

EDMONTON TRANSIT SYSTEM ADVISORY BOARD
MEETING #8, AUGUST 26, 2013
HERITAGE ROOM, CITY HALL

PRESENT: Gordon Smith, Bruce Robertson, Amy Mannix, John Hayes, John Vandenberg (partial), Leanne Landry, Christopher Dulaba, Anand Pye, Cristina Stasia, Shannah Sutherland

REGRETS: Vaughan Hoy, Izak Roux, Stu Litwinowich (ATU 569)

ETS AND CITY STAFF: Lorna Stewart (Director of Technology and Information Management), Troy Shewchuk (Strategic Planning Officer)

1. CALL TO ORDER

- C. Dulaba called the meeting to order at 5:30 pm.

2. ACCOUNT BASED OPEN PAYMENT SMART FARE SYSTEMS (LORNA STEWART)

- **Background:**

- Three key recommendations:
 1. Integrated fare structure
 2. Zone –based fare system
 3. Concept of operations for new fare payment system.

- **Project Objectives:**

- **“Smart Fare” Concept of Operations**
 1. Develop a high-level concept of operations for a regional, account-based fare collection system
 2. Update previously developed cost estimates
 3. Illustrate sensitivity of costs to policy and deployment options
 4. Provide input to business requirements
- **Some Useful Definitions**
 1. Card-based Systems – all fare information is held on the card, and fare computation is done between the card and reader
 2. Closed Transit Card System – a card that is issued by the transit agency(s) and useable for service on those agency(s)
 3. Open Payment Systems – system based on financial industry-issued cards (credit, non-PIN debit, prepaid). Can be regular cards or “private label”
 4. Account-Based Systems – card (or other instrument) is simply an ID unit – all fare computation done in the “back end”
 5. Mobile Ticketing Systems – A “no infrastructure” approach. Smart phone acts like a paper ticket. “NFC” is a variation that looks like a smart card
- **Opportunities**
 1. Significantly reduce cash fare payment
 2. Tailor products to the customer
 3. Accept what the customer has in his or her wallet – break down the

- barriers
- 4. Reduce customer-driver conflicts
- 5. Provide a platform for growth
- Questions/Concerns:
 - (JV) Are users of ETS still going to be able to use cash fares when/if the new system is adapted?
 - (JV) What has ETS done to mitigate any security concerns regarding data?
 - (JV) With everything being electronics, what happens if the system breaks down?
 - Privacy issue with account and card
 - Reliability with fare card
 - Accessibility with cash fares
- The ETSAB members thanked L. Stewart for attending the meeting and giving this presentation.

3. AGENDA REVIEW

- The following items were added to the agenda:
 - DATS Late Cancels Policy
 - Update to Southeast LRT and P3 Funding

MOVED: _____ by L. Landry/J. Vandenbeld to approve the August 26, 2013 amended agenda. **CARRIED**

Amended
Agenda
Approved

4. APPROVAL OF THE JULY 22, 2013 MINUTES

- Add under Topic of the Night that D. Nowicki had 36 years of providing service to citizens of Edmonton.
- Delete sentences on Page 5 of 9, third bullet “The City has an annual balance sheet but not the Branch? We are task level at that position.”

MOVED: _____ by J. Hayes/L. Landry to approve amended the July 22, 2013 minutes. **CARRIED**

Amended
Minutes
Approved

5. MANAGER’S REPORT (T. SHEWCHUK)

- Highlights:
 - ❖ ETS Outreach Program:
 - A major outreach program to provide service and program information for post secondary students started in late August at NAIT, MacEwan, U of A and NorQuest College.
 - ❖ New Health Sciences/Jubilee Pedway:
 - The new pedway crossing over 114 Street, connecting the Health Sciences/Jubilee LRT Station with the Edmonton Clinic South and Edmonton Health Academy is now open.
 - ❖ North LRT to NAIT Update – Testing for Safety:
 - Starting in July, residents may notice crews testing warning bells and gates at intersections along the North LRT to NAIT right-of-way.
 - ❖ Stations:
 - Contractors are putting the finishing touches on MacEwan and Kingsway Stations including signage, access ramps, lighting, ventilation and plumbing.
 - ❖ ETS Earns CUTA Safety Award
 - Edmonton Transit was pleased to receive a CUTA Corporate Leadership Award

for Safety and Security of the CUTA Spring Conference in St. John's this year. The award recognizes transit organization for their commitment to enhancing the safety and security of transit employees and/or customers through the development of effective safety and security programs.

❖ Transit 101:

- ETS Customer Training continues to offer monthly "Transit 101" sessions at Percy Wickman Garage. These free two-hour classes provide a comprehensive introduction to Edmonton Transit's accessible services, features, and programs, and a one-hour classroom information session and a one-hour hands-on practice session with a bus.

❖ DATS Application Process:

- DATS is preparing to launch our new application process. Starting in September, new applicants to DATS will see the following changes: Initial Contact to DATS, Application Form and In-Person Interviews.
- The new application process addresses the need to get more information at intake. The changes are also influenced by global trends including a growing and aging population and the movement towards inclusive communities.

6. ETSAB PRIORITY PROJECTS FOR 2013

- Marketing Standing Committee (Long Term Fare Strategy) (J. Vandenbeld)
 - Discussion to adopt the current marketing letter or if further changes were required. Also, identified N. Walters to be the recipient of receiving the Marketing letter.

MOVED: _____ by J. Hayes/L. Landry to adopt and send the letter to N. Walters.

CARRIED

Motion
Approved

- Transit Planning Sub-Committee (C. Dulaba)
 - No report.
- Park and Ride (G. Smith)
 - No report.
- Fare Structure and Payment System (A. Mannix)
 - The members discussed the report entitled "Review of fares for public transit in Edmonton" drafted by Sub-Committee along with who will be the recipients of the report.

MOVED: _____ by G. Smith/B. Robertson to adopt and send the Report "Review of fares for public transit in Edmonton" to the Transportation Committee (TC).

CARRIED

Motion
Approved

- Alternate Transit Modality (J. Hayes)
 - No report.
- Public Art (V. Hoy)
 - No report.
- Public Security (C. Stasia)

- C. Stasia updated Board members stating the sub-committee identified a series of items to further research.
- This group is also drafting a set of Terms of Reference.

7. **INFORMATION SECTION (V. HOY)**

- **DATS Late Cancels (C. Dulaba)**
 - Concerns raised by Board members about the new late cancellation initiative. “What flexibility does DATS customers have when cancelling beyond three times?”
 - T. Shewchuk will get back to the members with this information.
- **Update to Southeast LRT and P3 Funding (C. Dulaba)**
 - This topic was discussed in length regarding the time period delay and the cost implications of this delay.
 - It was decided to inquire as to whether Administration could update the Board on the timelines and funding for the Southeast LRT.
- **ATU 569 Report (S. Litwinowich)**
 - T. Shewchuk will contact S. Litwinowich by email or phone to inquire as to his attendance at the next Board meeting.
- **Fast Action Process (C. Dulaba)**
 - It was decided to allow fifteen minutes at the September 30, 2013 Board meeting to discuss fast action process.
- **August 21, 2013 TC Luncheon Update (C. Dulaba)**
 - All four Councillors: Loken, Sohi, Gibbons and Anderson attended this luncheon on August 21, 2013.
 - ETSAB sub-committee members updated the Councillors on their current sub-committee work in progress.
- **CUTA Conference (C. Dulaba)**
 - It was decided to send five ETSAB members to the 2013 CUTA Conference in Calgary for a one-time - one day registration. Discussion followed on which members would attend.
 - The five members attending are as follows: A. Mannix, A. Pye, B. Robertson, C. Dulaba and V. Hoy.

MOVED: _____ by J. Hayes/C. Dulaba to allow five ETSAB members to attend the November 26, 2013 (one-day) CUTA Conference on a one-time basis, and this should not disqualify members from attending future CUTA Conferences.

CARRIED

Motion
Approved

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

- The “Review of fares for public transit in Edmonton” report to be submitted to TC.

MOVED: _____ by J. Vandenbeld/S. Shannah to adjourn the August 26, 2013 ETSAB

Next meeting: Monday, September 30, 2013 in the Heritage Room, City Hall

MEETING DATES

~~January 19, 2013~~
~~January 28, 2013~~
~~February 25, 2013~~
~~March 25, 2013~~
~~April 29, 2013~~
~~May 27, 2013~~
~~June 24, 2013~~
~~July 22, 2013~~

~~August 26, 2013~~
September 30, 2013
October 22 (Tuesday), 2013
October 28, 2013
November 13 (Wednesday), 2013
November 18, 2013
December 16, (3rd Monday) 2013
January 18 (Saturday), 2014