

EDMONTON TRANSIT SYSTEM ADVISORY BOARD
MEETING #5, MAY 28, 2012
HERITAGE ROOM, CITY HALL

PRESENT: Gordon Smith, Izak Roux, Bruce Robertson, Vaughan Hoy, May Lin, John Hayes, John Vandenberg, Leanne Landry, Stu Litwinowich (ATU 569)

REGRETS: Brian Marcotte, Christopher Dulaba, Jon Reay

ETS AND CITY STAFF: Clifford Henson (Divisional Supervisor, Mitchell Garage), Corey Toews (Principal Planner, Sustainable Development), Michael Strong (Principal Planner, Sustainable Development), Nathan Walters (ETS Business Development), Dennis Nowicki, Vicki Luxton

1. CALL TO ORDER

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

2. STATION AREA PLANNING (TOD GUIDELINES) PRESENTATION (COREY TOEWS AND MICHAEL STRONG)

- *Transit Oriented Development Guidelines (TOD) Policy C565:*
 - From a policy level it is very important to the City of Edmonton because it is about communities built around transit and places by their design that allow people to get around by other means besides solely driving. Taking transit, walking, cycling in more of a higher density of mixed use, more human scale development neighbourhoods and a neighbourhood that supports transit.
 - The Municipal Development Plan (MDP, The Way We Grow) where TOD is highlighted, the MDP directs higher density residential, employment and retail towards LRT stations and transit centres. It has a goal of providing a minimum of 25% of housing and growth as infill City-wide as opposed to continually growing outwards into the City fringe.
 - It also provides direction for the City to prepare TOD around existing LRT nodes and in association with the expansion of the LRT network.
 - The Transportation Master Plan (TMP, The Way We Move) supports public transit to decrease public infrastructure investments and to reduce Edmonton's environmental impact. The plan states that effective transit services in TOD along an expanded LRT are essential to successfully achieve the vision laid out by the TMP.
- *Station Area Plans (Corey Toews):*
 - Station Area Plans seek to determine the location and design of new transit oriented land uses such as housing, employment, shopping, retail but also the support of infrastructure such as civic amenities like parks and streets.
 - Ultimately these station plans will result in a plan that is adopted by City Council following consultation and a detailed technical review. This process allows ETS to be more proactive in dealing with development pressures. If the City waited in absence of a plan until transit arrives to a community, ETS would be dealing with ad hoc spot re-zonings.

- Sustainable Development is in Phase II with these station plans and have finished their second public workshop. The public workshops have been a great way to get input from the community.
- Mill Woods Station Area Plans:
 - This coincides with the Southeast extension from Mill Woods to Downtown Centre.
 - Looking to preserve and strengthen the neighbourhood character and capitalizing on the future Mill Woods LRT station. Working with the community to help establish a plan that is long term in its vision and addresses the potential for TOD as the light rail arrives to Mill Woods.
 - Mill Woods is an enhanced neighbourhood which means there is land available for development and it is also a key point in the LRT system as there will be a lot of buses arriving to make a connection with the light rail system.
 - The station area plan for Mill Woods will include two neighbourhoods: Town Centre where the mall site is located and Tawa which is where the Grey Nuns Hospital is located.
 - The terminal station will be on 28 Avenue just north of Mill Woods Town Centre Mall.
 - The Mill Woods Transit Centre is expected to grow as the LRT arrives and plays a key role in linking the suburban neighbourhoods to the light rail system.

McKernan/Belgravia Station Area Plans:

- This is a neighbourhood level plan which means there is limited availability and opportunity for infill and large scale redevelopment.
- Questions:
 - ❖ *(JV) The whole urban LRT structure was suppose to promote higher density nodes around the stations, in the Belgravia area why is ETS not promoting higher density in this area? In the McKernan/Belgravia area there are a lot of single dwellings lots which are already subdivided. In order to get a large enough site assembled you need to purchase those lots which are very challenging.*
 - ❖ *(JH) How do you expect to urbanize the City if you are not willing to change the character of the neighbourhoods and the people who live in them? The City is a sprawling low density single family dwelling city. The residents realize if they want the commercial retail services that would make their neighbourhood even better they need the densities to support that. They are open to density but how do we design it well?*
 - ❖ *(GS) By commercializing the area does not increase the density which should be a primary focus, since you are only two stops from Southgate on the LRT. However, as opposed to Mill Woods area there is not a lot of open space that is developable for multi-dwellings. If the building was built in the 50s, what is the likelihood of some of those buildings reaching their life expectancy and being turned over? The incentive to the builder is that it would be rezoned if the builder acquires a group of properties so that they would not be faced with accumulating some land and then have to present to City Council whether in fact it can be rezoned for a high rise. At Belgravia there does not seem to be the number of buses coming in as feeder lines as there is in South Campus.*

Those are great points and we have enlisted a market study to help us understand how that retail is functioning. You need a certain density to support the commercial not vice versa.

- ❖ *(LL) First Place Home Buyers Program, is that specific to TOD only in certain locations? This is a coincidence and would have happened regardless of station area plans.*
- ❖ *(JH) Are neighbourhoods going to be chosen to carry the LRT that will be more TOD oriented? Are you going through neighbourhoods that do not have the kind of extensive infrastructure that are already in decline and not politically capable of stopping development? The urban style LRT is not such an impact on neighbourhoods, the stations align with development possibilities so Bonnie Doon Mall is a centre station where there is a lot of opportunity to redevelopment, Strathearn, Holyrood, Mill Woods. There will always be stations where the Light Rail passes through stable neighbourhoods similar to Belgravia/McKernan. There will be a lot of push back from higher density but the TOD guidelines is a realistic blend between areas that are still inner-city, still mature neighbourhoods where it is more appropriate for higher forms of development versus neighbourhoods that it makes more sense to retain some of the lower density uses.*
- ❖ *(VH) I would have liked to see some mapping on the other modes of enhancing the pedestrian realm and bicycle realm represented and I do not see that overlay in Mill Woods with the parks pocketed through this whole area but with very little interconnected network to the transmission right-of-way. Throughout Edmonton it seems to have very long signaling and crosswalk timing so was wondering if any changes to shortening those so there is more active flow and less long waiting time. This may keep people wanting to stay in their car rather than walking to stations that are difficult to cross these big corridors. Is any of this being discussed? For Mill Woods that has come out particularly on 66 Street and do not believe it is at the point that these details have been worked out. This is something that we have heard from a number of residents who live and work in Mill Woods. It is difficult to cross 66 Street and there is a Nursing Home on one corner where they have a designated person to assist residents to cross the arterial. Improving some of those intersections is something that we are aware of and are working on. On the Belgravia/McKernan piece is there interest from the private sector in terms of investment in getting the feedback through the process? There are smaller developers in both communities where they are listening intently on what the community is saying, but are maybe not vocal in the sessions themselves. We have some interest in the Belgravia side under the RF1 zone to lobby subdividing larger lots into smaller ones. But not to build a duplex but to simply build another single family home which we are not terribly supportive of because we are trying to bring greater density to the neighbourhood and so that conversation is still ongoing with the community. About signalization, we have approached Traffic Operations about a signal light at 78 Avenue. We understand it is an issue because it is a very long light and what happens is people get tired of waiting and simply jaywalk. We are*

planning to push them more on that but we have been told to date that part of the complexity of that signal light is also linked with the full intersection lighting. What can happen is if someone triggers it at 78 Avenue during peak hour it creates a backup of traffic. The concern is people would get locked in the right hand turn at University Avenue in front of a train coming. What is definitely pushing us right now is a pedestrian crossing on the south side of that intersection and we want to create one in the north but also create an east/west break across the wall and LRT tracks to open up the entire line. You may still have to wait at 78 Avenue but at least you will have another route at 78 and 74 Avenues that would create a break and a better way finding to move east/west through the neighbourhood.

3. ROUTE 747 UPDATE (N. WALTERS)

- **Highlights:**
 - Joint partnership which goes out to the airport from Century Park.
 - It is approximately a 17 minute commute time.
 - Departs on the hour and every half hour, during peak periods seven days per week.
 - \$5.00 fare or a \$100.00 monthly pass.
 - ETS had a great kick off that was very well received.
 - ETS has been marketing the service both on the social media front, videos, advertising as well as a lot of on-line representation.
 - ETS is still working on wayfinding of signage at Century Park. We have wayfinding signage at the EIA to get travelers at arrival levels picking up their baggage.
 - In a couple of weeks there will be some changes at Century Park in terms of additional sign displays similar to what is at the EIA.
 - ETS is also incorporating Route 747 into their wayfinding. Once a rider gets off the LRT or if they are coming in from the parking lot, the Route 747 signage will be visible.
 - There is a lack of signage at the Customer Service desk at the EIA for the route. This signage will be updated and be more consistent with ETS's point of sale standards at ETS retailer sites.
- **Concerns/issues:**
 - There was a concern about many riders using bills for the \$5.00 fare and jamming the fare boxes, which up to this point has been a non-issue.
 - There has been one commuter requesting a receipt for his cash fare. ETS will continue to monitor this.
- **Performance:**
 - ETS was targeting approximately 500 riders per day and at this point there have been 250 on average per day which is approximately five passengers per one way trip. It is a work in progress which is gaining momentum and the word is getting out there.
 - ETS's goal is to boost the ridership number from 250 to over an above 500. We are cross-promoting this service with the ETS@Work program but at the end of the day it is a partnership so EIA definitely has to commit to pushing their employees to getting on board and use the service.
- **Product Sales:**

- Monthly Pass –numbers will be available in mid-June.
- ETS just finished up a survey to evaluate some of these product/payments issues and will have more to report on this later.
- Questions/Comments:
 - (GS) *The signage is small and inadequate at Century Park and needs to be larger and brightly coloured to match the buses. The location for the pick up is on the Kiss'n Ride which is two or three lanes away from the station and needs some arrows for direction. The Route 747 is on 111 Street which is totally inadequate. At the kickoff of this service, the people at the EIA were really enthusiastic about their employees partaking in this service so it would be interesting to know what their marketing promotion has been with their employees. The signage needs to be improved and the marketing from EIA needs improving. N. Walters agrees and in terms of the EIA this service is on EIA's website. I know they are holding employee sessions to increase awareness of this service. You are not allowed to park at the Park & Ride past 24 hours, so most people will be dropped off by cab and there is a location for cabs. Does there need to be a sign to point to where Route 747 leaves. N. Walters agrees there needs to be signage there.*
 - (VH) *Has there been much coming back from email or twitter on any positive comments or has it been quiet? Generally quiet but what has come back has been mostly positive, but minimal.*
 - (VH) *Our Marketing group did some work on the wayfinding and signage with EIA, and then offered to be involved over a period of time and EIA did not feel they needed that input. Maybe that will soften as our group has some interesting ideas and will be available to work on this in the future.*

4. AGENDA REVIEW

- The following items were added to the agenda:
 - Add Public Transit Review Meeting under Item 8 Priority Projects.
 - Add Vacancy on ETSAB under Information Section.

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

5. APPROVAL OF THE APRIL 30, 2012 MINUTES

MOVED: by I. Roux/M. Lin to approve the April 30, 2012 minutes. **CARRIED**

Amended
Agenda
Approved

6. MANAGER'S REPORT (D. NOWICKI)

- Highlights:
 - Ridership has increased from April last year by 1.92% and year to date has increased by 1.41%.
 - Customer Information – the number of calls to the 311 call centre has increased by 26% versus the same time as last year.
 - Bus Link numbers are down by 22% but remain high at 1,018,000 calls year to date.
 - Transit Web Site – number of visits decreased by 4%, sitting at 728,550 year to date. A lot of this difference is attributed to the winter of 2011 when we had very high volumes of inquiries.

Minutes
Approved

- Trip Planner – 1% increase with over one million completed trip plans.
- Text Messaging – up 111%. It appears people do not like using the phone as much but like to text. ETS are very curious about the 311 activity. The high volumes and continued increase is puzzling and more information is needed to determine what is driving this increase. An external communication channel audit is being conducted which will help see how people are getting their information right now and how it has shifted in the last four or five years.
- ETS To Go Mobile and ETS Widget – has just been recently launched and the ETS Trip Planner widget code is available to add to other web sites.
- Northgate Transit Centre Construction – started on May 22, 2012.
- Reports
 - ❖ South LRT Line - Proposed Amendments to the Concept Plan – There is a non-statutory public meeting on June 12 at the Transportation and Infrastructure Committee (TIC). At the same meeting the Westwood Garage relocation report on the service delivery impact is being presented.
 - ❖ At TIC on June 26, possibly moved to July 10th, a response to Councillor Iveson’s enquiry on the Transit Smart Fare System.
 - ❖ At TIC on June 26th response to additional South LRT stations regarding Councillor Iveson’s enquiry.
 - ❖ Also on June 26th an update on The Way we Move Implementation Plan.
 - ❖ At the Executive Committee on June 27th a report on the strategies to facilitate business development in the planned LRT routes.
 - ❖ At the May 2nd Council meeting Council approved the LRT P3 Funding report. There was a motion to proceed with P3 funding application for Southeast to Downtown corridor.
 - ❖ June 20th City Council report scheduled for the 2013 – 2014 Budget Guidelines, and also a report on the Recruitment Profile and Code of Conduct for LRT Governance Board.
 - ❖ Awards
 - CUTA Safety and Security for Youth Violence Prevention Initiative.
 - CUTA Business Development for the ETS Concert in Motion Campaign.
 - Nominated for Air Miles Excellence Award and Sustainability Category for Safeway/Air Mile partnership – winner announced on June 21st.
 - Operator, Larry Waselenchuk placed 5th in the APTA driving skills competition.
 - Operator, James Hansen Sr. was congratulated for 37 years of Safe Driving.
- Questions/Comments:
 - *The increase in the 311 calls, is that transit related calls? Yes, a very high number. 2010 to 2011 can be explained because there were some improvements to 311 done during that time, such as being fully staffed.*

7. BY-LAW REVIEW PROCESS (V. HOY)

- Highlights:
 - V. Hoy suggested the members plan for Thursday, June 21st for the 2013

Work Plan meeting. The location will be at Kasian boardroom starting at 6:00 pm. V. Luxton will order the catering. D. Nowicki will provide the members with ideas from various sections in ETS of what they may have for 2013.

- G. Smith went through ETSAB's bylaws. G. Smith commented that when new members are appointed to ETSAB that would be a good time to review the bylaws.
- The members discussed the options of introducing a budget and how it would be beneficial to the Board.

8. ETSAB PRIORITY PROJECTS FOR 2012

- Marketing Standing Committee (J. Vandenbeld)
 - The group did not meet.
- Transit Planning Sub-Committee (C. Dulaba)
 - A meeting was held this month with four members in attendance.
 - C. Dulaba will formulate some notes on the presentations this group would like to receive from administration. V. Hoy will ask C. Dulaba to send these notes to D. Nowicki and V. Luxton.
- Public Transit Review (V. Hoy)
 - This committee is holding a meeting on Friday, June 15th and J. Hayes plans to attend this meeting in V. Hoy's absence.
- Transit Centres and Amenities (J. Hayes)
 - V. Hoy suggested that the members attending the Transit Centre tour take some digital photos for the rest of the members to view.
 - This Transit Centre tour is planned for Tuesday, May 29th meeting at Century Park at 5:30 pm and ending the tour at Century Park. Those members who want to end the tour earlier, the tour will be stopping at the Coliseum station. From Coliseum the tour goes to Capilano, then Meadows Transit Centres and back to Century Park around 9:00 pm.
 - The LRT tour is now being planned and the date decided upon for this tour is Monday, June 18, 2012. Details to follow.
 - Questions/Comments:
 - (ML) *is there a reason why the new stations in the south have digital signage versus none on the north side?* There is a plan to have these digital signs installed throughout the whole system.
 - (JH) *Churchill Station is going to have a series of different levels with the cross-over with the next line. It will have two platforms one serving three lines and another one serving two lines. The underground platform will service South, Northeast and Northwest, and the surface platform will service Southeast and West lines (five directions, two platforms).* J. Hoy suggested the members plan for an updated presentation on the 102 Avenue corridors.
- Low Income Transit Pass (J. Vandenbeld)
 - J. Vandenbeld would like to wrap this group up at the June meeting with recommendations coming at that time.

9. SUMMER SCHEDULE (V. HOY)

- July Meeting:
 - It was decided to move the July meeting date from Monday, July 30th to Monday, July 23, 2012.

August Meeting:

- V. Luxton will canvas the Board members as to their availability to attend an ETSAB meeting on Monday, August 27, 2012. A decision to hold a meeting in August will be made at the June meeting.

10. INFORMATION SECTION

• ATU 569 Report (S. Litwinowich)

- Edmonton Civic Employee Charitable Assistance Fund (ECECAF) was formed in 1943 and since then has contributed over \$31 million dollars back to the citizens of Edmonton. Some charities to note are Cancer Research, Islet Transplant, and Children's Wish Foundation where ECECAF have donated four wishes in 2011 and ten wishes in 2012. A treatment room at the Stollery Hospital was purchased by ECECAF as well. The United Way is another charity that ECECAF has given millions of dollars to.
- S. Litwinowich is attending the Federation of Canadian Municipalities (FCM) Conference with the City of Edmonton as a partner this year from May 31 to June 4, 2012 in Gatineau, Quebec. S. Litwinowich is running at that time for a position of Canadian Director of the Amalgamated Transit Union, along with three other presidents in Canada from Calgary, Regina and Hamilton.
- When S. Litwinowich first started lobbying governments regarding safety for operators is when he first met Councillor K. Leibovici. K. Leibovici is going to be placed in the position of President of FCM this year.

• Vacancy on ETSAB (J. Hayes)

- R. Orchard resigned from the Board last week due to a serious family illness. D. Nowicki advised that this vacancy will be added to the vacancies in the next Office of the City Clerk's recruitment cycle that begins in June. D. Nowicki reminded the members that there is the option in the ETSAB Bylaw for the Board to recruit participants on a Sub-committee basis if they wish. In the meantime the members should work on the recruitment criteria which are required by the City Clerk's Office in June.

10. TOPIC(S) OF THE NIGHT

- The Board received two presentations, one being the TOD Guidelines and the second being an update on Transit to the Airport.
- ETSAB has planned a tour of the ETS Transit Centre facilities for Tuesday, May 29, 2012.
- An ETSAB Work Plan meeting has been scheduled for Thursday, June 21, 2012.

MOVED: by G. Smith/I. Roux to adjourn the April 30, 2012 ETSAB Meeting at 8:10 p.m. **CARRIED**

Motion
Approved

Next meeting: Monday, June 25, 2012 in the Heritage Room, City Hall