



Edmonton Transit System Advisory Board

Meeting Minutes
Monday, March 26, 2018
5:30PM –8:00PM
Heritage Room, City Hall
Meeting No. 18.03
Prepared by Christy McKenzie

Members Present:

Izak Roux (Chair), Bob Macklon, Charles Kelly, Isabell Hubert, Kristina Peter, Jorge Arango, Mariah Samji, Stewart Smith, Mark Tetterington (President, ATU 569)

Regrets:

Sean Lee, Brian Curry, Philip Reid, Vlad Slavov (Vice-Chair), Marc Lachance

Guests:

n/a

ETS & City of Edmonton Staff:

Ken Koropeski, Director, ETS Special Projects, City Ops
 Christy McKenzie, Administrative Assistant, ETSAB and ETS Technical Services, City Ops

Materials & Attachments:

- Meeting Agenda
- Draft Meeting Minutes – February 26, 2018
- ETS Branch Highlights Report
- 2017-2018 ETSAB DRAFT Annual Activity Report
- Draft Letter - ETSAB’s response to ETS Administration CR_4503

1. CALL TO ORDER	
Call to order at 5:30PM	

2. AGENDA REVIEW	DECISION
<p><i>MOVED: by K. Peter & seconded by C. Kelly to approve the March 26th, 2018 agenda, with the following changes: add First Mile/Last Mile under 6. Sub-Committee Updates</i></p> <p style="text-align: right;"><u>CARRIED</u></p>	

3. APPROVAL OF PREVIOUS MEETING MINUTES	DECISION
<p><i>MOVED: by I. Hubert & seconded by C. Kelly to approve the February 26th, 2018 minutes, with the following change: Add under 5. Debrief re: CR_4503 “Based on these discussions, a letter to Council will be drafted by Sean for member input and Board approval at the March meeting with comments in response to ETS Administration report CR_4503.”</i></p> <p style="text-align: right;"><u>CARRIED</u></p>	

4. PRESENTATIONS	INFORMATION
Smart Fare – Fare Capping and Distance-Based Fares	K. Koropeski
<ul style="list-style-type: none"> • The benefits of the new regional fare payment system will include reduced cash payments, increased customer convenience, support for fare programs including paratransit service, and increased security of customer information and accounts. • The related equipment that is scheduled to be installed throughout 2019 and 2020 includes handheld fare validators for Peace Officers and paratransit services, fare validators at all stations, as well as at the front and back doors of the buses, which will require proof of payment on-board. New fare vending machines will be installed at all stations as well. 	

- The project has five phases:
 - Design – July 2017 to September 2018
 - Build – September 2018 to September 2019
 - Test – July to December 2019
 - Implement – 2020
 - Operate and Maintain – 2020 – 2032
- Benefits of the system will include flexibility to incorporate new fare options, more secure and convenient due to the account-based model, open payment options for single trips, integrated regional approach, and a streamlined process for special fare programs. The new fare options are being developed to support goals of affordability and inclusivity, position the system better for increases in regional transit integration, and improve the customer experience.
- The Fare Policy that will be developed in 2018 includes feedback from stakeholders, the transit strategy, and a white paper on user fees.
 - Phase 1 of the policy development will require endorsement from City Council by June or July 2018 to continue on schedule with the current Smart Fare system design, as design elements beyond that time are dependent on the endorsement. Market research and fare modelling will be conducted to support the decision making process.
 - Phase 2 will take place in the fall of 2020 and include confirmation of alignment with the Transit Strategy, finalize the fare structure, and assess market sensitivity to fare impacts of the price points, including consideration for discount fares and operational cost recovery targets.
- The options being proposed are:
 - Pay-As-You-Go – payment per trip, until fare cap is reached. This option will provide lower up-front cost for infrequent users.
 - Fare Capping – fares charged reach a defined maximum in a specified time period. For example, the fare charged could meet, but not exceed a specified value (same value as monthly pass), with the payment per trip option.
 - Best Fare Guarantee – automatically charges the fare option for the trip that provides the best value for the customer.
 - Distance-based – fares are determined based on most direct distance between riders' on-boarding and off-boarding points.
- Question and answer period followed:
 - It was confirmed that cash payment will still be accepted by the ticket vending machines. Cash fare purchases will be charged the maximum per trip rate.
 - The new fare cards that will replace the paper passes will be plastic chip cards, with a lighter stock disposable version for single trips (limited use). The cards will not have a magnetic strips, they are NFC (near field communications) cards.
 - The registered cards will have the benefit of cancellation for lost cards, so that funds in the user's account can be transferred to a replacement card.
 - It was confirmed that validators will be installed on both the back and front doors, with boarding still permitted only through front doors for operator fare monitoring (i.e. seniors and youth pass holder verification).
 - The EIA fares will be included in the program.
 - A ridership increase is expected due to Smart Fare implementation. High level data will be included in the report to Council.
 - London was noted as an example of a city that is ahead of Edmonton in the use of distance-based fares.
 - Trip and payment history will be available on the registered user's accounts, however it was noted that this year the tax deductions for transit fares was removed by the Federal Government.
 - It was noted that public education will be required for the new tap on/tap off system, so that riders can avoid paying the maximum rate for each trip.
 - Off peak fare rate options were discussed. It was noted that this was implemented in the past, but eliminated. The weekend/weekday adjustments to the rates are not being considered as part of the new fare structure.
 - It was noted that the Operators may still have paper transfers to issue to customers making on board cash fare payment.

5. FOR APPROVAL		DECISION
DRAFT Annual Activity Report		I. Roux
<ul style="list-style-type: none"> The draft annual activity report was provided for Board review and approval. No changes were noted to be required. Presentation to Council for information is scheduled for April 17th, 2018 at 5:30 PM. The incoming and outgoing Board Chairs will co-present. All members were encouraged to attend. <p>MOVED: by R. Macklon & seconded by M. Samji to approve the ETSAB 2017-2018 Annual Activity Report. Approved with all members present in favour.</p> <p style="text-align: right;"><u>CARRIED</u></p>		
DRAFT Letter to Council – ETSAB’s response to ETS Administration CR_4503		I. Roux
<ul style="list-style-type: none"> The draft letter to Councilor’s was open for discussion. No changes were noted to be required. <p>MOVED: by M. Samji & seconded by J. Arango to approve the draft letter to council in response to ETS Administration report CR_4503. Approved with all members present in favour.</p> <p style="text-align: right;"><u>CARRIED</u></p>		

6. NEW BUSINESS		INFORMATION
Update on Council LRT Non-Statutory Public Hearing		S. Smith
<ul style="list-style-type: none"> The hearing took place over three days from March 21 – 23, 2018. The related motions are available in the minutes at the link above. The main points discussed at a high level included the 149 St underpass supported for at grade construction, 156th St sharp angle turn to be kept as is, and 178 St is to be grade separated with a relocation of the station so as to avoid affecting Western Cycle. It was noted that the Park & Ride will be an open lot, at least initially, and not a parkade. 		

7. SUB-COMMITTEE UPDATES		INFORMATION
Transit Innovation		I. Hubert
<ul style="list-style-type: none"> A meeting was held in March with four members in attendance. Topics of discussion included Smart Fare branding in other cities, and the possibility of adding another LRT station between Churchill and Stadium stations, due to increased density to the population in the area. The next meeting is scheduled for April 12th. 		
Gondolas and Cable Cars		I. Roux
<ul style="list-style-type: none"> The meeting held in March was well attended by members. The members confirmed the focus of the report as stated in the terms of reference, as focus on viability of the technology as an alternate to private vehicles for crossing the river to and from the downtown core, and usage in other cities. 		
First Mile/Last Mile		K. Peter
<ul style="list-style-type: none"> No March meeting was held, but background information was received from three contributing members. The next meeting’s focus will be to prepare the final draft report for Board approval at the April meeting. 		

8. INFORMATION SECTION		INFORMATION
ATU569		M. Tetterington
<ul style="list-style-type: none"> ATU569 will be sending representatives to Minnesota next month to study the design and usage of retractable shields on their transit system. The number of assaults per month has increased from 5-6 per month to 9 per month. The cause for the increase was not determined. Cannabis impact is a concern nationwide and is being addressed by CUTA (Canadian Urban Transit Association). Colorado has policies in place due to earlier legalisation in that State. 		

DATS Advisory Group (DAG) Update	B. Macklon
<ul style="list-style-type: none"> DATS now has the online booking and cancelling option available through “ibook”, as well as an interactive voice response option with status and cancellation features without having to wait for an operator. Texting “D” to DATS will also provide next trip information associated with that phone number. DATS will have an open house in September 2018. Bob will update ETSAB members when more details are available. 	
ETS Branch Highlights Report	K. Koropeski
<ul style="list-style-type: none"> The ETS Branch Highlights report was discussed, including the transition of transit peace officers to Citizen Services, and plans for communications and engagement for the Bus Network Redesign project. 	
Edmonton Arts Council (EAC)	M. Samji
<ul style="list-style-type: none"> Mariah relayed to the Board that the EAC provided information regarding the selection of a water theme for the murals, sculptures and mosaics that are planned for the construction of the Heritage Valley Park and Ride station. 	
Accessibility Advisory Committee (AAC)	C. Kelly
<ul style="list-style-type: none"> Charlie informed the Board that plans to connect with the AAC in the near future to discuss a pilot program in Boston between paratransit and rideshare (Uber and Lift) that is currently ongoing, with a focus on same day/on demand trips. 	

9. TOPIC OF THE NIGHT	DECISION
	C. Kelly
<ul style="list-style-type: none"> Smart Fare – Fare Options presentation from ETS, Approval of the Annual Activity report, and the improvement in the type and amount of information in the ETS Branch Highlights report were selected as the topics of the night. 	

10. MOTION TO APPROVE MINUTES OF THIS MEETING	DECISION
<p>MOVED: by K. Peter & seconded by P. Reid on April 30th, 2018 to approve these March 26th, 2018 minutes.</p>	
<u>CARRIED</u>	