

EDMONTON TRANSIT SYSTEM ADVISORY BOARD
MEETING #7, JULY 23, 2012
HERITAGE ROOM, CITY HALL

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

REGRETS: Brian Marcotte, Jon Reay

ETS AND CITY STAFF: Basma Farage (Service Development), Koropeski (Director of Service Development), Dennis Nowicki (Director of Community Relations), Vicki Luxton (Recording Secretary)

1. CALL TO ORDER

- V. Hoy called the meeting to order at 5:30 pm.

2. ETS SERVICE CHANGES (B. FARAGE)

- **Highlights:**
 - A handout on ETS Service changes was given to all members in attendance.
 - Service changes are based on: 1) Annual approved budget packages for new services; and 2) System Performance Review.
- **Service Reductions:**
 - First and last trips (<5 passengers)
 - Reduced frequency on the “shoulders” of the peak periods
 - Reduce overload trips during peak periods where no longer warranted
 - School special trips that are no longer warranted (due to new schools, changing travel patterns, and alternate service)
 - 30,000 annual hours reallocated to new services
- **New Service Planned:**
 - Cross-town service
 - New direct connections
 - Service extensions to new neighbourhoods
 - Industrial routes
 - Community bus routes
 - Peak-period service to address overloads
 - New off-peak service
- **Questions/Answers:**
 - (LL) *Gathering the data, is it done manually?* The manual counts are done once a year, which is a one day count done by operators. We also have automatic passenger count data where a certain portion of ETS’s fleet are equipped with automatic customer counters that count riders boarding. The automatic passenger counters are sensors above the doors that count the number of people getting on the bus and the number getting off the bus, and also stamp time that information so we know exactly when the bus was there and for how long. *How do you determine demand for the new areas other than requests?* By population and employment guesstimates on how many riders we would expect from the new area.
 - (JV) *I notice that transit routes tend to take a meandering path. Question*

one – do you see meandering routes being used? And two – better clarification of the alignment of the routes and where they go and why they go there? These routes are made to serve seniors who would rather have the coverage and front door service over a direct route.

- *(JH) Route 23 – how much more cross town is this route than the route 33?*
The main connection with route 23 is Leger, the southwest connection from the southwest to the northwest. There is only one transfer with route 23 from Leger to West Edmonton Mall.
- *(LL) Are any funds collected from developers for transit to the new areas?*
We have developer funded services wherein brand new neighborhoods we have arrangements where the developer will pay the first two years of week-day peak period service. We have five arrangements in place:
 - ❖ Big Lake in Northwest Edmonton
 - ❖ Two arrangements in Chappelle with different developers in Southwest Edmonton
 - ❖ Allard in Southwest Edmonton
 - ❖ Orchards in Southeast EdmontonOnce the two year period is up ETS takes over the service.

- **UPDATE ON THE SMART BUS (K. KOROPESKI)**

- Smart Bus is using technology and updated practices to better manage our fleet of one thousand buses and to provide our customers with accurate real time schedule information.
- Features:
 - ❖ The features included in the Smart Bus package will be automatic bus stop announcements on the buses, real time information through telephone, iPads, iphones, and electronic signage at some of the bus stops to indicate when the next bus is coming.
 - ❖ From the Service Management side Smart Bus features include automatic vehicle location systems, customer dispatch, automated vehicle monitoring. ETS will be able to tell when buses are starting to have issues and can deal with these issues in a more proactive manner. Automatic passenger counters and security camera feed real time into the Control Centre so ETS can better deploy resources if there are instances happening.
- Status:
 - ❖ Last year ETS undertook a comprehensive process to identify their business needs, produce project specifications for proposals and proposal evaluation criteria. Earlier this year after the proposals were received a company was selected that provided the most comprehensive end to end solution, and also had proven systems throughout North America. Because of the present purchasing process ETS got delayed in contract negotiations and it has slowed the process down. Over the last couple of weeks product sponsors and the company president got involved, and ETS got the contract issues resolved. The next step in the process expected to be next week ETS will have the contract confirmed and initiate a purchase order, and an announcement will be made with ETS proceeding with the work. In the meantime ETS will continue to prepare work processes, data requirements for Smart Bus, and looking at

which buses will be used, and getting some of the bus specifications ready so this project can start immediately.

○ Forthcoming:

- ❖ This project has been delayed for a couple of months and K. Koropeski would have liked to be showing what the customers will be seeing and demonstrate how some of improvements will be used in the future.
- ❖ K. Koropeski would like to return in the fall to provide a full report on what will be put on the street for two pilot routes in early 2013.

○ Questions/Comments:

- ❖ (VH) *What are the two routes that will be tested?* The two routes are route 111 which operates from Downtown to West Edmonton Mall past Grant MacEwan College and Jasper Place Transit Centre, and the other one is route 128 which originates at the University and goes to Westmount and up to Castle Downs. All the buses on both routes operate from Mitchell Garage in Northwest Edmonton. Those routes were selected based on the number of buses needed on the routes, and because they operate from one garage. ETS also wanted to target the market that would be able to use the system and give ETS good input on systems such as the students who use iPhones, and other computer technology.
- ❖ (BR) *Will the actual components of the Smart Bus be installed on all those buses on the first two trial routes?* Everything will be on for the first trial, and ETS is using buses that already have automatic counters and cameras installed so that is already set. ETS will be installing mobile data terminals for the operators so they get their maps, their scheduled information, and communication capabilities to our Control Centre through the mobile data terminals.
- ❖ (JV) *I could not determine if you decided on a card phase system or an account phase system?* Smart card is separate from this; ETS will be going back to Transportation and Infrastructure Committee (TIC) on an updated business case in September.
- ❖ (BR) *Assuming these two trial routes work out as planned what is the time line to expand this to the whole fleet?* ETS is working on getting funding for the remainder of the phases where the first phase is \$3.4 million and the second two phases require \$30 million.

3. AGENDA REVIEW

- The following items were added to the agenda:
 - Add Bylaw Review under Item # 9 ETSAB Priority Projects for 2012.
 - Add Board Recruitment under Item # 10 Information Section.
 - Add Public Transit Review under Item # 10 Information Section.

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

Amended
Agenda
Approved

4. APPROVAL OF THE JUNE 25, 2012 MINUTES

MOVED: by M. Lin/I. Roux to approve the June 25, 2012 minutes.

CARRIED

Minutes
Approved

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

- **Highlights:**
 - **LRT Line Naming:** Survey entries on-line until mid-August.
 - **Capital Ex Service:** Please check the web site for further details. Shuttle service also operating between Stadium LRT Station and Northlands Park south entrance every fifteen minutes.
 - **Annual Premier Breakfast:** – Complimentary service between Churchill and Grandin Stations, and shuttle from Corona to Legislature ground. Between 0630 to 0930 hours.
 - **Summer Special Events Services:** Check web site for updates for upcoming events.
 - **Indy:** Free service to Indy: Park 'n Ride service from Calder (124 Street and 124 Avenue); Shuttle bus from north side City Hall to race site; and loop service around race (airport) site.
 - **Historical Transit Tours:** Reduced number of tours this year due to failure to obtain summer student funding.
 - **Southgate Transit Centre/Mall Pedway Connection:** this time there is no funding commitment by either the Mall or City to construct this pedway connection. The City has approached Mall management in the past regarding the connection; no further developments.
 - **ETS to Go:** Launched July 19. Mobile web site for Trip Planner, Bus Stop Schedule, Saved Locations and takeETSalert Twitter feed. Operates best on iPhones, iPads and Android phones.
 - **Council Meetings:**
 - ❖ At the June 26th TIC Meeting the LRT Geotechnical Assessment report was received for information and there is a follow-up report due on September 18 for costing information. Also at that meeting the Transit Smart Fare System where TIC has asked for a follow-up report at the September 18, 2012 meeting and for administration to advance this project for consideration as part of the fall supplementary Capital Budget update.
 - ❖ At the July 9th TIC Meeting the Additional LRT Station for the existing LRT lines report was presented and, this motion was lost.
 - ❖ July 10th Special City Council Meeting – The Way's Implementation Plan and the Way We Live and Move Status Report were all received for information. V. Luxton will forward the link to these reports.
 - ❖ July 17th City Council Meeting approved the report on the Age Friendly Edmonton Action Plan. That report had initially been presented at the Community Services Committee on July 9th and then to Council on the 17th. In respect to Transportation:
 - The Seniors Transportation Working Committee which provides a single point of conduct for specific concerns about seniors' transportation.
 - Age-friendly signage standards have been developed in the community system.
 - A review of the seniors' community bus program network and two new community bus routes are being introduced in September 2012.
 - The ETS Mobility Choices Travel Training Program.
 - ETS Seniors Pass program.

- Seniors on the Go program.
- DATS has numerous initiatives to provide seniors with information on travel options and ensure future capacity meets growing needs.
- Transportation planning administers several programs which benefit seniors and 150 new curb ramps are constructed each year.
- Transit participates at many community events/resource fairs and with community initiatives such as the Aging in Place Project.
- At the July 17th Council Meeting the Code of Conduct was approved for the new LRT Governance Board, and members must sign a Code of Conduct and Conflict of Interest Guidelines.
- At the August 21 TIC Meeting ETS has a report going forward on the Transit Vision 2040. This is a recommendation to approve a Council resolution endorsing CUTA's Transit Vision 2040 Strategic Direction. The President and CEO of CUTA, M. Roschlau, will do a presentation and D. Nowicki will send the presentation confirmation information to all ETSAB members when it comes available.
- Questions/Comments:
 - (VH) *Is ETS planning the First Riders program in 2012 and are there any changes to this program?* Yes, it is done every year. *Any comments on the bus routes relocated to 102 Avenue related to Jasper Avenue and whether they will open them before winter?* D. Nowicki will follow-up on this item.
 - (JV) *Route 747 signage on Page 2 of your report – whenever there is 747 signage there should be something visual on the signage showing it is a bus going to the airport. J. Vandenbeld encouraged ETS to find a way to incorporate some of ETSAB's feedback on the signage for route 747.* D. Nowicki suggested that a meeting be setup by the marketing Standing Committee with N. Walters regarding this issue.

6. CUTA REPRESENTATIVE

- Highlights:
- It was decided that L. Landry will attend the CUTA conference in November, 2012 in Quebec City. D. Nowicki will contact L. Landry regarding registration.

7. ETSAB's 2013 WORK PLAN

- V. Hoy went over the drafted 2013 Work Plan with the Board members.

MOVED: by J. Hayes/G. Smith to approve the 2013 Work Plan as detailed in the June 25, 2012 minutes. **CARRIED**

Motion
Approved

- This Work Plan can be adjusted going forward depending on issues coming out of various reports from Council. Discussion followed on the timing of the Work Plan with budget deliberations and the annual retreat held in January each year.
- There was discussion on ETSAB's bylaw and the rationale of asking for a budget for ETSAB.
- A meeting to formalize the 2013 Work Plan and possible amendments to ETSAB's bylaw was scheduled for Monday, July 30th, 2012 starting at 5:00 pm, being held in V. Hoy's business office.
- After much discussion it was decided to move the date of ETSAB's August

meeting to Wednesday, September 5, 2012.

Motion
Approved

MOVED: by B. Robertson/C. Dulaba to approve the amended date of ETSAB's August 2012 meeting to Wednesday, September 5, 2012. **CARRIED**

7. ETSAB'S PRIORITY PROJECTS FOR 2012

- Marketing Standing Committee (J. Vandenbeld)
 - The marketing group did not meet this month. J. Vandenbeld reported that he received an email from J. Noble from ETS administration regarding ETSAB's web site. Some background - ETSAB's original web site was part of the ETS page and last year the Marketing group decided that this was not an appropriate place for the page because it implied that ETSAB was part of ETS. Therefore, ETSAB's web page was moved from ETS to Boards and Commissions. At that time the link to the ETS web page was not removed so it still links to ETS. J. Noble suggested removing ETSAB's site from ETS's web page and linking it to other links such as CUTA. It was decided to move ETSAB's web site as suggested by J. Noble.
 - J. Vandenbeld would like to schedule a meeting with the Marketing group in the next couple of weeks to drive out to the Edmonton International Airport to check out the signage for Route 747.
- Transit Planning Sub-Committee (C. Dulaba)
 - The committee did not meet this past month. C. Dulaba plans to follow up with the Capital Region Board (CRB) in the next few weeks and will report back to the committee. The CRB is the main focus of this Sub-Committee at this time.
- Transit Centres and Amenities (J. Hayes)
 - This group did not meet in July but plans to meet before the next ETSAB meeting to finish up this groups report.
- Low Income Transit Pass (J. Vandenbeld)
 - J. Vandenbeld is at a crossroad with this issue because administration is in the process of revising and in many cases creating some policies around subsidizing, and some sort of uniformity and guidelines around who qualifies for low income passes. The City of Edmonton is putting forward the "White Paper" reports regarding 'The Way We Finance' which will touch on who is subsidized and to what extent. The Public Transit Review that V. Hoy will touch on later is looking into this as well. J. Vandenbeld asked the Board members what is the best way to achieve this and to make it happen.
 - Comments:
 - ❖ (JH) If you go forward as a single initiative, such as the airport initiative, it then can be incorporated into a package. (VH) Stated that Transit to the Airport was successful in terms of a model in trying to get an idea across. V. Hoy would advocate that approach and advocate for considering "The Ways" policies because in the Public Transit Review they are trying to connect in a more integrated way a lot of the existing transit initiatives and connect them more to those policies that the City is using. It makes a compelling argument when you do this one off but still build it around that

framework that is in place because now we are all required to follow that.

- ❖ (GS) Commented on the 90 degree corner on the Downtown LRT alignment. G. Smith telephoned the Department of Civil Engineering at the University of Alberta and spoke to the Dean who advised that a Professor Michael Hendry just arrived from the University of Toronto and is a specialist in rapid rail transit. G. Smith invited him to attend this evening's meeting and V. Luxton sent him an invitation but he has not arrived. G. Smith feels he would be a good recruitment candidate for the Board. G. Smith will follow up on this invitation.

8. INFORMATION SECTION (V. HOY)

- By-Law Review:
 - L. Landry reminded Board members to review ETSAB's bylaw prior to the meeting on July 30, 2012. D. Nowicki suggested that he meet with L. Landry to go over the bylaw prior to this meeting.
- Recruitment Criteria:
 - J. Vandenberg would like to see people appointed to this Board that are users of the system with no particular distinction because the members are strongest as a Board when we are knowledgeable and have a wide diversity of skill sets. Council already has a committee of experts called administration so it is not wise for ETSAB to pretend to be administration. J. Vandenberg thinks ETSAB's role is to provide citizen input on the transit system.
 - J. Hayes suggested one way of good board recruitment is that our sub-committees/task groups can look at bringing members on to these task groups who are not members of our Board. This is a great way to encourage people to apply to our Board.
- Public Transit Review:
 - V. Hoy went over the agenda from the last meeting on June 14, 2012.
 - There are more meetings planned in the near future.

Motion
Approved

9. TOPIC(S) OF THE NIGHT

- ETSAB chose a member to attend the CUTA Conference in November, 2012 and ETSAB approved 2013 Work Plan.

MOVED: by J. Vandenberg/J. Hayes to adjourn the July 23, 2012 ETSAB Meeting at 7:55 p.m. **CARRIED**

Next meeting: Wednesday, September 5, 2012 in Scotia Place Conference Room 'A'.