

DRAFT

EDMONTON TRANSIT SYSTEM ADVISORY BOARD MEETING #1, JANUARY 30, 2012 HERITAGE ROOM, CITY HALL

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

REGRETS: Stu Litwinowich (ATU 569)

ETS AND CITY STAFF: Dennis Nowicki (Director of Community Relations), Vicki Luxton (Recording Secretary)

1. CALL TO ORDER

- V. Hoy called the meeting to order at 17:30 hr.

2. BOARD ELECTIONS FOR 2012 CALENDAR YEAR

- D. Nowicki advised members on the available elected positions and roles of Chair, and Deputy Chair.

MOVED: by L. Landry/J. Vandenberg to nominate and approve D. Nowicki to administer the elections. **CARRIED.**

Motion
Approved

Chair Election

- D. Nowicki called for nominations for the Chair of ETS Advisory Board for 2012.

NOMINATED: B. Robertson/B. Marcotte nominated V. Hoy

Further nominations were called twice.

NOMINATED: L. Landry/J. Vandenberg nominated J. Hayes

Further nominations were called three times.

No further nominations.

V. Hoy and J. Hayes agreed to let their names stand. J. Hayes and J. Hoy each spoke briefly to the Board members.

CARRIED: By secret ballot, V. Hoy will be the Chair of the ETS Advisory Board for the 2012 term.

Motion
Approved

MOVED: by I. Roux/B. Marcotte to destroy the ballots. **CARRIED**

Deputy Chair Election

- D. Nowicki called for nominations for the Deputy Chair of ETS Advisory Board for 2012.

DRAFT

NOMINATED: B. Marcotte/B. Robertson nominated J. Hayes

Further nominations were called twice.

NOMINATED: V. Hoy/L. Landry nominated B. Robertson

Further nominations were called three times.

No further nominations.

J. Hayes, and B. Robertson agreed to let their names stand. J. Hayes and B. Robertson each spoke briefly to the Board members.

CARRIED: By secret ballot, J. Hayes will be the Deputy Chair of the ETS Advisory Board for the 2012 term.

MOVED: by to V. Hoy/B. Robertson to destroy the ballots.

CARRIED

Motion
Approved

- D. Nowicki returned the chair duties to V. Hoy.

Board Process Work Group Members

- V. Hoy called for Rotating Board Process Volunteers for January 30th, February 27th, March 26th, April 30, 2011, May 28th, and June 25th, 2012. The Chair and Deputy Chair will attend all the Board Process Meetings.

VOLUNTEERED: J. Vandenberg for January 30th meeting.
VOLUNTEERED: L. Landry for February 27th meeting.
VOLUNTEERED: B. Marcotte for February 27th meeting.
VOLUNTEERED: G. Smith for March 26th meeting.
VOLUNTEERED: M. Lin for March 26th meeting.
VOLUNTEERED: R. Orchard for April 30th meeting.
VOLUNTEERED: J. Vandenberg for April 30th meeting.
VOLUNTEERED: B. Robertson for May 28th meeting.
VOLUNTEERED: I. Roux for May 28th meeting.
VOLUNTEERED: C. Dulaba for June 25th meeting.
VOLUNTEERED: J. Reay for June 25th meeting.

Board Process Work Group meets at the end of each regular Board Meeting.

3. AGENDA REVIEW

- The following addition was made to the agenda:
1) Add January 14, 2012 Retreat Summary notes after Item No. 4.

Amended
Agenda
Approved

MOVED: by to J. Hayes/ J. Vandenberg to approve the amended agenda. **CARRIED**

4. REVIEW OF NOVEMBER 28, 2011 MEETING MINUTES

- Make change to bullet number four under Item number 6 – “Task Group

DRAFT

Presentations” to read “2012 Budget Presentation”.

MOVED: by G. Smith/C. Dulaba to approve the amended November 28, 2011 minutes.

CARRIED

Amended
Minutes
Approved

5. **ETSAB ORIENTATION AND RETREAT 2012 SUMMARY**

- The January 14, 2012 Retreat Summary was distributed to ETSAB members on January 23rd, 2012.
- It was determined that the agenda for the presentations is approved and this agenda is the presentation agenda that ETSAB will be working with until June, 2012.

6. **ADOPTION OF ETSAB PRIORITY PROJECTS FOR 2012**

- Marketing Standing Committee (J. Vandenbeld)
 - John Vandenbeld provided clarification that the Low Income Transit Pass Project and the Marketing Standing Committee are two completely different projects with different memberships and objectives.
 - The Marketing Standing Committee will be tasked with regards to social and youth initiatives, route brochure redesigns, advertising on DATS vehicles, and Edmonton International Airport marketing opportunities.
 - This Committee will be an ad hoc committee that will respond to issues as needed.
 - The Low Income Transit Pass is a group that will actively try to promote in advance a low income transit pass in Edmonton.
- Low Income Transit Pass Committee (J. Vandenbeld)
 - A draft Terms of Reference (TOR) for the Low Income Transit Pass Committee was sent out to all members.
 - The members will consist: J. Vandenbeld (Chair), J. Hayes, B. Robertson and L. Landry.
 - The action plan to be completed before April 2012:
 - Determine who should qualify for this pass.
 - ❖ The Federal Government has a program called the Low Income Cutoff.
 - ❖ The City of Calgary insists on applicants having income of 75% or lower of the low income cutoff.
 - ❖ There are other jurisdictions that have ability for people to buy a low income pass if they are at the low income cutoff, such as 80%, 50%, therefore there is some variation on exactly who qualifies for low income.
 - ❖ J. Vandenbeld would like to meet with the members of this Committee to consider collectively who should qualify for this pass.
 - How it best can be sold and administered.
 - Work with administration to get the appropriate costs of this pass.
 - Submit a final report to ETSAB outlining the results of this research.
 - This research will be presented before April 2012 and if this is accepted by the Board, this committee will go forward with the advocacy initiative. In terms of advocacy J. Vandenbeld will be looking for feedback from the ETSAB members.
 - Questions/Comments:
 - (BM) There is a definition of low income in the other departments of the City

DRAFT

so this definition needs to be investigated by this committee. When this was proposed about a year and one half ago the City was working towards a single low income pass for all of its services at that time but this still has not been moved forward. The low income senior annual pass is \$52.50.

- *(DN) J. Davidson from Business Development is available to meet with this Committee to give this group the extensive background information on this subject.*

Transit Centres and Amenities (J. Hayes)

- This committee's plan is to get a presentation from administration on their amenity strategy and investigate some of the amenities and come back with recommendations in April.
- Questions/Comments:
 - *(DN) Are you looking at both bus and LRT? Yes, both.*
 - *(BM) How many bus stations are there? About 20 stations and 15 LRT stations. Several are also LRT stations: Colliseum, Clareview, Belvedere, South Campus, Southgate and Century Park are all dual. J. Hayes specifically had in mind to look at some of the old stations like Capilano and Abbotsfield and perhaps West Edmonton Mall even though there are challenges in getting cooperation with infrastructure upgrades.*

• Transit Planning Committee (C. Dulaba)

- This project action is more open ended since there are number of projects and initiatives that are ongoing at the Transit Planning Sub-Committee, therefore these projects will be on a case to case basis.
- These projects were summarized at the Retreat and the one that would have more priority would be the Jasper Avenue Central Station and LRT entrances given the fact that administration is proceeding with a portion of the redevelopment construction and design of Jasper Avenue ties into it.
- The Transit Oriented Design Guidelines (TODG) are ongoing through Sustainable Development the last twelve to twenty-four months. These guidelines are going to be approved by Council this year.
- It is in the best interests of ETSAB to have a presentation from administration and describe what these guidelines mean to transit centres and implications involved around transit centres.
- The three top priorities that this committee will focus on would be the TODG, Jasper Avenue Central Station, and the 112 Avenue Traffic Diet because this initiative applies to a major transit route.

• Prioritize ETSAB's Requests for Presentations:

- Jasper Avenue construction and design plan, as well as bus detours, and the Precinct Master Plan.
- Also 102 Avenues' LRT corridor.
- Capital Region Board – talk to TIC members at the luncheon on Monday, February 13, 2012.

MOVED: by J. Hayes/ J. Vandenberg to adopt the four projects as set out in the documentation and discussion at this meeting.

CARRIED

Motion
Approved

DRAFT

7. **MANAGER'S REPORT (D. Nowicki)**

- **Highlights**

- **Advertising on DATS vehicles**

- A question came up at the January Retreat regarding advertising on DATS vehicles and P. Waisman, Director of Business Development, indicated that they will move ahead on this item. The contracted advertising agency for ETS, Pattison, advised that there is limited interest in this type of advertising, as there is for small community buses. It has a lot to do with exposure because many buses run in residential areas.

- **Regional Fare System Study**

- The Capital Region Board (CRB) transit committee did appoint the consultant and the timetable for that consultant, and the work is scheduled to be completed by the end of June.
- Task 1 – prepare industry scan – to provide some baseline conditions of the current fare systems in the Capital Region and the peer systems.
- Task 2 – visioning/guiding principles workshop with the Chief Administration Officers and their delegates to establish guiding principles to complete the subsequent work.
- Task 3 – current scan working with the Technical Advisory Committee, have sub-regional meetings and an opportunity for municipalities to contribute. Discussions will be held with selected post-secondary institutions and major school districts regarding the U-Pass and student fares.
- Task 4 - development of a new regional fare system including policies and strategies. Type of things they will look at are distance fares, fare capping, rolling passes, weekly/biweekly/multi-week, U-Pass expansion, and elimination of transfers in favour of day passes.
- Task 5 – client workshop with the chief administrative group.
- Task 6 – finalize policy and strategy recommendations.
- Task 7 – client review with Regional Transit Committee (RTC) and TAC.
- Task 8 – develop recommendations on potential fare technologies, hardware and back office solutions.
- Task 9 – prepare an implementation plan.
- Task 10 – present the results for the hardware choices and preferred fare policy and strategy to chief administrative officers and RTC.
- There is no apparent plan for a consulting with groups such as ETSAB.

- **Customer Contacts (chart included in ETSAB's Meeting Package)**

- What this chart does not include is Google Transit, and face to face contact with either operators or other staff or approaching staff at the counter. Text messaging, which was a pilot, was a huge success with 3.1 million contacts. Also the trip planners and the web number went up. Why the huge escalation in one year with a 35% increase? This is a question that administration is reviewing.

DRAFT

- **2012 ETS Budget Highlights**
 - D. Nowicki passed around the 2012 budget highlights to the members.
 - Edmonton Transit's 2012 revenue budget is \$119.4 million while the expense budget is \$288.3 million.
 - To support the service additions, City Council also approved several new service packages.
- **Fare Strategy Meeting Notes**
 - D. Nowicki drew ETSAB members' attention to these notes enclosed on page 4 of the Manager's Report.
- **Impact on Aging Report**
 - At the January 24, 2012 Transportation Infrastructure Committee (TIC) meeting this report was received for information.
 - There was a motion made by the Mayor on behalf of City Council to meet with the Minister of Health and Wellness to discuss the challenges and costs of DATS to Edmonton taxpayers and what role the Province can play in assisting with these costs, and the results of these discussions be provided to Councillors and the City Manager.
- **102A Avenue LRT Concept Discussions**
 - There is a special TIC meeting scheduled for tomorrow.

7. **INFORMATION SECTION**

- ATU 569 Report (S. Litwinowich)
 - No report.
- Fare Studies Presentation (L. Landry)
 - No addition to D. Nowicki's notes in the Manager's Report.
- TIC Luncheon – Monday, February 13, 2012 (V. Hoy)
 - Proposed topics to discuss:
 - Capital Region Board
 - Quick implementation and ETSAB's promotion of the Smart Card.
 - ETSAB's projects for 2012.
 - V. Hoy will put some points together that this Board would like to talk about with the TIC Councillors.
- Edmonton International Airport (EIA) Meeting (J. Vandenbeld)
 - J. Vandenbeld updated the members on the proposed meeting on January 20, 2012 with B. Bay from the EIA pertaining to some of the marketing opportunities around the new transit service to the EIA. J. Vandenbeld informed the members that he was unable to get in touch with B. Bay.
 - D. Nowicki stated that N. Walters from Business Development is taking the lead on the marketing of this pilot project, and N. Walters is the person to contact about this meeting.

8. **TOPIC(S) OF THE NIGHT**

- Tonight's topics included:
 - List of four Committees created for 2012 at this meeting.
 - 2012 Election of Chair and Deputy Chair outcome.
 - List of priorities for ETSAB in 2012 to be sent to D. Nowicki or V. Luxton by email for inclusion in meeting minutes..

DRAFT

MOVED: by J. Vandebeld/I. Roux to adjourn the January 30, 2012 ETSAB Meeting
at 19:30 hours. **CARRIED**

Motion
Approved

Next meeting: Monday, February 27, 2012 in the Heritage Room, City Hall