



Members Present:

Charles Kelly (Chair), Isabell Hubert (Vice Chair), Bob Macklon, Giselle General, Maurice Vincent, Jorge Arango, Kouresh Lotfi, Philip Reid

Regrets: Mark Tetterington (President, ATU 569), Stewart Smith, Brian Curry, Mariah Samji

Guests:

n/a

ETS & City of Edmonton Staff:

Marina Banister, Council Assistant, for Councillor Andrew Knack, ETSAB Council Advisor
 Thomas Wong, CPA, CA, CIA, Audit Coordinator, Office of the City Auditor
 Leslie Glasbeek, Senior Audit Coordinator, Office of the City Auditor
 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 – January 28th, 2019
- Draft Minutes for Annual Spring Retreat
- ETS Branch Highlights Report
- Draft Transit Communications TOR

CALL TO ORDER at 5:30 PM

AGENDA REVIEW	DECISION
<i>MOVED: by G. General & seconded by B. Macklon to approve this February 25th, 2019 agenda.</i>	
CARRIED	

APPROVAL OF PREVIOUS MEETING MINUTES	DECISION
<i>MOVED: by I. Hubert & seconded by M. Vincent to approve the January 28th, 2019 minutes.</i>	
CARRIED	

PRESENTATIONS	INFORMATION
ETS Revenue Management Audit	L. Glasbeek & T. Wong
<ul style="list-style-type: none"> • Representatives from Office of the City Auditor provided background on the initiation of the ETS revenue management audit project. In 2016, they conducted an ETS Bus and LRT Review audit that was primarily focused on the operating/expenditure side of the business. Statistics are showing a need to look more closely at the revenue side as well, with ridership levelling off in 2014 after a steady increase between 2000 and 2013, which may have been related to the City’s population growth. • The definition of revenue management is defined for the audit as “providing the right service to the right customer at the right time for the right price in a way that reaches the desired revenue/cost ratio (target 40%-45%)”. • The objective of the audit was presented as being “to assess the Efficiency and Effectiveness of ETS revenue management processes. 	

- Governance and Oversight
- Efficient and Effective Fare System
- Effective strategy to optimize Non-Fare Revenue
- Internal controls”
- The Auditors asked the Board members for input and suggestions. They also provided contact information for further feedback by email in response to the questions provided.

FOR APPROVAL	DECISION
DRAFT Transit Communications Terms of Reference	I. Hubert
<ul style="list-style-type: none"> ● The draft terms of reference for the Transit Communications sub-committee were approved, which will involve a scan of transit-to-passenger communication practices in other cities and how they can be applied in Edmonton. <p>MOVED: by P. Reid & seconded by G. General to approve the TOR with no changes.</p>	CARRIED
DRAFT Annual Work Plan for 2019 – 2020	C. Kelly
<ul style="list-style-type: none"> ● The draft annual work plan for 2019 – 2020 was reviewed and approved with changes to assigned leads for standing items made during the meeting to balance contributions of member who plan to continue for an additional term. The work plan includes three new sub-committees on the topics of Transit Safety & Security, ETS’ Marketing Strategies, and Vulnerable Users on Transit. <p>MOVED: by J. Arango & seconded by I. Hubert to approve the work plan for the upcoming term with changes to assignment of leads who are assigned to monitor various standing items.</p>	CARRIED

NEW BUSINESS	INFORMATION
Dates for Bi-Annual ETSAB Luncheon with Councillors	C. Kelly
<ul style="list-style-type: none"> ● Charlie will send out a doodle poll for members to advise preference out of three upcoming meeting dates when UPC meetings are being held to arrange for the Bi-Annual Luncheon with Councillors. 	
Urban Planning Committee Membership for the Upcoming Term	C. Kelly
<ul style="list-style-type: none"> ● Charlie advised members that Councillor Cartmell, Councillor McKeen, Councillor Paquette, and Councillor Nickel have rotated on to UPC as of March 2019. ● Councillor Walters asked Charlie to pass on kudos to the Board for their work this term during the February 12th presentation of the Board’s Wayfinding report. 	
Acknowledgement of Letter to Chair on Canada-Wide Urban Transit Advocacy	C. Kelly
<ul style="list-style-type: none"> ● Charlie acknowledged receipt and shared a copy of the email communications between representatives from other Canadian Transit focus groups initiated by the Chair of the Calgary Transit Customer Advisory Group. ● Charlie noted that his response will include member provided comments in consideration of the invitation to join, and also will inform that due to their position as an advisory Board appointed by Council, the Board is unable to be involved in such advocacy without seeking permission to do so from Council. 	

SUB-COMMITTEE UPDATES	INFORMATION
Transit Innovation	M. Vincent
<ul style="list-style-type: none"> ● Maurice advised members that a meeting will be held this Friday. He will send an email invitation/reminder with the date and time. 	
Integrating Land Use & Transit Policies	I. Hubert
<ul style="list-style-type: none"> ● Members were reminded to send in their contributions for the report to prepare for approval at the next General meeting. 	

Standing Items	C. Kelly
<ul style="list-style-type: none"> The assignment of standing items were reviewed and updated in conjunction with the Annual Work Plan for the upcoming term. 	

INFORMATION SECTION	INFORMATION
ATU569	M. Tetterington
<ul style="list-style-type: none"> n/a 	
DATS Advisory Group (DAG) Update	B. Macklon
<ul style="list-style-type: none"> Bob was confirmed as the ETSAB member liaison with DAG, and has invited Lydia Trevelyan to provide DATG updates at the Board meetings when she is able to attend as a guest. Bob noted that DATS service availability is still below demand. In his own experience, only one of three recent requests was able to be accommodated. 	
ETS Branch Highlights Report	M. Lachance
<ul style="list-style-type: none"> The ETS Branch Highlights report was presented. Question and answers included discussion around the ridership numbers on the report being higher than projected in December. Marc confirmed this was due to an uptake in fare product sales. 	
Edmonton Arts Council (EAC)	M. Samji
<ul style="list-style-type: none"> No updates at this time. It was noted that Jorge Arango will become the Liaison from May 2019. 	
Accessibility Advisory Committee (AAC)	C. Kelly
<ul style="list-style-type: none"> Charlie confirmed for members that a copy of the approved Wayfinding report was shared with the Chair of AAC. The feedback provided by ACC regarding the report was also discussed. 	
TOPICS OF THE NIGHT	DECISION
	I. Hubert
<ul style="list-style-type: none"> The presentation from the City Auditor's Office on ETS revenue management. The approval of the Board's 2019-2020 work plan, including sub-committees on Transit Safety & Security, ETS' Marketing Strategies, and Vulnerable Users on Transit. The approval of the Terms of Reference for the Transit Communications Sub-Committee. 	

MOTION TO APPROVE MINUTES OF THIS MEETING	DECISION
<p>MOVED: by I. Hubert & seconded by B. Macklon on March 25th, 2019 to approve these February 25th, 2019 minutes.</p>	
	CARRIED