



**FINAL Meeting Minutes**  
**Monday, July 29, 2019**  
**5:15PM –7:45PM**  
**Heritage Room, City Hall**  
**Meeting No. 19.07**  
*Prepared by Christy McKenzie*

Members Present:

Charles Kelly (Chair), Isabell Hubert (Vice Chair), Giselle General, Maurice Vincent, Brian Curry, William Agbakoba, Jarret Esslinger, Bryan Shepherd, Jorge Arango, Bob Macklon

Regrets: Mark Tetterington (President, ATU 569), Stewart Smith, Philip Reid

Guests:

n/a

ETS & City of Edmonton Staff:

Amber Fiaz, Research and Data Analyst, Business Strategy & Planning, ETS Business Integration  
 Councillor Andrew Knack, ETSAB Council Advisor  
 Marc Lachance, Manager, Business Strategy & Planning, ETS Business Integration  
 Christy McKenzie, Administrative Assistant, ETSAB and ETS Technical Services

Materials & Attachments:

- Meeting Agenda & Draft Meeting Minutes
- ETS Branch Highlights Report

**CALL TO ORDER at 5:30 PM**

AGENDA REVIEW	DECISION
<i>MOVED: by I. Hubert to approve the July 29<sup>th</sup>, 2019 agenda.</i>	<b><u>CARRIED</u></b>

APPROVAL OF PREVIOUS MEETING MINUTES	DECISION
<i>MOVED: by G. General to approve the June 24<sup>th</sup>, 2019 minutes.</i>	<b><u>CARRIED</u></b>

PRESENTATIONS	INFORMATION
<b>ETS Customer Satisfaction Tracking Survey 2018 Summary</b>	<b>A. Fiaz</b>
<ul style="list-style-type: none"> <li>• Amber Fiaz, Research and Data Analyst in the Business Strategy and Planning team for the ETS Business Integration section, provided a summary of the results of the <u>Customer Satisfaction Tracking Survey – 2018 Annual Report</u>, which is being released to the public as <u>open data</u> on edmonton.ca this week.</li> <li>• A Telephonic survey with a total of 1600 interviews is conducted annually (400 per quarter). Customers aged 15 and over are eligible to participate, and they must have used public transit within the previous four weeks. A 10-point scale is used, where 1 means “not at all satisfied” and 10 means “completely satisfied”. Ratings of 7-10 fall in the range of “satisfied”, and ratings of 9-10 are considered “extremely satisfied”.</li> <li>• The total overall satisfaction as captured in the survey in the past four years was presented, with 2015 representing the benchmark year that results are compared against. In 2015 and 2016 76% of riders provided an overall score of 7-10 (“satisfied”). In 2017 and 2018 an overall score of 7-10 (“satisfied”) was given by 78% of riders surveyed. In 2018, the score fluctuated over each quarter between 73 – 81% for this range of scores.</li> </ul>	

- The overall satisfaction of high and low frequency riders was compared, with the following results:
  - High frequency (25+ one-way trips per month):  
80% total satisfied with 23% extremely satisfied.
  - Low frequency (1-24 one-way trips per month):  
76% total satisfied with 26% extremely satisfied.
- The Customer Experience Map identifies the points in time that have a greater impact than other routine components of the trip on the customer's experience were identified as:
  - Ease of Trip Planning
    - Southeast quadrant riders had the highest satisfaction ratings (87% satisfied as compared with 80-81% in other quadrants)
    - Riders under 35 years of age had the highest satisfaction ratings (88% satisfied as compared with 84% of 35-54 year old's, and 77% for riders over 54 years)
    - High frequency users had the highest satisfaction ratings (87% satisfied, as compared with 83% of low frequency users).
    - Satisfaction with the source of route information was also measured and included in the published survey results, with a breakdown by available source types (apps, other online sources, text and talk, print, and posters/signage at transit centres and stations.
  - Sense of Security
    - Males reported higher satisfaction with personal safety at LRT stations (77% satisfied, as compared with 72% of females).
    - Riders 55 years of age or older were less satisfied with security at transit centres (68% compared to 75% of riders 35 to 54 years, and 76% of those under 35).
    - Satisfaction ratings over time have decreased regarding personal safety on-board the bus (88%) and LRT (83%).
    - Females reported lower levels than males for feeling secure on-board the bus (86% vs. 91%) and LRT (79% vs. 87%).
    - Northeast quadrant riders felt the least secure on-board the LRT (76% compared to 84% to 86% in other quadrants).
  - Convenience of Fare Purchases
    - High frequency riders were more complimentary than low frequency riders (79% satisfied, as compared with 74%)
    - LTR users were less satisfied (75% satisfied, as compared with 80% for both bus-only users and those using both bus and LRT).
  - Helpful and Considerate Operators
    - High overall satisfaction ratings continued regarding bus operators being helpful and considerate.
    - The satisfaction ratings were lowest from riders with a disability (70% compared to 86% to 90% of all other rider segments).
  - Timing Permitted to Make Transfers (High frequency riders provided better ratings (71%) as compared to 64% of low frequency riders).
  - On-Time Boarding Pickups and On-time Arrival at Destinations
    - Bus users aged 15-34 years old reported lower satisfaction on this service attribute (65% satisfied, as compared with 78% of those 35-54 years, and 80% for 55 years and older).
    - Low frequency bus and LRT riders were more satisfied (74% and 88%) as compare to high frequency riders (68% and 83%).
    - Satisfaction with total trip duration was at 77%, lower than the benchmark of 81% in 2015.
    - The only demographic difference found in the current measure was a higher level among older riders (84%) compared to those 35 to 54 years of age (78%) and younger riders (73%).
- The results show that overall satisfaction can be improved the most by attributes that are highly important to customers. The following attributes have the greatest impact, in order of importance:
  - Good connections
  - Bus frequency and trip duration
  - Value for fare

- Bus on-time reliability
- ETS communications
- A non-user survey was conducted as well for the first time in 2018. Citizens surveyed most often travel within Edmonton by car, with 92% of citizens surveyed possessing a driver’s licence.
  - 44% of non-users indicated that they had used ETS in the past on a regular basis, with the level higher among females compared to males (50% vs. 39%). Nearly all of the citizens surveyed that had used ETS on a regular basis (98%) had not used public transit for at least one year prior to when responses were collected.
  - The reasons for changing the mode of transportation were collected, as well as suggestions for improvements that may increase the likelihood of choosing public transportation in the future. Half of all non-users declined to offer suggestions for improvements to security and safety on ETS. 17% stated that better security is needed, and a similar proportion suggested having better safety and security for ETS operators (16%).
  - The results indicate that the use of other modes of transportation over ETS depends on geographical locations, convenience, and trip duration. ETS can improve ridership by improving trip duration, expansion of service, and improving the frequency and reliability of the service.
- Question and Answer period followed with discussion around:
  - It was noted that the commuters would be represented in the “high frequency” results, and the citizens using transit for events would be represented in the “low frequency” results.
  - It was noted that the results for the percentage of females reporting high satisfaction ratings for safety and security (77%) may be travelling during peak times, and during events when the ridership is high.
  - Members requested more information on the low satisfaction results by riders with disabilities.

FOR APPROVAL	DECISION
<b>Draft Terms of Reference – ETS’ Marketing Strategy</b>	<b>G. General</b>
<ul style="list-style-type: none"> <li>• The draft terms of reference was distributed to members in advance of the meeting for review and was approved with no changes.</li> <li>• The objective of the sub-committee is to provide recommendations to ETS’ administration to ensure that marketing information gets to the intended audience in an effective way. The bus network redesign could be a meaningful opportunity to increase ridership and trust in Edmonton’s transit system.</li> </ul>	
<p><b><i>MOVED: by I. Hubert to approve the draft terms of reference for the ETS’ Marketing Strategy sub-committee as submitted.</i></b></p>	
<b><u>CARRIED</u></b>	

NEW BUSINESS	INFORMATION
<b>ETS Customer Journey Mapping project workshop</b>	<b>M. Lachance</b>
<ul style="list-style-type: none"> <li>• Marc provided the Board with an overview of the objectives of a new ETS Customer Journey Mapping project which is being facilitated by a consultant on behalf of ETS administration and includes an opportunity for the members to engage in a workshop at an upcoming meeting of the Board. The August meeting was proposed. Two members present noted they will not be available to attend, and requested to be informed about additional future opportunities to provide input.</li> </ul>	
<b>Upcoming Events</b>	<b>C. Kelly</b>
<ul style="list-style-type: none"> <li>• October 15<sup>th</sup> was proposed for the Bi-Annual Luncheon with Councillors, and November 25<sup>th</sup> for the Board’s Annual Social with ETS Administration and Councillors and past members. Members were in favour of proceeding to make arrangements for these dates.</li> </ul>	

SUB-COMMITTEE UPDATES	INFORMATION
<b>Transit Innovation</b>	<b>B. Curry</b>
<ul style="list-style-type: none"> <li>No meeting was held in July. The next meeting is planned for Wednesday, August 21<sup>st</sup>, 2019.</li> </ul>	
<b>Integrating Land Use &amp; Transit Policies</b>	<b>C. Kelly</b>
<ul style="list-style-type: none"> <li>The Board discussed the status of the report. The terms of reference were reviewed. Isabell will share her contribution to the report with members.</li> </ul>	
<b>Transit Fare Policy</b>	<b>C. Kelly</b>
<ul style="list-style-type: none"> <li>Charlie visited the Strathcona Seniors Centre on July 19<sup>th</sup> to discuss the proposed senior fare policy changes and the Ride Transit program. Approximately 25 seniors attended. Charlie presented a summary of the presentation and the feedback, as well as next steps for the sub-committee.</li> </ul>	
<b>Safety and Security</b>	<b>J. Arango</b>
<ul style="list-style-type: none"> <li>Jorge will set up a meeting for the sub-committee to begin to draft the terms of reference.</li> </ul>	

INFORMATION SECTION	INFORMATION
<b>Councillor Emerging Issues Update</b>	<b>Cir. A. Knack</b>
<ul style="list-style-type: none"> <li>Councillor Knack reminded members that the first/last kilometre survey is live this week and encouraged participation.</li> </ul>	
<b>DATS Advisory Group (DAG) Update</b>	<b>B. Macklon</b>
<ul style="list-style-type: none"> <li>Bob shared the news that the <u>Barrier Free Design Guidelines</u> are going to be available to download free as a PDF for the public as of August 1, 2019 from the Safety Codes Council website under Public/Publications. He will share it with AAC Chair as well.</li> <li>Bob noted that the July <u>DATS newsletter</u> has a helpful summary of the highlights of the June 24<sup>th</sup> report to Council on the Principles of Service for DATS.</li> </ul>	
<b>ETS Branch Highlights Report</b>	<b>M. Lachance</b>
<ul style="list-style-type: none"> <li>The ETS Branch Highlights report was presented.</li> <li>Requests for information on: <ul style="list-style-type: none"> <li>LRT speakers in vehicles – process for audio announcements during failures/incidents.</li> </ul> </li> </ul>	
<b>Edmonton Arts Council (EAC)</b>	<b>J. Arango</b>
<ul style="list-style-type: none"> <li>Nothing to report.</li> </ul>	
<b>Accessibility Advisory Committee (AAC)</b>	<b>C. Kelly</b>
<ul style="list-style-type: none"> <li>Charlie noted that Jason Pisesky, the Chair of the Accessibility Advisory Committee (AAC) will be attending sub-committee meetings on their behalf, and he will pass on the contact information to the sub-committee leads to add him to the invitations.</li> </ul>	
TOPICS OF THE NIGHT	DECISION
	<b>I. Hubert</b>
Topics selected to highlight: <ul style="list-style-type: none"> <li>Amber Fiaz' presentation on ETS' 2018 Customer Satisfaction Survey Outcomes Summary.</li> <li>The Board's approval of the terms of reference for the ETS' Marketing Strategy sub-committee.</li> </ul>	

MOTION TO APPROVE MINUTES OF THIS MEETING	DECISION
<b>MOVED:</b> by I. Hubert on August 26 <sup>th</sup> , 2019 to approve these July 29 <sup>th</sup> , 2019 minutes.	
<b>CARRIED</b>	

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CHAIR SIGN-OFF   
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