



FINAL Meeting Minutes
Monday, September 30, 2019
5:15PM –7:45PM
 Edmonton Tower Conference Center, 3rd floor
Meeting No. 19.09
Prepared by Christy McKenzie

Members Present:

Charles Kelly (Chair), Isabell Hubert Lyall (Vice Chair), Mark Tetterington (President, ATU 569), Giselle General, Maurice Vincent, William Agbakoba, Jarret Esslinger, Bob Macklon, Jorge Arango, Bryan Shepherd

Regrets: Stewart Smith, Philip Reid

Guests: Michelle Brown, Experience Architect, Akendi Inc.

ETS & City of Edmonton Staff:

Councillor Andrew Knack, ETSAB Council Advisor
 Marc Lachance, Manager, Business Strategy & Planning, ETS Business Integration
 Christy McKenzie, Administrative Assistant, ETSAB and ETS Technical Services

Materials & Attachments:

- Meeting Agenda & Draft Meeting Minutes
- ETS Branch Highlights Report
- Copy of Letter: ETSAB response to ETS Proposed Transit Fare Policy
- Copy of Posting, re: U of A Work Experience Students
- Copy of Draft Safety and Security Terms of Reference
- Copy of ETS Revenue Management Audit Report
- Copy of CUTA 2019 fall conference information

CALL TO ORDER at 5:30 PM

AGENDA REVIEW	DECISION
<div style="background-color: #92d050; padding: 10px;"> <p>MOVED: by G. General to approve the Sept 30th, 2019 agenda. Charlie requested amendments to the agenda:</p> <ul style="list-style-type: none"> - move Safety and Security Sub-Committee Draft Terms of Reference to the For Approval section - add to New Business the upcoming training session by the Office of the City Clerk - add to New Business an update on the status of the recruitment of U of A Ph.D. students <p>B. Macklon moved to approve the amended agenda.</p> </div>	
<u>CARRIED</u>	

APPROVAL OF PREVIOUS MEETING MINUTES	DECISION
<div style="background-color: #92d050; padding: 10px;"> <p>MOVED: by I. Hubert Lyall to approve the Aug 26th, 2019 minutes.</p> </div>	
<u>CARRIED</u>	

PRESENTATIONS	INFORMATION
ETS' Customer Journey Mapping Project Engagement Session	Michelle Brown
<ul style="list-style-type: none"> • ETS' Customer Journey Mapping project engagement session was led by Michelle Brown, Experience Architect at Akendi, Inc. This is the contractor selected to manage the project for the City Operations Business Process and Customer Experience Branch. Members were able to provide input regarding positive and challenging experiences at different points on their transit journeys. 	

FOR APPROVAL	DECISION
Cancellation of Integrating Land Use and Transit Policy Sub-Committee	C. Kelly
<ul style="list-style-type: none"> The Board formalized the cancellation of the sub-committee on Integrating Land Use and Transit Policy from the work plan to focus on other work plan deliverables within resource and time constraints for the term. <p>MOVED: by G. General moved to approve the cancellation of the sub-committee.</p> <p style="text-align: right;"><u>CARRIED</u></p>	
Draft Terms of Reference for Safety and Security Sub-Committee	J. Arango
<ul style="list-style-type: none"> Jorge presented the draft terms of reference for the Safety and Security sub-committee for Board review and approval. The objective of the sub-committee is to “undertake a high level study to identify safety/security issues of the Edmonton transit system; and to identify potential short- and long-term improvements or solutions.” <p>MOVED: by M. Vincent to approve the draft terms of reference of the sub-committee.</p> <p style="text-align: right;"><u>CARRIED</u></p>	

NEW BUSINESS	INFORMATION
Update on the Status of the Recruitment of U of A Ph.D. Students	C. Kelly
<ul style="list-style-type: none"> Resumes have been submitted by Graduate students interested in volunteering on the Board. Charlie, Jarret and Isabell will short list members, and provide another update on the status at the next meeting. 	
Upcoming Training Session by the Office of the City Clerk	C. Kelly
<ul style="list-style-type: none"> Charlie noted that an invitation to the fall Board Training session has been sent to members from the Office of the City Clerk for October 19th from 9:30 am to 12:15 pm. Isabell and Charlie plan to attend, due to the agenda topics, which include annual reporting, the recruitment process, and evaluation process. 	
Member Selection for Nov 10-13 CUTA	C. Kelly
<ul style="list-style-type: none"> Isabell and Maurice expressed interest in attending the Canadian Urban Transit Association (CUTA) 2019 Annual Conference and Transit Show on November 10-13, 2019. This year it will be hosted by Calgary, with a program designed to appeal to a broad range of transit professionals from senior executives to operational and maintenance supervisors with the theme Generation Innovation. 	
ETSAB Fare Policy Response Report Status Update	C. Kelly
<ul style="list-style-type: none"> Charlie noted for members that although ETSAB was asked by a Councillor to look into the matter this is not a direct request from Council, nor is it a response to any current report, so the report submitted was withdrawn, and will be sent it as a memo to Councillors in advance of the meeting at which Admin will present their report. Marc advised members that the report date for ETS Fare Policy report CR_7078 has been requested to be re-routed to the October 28, 2019 Executive Committee meeting to align with the date for the Ridership Recovery and Growth Strategy report CR_7128. 	
Transit Talk Vol. 39 (Edmonton Trolley Coalition)	C. Kelly
<ul style="list-style-type: none"> The receipt of the newsletter (volume 39) was acknowledged, and there was discussion around the status of LRT funding from the provincial government, now that the Conservatives are in office. Councillor Knack noted that he is following this closely. 	
ETS Revenue Management Audit Report Q&A	M. Lachance
<ul style="list-style-type: none"> Marc provided the Board with an overview of the 43 page report ETS Revenue Management Audit (18448), published August 27, 2019 by the Office of the City Auditor, including the 	

recommendations and the status of completion. Five of the eight recommendations are planned to be completed by the end of 2019.

- The third page of the public document lists the 8 recommendations:

 Revenue, Ridership & Governance	
<p>The transit system is more subsidized by taxpayers today than in the past. Ridership and revenue have leveled off and the percentage of ETS revenue generated by fares has declined.</p>	
<p>There are weaknesses in the ETS Governance framework related to revenue management. Revenue-related decisions and rationale for these decisions are not documented and risk management practices can be improved.</p>	Recommendation 1 Strengthen governance
<p>Reporting weaknesses can impact the ability of Council and management to make well-informed decisions related to revenue management.</p>	Recommendation 2 Improve program reporting
 Fare and Non-Fare Revenue Management	
<p>The City can improve on the traceability on how transit fares are developed. City Council has not quantified the level of social benefit, and thus the tax levy subsidization</p>	
<p>The development of the fare schedule does not have a consistent methodology and uses assumptions and inputs that are not documented.</p>	Recommendation 3 Document support for inputs and assumptions
<p>The strategy to optimize non-fare revenue opportunities needs to be enhanced.</p>	Recommendation 4 Enhance non-fare revenue strategies
 Fare System Performance	
<p>For users, the current ETS fare system is generally simple, quick, and flexible. For administration, it is economical and reliable, but doesn't provide good data.</p>	
<p>Two ETS performance measures related to ETS revenue are not reported or calculated consistently.</p>	Recommendation 5 Document performance measures methodology
 Fare System Security	
<p>Fare security throughout the fare system has an impact on revenue. Fare evasion, misuse of fare products and the misappropriation of fare products impact the risk of loss of revenue.</p>	
<p>ETS does not currently have an effective system to manage fare evasion.</p>	Recommendation 6 Mitigate fare evasion
<p>Fare media require better safeguards.</p>	Recommendation 7 Improve U-Pass controls
	Recommendation 8 Improve safeguards for fare media

SUB-COMMITTEE UPDATES	INFORMATION
Transit Innovation <ul style="list-style-type: none"> • The sub-committee met in September, with measurable outcomes for First/Last KM as the main topic. Mark will share with members a video on the “Bus on Demand” system in Branville, ON. • Jarret has agreed to lead this sub-committee going forward, and will send out doodle polls for 	C. Kelly

member availability for the next meeting.	
ETS' Marketing Strategy	G. General
<ul style="list-style-type: none"> Giselle provided an update on the work of the sub-committee at the September 18th meeting. The next meeting is scheduled for October 24th. 	

INFORMATION SECTION	INFORMATION
Councillor Emerging Issues Update	Clr. A. Knack
<ul style="list-style-type: none"> Councillor Knack highlighted the LRT Station Security report for members to tune in to on the upcoming Wednesday, and the November 19th UPC meeting Bus Network Redesign 2020 CR_6719 and related First KM/Last KM Community Solutions CR_6788. The "on demand van" option for usage outside of peak hours, and the "limited bus service" option for usage during peak hours were discussed. 	
ATU569 Update	M. Tetterington
<ul style="list-style-type: none"> Mark provided an update on the status of bargaining to ratify an agreement for the union with the City of Edmonton for the 2000+ members. DATS members ratified their agreement with 78% voting in favour, but although the vote was close, the main agreement was not ratified. Fewer members voted than in past years (about 50% compared with 70%), so bargaining will continue this week. <ul style="list-style-type: none"> The memorandum of agreement included the following: <ul style="list-style-type: none"> 0% increase for 2019 0% increase for 2020 1% increase for January 1, 2021 0.5% increase for June 20, 2021 An election on August 1, 2019 was to elect Delegates who would represent ATU Local 569 at the 59th International Convention which was held on September 23-27, 2019 in Las Vegas. The Convention is held every 3 years and Delegates from locals from all over Canada and the United States voted for a new ATU International Executive Board, which consists of the following positions: <ul style="list-style-type: none"> President Vice President Financial Secretary Treasurer Eighteen International Vice Presidents Four International Representatives 	
DATS Advisory Group (DAG) Update	B. Macklon
<ul style="list-style-type: none"> n/a 	
ETS Branch Highlights Report	M. Lachance
<ul style="list-style-type: none"> The ETS Branch Highlights report was presented. Question and answers included: <ul style="list-style-type: none"> Discussion around cost per ride for LRT vs. bus vs. electric bus. Request for information regarding awareness training for City employees (specifically Transit Peace Officers) regarding Indigenous citizens as follow up to an Edmonton Journal news article published October 1, 2019 titled "Indigenous people, racial minorities disproportionately penalized on Edmonton Transit". Marc will follow up for more details, but did confirm that Indigenous Awareness training for City employees is mandatory and was completed by the majority of staff as recently as 2017. 	
Edmonton Arts Council (EAC)	
<ul style="list-style-type: none"> n/a 	
Accessibility Advisory Committee (AAC)	C. Kelly
<ul style="list-style-type: none"> n/a 	

TOPICS OF THE NIGHT	DECISION
	I. Hubert Lyall
Topics selected to highlight:	

- Board approval of the Terms of Reference for the Transit Safety and Security sub-committee, which will undertake a high-level study of challenges to safety and security on transit in Edmonton, and identify potential improvements.
- Member participation in an engagement session on the ETS Customer Journey Mapping project.
- Congratulated two members on their September weddings.

MOTION TO APPROVE MINUTES OF THIS MEETING	DECISION
MOVED: by I. Hubert on October 28 th , 2019 to approve these September 30 th , 2019 minutes. <u>CARRIED</u>	

CHAIR SIGN-OFF  DocuSigned by:
Charles Kelly
0CCCF2116CBC4E1...