



**Edmonton Transit System Advisory Board**

**Meeting Minutes “FINAL”**

Monday, June 27, 2016

5:30PM –8:00PM

Heritage Room, City Hall

Meeting No. 16.06

*Prepared by Christy McKenzie*

Members Present:

Izak Roux (Chair), Vlad Slavov (Vice-Chair), Amy Mannix, Sean Lee, Mariah Samji, Kristina Peter, Bob Macklon, Charles Kelly, Brian Curry

Regrets:

Syed Zaidi, J. Philip Reid, Steve Bradshaw (President, ATU 569), Shaminder Parmar

Guests:

n/a

ETS & City Staff:

Councillor Andrew Knack

Justin Townell, ETS Staff Liaison and ETS Strategic Marketing Officer

Christy McKenzie, ETSAB Recording Secretary

Darren Chernuka, Supervisor, ETS Research and Customer Insights

Dave McReynolds, Director of ETS Research, Revenue and Expenditure Control

Materials & Attachments:

- Meeting Agenda
- Draft Minutes from May 30<sup>th</sup>, 2016
- ETS Branch Highlights Report
- DRAFT Final Terms of Reference for User Experience Sub-committee
- Handout of Transit Strategy Project updates

<b>1. CALL TO ORDER</b>	
Call to order at 5:30PM	

<b>2. AGENDA REVIEW</b>	<b>DECISION</b>
<i>MOVED: by M. Samji &amp; seconded by V. Slavov to approve the June 27<sup>th</sup>, 2016 agenda</i>	
<b><u>CARRIED</u></b>	

<b>3. APPROVAL OF PREVIOUS MEETING MINUTES</b>	<b>DECISION</b>
<i>MOVED: by K. Peter &amp; seconded by M. Samji to approve the May 30<sup>th</sup>, 2016 minutes</i>	
<b><u>CARRIED</u></b>	

<b>4. PRESENTATIONS</b>	<b>INFORMATION</b>
<b>ETS 2015 Customer Satisfaction Survey Results Report</b>	<b>D.Chernuka &amp; D.McReynolds</b>
<ul style="list-style-type: none"> <li>• Darren and Dave provided an overview of the key findings of the ETS Customer Satisfaction survey, conducted from last quarter of 2014 to third quarter (July-Sep) of 2015.</li> <li>• The background and methodology were presented.</li> <li>• Areas of success (operator professionalism, LRT service delivery and service convenience) and areas for improvement (Bus service reliability and frequency, overcrowding at peak times, safety &amp; security)</li> </ul>	

perceptions and communications to customers) were discussed.

- The customer experience through nine stages of a typical trip were the focus of the survey:
  1. Planning Trip
  2. Fare Purchase
  3. Go to Stop/Station
  4. Wait at Stop/Station
  5. Boarding
  6. In-Transit
  7. Transfer
  8. Arrival
  9. Post-Trip Reflection
- Of survey participants, the most popular reasons for using transit were found to be:
  - Special events (63%)
  - Social/recreational (52%)
  - Personal business (51%)
  - Work (39%)
- Other trip characteristics data was gathered, and presented such as payment methods, travel methods and time to travel between stops and destinations, and length of trips taken.
- Charts and graphs were presented showing participants:
  - overall satisfaction measures per quarter
  - likelihood to recommend ETS (loyalty/promoter scores)
  - ease of trip planning
  - convenience of fare purchase
  - perception of personal safety (bus, LRT, stops)
  - connections, wait times, and trip duration satisfaction
- Of survey participants, the top 3 reasons for choosing transit were:
  - Affordability (26%)
  - Not having to worry about driving or finding parking (24%)
  - No other option/parking not available (20%)
- Of survey participants, the single-most desired change was routes and schedules (45% of respondents selected this option). This would include more routes, improved frequency, improved schedule reliability, and expanded routes (particularly LRT).
- Summary:
  - Overall, ETS received reasonably high marks from customers with respect to the service delivered.
  - ETS must continue to deliver in the areas identified by customers as areas of excellence, while taking measured steps to address areas in need of improvement.
  - Work remains to improve satisfaction in several key areas, but results show commitment to the ETS Mission Statement: *"To provide customer-focused, safe, reliable and affordable public transit services that link people and places"*.
- Question and Answer period followed:
  - A demographic breakdown of survey participants was requested. Dave and Darren offered to share the full 124 page report and executive summary with the Board for further information.
  - Member requested reason for the extensive turn-around time required to implement approved schedule and route changes. Dave confirmed that ETMT is monitoring this measure.
  - A discussion around separate results for coverage versus frequency instead of only one metric that includes both was entertained. Darren clarified that the survey questions this result was report from was very open ended (i.e. "If you could change anything, what would it be?") and responses were then grouped into categories, but data could be further parsed to show the comparison.
  - Turn-around time between collection of survey data and reporting of results was discussed. Darren confirmed that the change from one survey to 800 participants annually to monthly surveys with 400 participants has been a big improvement to collect a valid sample set.
  - It was confirmed that specific starting points, routes and destinations were not collected from survey participants, only the postal code of their residence.
  - Explanation for the drop in ratings for overall satisfaction evident in Q2 on visual representations was requested. Presenters confirmed it was likely due to the timing of the issuance of the survey aligning with June 2015 metro line delays, and two major safety and security incidents that occurred at transit centers, creating negative media around transit.

- It was noted that although the data collected was not granular enough to determine specific actions for operations to take, that it does flag many issues for further investigation, which are passed on to the area responsible.
- The Transit Strategy project was noted to be in effect currently in place of any additional surveys (such as rider retention/acquisition surveys) of citizens not currently using transit.
- The difference between reliability of LRT as compared with bus trip durations was noted as being attributed to less opportunity for breakdowns, traffic accidents, weather, and road construction delays. (This higher expectation for reliability also leads to more social media attention when LRT reliability is upset).
- It was suggested that there may be increased importance to including selection of public transit as a preferred mode of transportation due to environmental concerns as a more direct question in future surveys, as demographics change and electric buses are added to the fleet.
- An overview of ETS action plan for improving communications was requested. Justin noted that due to some critical delays in 2015, the communication plan was reviewed and process changes were put in place, that have resulted in significant improvements already. The balance between resourcing and delivery is still under review as the ETS reorganization progresses. Push/pull data (i.e. subscription to service alerts vs. two-way social media) are being considered.

<b>Transit Strategy Project Update</b>	<b>S. Feldman</b>
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- A handout was provided listing the highlights of accomplishments and upcoming activities (appended). The RFP has been awarded to Dillon Consulting with Bill Menzies as Project Manager.
- The public posting of the nine "[Guiding Perspectives Reports](#)" by early next week is a milestone of interest to the Board.
- Question and Answer period followed:
  - The members requested a copy of the 2011 Market Segmentation Study previously completed by ETS.
  - The members were interested in the number of hits/views to the videos posted on the site.

<b>5. REQUEST FOR APPROVAL</b>	<b>DECISION</b>
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<b>User Experience DRAFT Terms of Reference</b>	<b>S. Lee</b>
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- After some discussion around scope, the board approved the User Experience Sub-committee Term of Reference.
- MOVED:** by B. Macklon, and seconded by M. Samji to approve the User Experience Sub-Committee Terms of Reference.
- CARRIED**

<b>6. UPDATES</b>	<b>INFORMATION</b>
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<b>Transit Innovation</b>	<b>V. Slavov</b>
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- Vlad noted that the June 11<sup>th</sup> meeting was well-attended, and the main subject of discussion was the SE Valley Line LRT, and some concerns around the value due to decreased capacity based on the design in comparison with other cities.
- The [elevated bus design](#) in China was suggested as a future topic for consideration.

<b>Heated Shelters</b>	<b>K. Peter</b>
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- Kristina provided a summary of a [presentation](#) by ETS Engineering and Maintenance, and the related report completed in November of 2014 on heated shelters for ETS.
- A meeting has been tentatively scheduled with the Winter City team for Tuesday, July 12<sup>th</sup>. Please let Shaminder know if this day works for you or not, and it can be reschedule if needed. The meeting will be an open discussion/collaboration on our research on heated shelters. This is a good opportunity for each member to come up with their own questions as it related to their task in the committee.

<ul style="list-style-type: none"> <li>• Committee members have submitted feedback and 'terms of reference' have been updated and finalized</li> <li>• There are still tasks that members must sign up for in the 'task sign-up sheet'. Please sign up by the end of the day.</li> </ul>	
<b>Public Art</b>	<b>M. Samji</b>
<ul style="list-style-type: none"> <li>• It was confirmed that the final report has been approved for presentation as the first item of business at the July 5<sup>th</sup> agenda of the Transportation Committee.</li> <li>• The delegates will be Izak and Mariah. Mariah requested ETS Admin to arrange a debrief session in advance as advised by Councilor Knack at a previous board meeting.</li> <li>• Sean suggested that a slide presentation be prepared for the presentation to Councilors and offered to assist with this.</li> </ul>	

<b>7. NEW BUSINESS</b>	<b>INFORMATION</b>
<b>CUTA Fall Conference Update</b>	<b>I. Roux</b>
<ul style="list-style-type: none"> <li>• Izak will meet soon with interested members to decide which member will attend the conference, and advise ETS Admin to coordinate the registration process.</li> </ul>	
<b>July Tour Update</b>	<b>I. Roux</b>
<ul style="list-style-type: none"> <li>• The ETS Control Center was mentioned as a potential location to include in the tour. Locations have not yet been finalized. Subway sandwich tray will be provided on the bus.</li> </ul>	

<b>8. TRANSIT BRANCH MONTHLY HIGHLIGHTS REPORT</b>	<b>INFORMATION</b>
	<b>J. Townell</b>
<ul style="list-style-type: none"> <li>• Presentation of the Transit Branch Monthly Highlights Report.</li> <li>• Question and Answer period followed: <ul style="list-style-type: none"> <li>• A summary of support for Fort McMurray Evacuees by ETS was requested</li> <li>• The status update on the arrival display boards at LRT stations was requested</li> <li>• The opportunity to provide feedback regarding third party app pushes was requested</li> <li>• Members asked about plans to revise the 2016 budget on ridership</li> </ul> </li> </ul>	

<b>9. INFORMATION SECTION</b>	<b>INFORMATION</b>
<b>ATU Update</b>	<b>S. Bradshaw</b>
<ul style="list-style-type: none"> <li>• Steve sent his regrets, no updates available.</li> </ul>	
<b>DATS Advisory Group Update</b>	<b>B. Macklon</b>
<ul style="list-style-type: none"> <li>• DATS Advisory Group has some concerns over frequency versus coverage due to Service Reallocations - save money on one and lose on the other if more people with mobility challenges end up qualifying for DATS service due to the route reductions. DAG is preparing a letter to council on this issue.</li> <li>• DAG will also express concern about the lack of a formal invitation to an accessibility-focused Transit Strategy outreach. Members did hear about it in time to contribute.</li> <li>• It was noted that longer walks to active stops will be factored in to the average and may increase from 5 min to 7 min in some areas, which is closer to the 10 min upper boundary.</li> </ul>	

10. TOPIC OF THE NIGHT	DECISION
	<b>V. Slavov</b>
<ul style="list-style-type: none"> <li>• ETS Customer Satisfaction Survey presentation</li> <li>• ETSAB Public Art Report submission to TC</li> <li>• DATS Advisory Board missed on invite to engagement for accessibility</li> </ul>	

11. MOTION TO ADJOURN	DECISION
<b>MOVED:</b> <i>by M. Samji &amp; seconded by K. Peter to adjourn the meeting</i>	
	<b><u>CARRIED</u></b>

12. MOTION TO APPROVE MINUTES OF PREVIOUS MEETING	DECISION
<b>MOVED:</b> <i>by M. Samji &amp; seconded by S. Zaidi on August 29<sup>th</sup>, 2016 to approve these June 27<sup>th</sup>, 2016 minutes</i>	
	<b><u>CARRIED</u></b>

**Next Meeting Information:**

Date: Monday, July 25, 2016  
Time: 5: 30PM – 8:00PM  
Location: ETS Transit Centres and Stations