and West Edmonton Mall (WEM) is another. WEM is also a special case because its redevelopment is pending what is going to happen with the LRT development going by.
 - The next stage is for this sub-committee to go out on a fact finding mission to look at some of the new stations and some of the old stations and come back with recommendations.
 - Questions/Comments:
 - *J. Vandenberg stressed that it is very important to remember that the large majority of ETS users access the system via the bus therefore transit amenities are very important to them. Secondly, at the meeting J. Vandenberg found out that there is about \$50 million of work that ETS wants to do to rehab these stations and was only given something like \$9.5 million.*
 - *V. Hoy feels that part of the perspective was trapped in the present day of having \$50 million of work to do and \$9 million in actual cash rather than also having a program for today of what the City can do or what should do first and a piece that looks to the future to what the City's priorities would be. ETSAB could actually take some leadership in station amenities. There is a great deal of desire and pressure behind the scenes to understand how ETS has evolved and now into the future and what is ahead of ETS. We are working hard on putting a larger transit network in place but probably not to look at this at an integrated approach or method.*
 - *B. Marcotte thinks we should be scheduling a bus tour to take members around to different stops and find the funding to do something significant with these major bus transfer points. Capilano and WEM are a disgrace and WEM cannot wait for the LRT development.*
 - D. Nowicki stated that some of the feedback received from J. Stein and M. Quilala was they would like the Board's input with respect to the guidelines but be specific about your recommendations. Top of mind is the discussion about variable message signs and the value of them being on the concourse level and platform. Right now J. Stein and M. Quilala are at design and tendering so anything ETSAB can put forth as an argument to try to gain more now is the time. Perhaps doing a report card on all the facilities would be helpful.
 - V. Hoy agrees with D. Nowicki and thinks it is a great idea to prepare a report card on all the bus and LRT facilities. Dates were considered for a tour.
 - D. Nowicki will determine the contact person with ETS administration to meet with this group on both the current and future amenities on the bus and LRT transit facilities.
 - V. Hoy reminded the members to use the Sub-committee Reporting Form and V. Luxton will circulate this form to all members, specifically the Sub-committee chairs.
 - J. Hayes suggested some dates for the Transit stations tour. May 29th was decided upon from 6:00 pm to 9:30 pm starting at Century Park.

10. **PUBLIC TRANSIT REVIEW (V. HOY)**

- **Meeting Highlights:**

- Power point was presented of the latest Public Transit Review Meeting that V. Hoy attended.
- There was high profile attendance: Councillors Iveson and Sohi, S. Farbrother (City Manager), K. Koropeski (Director of Service Development), P. Waismann (Director of Business Development), J. Davidson (Business Development), T. Shewchuk (Business Development), G. Klassen (General Manager of Sustainable Development), L. Rosen (Chief Financial Officer), C. Stolte (ETS Manager), and B. Boutilier (General Manager) at this meeting.
- It was a two hour meeting with four items on the agenda:
 - 1) Fare Structure
 - 2) Route Design
 - 3) Ridership Growth Strategy
 - 4) Customer Security and Operations
- These were presentations that had been organized from the outcome from the first meeting.
- What came out of this meeting was a very detailed backgrounder to how the fares have been structured today. The discussion in general went up to a much higher level than dealing with policy, and nuts and bolts of these four agenda items.
- V. Hoy went through the power point presentation with the members; the meeting only managed to review the Fare Structure and did not get to the next agenda item Route Design.
- The majority of the discussion at this meeting was how to not lose sight of what the review was about which is looking at how transit has planned itself today and how to address it in terms of policy whether funds are in place tomorrow.
- The next meeting will be on Route Design, then Ridership Growth Strategy, and finally Customer Security and Operations.
- V. Hoy would like the members to get more involved with this piece before the next Public Transit Review meeting takes place.
- There is four more sessions to come in this review and ETSAB will not always be invited to the meetings because one of the challenges is pulling everyone together in this group. Meetings will be called at different intervals by B. Boutilier with attendance being what it is.
- V. Hoy suggested that at J. Vandenbeld's next meeting the group should go through some of the material on fare structure.
- There is a lot of opportunity for ETSAB to comment on branding of ETS and making it cool to ride transit like the Edmonton Public Library did. And maybe some benchmarks to move their brand forward.
- V. Hoy can circulate this presentation to all Board members but please keep it confidential; it would be great to see the sub-committees take advantage of this. V. Hoy needs to have the sub-committees consolidate their questions to take back to the next meeting.
- Interest came up in Commuter Rail and there was discussion on this. Attendees at this meeting were aware of ETSAB's work done on Commuter Rail. V. Hoy thinks this Sub-committee should be reopened for a month or two to take their recommendations forward to this review.
- **Questions/Comments:**

- ❖ *J. Vandenbeld commented that the Fare Strategy is approved until the end of 2014, is that correct? Yes, but Council can make decisions at any time. J. Vandenbeld has two concerns: 1) wants to see a low income transit pass before 2015 and 2) not convinced to what extent this is just a talking shop?*
V. Hoy is taking this at face value and thinks this is part of a genuine initiative around transit like other initiatives in the City, and thinks there is a lot of energy and time by the corporate leadership team from these Departments that is getting behind this. There are some significant changes coming to the City which will change the transportation infrastructure considerably. V. Hoy's suggestion would be that the Board looks at this particularly since the Board has been invited.

11. INFORMATION SECTION

- April 10, 2012 Communication to TIC of ETSAB's Annual Report
 - TIC Committee members asked about transit to the airport and if ETSAB's Marketing Sub-committee and the Board were satisfied with the input we had given to them. V. Hoys explained how the Board went through this process. At the end of the year they did not hear necessarily what is going on through the annual report and TIC would like to hear more from ETSAB on a quarterly basis such as what ETSAB is doing, what things are being recommended or being a part of. The basis to do this has been through ETSAB's Topic of the Night.
 - ETSAB was commended for the amount of time and effort that the members put into what the Board is doing.
 - D. Nowicki stated that he got the sense in ETSAB's Annual Report there should be more text added to the items as some of the items were just bullets. TIC want to hear more of what ETSAB is actually putting forth in terms of recommendations or concerns.
 - The West LRT came up and that TIC would be more interested in hearing from ETSAB about this detail design process.
- ATU 569 Report (S. Litwinowich)
 - No report.
- DATS Eligibility Process (G. Smith)
 - The DATS Advisory Group and ETSAB were invited on Thursday night to a presentation on the DATS Eligibility Process. One of the concerns that we had was that they inadvertently made a decision that you were not able to travel on DATS on any particular day versus going on the conventional public transportation. For instance if it was a nice day the staff at DATS would say to me, G. Smith, it is a nice day today, we think you could travel on public transportation, as a result deny G. Smith a trip on DATS. How can DATS make an evaluation of what our state of health is on any one day versus a professional medical opinion? They tried to assure us that that would not be the case. The re-eligibility process was ongoing and was going to be started immediately. Starting re-evaluating everyone in the system for riding on DATS which is over 10,000 patrons. They would employ an occupational therapist costing around \$75,000 and you would need to save 3,000 trips a year to justify this salary. This eligibility process is a contentious issue.

- They are going ahead based on the fact they have compared to other cities such as Chicago, Boston and Toronto, and came to the realization that this is a monumental task, and they might have to do over a 3 year period.
- Drivers have no authority to pass judgment on people taking DATS. There are some violations. People working at DATS cannot pass judgment either but suspect they can deny a trip if it is nice weather. There are definitely some violations.
- D. Nowicki stated that it is cost efficiency driven. If the DATS rider can use the conventional system as buses and LRT are 100% accessible, it is at a much reduced cost per ride versus DATS.
- Questions/Comments: B. Robertson commented that is one thing to say you have a 100% accessible bus but another thing to say you have a 100% accessible bus stop.

12. TOPIC(S) OF THE NIGHT

- Two Topics:
 - Making a comment on ETSAB appreciates being part of the Transit Review process that is being carried out.
 - ETSAB is planning to do a facilities tour of the new and old transit stations with ETS administration new and old at the end of this month.

MOVED: by C. Dulaba/J. Vandebeld to adjourn the April 30, 2012 ETSAB Meeting
at 8:25 p.m. **CARRIED**

Motion
Approved

Next meeting: Monday, May 28, 2012 in the Heritage Room, City Hall