

EDMONTON TRANSIT SYSTEM ADVISORY BOARD
MEETING #12, DECEMBER 16, 2013
HERITAGE ROOM, CITY HALL

PRESENT: Bruce Robertson, Amy Mannix, John Hayes, John Vandenberg, Vaughan Hoy, Anand Pye, Shannah Sutherland, Izak Roux, Leanne Landry,

REGRETS: Gordon Smith, Cristina Stasia, Christopher Dulaba, Stu Litwinowich (ATU 569)

ETS AND CITY STAFF: Troy Shewchuk (Strategic Planning Officer), Vicki Luxton (Recording Secretary)

1. CALL TO ORDER

- V. Hoy called the meeting to order at 5:15 pm.

3. APPROVAL OF THE DECEMBER 16, 2013 AGENDA

MOVED: _____ by A. Pye/J. Vandenberg to approve the December 16, 2013 agenda.

CARRIED

Agenda
Approved

4. APPROVAL OF NOVEMBER 18, 2013 MINUTES

MOVED: _____ by I. Roux/S. Sutherland to approve the November 18, 2013 minutes.

CARRIED

Motion
Approved

5. MANAGER'S REPORT (T. SHEWCHUK)

- Highlights:
 - T. Shewchuk reminded the Board members about the two reports they plan to present at the first Transportation Committee (TC) Meeting in 2014 on Tuesday, January 21, 2014. These two reports: ETS Smart Fare Collection Equipment and Review of Fare Structure for Public Transit Services need to be submitted to T. Shewchuk one week prior to the meeting date.
 - The Board will receive a letter from C. Stolte inviting them on Tuesday, January 21, 2014 from 1:30 pm to 5:30 pm to attend a Comprehensive Transit Review Council Workshop.

6. ETSAB PRIORITY PROJECTS FOR 2013 (V. HOY)

- Fare Structure and Payment System (A. Mannix)
 - The Sub-committee met with L. Stewart and J. Davidson and discussed possibly going to the Transportation Committee (TC) on January 21, 2014 with the Business Case of outlining the smart fare collection equipment. There was a very good discussion at this meeting between the two parties and the Board decided to take these reports to TC.
- Public Security (I. Roux)
 - The Sub-Committee had a meeting on December 4th, 2013 and it was concluded at this meeting to put forward some conclusions to the Board on

this Sub-Committee. A full report was drafted and only released to the Sub-Committee at this time as I. Roux needs permission on one issue before the report can be forwarded to the Board for their approval.

- A decision is not required at this moment but a decision needs to be made and the members should think about the direction this report should take. It was agreed that further discussions on the report was required. This report will be added to the January 27, 2014's meeting agenda. The detail of this two to three page report will be sent to the Board members by email in the next couple of weeks.
- Marketing Standing Committee (J. Vandenberg/C. Stasia)
 - The Marketing Sub-Committee will be meeting with N. Walters on Wednesday, December 18, 2013 from 4:30 to 5:30 pm at Scotia Place which was initiated by Administration. They would like to provide the Sub-Committee members with some feedback to the letter that the Marketing group sent to them in August, 2013. After this meeting J. Vandenberg will report to the members the outcome of this meeting in January, 2014.
- Long Term Fare Strategy (J. Vandenberg)
 - This group met on November 5, 2013 to discuss ETSAB's response to L. Rosen's presentation relating to the Way We Finance White Paper. This letter was drafted by J. Vandenberg and submitted to the Sub-Committee members for their feedback. This Sub-Committee is recommending six points:
 - 1) Develop a Fare Structure before deciding on anything else.
 - 2) Both the White Paper and presentation seemed to advocate the complete elimination of concession fares on ETS such as the AISH fare and Seniors fares or any fare that is not \$3.20 and not covered by a monthly pass.
 - 3) The report mentioned that 60% of the cost of transit is borne by 40% of the users.
 - 4) ETSAB supports the statement that ETS should seek to find efficiencies and maximize taxpayer dollars. There were a number of cost-saving initiatives that were not explored.
 - 5) ETSAB supports the reports recommendation that a clear direction be given regarding what fares and fare concessions if applicable are expected to achieve.
 - 6) Many municipalities have moved towards a fixed cost/recovery ratio target set by Council for their transit services. ETSAB believes that this approach should be explored.
 - A decision was made to send this letter by email to all members before any action is made on this item.

MOVED: V. Hoy/J. Hayes to extend the work plan due date on this deliverable to the end of April, 2014.

Motion
Approved

MOVED: by B. Robertson/A. Pye to adjourn the December 16, 2013 ETSAB Meeting at 6:00 p.m.

CARRIED

Motion
Approved

Next Board Meeting: Monday, January 27, 2014 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 28, 2013~~
~~November 18, 2013~~
~~December 16, 2013~~
~~January 18, 2014 (Saturday January Retreat)~~