

Members Present:

Lindsay Vanstone (Chair), Bob Turner, Jarrett Esslinger, Michelle Peters-Jones, Guy Milner, Serena Tang, William Agbakoba, Philip Reid, Mark Harvey

Regrets:

Lindsay Skillings, Bryan Shepard

ETS & City of Edmonton Staff:

Councillor Andrew Knack, ETSAB Council Advisor
 Marc Lachance, ETS Staff Liaison
 Andrew Cormier, ETS BMO Administrative Assistant

External Liaison:

Steve Bradshaw (President, ATU 569)

Materials & Attachments:

- Meeting Agenda
- ETS Branch Highlights Report
- Indeemo Presentation

Land acknowledgement - Bob Turner**CALL TO ORDER 5:30 PM****AGENDA REVIEW DECISION**

MOVED: by Michelle Peters-Jones to approve the June 28, 2021 agenda.

CARRIED

Noted that minutes from May 2021 ETSAB Meeting were not available for review, will be carried forward for the next meeting.

PRESENTATION**Indeemo Presentation - Pivotal - Jessica DeVries, Jihad Melhem**

- Jessica D begins presentation with additional Pivotal research staff on call to assist
 - Overview of the ETS Customer Satisfaction Research Program
 - Mobile Ethnography definition and review of process with participants
 - Review of rating system for participants as well as feedback types
 - Examples of feedback including parent/toddler or user concerned with a tripping hazard
 - Key Takeaways
 - Low Passenger Volumes, ETS Staff, Cleanliness
 - Presence of shelters and seating, Mask compliance, Weather (concern about increased walking in cold winter), Other passengers
- Q&A
 - Q: Do you foresee any skewing or bias dependent on technology and comfort with technology?
 A: Yes, we wanted a diverse sample so we did tech support and didn't require participants to provide all information or in a specific way. We also reached out to different groups and communities. A restriction we faced was that we did our

research in may during new restrictions so there was a change in the users of transit

- Q: Will you do another round of information gathering? Will ETS be working with you closer to winter?
A: We know seasonality impacts things. We do have another round of ethnography in Fall, we like the addition of qualitative feedback
- Q: Information seems preliminary, in Fall will have more students. As well, the last couple incidents affected perceptions of the transit system such as attacks on hijabi women on transit. Public may conflate attacks to the transit system. Additionally review of Grandin and many other aspects related to this research.
A: Thanks for the perspective, we will be looking at inclusivity and other factors in additional research. Additionally we do monthly surveys to review information
- Q: Was there anything you could pull from this information from a demographic perspective? Any findings or inferences? Re the key takeaways, How do you account for future survey results re less clean or fuller buses, how correct for in analyses
A: We collect monthly as well as quarterly information. As well we look for qualitative information such as what does "comfort" mean. We work with our team at ETS to review what ridership means. On demographics, due to small size there wasn't a significant or clear difference we could pull out of the research
- Q: We are aware transit intends to move back to pre covid standard of cleanliness. Did you test anything on this coming change?
Jessica - We did testing based on cleanliness and availability of system, but also reflective with participants on circumstances of covid/transit. We didn't test users on the changes, but participants did raise it
Marc - ETS has no plans to reduce cleanliness on the transit system
- Q: This data is technologically based, if not for Covid, would you have gone out to get data from users who do not use technology like a smartphone
A: Great question, beforehand we had a different methodology including pretrailing of going with users on their trip, then March and covid. Harder to do reflective review with users. We did get some 65+ age for example, but those would be still selected from those people who are comfortable with technology.
- Q: How many participants
A: We had quite a few, but reduced to 21 related to Covid
- Q: Any surprises or unexpected results?
A: It was eye opening to review which things participants highlighted as impactful to their journey
A: Biggest surprise was the level of engagement from participants, some users uploaded lots of information because they liked the process so much
A: Everyone's experience in the context of Covid, lots of info on masks and comfort with safety or risk regarding Covid. Will be very interesting to review long term including with post covid times
- Q: I hope we can have a larger sample size going forward and more diversity as more people return to transit. Is there research being done also with other staff, such as operators?
A: This is as an exploratory tool that allows to identify repeating patterns or items or concern for further research. This study relates to users only and is part of a larger customer satisfaction program
A: We do generate a quarterly report including more quantitative data including over 100 users, however that is a different study format.
- Q: Perhaps we can also see your quarterly information as well if it's available so our board can understand the ongoing public perceptions from your work.
A: Yes

- Presentation concludes and Jessica, Jihad and Emma leave

New Business/Updates:	
<ul style="list-style-type: none"> ● Update on Inclusive Transit (BIPOC) report to Council ● Discussion of Chair Role and Responsibilities ● Executive Elections (Chair, Vice Chair(s)) 	
Update on Inclusive Transit (BIPOC) report to Council	J. Esslinger
<ul style="list-style-type: none"> ● Report went to council on June 15th. Three media requests, two interviews completed, with one more planned after the Vulnerable Transit User report goes to council in August. ● Good engagement and interest from councillors, many questions within scope and even drawing connections beyond the specific scope of this report. 	
Discussion of Chair Role and Responsibilities	L. Vanstone
<ul style="list-style-type: none"> ● Discussed the need to divide up some of the responsibilities. Propose having two vice chairs and elevate some of the other members on this team 	
Executive Elections (Chair, Vice Chair(s))	L. Vanstone
<ul style="list-style-type: none"> ● Request for nominations. ● Bob - moves to make Lindsay V chair with Michelle P and Serena T vice chairs <ul style="list-style-type: none"> ○ Mark H seconds ● No other nominations. ● Acclamation of executive positions <ul style="list-style-type: none"> ○ ETSAB Chair: Lindsay Vanstone ○ Vice Chair: Serena Tang ○ Vice Chair: Michelle Peters-Jones 	

Sub Committee Updates	L. Vanstone
<ul style="list-style-type: none"> ● Sub Committee Decisions 	
<ul style="list-style-type: none"> ● Discussed subcommittee topics based on interest from the Board. ● Board agreed to move forward with two topics: <ul style="list-style-type: none"> ○ How can ETSAB work and / or align with the City to support their current work on safety and security? ○ Sustainable and equitable funding models. ● Subcommittee Leads will be decided by the next meeting. 	

External Updates	
ATU 569	S. Bradshaw
<ul style="list-style-type: none"> ● Steve had to leave the meeting early. 	

ETS Branch Highlights Report	M. Lachance
<ul style="list-style-type: none"> ● Key points: <ul style="list-style-type: none"> ○ Ridership has recovered back towards pre-covid ridership (43-46%) when compared with 2019 or pre-COVID levels. ○ ETS has joined CUTRIC which is an organization for similar transit agencies and other stakeholders to advance the use of alternative fuel/electric bus fleets. ○ Face covering bylaw is changing on July 1. Face coverings are still mandatory for transit operators until July 30th. ○ Conduct for passengers bylaw will be presented to Council for updates on June 30, including a reduced fine for fare evasion, adjustment of wording (removing loitering), and ○ Grandin station name change, ETSAB had requested an update. Station name has been adjusted to Government Station on an interim basis; signage and other information is being adjusted. A process has begun to rename the station. ○ Additional funding approval to move forward with LRT expansion; updates related to Heritage Valley and Valley Line West. 	
Councillor Emerging Issues Update	A. Knack
<ul style="list-style-type: none"> ● Review of snow and ice policy to committee at the end of June. ● Vulnerable users report in August 	
Edmonton Arts Council - EAC	S. Tang
<ul style="list-style-type: none"> ● No updates 	
Accessibility Advisory Committee - AAC	M. Peter Jones
<ul style="list-style-type: none"> ● Attended AAC for the first time. AAC asked for ETSAB to share our subcommittee information and decisions. ● AAC is doing work on how disabled people interact with On-Demand service. Shared our report on transit and vulnerable populations. 	
Monthly Branch Update with Carrie	L. Vanstone
<ul style="list-style-type: none"> ● No updates for June. 	

Topics of the Night	S. Tang
<ul style="list-style-type: none"> ● 3 topics of the night: <ul style="list-style-type: none"> ○ Presentation from Pivotal ○ Election of new Executive Board ○ Confirmation of our two sub committees ● Meeting adjourned by Lindsay 	
MOTION TO APPROVE MINUTES OF THIS MEETING DECISION	

MOVED: by S. Tang to approve these June 28, 2021 minutes.

CARRIED

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CHAIR SIGN-OFF _____
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