



**Edmonton Transit System Advisory Board**

**Meeting Minutes “FINAL”**

Monday, November 28, 2016

5:30PM –8:00PM

Heritage Room, City Hall

Meeting No. 16.11

*Prepared by Christy McKenzie*

Members Present:

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

Regrets:

Steve Bradshaw (President, ATU 569), Shaminder Parmar

Guests:

n/a

ETS & City of Edmonton Staff:

Councillor Andrew Knack

Sarah Feldman, General Supervisor, City Planning, Sustainable Development, Transportation Strategies

Anika Muhammad, Civil Engineer, City Planning, Sustainable Development, Transportation Strategies

Eddie Robar, ETS Branch Manager

Lukasz Wilk, ETS Strategic Coordinator

Marc Lachance, Project Manager, ETS Business Integration, Regional Transit Strategy

Justin Townell, ETS Staff Liaison & ETS Strategic Marketing Officer, ETS Customer Experience & Innovation

Christy McKenzie, ETSAB Recording Secretary & Administrative Assistant, ETS

Materials & Attachments:

- Meeting Agenda
- Draft Minutes from October 24<sup>th</sup>, 2016
- ETS Branch Highlights Report
- User Experience DRAFT Report
- Transit and Tourism DRAFT Terms of Reference

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

<b>2. AGENDA REVIEW</b>	<b>DECISION</b>
<p><b>MOVED:</b> by V. Slavov &amp; seconded by B. Macklon to approve this November 28<sup>th</sup>, 2016 agenda, with move of Heated Shelters sub-committee from Approvals to Updates.</p> <p style="text-align: right;"><b><u>CARRIED</u></b></p>	

<b>3. APPROVAL OF PREVIOUS MEETING MINUTES</b>	<b>DECISION</b>
<p><b>MOVED:</b> by C. Kelly &amp; seconded by B. Curry to approve the October 24<sup>th</sup>, 2016 minutes.</p> <p style="text-align: right;"><b><u>CARRIED</u></b></p>	

<b>4. PRESENTATIONS</b>	<b>INFORMATION</b>
<b>Message from ETS Branch Manager on ETS Reorganization</b>	<b>E. Robar</b>
<ul style="list-style-type: none"> <li>• Eddie provided an overview of ETS’ new organizational structure, which was announced internally by the Deputy City Manager on November 14, 2016 and in effect from the date it was announced. Through this redesign, ETS hopes to better align the necessary support roles to improve the</li> </ul>	

operation and delivery of great service.

- The Branch will have seven sections in total:
  - **Transit Operations:** Bus, LRT, and DATS are no longer three distinct sections within the branch. The frontline service provision now falls under the Transit Operations section.
  - **Safety and Security:** Ensures a safe, secure and healthy environment for citizens and employees.
  - **Planning and Scheduling:** Ensures a well-planned transit service that adapts seamlessly to changes.
  - **Engineering and Maintenance:** Ensures the system is well-maintained, safe and efficient.
  - **Workforce Development:** Focuses on the employee from the time they are hired until they complete their journey with ETS, ensuring each person is supported to reach their full potential.
  - **Business Integration:** Ensures integration across the branch and is responsible to bring together the branch strategic direction. Business integration will be responsible for the branch business, operating and capital plans.
  - **Technical Services:** Maps out the future direction of technology for ETS and ensures use of technology to its fullest capacity, as well as maintaining all technology within the branch at a high level.
  - **Special Projects:** Project delivery for Smart Fare and other large capital projects.
- Question and answer period followed:
  - Discussion around whether a budget increase will be requested as part of the redesign of the Branch. It was confirmed that the budget is not expected to require any adjustments to accommodate the changes.
  - Discussion around integration of Bus, LRT and DATS operations into one section, when the business model for DATS is demand-based. It was confirmed that the Branch intends to grow the scope of accessibility on the regular system to better meet the demand for DATS services, and this new structure is expected to better support this.
  - Izak requested justification for selection of new ETS Staff Liaison role for ETSAB. It was confirmed that having representation from ETS Administration out of the new Business Integration section is expected to provide more access to information requested than is available now, since that section is responsible to collect and summarize relevant data from all other sections of ETS. ETSAB Chair and Vice Chair were also welcomed to connect directly with the ETS Branch Manager if and as required.
  - It was confirmed that ETS has been kept well informed and has been consulted as required by the City's LRT Design and Construction Branch, managed by Guy Boston in the Transportation Services Department.
  - The role of IT staff versus role of Technical Services staff was discussed and clarified.
  - Discussion around plans for communicating the changes in ETS organizational structure to the public. It was confirmed that this is in progress and on target for January 2017.

**Overview of Transit Strategy report to Council**

**S. Feldman**

- Sarah provided an overview of the report scheduled for presentation to the Urban Planning Committee of Council on December 7, 2016. After 1.5 years on the project, a strategic direction including strategic alignment, values, guiding principles and recommended actions have been compiled.
- Members were provided with a handout which contained a Summary of the Guiding Principles as appended to the Council Report. The principles are categorized into five pillars which are:
  - Pillar 1: Integrate Transit with Community Planning and Design
  - Pillar 2: Establish a Balanced Approach to Operating Funding and Fare Policy
  - Pillar 3: Develop a Market-Responsive Approach to Transit Network Design
  - Pillar 4: Improve the Customer Experience
  - Pillar 5: Develop Transit Organizational Capacity
- Next steps include development of a conceptual illustration of network and resource requirements and preparation of a Transit Strategy Document in Q1 of 2017, presentation of these deliverables to Council in Q2 of 2017, and if approved, progress with phase two of the project through to end of 2018 on development of a Transit Network Design, which will involve further public engagement.
- Question and answer period followed:

- Discussion around plan to rollout the proposed actions. It was confirmed that a phased approach will be necessary.
- Accountability for action items are yet to be determined, but due to large impact to citizens and large budget allocation, the results are high profile and therefore not likely to decline in visibility to Council.
- Discussion around Transit as one of many mobility choices and alignment of strategy with ETS Branch Manager’s operational focused business model.
- Inner and Outer neighborhoods were defined as within and outside of the “ring road” boundaries of Whitemud (south), 170 Street (west), 75 Street (east), and Yellowhead (north). This distinction did not account for pockets of higher density in newer neighborhoods. It was noted that transit expectations were generally viewed as a commuter option and potential or current users are less likely to be dependent on transit services.
- It was noted that in Porter’s model, technology trends are altered on approximately a 40 year cycle (i.e. trolleys and trams are now obsolete as forms of public transportation). Sarah confirmed that it is assumed in the report that fixed route (rail) and bus options will still be the focus for public transit in planning over the next 10 years and beyond, due to demand for high passenger capacity in densely populated areas.
- Discussion around private versus public management of transit in the future due to possibility of trend towards mobility as a service bundle options.

<b>Overview of Park and Ride Management Options Report – Feasibility/Implications</b>	<b>A. Muhammad</b>
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- Overview of report (CR\_3520) prepared in response to Transportation committee motion 6.1 on March 9, 2016 was presented to the Board. The report is scheduled for presentation to the Urban Planning Committee of Council on December 7, 2016.
- The parameters for the partnerships were noted, including location, land use (existing, under-utilized), and quality of infrastructure (pedestrian connectivity to stations and transit centres).
- Potential partners were identified by GIS (a total of 74 that met above parameters), include 38 adjacent to LRT stations, including Mill Woods (future station). Potential partners per location are: Century Park – 8, Southgate – 4, Coliseum – 4, Belvedere – 8, Clareview – 14, and Mill Woods – 3.
- There are a number of different possible types of partnerships: passive, shared and active either as third party or agency partnerships.
- The current zoning bylaw would need to have a text amendment on non-accessory parking clause, or a rezoning would be required to implement in accordance with land use regulations.
- It was confirmed that E-Park is currently unable to accommodate the addition of private lot management to their inventory at this time.
- The overall result of the report is that partnerships for park and ride are a viable option, and next steps would include documenting program requirements, cost of options, resource availability to administer the program, and a legal review of any liabilities to the City, with initial implementation focusing on LRT station partnerships.
- Question and answer period followed:
  - It was confirmed that the City requires homeowners near LRT stations and transit centers to possess a City issued business license and a development permit to legally provide paid parking on their driveways.
  - It was noted that communication and legal risks would likely be on City in all partnership types, and that Winnipeg has a current similar program in place that could potentially be used as a reference.
  - Members requested from Administration the status on time-limited stalls motion from Council.

<b>5. REQUEST FOR APPROVAL</b>	<b>DECISION</b>
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<b>User Experience</b>	<b>S. Lee</b>
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- Draft of final report was reviewed and discussed. Members worked to gain consensus on specific actionable recommendations related to the report findings.
- If a consensus is reached by December 19<sup>th</sup> general board meeting, the report is expected to be

submitted for the earliest feasible 2017 meeting of the Community and Public Services Committee of Council.

**MOVED:** *by all to carry forward the approval of the report to the December 19, 2016 meeting.*

**CARRIED**

<b>Tourism</b>	<b>A. Mannix</b>
<ul style="list-style-type: none"> <li>• The terms of reference document for the Tourism sub-committee was reviewed.</li> <li>• It was noted that Universities and Colleges could be added to the list of major destinations.</li> <li>• Additional member support for this sub-committee was encouraged.</li> </ul>	
<p><b>MOVED:</b> <i>by A. Mannix &amp; seconded by M. Samji to approve the terms of reference, with addition of Universities and Colleges to the list of major destinations.</i></p>	
<b>CARRIED</b>	

<b>6. SUB-COMMITTEE UPDATES</b>	<b>INFORMATION</b>
<b>Transit Innovation</b>	<b>V. Slavov &amp; M. Samji</b>
<ul style="list-style-type: none"> <li>• Highlights of the 2016 Canadian Urban Transit Association Fall Conference, which took place in Vancouver, BC on November 5-9, were presented by Vlad and Mariah.</li> <li>• Take away notes from the conference will be shared with members at the upcoming sub-committee meeting from the sessions attended.</li> <li>• Sessions attended included discussion around TOD (transit oriented development), mental health for drivers and transit peace officers, government funding options for transit, Uber and benefits of data analytics, and cost and response comparisons of various modes of customer service outreaches by transit authorities.</li> </ul>	
<b>Heated Shelters</b>	<b>I. Roux</b>
<ul style="list-style-type: none"> <li>• The heated shelters draft report is expected to be ready for approval at the December meeting.</li> </ul>	
<b>BRT</b>	<b>K. Peter &amp; C. Kelly</b>
<ul style="list-style-type: none"> <li>• A letter will be drafted for approval at the December meeting to Council for information only, which will include recent initiatives and advancements in other Canadian municipalities.</li> <li>• Izak advised the board that he plans to review the compiled information in preparation for an invitation to interview on BRT with Global news later this week.</li> </ul>	

<b>7. NEW BUSINESS</b>	<b>INFORMATION</b>
	<b>I. Roux</b>
<ul style="list-style-type: none"> <li>• Debrief Luncheon with Urban Planning Committee was conducted. Members confirmed that these luncheons are beneficial to their working relationship with Councillors and would like to continue. Member noted greater understanding of changes to committees, and report submission process.</li> <li>• Izak acknowledged receipt of e-mail from citizens expressing concerns with ETS September Sign up Service Reallocation. Izak noted that ETSAB is not obligated in the bylaw to respond to citizens, or review every decision ETS implements, but will look into the changes put in effect to understand the citizen's specific concern.</li> <li>• Annual Retreat for 2017 is booked for Saturday, February 4<sup>th</sup>, members requested to save the date.</li> </ul>	

8. TRANSIT BRANCH MONTHLY HIGHLIGHTS REPORT	INFORMATION
	<b>J. Townell</b>
<ul style="list-style-type: none"> <li>• Justin introduced Marc Lachance as the new ETS Staff Liaison for ETSAB from December 2016.</li> <li>• Presentation of the Transit Branch Monthly Highlights Report.</li> <li>• Question and Answer period followed: <ul style="list-style-type: none"> <li>• Approval request for \$1.2M per bus for 25 to 40 electric buses will be included in the Budget adjustments report to Council tomorrow.</li> <li>• Board requested follow up from ETS Administration on the <u>status of time-limited stalls</u> for Park &amp; Ride lots.</li> <li>• The roll out of real time departure information and the 3<sup>rd</sup> Party App push was noted by members to be well implemented and well received.</li> </ul> </li> </ul>	

9. INFORMATION SECTION	INFORMATION
<b>ATU Update</b>	<b>I. Roux</b>
<ul style="list-style-type: none"> <li>• Izak acknowledged representation of ATU by Steve Bradshaw in the news, due to a second fatality involving a pedestrian and ETS bus on Saturday evening.</li> </ul>	
<b>DATS Advisory Group Update</b>	<b>B. Macklon</b>
<ul style="list-style-type: none"> <li>• Policy changes have now been implemented.</li> <li>• DATS internal departmental scorecard is received monthly by DAG members. Bob will share a copy with ETSAB members.</li> </ul>	

10. TOPIC OF THE NIGHT	DECISION
	<b>V. Slavov</b>
<ul style="list-style-type: none"> <li>• Branch Manager Eddie Robar presented his plans and rationale for the reorganization of ETS. The board liked the greater priority placed on ensuring the fundamental elements of the transit system are well-executed. They also appreciate the aim to improve accountability within ETS. They were pleased to learn about the shift from a "system" to a "service" which is a key theme in our upcoming User Experience report.</li> <li>• ETSAB had an opportunity to review elements of the Transit Strategy and are looking forward to the full presentation to the Urban Planning Committee on December 7th. Although some concerns were noted, ETSAB is grateful for the opportunity to provide input throughout the engagement.</li> </ul>	

11. MOTION TO APPROVE MINUTES OF PREVIOUS MEETING	DECISION
<p><b>MOVED:</b> by K. Peter &amp; seconded by V. Slavov on December 19<sup>th</sup>, 2016 to approve these November 28<sup>th</sup>, 2016 minutes</p> <p style="text-align: right;"><b><u>CARRIED</u></b></p>	

**Next Meeting Information:**

Date: Monday, January 30, 2016  
Time: 5: 30PM – 8:00PM  
Location: Heritage Room, City Hall