

**EDMONTON TRANSIT SYSTEM ADVISORY BOARD**  
**MEETING #11, NOVEMBER 26, 2012**  
**HERITAGE ROOM, CITY HALL**

**PRESENT:** Gordon Smith, John Hayes, May Lin, Leanne Landry, John Vandenberg,  
Bruce Robertson, Brian Marcotte, Jon Reay, Vaughan Hoy, Stu Litwinowich

**REGRETS:** Izak Roux, Christopher Dulaba

**ETS AND CITY STAFF:** Gord Ganser, Sales and Promotional Representative, Troy  
Shewchuk, Strategic Planning Officer, Dennis Nowicki, Director of  
Community Relations, Vicki Luxton, Recording Secretary

**1. CALL TO ORDER**

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

**2. TRANSIT ADVERTISING (G. GANSER AND T. SHEWCHUK)**

- **Highlights:**
  - Referring to the advertisement by The Bear, this is their S and M campaign which they have with ETS at present and ETS has had four customer concerns. The first lady that complained she did what we recommended that she do if she felt very strongly about this was that she should contact Advertising Standards Canada (ASC) and that is what she did. ETS has not heard back from her or ASC so ETS is assuming that they ruled in favour of this advertisement being admissible to advertise on transit buses.
  - The advertisement itself does not breach anything in ETS's contract, and is not in very good taste and is not favorite of a lot of people never the less, a Supreme Court decision that was made three years ago in Vancouver ETS no longer has the right to critique the advertising to say this advertisement stays and this one goes.
  - There was a case in Vancouver that was brought before the Supreme Court and it was an advertisement that a teacher's group wanted to run on Vancouver Transit (VT) and for whatever reason VT decided against it. The teacher's group took this decision all the way to the Supreme Court and the Supreme Court ruled in favour of the teacher's group. It was acceptable because the advertisement did not breach any of their contract rules or regulations so therefore it was accepted.
  - ETS uses the Advertising Standards Canada as our guide and Pattison does exactly the same thing.
  - The two key rules that ETS watches for is nudity and an advertisement that is defaming a group or a religion or anything of that nature, then that advertisement is not acceptable.
  - There are fourteen key criteria articles of the code that ASC have established since the 1960's. Article 14 is something that ETS looks at and follows and this code was circulated to all ETSAB members.
  - If you go to ASC's web site there is a form to fill out and ASC will probably ask you for a copy of the advertisement.

- Questions/Answers:

- (BM) *You have a contract with Pattison and in that contract you cannot advertise liquor. This is not true, you cannot advertise cigarettes. There is nothing that the City imposes on Pattison?* Initially when we did the contract ETS is into its thirteenth year of the contract. It is a ten year contract with a five year extension which ends at the end of 2014. The initial contract ETS had a directive that was reversed regarding liquor advertising about two years ago and that was not a law it was simply a directive that Edmonton Council had passed in 1983 or '84. They took a vote and ETS had to abide by that vote. *So can liquor be advertised now?* Yes liquor can be advertised but ETS did not allow it in the original contract because ETS had a directive from City Council. There was another vote taken and ETS was one of the last major markets in the country to accept liquor advertising. *When you go into another contract can you impose any more conditions beyond this?* No.
- (JH) *J. Hayes does not understand the difference between a City guideline which is the law and a directive from City Council saying no liquor advertising even though liquor advertising is legal. Council is becoming the critic of the advertising and the ruling by the Supreme Court said you cannot do that. Was the City's how directive changed as a result?* No but it was mentioned in the report to Council that this had occurred across the county. It was basically Ottawa and Vancouver who were in breach of that decision in Supreme Court. That is what set the tone for all the other transit authorities across Canada. It basically saying you cannot decline an advertisement.
- (LL) *I do not understand how you cannot set some guidelines saying you would only support family friendly advertising?* It is because the Supreme Court says you can't.
- (BR) *You said that Vancouver could not band that advertisement because it did not violate the guidelines that Vancouver had set. I don't think the Supreme Court said that Vancouver cannot set guidelines but they have to follow their guidelines. I think the point here is it must be within your rights to set your own standards. The exact point with the Supreme Court is that you may have a set of standards different than others and you cannot oppose that. You must remember ETS is not just a City Department, we are an out of home medium the same as a television network or newspaper network right across Canada and you cannot isolate Edmonton and say that in Edmonton ETS does not accept an advertisement from this particular advertiser. This type of advertising popped up about ten years ago and most of it came from the California market, and it is called Shock Advertising. The whole purpose behind it is it shocks you into reading the advertisement and this is exactly what this The Bear advertisement does. But this advertisement cannot be rejected for that reason. ETS entered into the contract about thirteen years ago with liquor advertising not being permitted. About three years ago ETS had this removed because of the Supreme Court ruling and we knew it would become an issue. ETS went to City Council and presented a report and City Council approved the motion. There are things that ETS could put into the contract at some point nothing with partial nudity they could come back and question this so it defeats the*

- purpose.
- Pattison sells and places all the advertising and if there is anything in a grey area it comes back to ETS for a review. A lot of brands are launched right across Canada they will take their creative to target the individual group and once they have selected their campaign they take it to ASC for review. Media buys all major cities.
  - (VH) *Suggested that ETS be very careful about how they incorporate the branding around the new LRT stations and keep open advertising space off of those elements if you want the public to associate with ETS because that will give the wrong association if ETS is selling that as advertising space versus using your branding and your graphics.* With liquor advertising and the Liquor Control Board (LCB) one of their controls is you do not try to encourage young people towards liquor consumption. This particular advertisement in cooperation with Pattison ETS have chosen now if ETS ever gets another file like this ETS is going to ask that it not be posted near Elementary or Junior High Schools. Pattison have voluntarily agreed to this. *Is there a potential that this advertisement might end up on a space that is just static bus bench but on the side of a bus somewhere.* It would still be on the side of a bus but it would not be outside the front door of an Elementary or Junior High School.
  - (BR) *Would that advertisement be on the side of a bus on a School Special?* That might be out of ETS's control but it could possibly end up on a School Special if it was sent out by the dispatcher. ETS can try to prevent it from being posted in a certain area. ETS was not allowed to advertise liquor on the buses but that did not prevent Pattison placing liquor advertisements on billboards and street ads throughout the City.
  - (LL) *Just because someone else is advertising does not make it right. I commend the City for taking that stand saying they were not going to do it. How much play do you have with the guidelines?* ETS has no control on what was decided by the Supreme Court but do have control over some of the elements. Another example is the product of electronic cigarettes. They say that an electronic cigarette is not harmful but good because it helps to wean people off of smoking cigarettes. But there is another side of the coin to that argument that smokers see this product and think there is no harm to their system if they smoke them and some of the electronic cigarettes are harmful. Some electronic cigarettes have nicotine and some do not. G. Ganser took this up with the transit Manager saying if advertising cigarettes is illegal then these cigarettes should be in the same classification. There is a grey area here. ETS's decision was not to accept it.
  - (SL) *There are 900 buses on the road and most operators do not pay attention to what advertising is on the side of their bus. For instance if The Bear provide funding for the entrances to the LRT or transit centres, does the City review the funding based on the location?* If you go into the new agreement that ETS is starting to look to see how this is associated with ETS's branding and what is the risk of selling off this branding? ETS spent about five years rebranding transit by creating a new logo and that is my argument, why did they spend all this money on rebranding just to sell it off to any advertiser with a large cheque book. ETS has to look at how our riders associate our branding close to other branding near by.

- (BM) *I am confused about the process with the electronic cigarette you said that you reviewed it and then rejected it. It sounds like you are betting all the advertising that Pattison wants to put on. If you decided you do not feel comfortable, you would hold it up and it would not go out there. So in essence you are policing it. You could hold it up? No it takes about two to four weeks to go through ASC which would be the longest.*
- (JH) *Is there an exemption for Art such as the Rubin paintings? No there is not.*
- (BM) *On the Hawking Report that went to TIC can you explain the difference between items 1 and 2? Council got confused by the newspapers and one of the mistakes they made when they took our report to Council was ETS administration tried to answer an enquiry of Councillor Batty from an earlier meeting and they mixed the two up. The \$55.00 registration fee that every box in the City has to have if they want to place their boxes on City property. This is handled by a different area of the City and not by transit. ETS does not get a cent from this \$55.00 registration fee. A Metro box they pay \$55.00 for each box and what is the \$250.00 fee for? \$250.00 is for actual hawking or distributing their papers to the public (placing it in their hands) on City property.*

### 3. **AGENDA REVIEW**

- The following items were added to the agenda:
  - Request for stakeholder representation on the Smart Bus Initiative.
  - Brief update on the Advisory By-law Review.
  - These additions to the agenda will both be placed between Items 8 and 9.

Amended  
Agenda  
Approved

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MOVED: by B. Robertson/J. Reay to approve the amended agenda. **CARRIED**

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### 4. **APPROVAL OF THE OCTOBER 29, 2012 MINUTES**

- Correction on Page 3 of 13, second last bullet at the bottom of the page change Century Park Station to University Station.

Amended  
Minutes  
Approved

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MOVED: by J. Vandenberg/L. Landry to approve the amended October 29, 2012 minutes. **CARRIED**

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### 5. **MANAGER'S REPORT (D. NOWICKI)**

- Highlights:
  - Introduction to the 20 Ticket Pack – a mid-range product between our 10 ticket strip and the monthly pass (multiplier is 58 trips).
  - ETS Stuff-a-Bus Campaign – raises donations for Edmonton's Food Bank; partners are: Global, Edmonton Sun, JOE FM, Strathcona County, Transit and Save-on-Foods. Kicks off Food Bank's Christmas season campaign.
  - 2013 Board Appointments – All Board members were sent an email about the 2013 Board Appointments for the four new members with a small biography on each of them.
  - Creation of a Citizen Dash Board – Transportation Services, in partnership with the Transforming Edmonton Committee and IT, has developed a Citizen Dashboard pilot to provide the public with accurate, timely, and easy to understand information on eight transportation services. A goal of

this tool is to promote openness and accountability between Administration, Council and the public. The measures we are reporting on are:

- ❖ Potholes Filled
- ❖ Spring Clean Up
- ❖ Snow and Ice Control
- ❖ Transit Ridership
- ❖ DATS on-time Performance
- ❖ Transit Security
- ❖ Traffic Injury Rate
- ❖ Traffic Collision Rate

While the Citizen Dashboard was created as a pilot project, Corporate Leadership Team is committed to advancing the Citizen Dashboard to include each civic department. The Dashboard will be available shortly.

- Hawking Contracts – TIC received report for information on November 4, 2012.
- Parking spots – presented at November 21<sup>st</sup> TIC meeting and referred back to Administration with further explanation to support the decision to extend some bus stops with parking areas previously assigned for passenger pick-up. This report was referred back to Administration for some additional explanation and to go back to TIC on February 13, 2013.
- Growth Coordination Strategy – going to Council on November 28<sup>th</sup>.
- Expropriation of Lands for SE LRT – Going to Council on November 28, 2012.
- NLRT new tunnels – between Churchill and 105 Avenue unveiled at ceremony held on November 16<sup>th</sup>.
- Questions/Comments:
  - (BM) *On the 20 ticket pack is only going to be available on the on-line web store so if someone orders it on-line then do they print off their own tickets?* No the tickets will be mailed to them. It is a mid-range product for those who do not want to commit to a monthly pass. The twenty tickets offers a little more discounting and they can be used anytime whereas the monthly pass is for a specific month. This would be a good market for part-time workers.
  - (JV) *With the new poems on Take the Poetry Route targeting marginalized voices: the homeless, the incarcerated, the mentally ill – fantastic, good for you, very much in favour of this. The creation of the Citizen Dashboard, you mentioned that you are doing this with DATS, it might be difficult to do this with ETS given the scope of the distance, but is that down the road something you see being part of the Citizen Dashboard?* Once you have a full fleet with Smart Bus you could potentially have that. Right now the only way to accomplish this would be with some samples. *Have there been some discussions around Smart Bus the data being used for this purpose?* They have not gone that far to make the connection to this project, they have not connected the two projects.
  - (BR) *Will there be an expiry date on the 20 ticket pack?* Yes, a two year window. You should not be buying tickets today that have an expiration date of 2012. What happens sometimes is the vendors do not move their stock right away.

- (SL) *Smart Bus and play on words, for an example on Route 9 which is 15 minute service all year round some buses may be 40 minutes late, so Smart Bus will put them back in service and theoretically while they are not running to the time on the schedule they are on time and in service 15 minutes apart.* It is potentially a huge change on how they do business. The biggest challenge is the long serving employees because it is such a mind shift on how you do business. It is not only the operator's response but how our dispatch and control centre responds. Essentially the operator is a tool to get that job done. To the average customer out there it is just your bus, you do not care if that is the correct run or what bus it is just that that bus is here and I am boarding it. The Smart bus will fill in these holes, and for the customer and the operator it will be a much better system.
- (VH) *The new twenty dollar bills did that cause any havoc on the system?* Yes but it is being sorted out and ETS has the software for this.

## 6. **BUDGET SUB-COMMITTEE (J. HAYES)**

- Highlights:
  - Five Budget Task Group members sat down with C. Stolte and we went through the budget line by line in many parts of it. J. Hayes drafted a budget letter and it was sent to Council today and ETSAB members did not speak to the budget. We were a little surprised that they targeted a 0.3% decline in subsidy. Administration had a series of things that in the past they had funded but had on a wish list that were unfunded. They are setting themselves up for 2014 when they will kick the NAIT line into position, change a lot of the bus service on the North side and need a lot of money to do it. C. Stolte indicated that they would be asking for a significant increase in 2014 so there is not increase in 2013. They also need to renegotiate the 2013-14 union contracts.
- Questions and Comments:
  - (BM) *I happen to notice that the Mayor was quoted on the radio saying Administration found an extra five or six million dollars so the budget proposal overall was 5.5% city wide and now it is down to 4.4%. The Mayor is convinced they can find some more cuts so that argues against increasing the transit budget. The police have also asked for considerably more but that does not seem to have filtered into this yet. One thing B. Marcotte was concerned about is the budget does not allow for the City to address any overloads or scheduled inheritance problems. That was the first unfunded item which was a million dollars. B. Marcotte would be sorry if they do not at least put that in. On the process so at Council at their next meeting will get into a full debate?* It starts tomorrow with Utilities as the lead then they proceed into the operating budget. B. Marcotte suggested for the Topic of the Night to reiterate ETSAB's position and reinforce the essential items they need to consider.
  - (JV) *I had the opportunity to attend the budget meeting and I found it to be useful. J. Vandenberg feels what ETS is doing is quite risky which is a strategy which is saying to Council – we do not need anymore money and here is a bunch of stuff we want to do if you want to increase the tax. Council, in my experience, never wants to increase the budget but is looking*

*at ways to cut the budget. Unfortunately what is going to happen is they will approve the ETS budget as presented but they are unlikely to fund the unfunded liabilities. What that will amount to is a decrease in service as they are not adjusting for growth. So whatever ETSAB can do as a Board here I would like to make sure that the growth elements of the budget are included. J. Hayes stated they may want it to be well placed to avoid any cuts.*

- *More discussion followed on the budget.*
- *The Budget Sub-Committee was disbanded.*

**7. JANUARY RETREAT (J. HAYES)**

- Establishing a work plan will not be on this year's retreat agenda as that has been put forward and ratified by TIC.
- ETSAB has four new members joining the Board.
- A retreat agenda for drafted by the Board members for the January 19, 2013 Retreat.

**8. ETSAB'S PRIORITY PROJECTS FOR 2012**

- Marketing Standing Committee and Low Income Transit Pass (J. Vandenbeld)
  - J. Vandenbeld reported that neither group met. The Marketing Standing Committee meets when there is a need to meet and there was no need. The Low Income Transit Pass (LITP) group attempted to meet but arranging schedules is difficult. J. Vandenbeld sees the LITP Committee being rolled into a larger question of fares. ETS is currently reviewing their Fare Schedule in 2013 and they are also looking at the 'Way We Finance' which looks at among other things subsidies. This group has had some good discussion as a sub-committee so J. Vandenbeld sees the fare committee incorporating the low income transit pass element but also a lot of useful broader elements that members are interested in. J. Vandenbeld would be interested in chairing that next year.
  - J. Vandenbeld looked into the Orientation Binder contents and after J. Vandenbeld gets them back from V. Hoy and J. Hayes, J. Vandenbeld will forward the revised orientation binder contents to D. Nowicki and V. Luxton.
- Transit Planning Committee (C. Dulaba, absent)

**9. REQUEST FOR STAKEHOLDER REPRESENTATION ON THE SMART BUS INITIATIVE (D. NOWICKI)**

- The Smart Bus Initiative would like two representatives from ETSAB to attend a Stakeholder Meeting on Tuesday, December 4<sup>th</sup> at Percy Wickman Garage from 2:00 pm to 4:00 pm. This will be facilitated by D. Hargreaves. G. Smith and B. Robertson volunteered to attend this initiative from ETSAB.

**10. ADVISORY BYLAW REVIEW (D. NOWICKI)**

- ETS administration is meeting with the Office of the City Clerk and the solicitor on December 4, 2012 to review ETSAB's suggestions as well as the elements that will be included in Advisory Committee Guidelines for all Council Appointed Groups.

## 11. **INFORMATION SECTION (V. HOY)**

- ATU Local 569 Report(S. Litwinowich)
  - S. Litwinowich stated that the roll out of the Edmonton Civic Employee Charitable Assistance Fund wrapped bus was held at City Hall, on November 29<sup>th</sup> at 9:30 am in the City Room. On November 16<sup>th</sup> the union were invited to the Shaw Conference Centre for the National Chronotropic Awards nominated by the University of Alberta in Medicine in the Faculty of Dentistry. Over the years Local 569 have contributed to their fellowships in the amount of 20 million dollars. This year the members are going to give back to the citizens of Edmonton in the excess of 1.3 million dollars to help people in need.
- CUTA Conference
  - Sustainable Mobility
    - ❖ City Tour – old Quebec, Plains of Abraham, lots of history.
    - ❖ Welcome reception at the Quebec Aquarium.
    - ❖ Keynote speaker was Gil Penalosa, internationally renowned Livable City and Social marketing strategist. Encourages transit use, together with walking and cycling, to increase the use of parks and streets. If you build more roads, you will have more congestion, so instead concentrate on public transit, create walkable cities.
  - Session 1 – Integrated Mobility
    - ❖ Customer focused transportation options. Integrating, bikes, walking, trains, bus. Showed bicycle only cars on the subway, bikes angle parking. Thought about our Edmonton policy of no bikes allowed on the trains during rush hour. Smart phone apps that connect all types of mobility and to reach and attract new customers. Metrolinx in Toronto provides 63,000 free parking stalls but if you want to reserve a spot you can for \$80/month. Estimated cost of providing stalls is \$41,000 per stall.
  - Session 2 – P3
    - ❖ How this financing model can be used to build and operate public transit efficiently and cost effectively. Showed the different possibilities: fund, build, maintain, operate, or a variation of these aspects. Balancing value for your money and affordability. P3's principle is about addressing and transferring risk from municipality to the private partner. These can fail, not very positive, or rosy as one partner can step out so due diligence is key.
    - ❖ Technical tour of the RTC transit system throughout the city, 12 different stops, a couple of terminals, similar to ours. One brand new one on a shopping mall site. Challenge getting the mall to give up their stalls. Several brand new weatherproof bus stalls, attached to buildings. Conform to the architecture and you would not even know there is a bus shelter there. Not heated, but totally enclosed in glass, see the bus coming, driver can see them. Success of partnership model developed with the private sector that leads to several being constructed. Very proud of them. Very plain, have the same challenges we do with graffiti and vandalism. Leaning benches. Capital costs paid by transit some agreements have the maintenance and cleaning done by the building, example Laval University. Interesting right of way bus lanes



- for left turns, all traffic stops, only bus can go, from bus lane of right curb lane, across all traffic and makes a left turn. Cigarette stick signal.
- ❖ Rode on their electric bus that tours thru Old Quebec. About the size of DATS buses, have about 15 seats. Scan your bus pass, touch the monitor. \$3.00 cash fare.
- ❖ Tradeshow, buses, seats, mirrors, mechanical, alternative fuel sources, smart card or fare alternatives, cash boxes, DATS buses and vans, software, safety, para-transit was a big part of all aspects of the conference. Amerjeet Sohi was talking to some vendors about smart cards.
- Session on New Customer Orientation
  - ❖ Increasing priority to focus on the needs and priorities of customers. Focus on communications, apps, smart phones, internet connectivity thru websites, twitter, facebook, smart bus, Wi Fi, smart card. What is important to the customer, example for those considered about their environmental footprint, how many trees were saved by taking transit?
  - ❖ Transit systems are making themselves more available, more accessible for complaints, etc.
  - ❖ Toronto is building an Air Rail link from the downtown core to Pearson Airport for 2015 launch.
- Session on Impact of New Technologies on Human Resources
  - ❖ New technologies that can improve the customer experience and create efficiencies but new technology means new training demands. Multi-generational work forces means people learn in different ways. Also challenges in first accepting and then implementing and managing the change. Examples, moving from paper to computer reporting methods.
- Everywhere I went, nametag, Edmonton, everyone complimented the Edmonton Transit system and the people here. I heard many compliments directed to Charlie, Dennis, Lorna Stewart, everyone said Edmonton was doing great things. Impressed me that this business is non-adversarial; they are not competing against each other so they are always exchanging info, helping each other out.
- Thanks to ETSAB and administration for the opportunity to attend the CUTA conference. Very informative, interesting, met people, beautiful city.

## 12. TOPIC(S) OF THE NIGHT

ETSAB's Budget highlights in order to reiterate ETSAB's position and reinforce the essential items Administration needs to consider.

Farewells was extended to members B. Marcotte after serving six consecutive years on the ETSAB Board and J. Reay after serving one year on the Board.

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MOVED: by S. Litwinowich/J. Vandenbeld to adjourn the September 24, 2012  
ETSAB Meeting at 8:12 p.m.

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**CARRIED**

Motion  
Approved

**Next meeting: Monday, December 10, 2012 in Conference Room A of the lower level Conference area in Scotia Place.**