



**Edmonton Transit System Advisory Board**

**Meeting Minutes “FINAL”**

Monday, November 27, 2017

5:30PM –8:00PM

Heritage Room, City Hall

Meeting No. 17.11

Prepared by Christy McKenzie

Members Present:

Izak Roux (Chair), Bob Macklon, Charles Kelly, Isabell Hubert, Mariah Samji, Sean Lee, Kristina Peter, Brian Curry, J. Philip Reid

Regrets:

Jorge Arango, Stewart Smith, Vlad Slavov (Vice-Chair), Mark Tetterington (President, ATU 569)

Guests:

Anthony Dionigi, Transit Supervisor, City of Fort Saskatchewan

ETS & City of Edmonton Staff:

Carrie Hotton-MacDonald, Director, ETS Business Integration and Workforce Development, City Ops

Sarah Feldman, Director, ETS Planning & Scheduling, City Operations

Anika Muhammad, Civil Engineer, Transportation Strategies, City Planning

Dhanasekar Logaswamy, Team Lead, Resource Management, ETS Workforce Development, City Ops

Marc Lachance, ETS Staff Liaison, ETS Business Integration, City Operations

Christy McKenzie, Administrative Assistant, ETSAB and ETS Technical Services, City Operations

Materials & Attachments:

- Meeting Agenda
- Draft Meeting Minutes – October 30, 2017
- Draft Letter to UPC, re: Edmonton Transit and Autonomous Vehicles
- Copy of ETS 2016 Year End Summary of the Customer Satisfaction Survey
- Copy of Transit Talk Newsletter Vol. 36 by etc.
- ETS Branch Highlights Report

<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 S. Lee &amp; seconded by M. Samji to approve the Nov 27<sup>th</sup>, 2017 agenda, with the following additions:  <b>Add to New Business/Updates: upcoming ETSAB special meetings/Admin Items, and debrief on status of Route 747</b>  <b>Add to Sub-Committee Updates: Start of new Sub-Committee Activities, with close of Autonomous Vehicles.</b></p>	
<b><u>CARRIED</u></b>	

<b>3. APPROVAL OF PREVIOUS MEETING MINUTES</b>	<b>DECISION</b>
<p><b>MOVED:</b> by M. Samji &amp; seconded by C. Kelly to approve the October 30<sup>th</sup>, 2017 minutes.</p>	
<b><u>CARRIED</u></b>	

4. PRESENTATIONS	INFORMATION
Park and Ride Strategy Report Overview	A. Muhammad
<ul style="list-style-type: none"> <li>• Background information on initiation of the Park and Ride Strategy included acknowledgement of recommendation in ETSAB's report regarding management of the availability of park and ride facilities at transit centers. Also, multiple additional related requests coming through from Council, due to high profile active applications for TOD at Millwoods Town Centre, Century Park and Stadium stations; and active park and ride projects at Heritage Valley and St. Albert.</li> <li>• The purpose of the strategy was stated as being to “guide long term, city-wide provision and operation of Park &amp; Ride”. The strategy report includes a vision statement and guiding principles, strategic areas of focus with goals and objectives, and spans all aspects of park and ride. The concepts presented are in draft form and have not been finalized.</li> <li>• The Park and Ride Policy <u>C554A</u> is pending review, including consideration of the role of private park and ride, future lots based on population growth, implementation plan, public engagement and technical consultation.</li> <li>• An overview of work completed since October of 2016 was presented, including: <ul style="list-style-type: none"> <li>• Council interviews</li> <li>• Research on best practice</li> <li>• Public engagement via open houses</li> <li>• Online survey with key findings from the survey being that park and ride needs to serve multiple trip purposes throughout the day, a focus on adding more park and ride at existing locations along LRT lines and in the SW, the perception that paying for park and ride reduces access to transit and transit ridership, and participants wanted more park and ride of a higher quality at a lower cost.</li> <li>• Focus groups tested three concepts, with Park &amp; Ride noted as a valued service, with free parking providing options to users: <ul style="list-style-type: none"> <li>▪ Partners – results were favorable</li> <li>▪ On-street parking – results were mixed</li> <li>▪ Variable pricing – results were non-supportive</li> </ul> </li> <li>• The results of the Household Travel Survey were analyzed. Findings included: <ul style="list-style-type: none"> <li>• Park &amp; Ride users are primarily students and commuters. (59% workers, 29% post-secondary students and 12% other).</li> <li>• A majority are destined downtown or into the City Centre and tend to come from households of higher income</li> <li>• Around 50% are parking on the street</li> <li>• Approximately 80% of Edmonton Transit users have access to one or more personal vehicles but choose to take transit, which is good indication that Park &amp; Ride can be used to attract and retain this group of riders.</li> <li>• A demand analysis for rezoning was completed which showed Park and ride users appear to predominantly be users outside of a 10 minute bus ride to an LRT station or transit centre with park and ride.</li> </ul> </li> <li>• Regional Travel Model scenarios were run to study impact: <ul style="list-style-type: none"> <li>▪ A correlation between bus access and Park &amp; Ride use was found, and that GHG emissions and vehicle kilometers travelled were reduced</li> <li>▪ With 80% of City of Edmonton reported as transit users in 2016, by 2050 City of Edmonton users was forecasted at 60% of population.</li> </ul> </li> <li>• A report was presented to UPC June 7, 2017 with an update on the progress at that time</li> </ul> </li> <li>• The draft strategy report is now in the final stages (CR_5253), with presentation to Council scheduled for end of Q2 2018. An overview of areas of focus identified in the report was presented. The Areas of Focus are: <ul style="list-style-type: none"> <li>• Vision of Park &amp; Ride</li> <li>• Provision of Park &amp; Ride</li> <li>• Park &amp; Ride and TOD</li> <li>• Park &amp; Ride Siting and Facility Design</li> <li>• Park &amp; Ride Management</li> <li>• Park &amp; Ride Customer Experience</li> </ul> </li> <li>• Question and answer period followed:</li> </ul>	

- Discussion around variable pricing compared with partnering with private suppliers. It was confirmed that the customer experience may still be managed through the City (i.e. wait list) if private suppliers are providing the Park & Ride service but the City would not have any input on the prices set.
- Inquiry about whether partnering on Park & Ride with West Edmonton Mall, Southgate Mall and Kingsway Mall would be pursued. It was confirmed that consideration for this action would be in the next phase of the project.
- It was noted that detailed action items on all Areas of Focus have been drafted, and are going through an internal review process.
- Price compounding concerns were discussed. It was noted that Park & Ride services have costs associated with building and maintenance, but the fare policy work underway may provide opportunities to bundle costs.
- Interaction between Park & Ride and First Mile/Last Mile was discussed. It was confirmed that the network redesign may impact the strategy, so it will be reviewed again within the next three years to align. The strategy will have the ability to be flexible and adaptable built in to accommodate changes, including impact of autonomous vehicles.
- The Board expressed interest in updates on the City's Bike Strategy that will be finalized in the next 1 to 1.5 years. This will take into consideration the LRT sustainable integration guidelines.
- Fare collection and Park & Ride was discussed in terms of a seamless transaction for a positive customer experience. It was noted that a status report on partnerships with the City was presented to Council in June, and Council direction was to begin with minimum involvement, acting as a communication channel only unless it becomes necessary to take on an active role.

**2016 ETS Customer Satisfaction Survey Results Overview**

**D. Logaswamy**

- Dhanasekar presented to Board members the background, and methodology for the research findings. The surveys since 2014 are collected quarterly by telephone for a total of 1600 annually. Respondents were asked to confirm they had taken transit within the past four weeks at the time of the survey. Customer Satisfaction Surveys have been conducted since 2000, and the program was reviewed and updated in 2014. The changes were outlined, and the presentation focused on comparing 2015 and 2016 results.
- Customer experience impacts highlighted included perception of control over their time, security, and access to information, as well as the impact of interactions with operators.
- The presentation included a review of the [Survey Dashboard](#) and [Open Data](#) that are now available to the public. [The 2016 Annual Summary Report](#) is also posted on [edmonton.ca](#).
- Overall customer satisfaction was 76%, which is the same as in 2015. The top rated attributes are LRT and bus operator safe driving and customer service, followed by perception of safety on board and cleanliness of LRT stations and bus and train car interiors.
- Opportunities for improvements are the same as identified in 2015, with the addition of ETS communication. Good connections were noted as most important, with bus on-time reliability as second most important, followed by trip duration, bus frequency, and ETS communications.
- Of those surveyed, 63% use transit to attend special events, with 51% using transit to commute to work. Payment methods used are almost equally distributed among cash, tickets and monthly passes. Most riders walk to their stop, averaging 7 minutes to arrive at their departure point.
- Question and answer period followed:
  - The fare related impacts on customer satisfaction were discussed. It was noted that electronic payment system with expected roll out at two years from now, and mid-2018 fare policy changes should reduce this impact. It was also confirmed that the revenue in fare categories reflects different results than the survey of rider perceptions.
  - The consideration of a survey of non-transit users' perceptions was discussed, as this would be useful for market growth. It was noted that the City has conducted many point-in-time surveys in the past with non-riders. It was also confirmed that a work stream to explore options for an ongoing survey with non-riders has been formed in ETS Business Integration section and options regarding this will be explored in more detail in the near future.
  - Discussion around the weighting of the responses below 7 on the scale was confirmed to be mainly represented by a 5 or 6 as responses, with less than 1% each between 1 and 4.
  - It was confirmed that the survey did include a request for which area of the City respondents resided by quarter (SW, NW, SE, and NE).

- Communication plan for alerts was requested in next six months.
- Northeast Edmonton safety and security results were down from 2015 on the survey. It was confirmed that this has been actioned as has been improving throughout 2017. It was also confirmed that EPS and ETS have a very close partnership regarding any Safety and Security related incidents and issues.
- It was confirmed that heated shelters were not surveyed specifically, and that the biggest impact on customer satisfaction related to stops was a walking distance of more than 7-10 minutes.

5. REQUEST FOR APPROVAL		DECISION
<b>Draft Letter to Council re: Autonomous Vehicles</b>		<b>C. Kelly</b>
<ul style="list-style-type: none"> <li>• Charlie read aloud the draft letter to UPC for final review.</li> <li>• Discussion around wording consistency – automated versus autonomous, and reference to frustration as a formal position.</li> <li>• Members present voted all in favour of the letter as revised during the Board meeting.</li> </ul> <p><i><b>MOVED:</b> by C. Kelly &amp; seconded by P. Reid to approve the DRAFT Letter to Council re: Autonomous Vehicles as revised during the Board meeting.</i></p> <p style="text-align: right;"><b>CARRIED</b></p>		

6. SUB-COMMITTEE UPDATES		INFORMATION
<b>Transit Innovation</b>		<b>I. Hubert/S.Lee</b>
<ul style="list-style-type: none"> <li>• Sean noted that the recruitment profile review for the next term of the Board was a main topic of discussion.</li> <li>• Potential items to bring to the annual spring retreat for the next term work plan were also discussed.</li> <li>• The next meeting is scheduled for Wednesday, December 6<sup>th</sup>.</li> </ul>		
<b>Automated Vehicles</b>		<b>C. Kelly</b>
<ul style="list-style-type: none"> <li>• This sub-committee’s work is now complete, with the Board approval of the letter to submit to UPC.</li> <li>• The next sub-committee will be Multi-Modal Transportation, led by Kristina Peter and Sean Lee.</li> <li>• The Board acknowledged the members of the sub-committee for their work on this.</li> </ul>		
<b>Gondolas and Cable Cars</b>		<b>M. Samji</b>
<ul style="list-style-type: none"> <li>• Sub-committee meeting was held on November 14<sup>th</sup>. Mariah provided a summary and noted that the updates are available in the Google drive folder.</li> </ul>		

7. NEW BUSINESS		INFORMATION
<b>Upcoming Special Meetings of the Board</b>		<b>I. Roux</b>
<ul style="list-style-type: none"> <li>• The members’ availability was requested to select a date in early February 2018 for the Annual Work Planning Retreat. February 3<sup>rd</sup> was selected.</li> <li>• The Annual Social scheduled to follow the December 18<sup>th</sup> meeting was discussed. It was noted that former members have been invited to attend, and that a few Directors in ETS Administration have accepted the invitation.</li> </ul>		
<b>Status Update for Route 747</b>		<b>I. Roux</b>
<ul style="list-style-type: none"> <li>• Sean noted that Community Services Committee had considered Administration’s revised report on interim funding to maintain the route 747. Most seemed to agree that maintaining current frequencies of service and aligning fare prices to support this until a new regional accord is in place was necessary.</li> <li>• A copy of the motion which passed was shared with members, which included a one-time \$125K funding allocation to retain service until April 30, 2018, and reporting back on progress towards an integrated option with Airport Accord partners in March of 2018.</li> </ul>		
<b>Recruitment Action Items for the 2018-19 term</b>		<b>I. Roux</b>

- Update on status of submission of letters of intent and recruitment profile changes.
  - Reminder for submission of letters of intent from two members to OCC.
  - The recruitment profile has been reviewed and updated for submission this week to OCC.

8. INFORMATION SECTION		INFORMATION
<b>ATU 569 Update</b>		<b>M. Tettersington</b>
<ul style="list-style-type: none"> <li>• No updates available.</li> </ul>		
<b>DATS Advisory Group Update</b>		<b>B. Macklon</b>
<ul style="list-style-type: none"> <li>• Bob reported that a new record number of trips in one day (3945) were called in at DATS on Nov. 8.</li> <li>• DATS scheduled pick-ups on the hour at Festivals/Events was piloted recently, and worked well. Another pilot will take place at Shopping Centres throughout the upcoming Holiday season.</li> </ul>		
<b>ETS Branch Highlights Report</b>		<b>M. Lachance</b>
<ul style="list-style-type: none"> <li>• The November ETS Branch Highlights report was presented.</li> <li>• Question and answer period followed:               <ul style="list-style-type: none"> <li>• Details on management and marketing of ETS Twitter account requested. ETS Alerts being two-way (reply back/monitoring?) and increasing # of followers by advertising the Twitter handle (i.e. on fare cards) were suggested.</li> <li>• ESTAB member noted issues with real time information. Administration to review and report back.</li> </ul> </li> </ul>		
9. TOPIC OF THE NIGHT		DECISION
		<b>I. Roux</b>
<ul style="list-style-type: none"> <li>• An overview of the draft Park and Ride Strategy. The draft strategy incorporated some ideas put forward by ETSAB in our 2016 report, such as the City partnering with private parking operators. The final strategy is anticipated to come to Council at the end of Q2 2018.</li> <li>• The results of the 2016 ETS Customer Satisfaction Survey. 'Overall' customer satisfaction was 76%, which has not improved or declined since 2014. Opportunities for improvement were the same as identified in 2015, with the addition of better communication.</li> </ul>		
10. MOTION TO APPROVE MINUTES OF THIS MEETING		DECISION
<p><b>MOVED:</b> by I. Hubert &amp; seconded by C. Kelly on December 18<sup>th</sup>, 2017 to approve these November 27<sup>th</sup>, 2017 minutes.</p>		<b>CARRIED</b>

**Next Meeting Information:**

Date: Monday, January 29, 2017  
 Time: 5: 30PM – 8:00PM  
 Location: Heritage Room, City Hall