



Edmonton Transit System Advisory Board

FINAL Meeting Minutes

Monday, November 26, 2018

5:30PM –8:00PM

Heritage Room, City Hall

Meeting No. 18.11

Prepared by Christy McKenzie

Members Present:

Sean Lee (Chair), Charles Kelly (Vice-Chair), Bob Macklon, Isabell Hubert, Giselle General, Maurice Vincent, Brian Curry, Mariah Samji, Jorge Arango, Stewart Smith, Kouresh Lotfi

Regrets: Philip Reid, Mark Tettersington (President, ATU 569)

Guests:

Izak Roux, former ETSAB Chair
Councillor Aaron Paquette

ETS & City of Edmonton Staff:

Councillor Andrew Knack, ETSAB Council Advisor

Marc Lachance, ETS Staff Liaison to ETSAB, and Senior Strategy and Planning, ETS Business Integration

Christy McKenzie, Administrative Assistant, ETSAB and ETS Technical Services

Materials & Attachments:

- Meeting Agenda
- Draft Meeting Minutes – November 5th, 2018
- ETS Branch Highlights Report
- Presentation slides for ETSAB Recruitment Strategies
- DRAFT First/Last KM letter

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

2. AGENDA REVIEW	DECISION
<p><i>MOVED: by M. Samji & seconded by C. Kelly to approve this November 26th, 2018 agenda, with the addition of 5.f. ETSAB Recruitment Strategies presentation by Giselle, and move up to first item of business Councillor Emerging Issues Update by Councillor Knack from 7.d.</i></p>	
<u>CARRIED</u>	

3. APPROVAL OF PREVIOUS MEETING MINUTES	DECISION
<p><i>MOVED: by I. Hubert & seconded by M. Samji to approve the November 5th, 2018 minutes.</i></p>	
<u>CARRIED</u>	

4. Annual Social with ETS Administration and Councillors
<ul style="list-style-type: none"> • Councillor Knack and members who attended CUTA were able to share their experience. Councillor Paquette and past Board Chair were also in attendance.

5. FOR APPROVAL	DECISION
DRAFT First/Last KM Letter	I. Hubert
<ul style="list-style-type: none"> • The draft letter was reviewed and approved for distribution to Councillors in lieu of the report and presentation prepared for the November 13th Urban Planning Committee meeting which was postponed to 2019 Q1 for consideration during budget deliberations. 	

MOVED: by I. Hubert & seconded by M. Samji on November 26th, 2018 to approve the letter with no changes.

CARRIED

6. NEW BUSINESS	INFORMATION
Bus Network Redesign Public Engagement Session Debrief	S. Lee
<ul style="list-style-type: none"> Sean was able to attend the session that took place in the Edmonton Tower Lobby on November 15th and reported that the only significant changes were in relation to some routes and stops being added back in to the redesigned network plan. Members were in agreement that no further engagement activities need be actioned by the Board at this time on the subject. 	
Administrative Items at Upcoming Board Meetings	S. Lee
<ul style="list-style-type: none"> Chair/Vice Chair Voting Session – January 2019 Annual Spring Retreat date confirmed for Saturday, February 16th and it was noted that a full presentation of material from the recent CUTA conference. 	
Budget Discussion	S. Lee
<ul style="list-style-type: none"> Sean led the discussion following the previous general meeting presentation by ETS Administration and member review of the Budget report to Council. Mariah volunteered to draft a letter to Councillors on behalf of the Board, with comments on the following items selected to be brought forward: <ul style="list-style-type: none"> Late Night Owl service proposed reductions Bus Rapid Transit addition to the service Ride Transit program Safety and security at Transit Stations Support for the Stadium Station upgrade Support for Capital budget ask for fleet renewal program 	
ETSAB Twitter Account Update	I. Hubert
<ul style="list-style-type: none"> Sean, Isabell and Christy met with WAVE and Youth Council members to learn more about how they manage their social media accounts. An official request to submit the City's Media Relations Unit will need to be drafted early next year. 	
Board Recruitment Strategies	G. General
<ul style="list-style-type: none"> The Board currently has 3 women out of 12 total members, and historically on average 33% of the ETSAB members have been women. Examples of websites and social media presence of other City Boards and Committees were included in the presentation. Recruitment starts annually in early January, and Giselle proposed some potential avenues for expanding awareness of the opportunity to the community: <ul style="list-style-type: none"> Have social media presence for ETSAB Using social media to cross-promote, including the annual recruitment post (WAVE has agreed to cross-promote ETSAB once the Board obtains a social media presence) <ul style="list-style-type: none"> Women's Advocacy Voice of Edmonton Parity YEG Walkable Edmonton End Poverty Edmonton Equal Voice Alberta North InspireHer Society Paths for People Alberta Ministry of Status of Women Federal Ministry of Status of Women Institute for the Advancement of Aboriginal Women Edmonton City Councillors Sarah Hamilton and Bev Esslinger, both have a Facebook and Twitter Account Edmonton Youth Council Any identified women community leaders (ex. Keren Tang, Sarah Chan, Miranda 	

- Jimmy, Kirsten Goa, etc.)
 - Any other elected officials who are women (MLAs, MPs. School Board Trustees Etc.)
- Have ESTAB Board photo on the web page (the Board plans to take a photo to upload at the January General meeting)
 - Helps demystify who is currently on the board
 - Can help make the role approachable and relatable (*if they can do it I can do it too*)
 - Can initiate conversations on diversity
- Make a custom recruitment graphic that is ESTAB specific
 - Simple and effective
 - Easily describe what the position entails and who is being encouraged to apply
 - Graphic should be made/ approved by City's Marketing Department
 - Various social media accounts (ESTAB if approved, ETS) can use this graphic as opposed to the generic images for all the agencies, boards and commissions.
- Create YouTube Video on Board Involvement
 - Short interviews with board members
 - Video of the board's purpose
 - Describe their personal reasons for getting involved or the impact of their volunteering
 - Possible to do in 2019, depending on approval and resources needed
 - Need to have board members willing to be filmed
- Marketing using Community Leagues and Cultural Communities
 - Opportunities to target either specific communities or populations
 - People use transit for different purposes and times of the day, depending on their lives and locations
 - Online on in-print marketing
 - Need to evaluate available resources for paid ads
- Review applications from 2019 recruitment to identify gaps
 - Review 2019 applications to assess demographics of applicants
 - Review resources available for other marketing/ promotion that may require some funding
 - Review how ESTAB social media accounts are performing

CUTA Debrief	G. General & J. Arango & Councillor Knack
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- Councillor Knack shared with the Board a case study from Airdrie Public Transit that he attended as well as the King Street pilot project session on how changes to the traffic controls reduced transit trip time by up to 10 minutes along a corridor.
- Jorge and Giselle shared some key take away messages that apply to the Board's current and future work plans, including specific examples.
- Some of the sessions they were able to attend include:
 - Women in Transit Panel
 - Hearts and Minds, Making the Case for Transit Investment (SI)
 - King Street Transit Pilot Project
 - Show me the Journey! Selling Transit to a Reluctant Public
 - Green Municipal Fund Workshop
 - Large Systems Roundtable
 - The Micro Solution, Small Systems Leading the Way in Micro Transit (First Mile, Last Mile)
 - Me Too (Women's safety on public transit)

7. SUB-COMMITTEE UPDATES	INFORMATION
Transit Innovation	M. Vincent
<ul style="list-style-type: none"> • No meeting was held in October. Maurice will send an invite to members for the 10th of December. 	
Wayfinding	J. Arango
<ul style="list-style-type: none"> • First draft of the report will be circulated for member's contributions after addition of information 	

gathered at CUTA conference.	
Standing Items	S. Lee
<ul style="list-style-type: none"> No updates. 	

8. INFORMATION SECTION	INFORMATION
ATU569	
<ul style="list-style-type: none"> No updates. 	
DATS Advisory Group (DAG) Update	B. Macklon
<ul style="list-style-type: none"> No updates this month from DAG. Bob informed members that Lydia Trevelyan will be attending ETSAB General meetings to observe starting in January, and can inform the Board on updates from DAG. 	
ETS Branch Highlights Report	M. Lachance
<ul style="list-style-type: none"> The ETS Branch Highlights report was presented by Marc. Marc noted that Report CR_6614 is the response to Councillor Paquette's motion. The 311 3rd party app was also discussed. 	
Councillor Emerging Issues Update	Clr. A. Knack
<ul style="list-style-type: none"> Councillor Knack brought to the Board's attention the possible budget impact on the Late Night Owl service as a lower ridership route, and noted that ETS Customer Journey mapping will apply to DATS as well as regular routes. 	
Accessibility Advisory Committee (AAC)	C. Kelly
<ul style="list-style-type: none"> No updates. 	
Edmonton Arts Council (EAC)	M. Samji
<ul style="list-style-type: none"> Mariah plans to connect in January with EAC for an update. 	

9. TOPIC OF THE NIGHT	DECISION
	C. Kelly
<ul style="list-style-type: none"> Highlights of the meeting selected as the topics of the night to share with Councillors: <ul style="list-style-type: none"> Annual Social Letter to Councillors on First/Last KM Letter to Councillors on ETS Budget 	

10. MOTION TO APPROVE MINUTES OF THIS MEETING	DECISION
<p>MOVED: by M. Samji & seconded by G. General on January 28th, 2019 to approve these November 26th, 2018 minutes.</p>	
	CARRIED