EDMONTON TRANSIT SYSTEM ADVISORY BOARD
MEETING #2, FEBRUARY 28, 2011
HERITAGE ROOM, CITY HALL

PRESENT: Vaughan Hoy, Masood Makarechian, Elizabeth Johnston, John Doucette, John Hayes, John Vandenbeld, Leanne Landry, Gordon Smith, Ryan Orchard, Christopher Dulaba

REGRETS: Brian Marcotte, Bruce Robertson, Stu Litwinowich (ATU 569)

ETS AND CITY STAFF: Ken Koropeski (Director Service Development), Dennis Nowicki, Vicki Luxton

GUESTS: V. Gunderson and a member of the Federation of Community Leagues**.**

1. CALL TO ORDER

- V. Hoy called the meeting to order at 17:35 hr.

2. INTRODUCTION OF THE NEW MEMBERS

- V. Hoy introduced Ryan Orchard and Christopher Dulaba, the two new ETSAB members.

3. REVIEW OF ETSAB'S MANDATE (V. GUNDERSON)

- There is a report going to the Executive Committee Meeting on March 9, 2011. The report recommends a process to review Council advisory committees. A number of the advisory committees have asked for a review of their mandate. Administration has also conducted research regarding the general role and challenges of advisory committees, and leading practices.
- The report recommends that Council start a review by having dialogue with the Chairs of the advisory committees. From there the advisory committees will get an understanding of what their role may be and Council will of the advisory committees.
- The City Clerk's Office is recommending any advisory committees that wish to review their mandate, to go ahead and start that discussion. If a discussion starts now, ETSAB will be far more knowledgeable about what questions to ask Council and what answers to give Council.
- V. Gunderson is working with the Advisory Board on Services for Persons with Disabilities to assist with the review their mandate.
- *Suggest starting by asking these questions:*
  a) Why are we here?
  b) What do we think we are here for?
  c) What do we want to be here for?
  d) What should our relationship be with Council?
- V. Gunderson is the Manager of Civic Agency Government and her office is open to any questions the Board may have.
- *Questions:*
  - *Is the intent to have this task completed in 2011?* Until Council reviews the

report and determines its action, its possible Council may start with a discussion this year with the advisory committees.
  - *If ETSAB recommends a bylaw change, is this something that can happen in the same year as the discussion with Council?* The City Clerk's Office does not want to do a lot of bylaw changes if this is not the way we need to be going. Council needs to be a part of this discussion.
- V. Hoy will make these questions/information available to all the members of the Board and have a discussion in the near future.
- V. Gunderson suggested that ETSAB review does not need to be totally defined by the mandate this Board already has in its bylaw, and it can be taken broader.

4. <u>TRANSIT TO THE AIRPORT UPDATE (K. KOROPESKI)</u>

- K. Koropeski presented to Board members an update on potential service between Edmonton and the Edmonton International Airport (EIA).
- Resulting from ETSAB's advocacy, in 2010, Council did consider service from Century Park to the EIA. Council did vote against funding this service between Century Park and the EIA.
- As a result of an inquiry, material was presented to City Council "in-private" and K. Koropeski is unable to provide information from that discussion. K. Koropeski provided an update since the last time he addressed this topic at the ETSAB meeting.
- **Discussion Points:**
  - Leduc Service with a Stop at the EIA
  - Possible Service Options and Costs
  - Challenges to Operating this Type of Service
  - Next Steps.
- **Non-Discussion Points:**
  - Comments from Councillors
  - ETS's negotiating position with the Airport Authority (AA) in moving this forward.
    - <u>Leduc Service (C-Line Service)</u>:
      - At the present time, ETS is operating contracted service to the City of Leduc and Leduc County with a stop at the EIA.
      - This service includes four morning trips and four afternoon trips on an approximately thirty minute frequency. The service is funded by the City of Leduc and Leduc County. The City of Leduc and Leduc County specify the route and schedule. This is not an Edmonton Transit route.
      - The planned implementation of that route was suppose to be in September 2010 but was delayed by a Greyhound objection at time of application for the Operating Authority Certificate (OAC). ETS must have an OAC from Alberta Transportation to operate inter-municipal bus service in the Province.
      - This service was started in November and has been running for four months. The average daily ridership in January was about 147 passengers per day. Of that 15 passengers got on or off at the EIA. On average about eight of those passengers per day had luggage/large packages. In terms of the total numbers 147 per day in the third month of service compared to Fort Saskatchewan or

Spruce Grove is a pretty good startup and the service is promising.
  - To accommodate airport travelers ETS did have to make changes to their operating procedures. Provincial operations prohibit lose items in the aisles or blocking the doors. Operating procedures were put in place requiring passengers to store luggage on the floor between the seats or on the seats. This has a potential to reduce seating capacity.
- Possible Service Options and Costs
  - Regarding possible ETS airport service, an option is 30 minute frequency operating seven days a week between about 5:30 am until 1:00 am, the same hours that LRT operates. ETS would look at express service from Century Park and the terminal.
  - It would likely require four buses for daily operation, and ETS does not think their buses could run all day without refueling.
  - In terms of the cost to provide that level of service, the direct operating cost which includes only the operator, fuel and maintenance is about $1,750,000 per year. That does not include the capital cost for bus acquisition or non-direct support costs such as IT, Human Resources, Planning and Scheduling, and Marketing help. This estimate is just the direct operating cost.
- Challenges to Operating this Type of Service
  - Would not put the service out without luggage racks on the bus, and some retrofitting of buses required. One of the drawbacks of this is it reduces the seating capacity.
  - Would put on over 700,000 kms per year just running back and forth from the EIA. If we dedicated eight buses for the service which is four buses with four backup, each bus would operate about 90,000 kms per year which is twice the fleet average. In the long term ETS would have to replace the buses quicker.
  - There are some issues with short term availability of buses. Unlike last year, ETS is close to having the maximum utilization of the fleet. So if ETS does dedicate buses for the EIA service, it may impact the kind of service we have in the City of Edmonton.
  - If the service was successful, ETS would look at buses that are suited to higher speed operation and the provision of luggage storage. Existing buses ETS has on their fleet are not designed for this type of service.
  - ETS would have to consider the potential intentions of the City of Leduc/Leduc County with the existing C-line service as to whether they would want to cut back the C-line service and have passengers transfer to the ETS service which could lead to capacity issues and the question as to who subsidizes the service when the Leduc riders come into play.
  - With the OAC, ETS may receive a challenge from private companies if ETS proposed bus service to the EIA.
- Next Steps
  - ETS will be moving into negotiations with the Edmonton Regional Airport Authority (ERAA). Some of the specifics that will need to be negotiated would be the service levels, the fares, cost/revenue

sharing arrangements and the length of the contract.

- On January 25, 2011 ETS did bring an "In-Private" report to TPW where it was outlined some of the possible service scenarios, costs, service issues as well as possible revenue sharing arrangements. The TPW members and other Councillors, including the Mayor, considered the material and provided Administration with their suggestions. At present there is no provision in ETS's operating budget for airport transit service. There would be an expectation that the Department would be back to the Committee after negotiations are concluded with the recommendation whether to provide service or no service, the cost sharing proposals, fares and the level of service, and a budget amendment (as required).
- At the moment ETS is in the process of finalizing a package to go to the ERAA to start the negotiations.

- **Questions**
  - *Have there been any surveys as to where the ridership may go?* There have not been any further surveys other than the work that ETSAB was involved in a year and one-half ago. The C-line is not designed around airport travelers and does not get any of the workers, so the 15 riders are not considered to be a good indication of what the ridership could be if a quality service was provided.
  - *The County of Strathcona and St. Albert both run longer distance commuter transit which would be similar to transit service to the airport. Do they have a different kind of bus, is it a highway bus that they operate, and are they retrofitted to deal with luggage?* St. Albert have standard city buses articulated or forty foot buses like ETS's buses, and Strathcona have some highway coaches and are testing out double decker buses. In terms of luggage arrangements, the service to Edmonton is not subject to having an OAC and they play under a different set of rules than ETS's services to Leduc, Fort Saskatchewan or Spruce Grove. They are considered abutting urban areas.
  - *If ETS does proceed with a bus to EIA what will happen to the existing C-line?* This is one of the unknowns. Presently ETS has a two year operating agreement with Leduc so sometime in 2012 ETS will start talking to them about renewing their contract.
  - *Mr. B. Boutilier in June 2010 said the pilot project could be funded through the money found in the 2011 budget. What has changed to make the budget program different?* City Council did not approve funding for this service.
  - *Would you consider, if ETSAB were to approve the motion to go "In-Private", sharing any additional insights into the long term prospect of the service are?* Not able to share any additional information.
  - *Are you presently in negotiations with the Airport Authority?* Not yet, but a proposal is being put together to start sometime in March. *Would they be a financial contributor?* That is part of the negotiations.

5. <u>ETSAB AND YOUTH SUMMIT (D. NOWICKI)</u>

- D. Nowicki will send the latest addition of the Leading the Way Youth Summit Program to all Board members. The program is close to its final state.
- Summit starts late afternoon of May 6, 2011 and runs to the evening of May 8,

2011.

- The Youth Summit is followed by the Prairies and Territories Chapter Meeting.
- **Background**
  - The Canadian Urban Transit Association (CUTA) use to host bi-annual summits that bounced between the east and west.
  - It was dependent on Federal funding and this funding was lost. There was some discussion about the model itself and a proposal was put forward to gravitate to a regional format.
  - CUTA has five regions comprised of the Atlantic, Quebec, Ontario, the Prairies and Territories, and B.C.
  - Edmonton is hosting the first regional summit in Canada which is the Prairies and Territories Youth Summit.
  - The applications for delegates closed on February 18, 2011 and 75 applications were received for the 60 spots.
  - On Wednesday we have a teleconference with the Steering Committee and will be determining the delegate selections.
  - There were a lot of applicants from Edmonton, Calgary, and Winnipeg.
  - Some disappointment in the limited number of applicants from smaller and medium-sized centres. On a brighter side, applications were received from as far away as Whitehorse, YT and Thompson, Manitoba.
- **Where does ETSAB fit into this?**
  - Administration would like one ETSAB participant for a panel on Saturday morning for a session from 9:00 am until 10:15 am. The session is on Community Decision Makers and Influencers.
  - A brief five minute overview is needed of ETSAB's role and how the Board see themselves in a decision making process or in what capacity do they feel they are influencing the public transit locally.
  - There are other opportunities during the weekend to be facilitators or moderators in different sessions. It would be nice to have the flavour from different participants; we will have University Grad Students and representatives from other transit systems. If anyone is available to please put your names forward.
  - There is a Career Day so there is an opportunity for ETSAB to have a booth there. There will be a few private companies in attendance as well.
  - The age group for the youth is 18 to 28 years. There is potential for a good group of enthusiastic youth attending this summit.
- **Commitment from ETSAB**
  - There was a show of four hands interested in participating on the panel. ETSAB members will determine the representative for ETSAB closer to the event.

6. AGENDA REVIEW

- There were no changes made to the agenda.

Agenda Approved

MOVED: by V. Hoy/J. Vandenbeld to approve the agenda.	**CARRIED**

Minutes Approved

7. REVIEW OF JANUARY 31, 2011 MEETING MINUTES

- There were no changes made to the January 31, 2011 Minutes.

MOVED: by G. Smith/J. Doucette to approve the January 31, 2011 minutes.
CARRIED

8. TASK GROUP PRESENTATIONS

- *DATS Efficiency Task Group (G. Smith)*
  - G. Smith stated there was a setback after phoning DATS requesting to attend a DATS Advisory Group (DAG) meeting because the request must be initiated in writing. G. Smith presented this to E. Johnston (DAG Chair) to see if this task group can meet with DAG at their next meeting.
  - Questions/Conments:
    - *Was there a sense from the DAG members that there was interest in collaborating with ETSAB in exploring the efficiency of the system and the new booking system?* Do not know, as this task group has not met with DAG as yet. E. Johnson emphasized that that this task group's request to attend a DAG meeting will be put on DAG's next meeting agenda. The next DAG meeting is in two weeks time.
    - J. Hayes stated that as he understood it, this task group was set up at the request of DAG because ETSAB had a different mandate and a different access point to Administration and Council than DAG does. J. Hayes wonders why this task group is going to DAG rather than doing its own research. *Have you put together the deliverables to discuss at this meeting?* No, this task group has not done this.
    - *E. Johnston/G. Smith have you ever answered a client survey at DATS?* Yes, DATS does conduct surveys. DATS calls their frequent riders who book DATS and DATS asks those questions. G. Smith keeps track of every driver he has had and has quite a few statistics about what could or has not been done.
      It would be interesting to compare the DATS surveys to the broader transit surveys to see if DATS is performing at or near the level that the rest of transit is performing. The impression given from this task group is that DATS is much more frustrating than the main transit system. J. Johnston stated that DATS is a door-to-door service whereas the main transit service is stop-to-stop.
    - Comment: J. Vandenbeld has concerns about the nature of this group, and has his own issues with his transit experience but thinks the best interest of this Board should be focused on things at a higher level. He has concerns that this task group has not established any deliverables to date. Question: *What is DAG able to communicate that can't be communicated by L. Stewart?* As far as deliverables, G. Smith stated there are some ideas he can give to the members of ETSAB from his own findings. E. Johnston stated that DAG's bylaws state that individual complaints are not to be brought to the DAG meetings. E. Johnston suggested this group start with a private meeting with L. Stewart and D. Crozier.
    - *Could DAG members be invited to come to ETSAB to collaborate with members of this task group?* Suggestion from M. Makarechian.
    - J. Vandenbeld finds it surprising that this task group would go through

DAG to ask questions.

- ❖ J. Hayes suggested that this group return to their deliverables. Once the task group has decided what questions to ask these questions will determine the direction these questions will take. DAG may not be the correct place. Administration and the riders may be able to answer these questions. And D. Nowicki may be able to answer questions depending on what questions you are asking. Applying to go to DAG first, this task group might be jumping over an important step that is internal. This group needs to focus on their questions and not on their concerns.
- ❖ J. Doucette recommends that once the data has been collected that this task group not use only anecdotal stories and complaints. Look for real data, and actual facts. Anecdotes tell nothing at all. How often does EDITH slip up by not putting two people leaving the same destination, going the same direction when there is room on the same bus? Look for data where there is a pattern. Anecdotes will drive the questions.
- ❖ D. Nowicki stated that DATS regularly conducts Customer Satisfaction Surveys and would believe that DATS has made a presentation to DAG. In reference to individual complaints being heard at DAG meetings, complaints should be made on the day they happen and not kept for the monthly meeting, unless the complaint is a chronic (on-going) concern. D. Nowicki asked if the task group's questions were sent to DATS, and G. Smith replied they had not been. D. Nowicki stated the questions could be sent to him if there are challenges in getting answers from DATS, and in his capacity as the ETS administration liaison, he will seek a response to the questions.

- *Marketing Standing Committee (J. Vandenbeld)*
  - The Marketing group has not met to date but plan to meet in the next week.
  - Questions/Comments:
    - ❖ *Is there any role for the Marketing Committee with regards to the Smartbus?* Yes, there will be. The first initial meeting was held last week with the Steering Group and the intent is to define the business requirements and then go out for tender sometime this fall. The role for ETSAB has not been determined as yet.
    - ❖ *Were you contemplating a regular monthly meeting?* Yes, but this has not yet been discussed with the other Marketing group members.
    - ❖ *Have you decided which project you will be working on first from your list of deliverables?* Yes, a list was provided at the 2011 Retreat.
- *Fare Policy Task Group (M. Makarechian)*
  - The Fare Policy group met with ETS Administration, Jerry Davidson from Business Development, who is the lead person on fare policy development. J. Davidson answered all questions and filled the group in on the process that has just started. A review of the basic fundamentals of fare policy development was discussed. This will be the basis of a review to come to Council in 2012. This may be accelerated by Council. J. Davidson invited this group to participate in this review with a monthly update to keep ETSAB involved. Today, J. Davidson supplied a backgrounder document summarizing the current fare policy ideas to the Marketing group. D. Nowicki will distribute this document to all members of the Board.
  - Deliverables: This committee is preparing a report for the fall. J. Davidson

plans to have a draft report ready at the end of 2011. A summary would be given to TPW as to ETSAB's involvement and how ETSAB's feedback has been incorporated. The task group will have an on-going involvement in the Administration's review.

- Questions/Comments:
  - J. Vandenbeld thinks it would be of great use to the Board to have a standing opinion on fare increases. *Was it the Fare Policy group's idea to formulate that and bring it back to the main Board?* J. Davidson goes into great detail about the impact on fare increases and how riders in different categories respond to increases, both through their usage and perception of the value of the ticket. Clearly there is a lot of analysis going into the perceived value and manipulating the fares in response to both the perceptions but also to nurture ridership patterns. M. Makarechian thinks ETSAB should have a standing position and this position will be far more sophisticated once the task group has gone through the process with J. Davidson. At the end there should be an ETSAB report commenting on Administration's report.

- *LRT Task Group (B. Robertson)*
  - V. Hoy spoke on behalf of B. Robertson. This group meeting had to be cancelled and the deliverables are mainly focused in two areas: construction delivery model; and keeping track of the funding sources report. V. Hoy will touch base with B. Robertson next week to schedule a future meeting.
- *Commuter Rail Task Group (J. Hayes)*
  - The meeting this month was cancelled. J. Hayes would like to meet at the same time as the Marketing task group, if possible, as membership is shared with both these groups. The deliverables are fairly long range and he would like to suggest to the task group members that the deliverables be changed slightly. The members have done some groundwork. The proposal will be looking at creating a service but also talking about the rail lines and their maintenance in the City.
- *Bylaw and Mandate Review Task Group (V. Hoy)*
  - All members need to be at the first meeting of this task group.
  - The background of ETSAB was discussed relating to the mandate.
  - Action Plan:
    - Consulting with past ETSAB Chairs/past members at the first meeting.
    - Consulting with other advisory board Chairs later on in the process when the members have a baseline.
    - Potentially reach out to Council members informally for their thoughts and advice.
    - As a starting point, a suggestion to have all Board members answer two of the four questions supplied by V. Gunderson and then meet to determine the position of the Board as it relates to those questions: Questions (a) and (d). All members will email their answers to these two questions to V. Hoy by March 7, 2011.
    - Discussion focused around the amount of energy the Board members should give to this task. This will depend on the report that comes out of the Executive Committee on March 9, 2011 and any direction from Council.

8. MANAGER'S REPORT

- *Highlights*:
  - Smartbus. Formulating the business requirements now with the intent of tendering in the fall. Hopefully awarding the contract at the end of the year with the implementation during the year so that potentially by fall 2012 ETS will have the Smartbus on a couple of routes operating out of Mitchell Garage.
  - Update to the Ridership Figures. Last year's ridership figures were amended and should read in the Manager's Report at 76,322,199 for 11.43% growth. A lot of this increase is due to updates to the pass multipliers. Multiplier is the number of trips per passholder.
  - Liquor Advertisement. This has been approved by Council. This affects all City of Edmonton facilities advertising.
  - Operation of 4-Car Trains. Scheduled testing of the line for 4-car SD160 operation for Thursday night March 3, 2011. If the testing is successful, ETS plans to run 4-car SD160 trains starting March 7. This will increase the line capacity. Our planned book-out will be 12, 4-car trains and 3, 3-car trains for weekday peak service starting March 7, 2011. Until we are able to correct a few technical issues on the retrofit cars and complete some field modifications on the SE160's we will not be able to run all 4-car trains during peak service. Mid-day service will be a combination of 3 and 4-car trains. If the tests are not successful next week, Administration will advise of the revised service plan.
  - Council Updates. V. Luxton sent report updates from TPW today. There is a revised due date of April 12, 2011 for LRT Source of Funding. Alternative Transit Service Model report and Cost-Effective and Innovative Transit Solutions for Neighbourhoods report were received for information, as well as Framework for Transit Funding. The Alternative Transit Service Model received a lot of media attention.
  - Customer Contacts Trip Planner, Web, BusLink and 311. Hit a record of just under 950,000 contacts in January, 2011 compared to over 743,000 in January 2010. These figures do not include Transit on Google Maps and the new text messaging service. The total number of contacts in 2010 was 8,475,000 compared to 2009 of 8,170,000. In terms of 311 it is about 7-8% of all the contacts. The rest is electronic sources such as the Web.
  - North LRT. On March 1st Kingsway Avenue will reduce to single eastbound and westbound lanes for two months until May 2011. This is to accommodate construction preparations for the NLRT to NAIT. All westbound lanes of Kingsway Avenue will be closed between 104 and 105 Street, traffic split to the south side of Kingsway Avenue. No left or right turns from Kingsway Avenue onto 104 Street. No left turns from 104 Street onto Kingsway Avenue. Street metered parking is permanently removed. Detour using 101 Street and 111 Avenue. Starting May 2nd, Kingsway Avenue will be closed completely from 102 to 106 Streets until approximately October 2011 to enable realignment of Kingsway to accommodate the future LRT extension and new stations and transit centre. 104 Street is closed March 1st as well reduced to a single northbound lane

until May 2011.

- *Questions*:
  - *Report 6.3, where is Big Lake?* South of St. Albert. *Closure on Kingsway, does it go past 111 Avenue?* No.
  - *Early transit service into communities, can you touch on this?* It is a very successful program and generally developers are supportive of it. It is voluntary for the developers. Early introduction of service into new communities helps establish transit riders at the early stages of development.
  - *Fare increase clarification?* C. Stolte gave ETSAB a presentation in October, 2010 for the budget, he mentioned the fare increase but it was not something Edmonton Transit had proposed as we were following the Council-approved fare strategy. The Corporation was looking for additional revenue and the fare increase was brought forward as one of the strategies. Some of the Councillors had questions as to who initiated this fare increase because for Council this is part of the budget package presented in transit's budget.

9. **INFORMATION SECTION**

- DAG Report (E. Johnston)
  - On February 8th, DATS Advisory Group meeting was held where there was a short discussion on the Hard to Service clients. A letter was written from Communications to involve DATS, the client and the guardian to get everyone on the same page.
  - Had election of Chair and Co-Chair. Co-Chair is D. Fauchon and E. Johnston is the Chair.
  - A representative came to the meeting to talk about I-Book. I-Book is where DATS clients can book rides over the internet. A brochure was passed around to all Board members.
- ATU 569 Report (S. Litwinowich)
  - No report.
- 2010 ETSAB Annual Report
  - V. Luxton included a draft of the 2010 ETSAB Annual Report to the Meeting Package.
  - Please submit any changes to M. Makarechian by email.

MOVED:	by J. Doucette/J. Hayes to instruct M. Makarechian to prepare a final draft of the 2010 ETSAB Annual Report by fast action. **CARRIED**	Motion Approved

10. **TOPIC(S) OF THE NIGHT**

- The Board had a debriefing of the Transit to the Airport issue from K. Koropeski.

MOVED:	by E. Johnston/R. Orchard to adjourn the February 28, 2011 ETSAB Meeting at 20:04 hours. **CARRIED**	Motion Approved

Next meeting: Monday, March 28, 2011 in the Heritage Room, City Hall