



Meeting Minutes

Monday, October 28, 2024

6:00pm - 8:00pm Board Meeting Hybrid

Meeting No. 24.09

Prepared by Tammy Bittner

Members Present:

Emily Batty (Chair), Mudasser Seraj (Vice Chair), Joshua Jackman, Zohra Jabeen, Eugene Masahkwe, Maria Owczarek, Rebecca Hardie, Lexi McFarlane, Shalene Williams, Ken Kirk.

Regrets:

Steve Bradshaw (President, ATU 569), Councillor Erin Rutherford, ETSAB Council Advisor, Bailey Gerrits,

City of Edmonton Staff:

Marc Lachance, ETS Staff Liaison, Tammy Bittner, Administrative Assistant, Transit Planning, Ridership and Revenue

Materials & Attachments:

- Land Acknowledgement
- Meeting Agenda and ETS Branch Highlights Report
- DRAFT Meeting Minutes - July 29, 2024
- DRAFT Fare Evasion Policies Letter

CALL TO ORDER 6:00 PM E. Batty Land acknowledgement - Board Member	
Agenda Review	DECISION
<i>MOVED: by E. Masahkwe seconded by L McFarlane to approve the October 28, 2024 agenda as presented.</i>	
	CARRIED
Meeting Minutes Review	DECISION
<i>MOVED: by E. Masahkwe seconded by L McFarlane to approve the August 26, 2024 minutes as presented.</i>	
	CARRIED

New Business/Updates:
<p>a) Counsellor Rutherford is reapproved as the ETSAB Council Liaison b) Change to Urban Planning Committee membership; new Councillors c) December Meeting plan - Motion to change date of December meeting to Dec 16</p> <p><i>MOVED: by M. Seraj, seconded by M. Owczarek to change the date of December meeting to December 16, 2024.</i></p>
CARRIED

Working Groups/Sub-Committees	
Arc Card System Review	E. Batty
<ul style="list-style-type: none"> • Low signup for the sub-committee • Objective statement for ARC card review subcommittee <p>“To review the Arc card implementation from a users perspective identifying any misconceptions, shortcomings, or opportunities to provide recommendations on the education of users.”</p> <ul style="list-style-type: none"> • K Kirk inquired about spontaneous usage and cash fare. M Lachance responded that cash will still be accepted, and other features are forthcoming • E Batty discussed a component about where improvements can be made with ARC and open payment. • Concerns voiced from the group about the need for more education for the public. • ETS is working on making contact with Ride Transit users in locations where they are buying their passes to educate them on the new ARC system • E batty concern on timing of the sub committee work and S Williams also commented that maybe this should be looked into a couple months after the implementation • E Masakhwe asked how long is the education campaign going to last? • M Lachance replied there is a big public push now, then there will be an ongoing campaign with different focuses over time. Arc information will have a web presence, be available through 311 and have information on signs at purchasing machines. <p>E. Batty made a motion to hold the Arc Card Review until January or February 2025, but will proceed with jurisdictional scan of fare options</p> <p><i>MOVED: by R. Hardie seconded by K. Kirk</i></p> <p style="text-align: right;">CARRIED</p>	
Rapid Responses	E. Masakhwe
<ul style="list-style-type: none"> • E. Masakhwe discussed the rapid response to ETS admins Ride Transit Funding Gap report. 	

Accessibility Advisory Committee - AAC Liaison Update	J. Jackman
<ul style="list-style-type: none"> • J. Jackman attended two AAC meetings housing and safety are general themes and weather ice and snow removals. What makes traveling in the city difficult? Sometimes transit is not part of the conversation. Members of the board use public transit. Dats main transit relationship • Valuable presentation from City of Edmonton on housing and this is a major part of discussions. Housing should be considered as major with transit and in regards to 	

proximity to transit.

- Conversation about ARC card challenges like visible and other challenges how does this work for them.

Monthly Branch Update with Carrie	E. Batty
<ul style="list-style-type: none">• Discussed ARC card subject briefly and what comes next after open payment. Will bring forward to spring retreat to continue to grow.	

Topics of the Night	M. Seraj
<p>S. Mudasser identified the following the topics of the night:</p> <ul style="list-style-type: none">• Renewal ARC card review committee postponed• Updates from J Jackman about Accessibility Advisory Committee	

Motion to Adjourn

CHAIR SIGN-OFF  Signed by:
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