



Message from the Chair:

I am happy to present the annual report of the activities of ETSAB for the year 2023. This year we are fortunate to have a complete roster of 12 board members, with three members beginning their term last May.

Both the new and continuing board members worked together to produce deliverables and engage meaningfully during meetings.

This is the second year of implementing the change in schedule of the Annual Retreat. ETSAB had their annual retreat in September 2023, and as a result, the time period of the board's activities range from October 2023 - September 2024. The difference in the time period of the activities and the time period for the reports are reflected accordingly.

The Chair conducted periodic one-on-one check-in meetings with both new and returning board members to provide support and build a productive working relationship. Beginning January 2024, the board meetings are conducted in a hybrid fashion to provide flexibility for board members and members of the public.

ETSAB's activities and reports highlighting opportunities to improve transit services and experiences, outlined in further detail below, have been well received by Council and Administration. ETSAB looks forward to seeing many of the recommendations implemented and to continuing these collaborative efforts in 2024-25.

Purpose of the Annual Report

This annual report has been developed to meet the requirements of Bylaw 18156 - Council Committees Bylaw, which sets out the annual reporting requirements for Council Committees. Under Bylaw 18156, all Council Committees will:

- Report to Council at least annually.
- Approve a work plan that aligns with Council's strategic objectives and the Council Committee's mandate, including a reporting of what resources were provided in the previous year and the anticipated resource requirements for the upcoming year.
- Report to Council and during its annual report to Council, a Council Committee must present the work plan as well as a summary of the status of the previous year's work plan.

Mandate of Edmonton Transit Service Advisory Board (ETSAB)

The mandate of ETSAB will be to provide advice to Council from a stakeholder perspective on issues related to public transit, including:

- (a) ridership;
- (b) mix of vehicles;
- (c) the relationship between City projects and public transit;
- (d) reviewing initiatives of other levels of government, surrounding municipalities, and other local authorities or organizations that could affect public transit;
- (e) repair, maintenance and accessibility issues;
- (f) servicing issues; and
- (g) public transit policies.

Report on 2023 Work Plan Goals and Accomplishments

ETSAB held twelve regular monthly meetings in the 2023-2024 term. Through a series of activities during and in between regular monthly meetings, the board conducted several activities in order to stay informed on transit-related matters, organize the board members, and produce deliverables to provide input on how to improve public transit in Edmonton.

The board completed the work on the following subcommittees/ working groups that were carried over from the previous year:

- Budget
- Youth and Their Perception of Safety on ETS
 - Note: This report included consultation with Edmonton Youth Council

The board started and completed the work on the following subcommittees/ working groups in 2023:

- A Review of Winter Mobility and Accessibility of Pathways to Transit Stops
- Ridership Improvement Strategies
 - Note: This report included consultation with Edmonton Youth Council, Women's Advocacy Voice of Edmonton and Accessibility Advisory Committee

The board's work on the following subcommittees/ working groups is underway and will be completed shortly after the submission of this report:

- Fare Evasion
- Perception of Safety in LRT

ETSAB members also participated in several activities and events throughout the year.

- The Chair presented at the Transit Camp conference about the goals and contributions of an advisory board like ETSAB consisting of everyday residents passionate about transit.
- Provided feedback on various transit-related topics discussed by Urban Planning Committee and Executive Committee.
- The board had the Annual Luncheon with City Council in November which was a valuable opportunity for ETSAB board members and city councillors to meet and share perspectives on public transit and the plans of the municipal government.
- Edmonton hosted the Canadian Urban Transit Association fall convention. While in previous years, two board members were able to attend, 6 board members were able to attend this year and experienced the opportunity to learn about transit matters, network with members of the industry and transit providers, and take pride in the transit amenities that ETS showcased to the delegates.

Details of these activities are outlined in the sections below.

2023 Meeting Summary - Key Topics and Motions Meeting Summary

Meeting	Summary - Key Topics and Motions and Presentations
January	<ul style="list-style-type: none"> • Presentations: ETSAB received a presentation on Old Strathcona Public Realm Strategy and Mass Transit implementation including the initiatives to further make Whyte Avenue more accessible for residents and consumers. The board discussed the importance of balancing between prioritizing space for people while still having 82nd Ave. (Whyte Avenue) as a major commuting route. • The Budget sub-committee is continuing to finalize a report that will hopefully be presented to Council, which will contain feedback from the advisory board regarding transit-related budget items that passed and did not pass. • The Winter Accessibility sub-committee is collecting primary data on their winter commutes to and from their personal transit routes. One of the goals is to have all board members track some of their commutes, focusing on the walking portion from their front doors to a transit stop to see how these pathways affect residents.
February	<ul style="list-style-type: none"> • The board got more updates about the Transit Camp event hosted by

	<p>Councillor Janz. Board Chair Giselle will be a part of the session, and are encouraging other members to participate and attend if available.</p> <ul style="list-style-type: none"> ● As Edmonton will be hosting the CUTA (Canadian Urban Transit Association) conference this fall, the board agreed to have a regular agenda item to discuss attendance and participation as well as brainstorm ideas for more ETS or city involvement in this conference. The goal is to be able to send more members than normal because of this opportunity of hosting locally. ● Received a summary of the Canadian Urban Transit Conference 2023 from ETS staff who attended. ● The Budget sub-committee met earlier in the month and aims to present a report to the rest of ETSAB by the March general meeting, and present this report to council in the near future. ● The Winter Accessibility sub-committee is wrapping up data collection as the final month of winter approaches, and will be reviewing recorded experiences to see if patterns emerge. Sub-committee chair Serena hopes to complete the analysis by the end of the month and have the report started.
March	<ul style="list-style-type: none"> ● <u>Presentations:</u> Andrew Gregory from ETS presented transit route planning and scheduling. This was a topic that the board has been looking forward to and appreciated the insight into how routes are evaluated, as well as learning about the future route updates this year. ● Board Chair Giselle General spoke at the Transit Camp event and gave an overview on the Transit Camp event hosted by Councillor Janz ● On March 21, Michelle Peter-Jones presented ETSAB's report on Transit and Youth Safety to City Council's Urban Planning Committee. ● <u>Key Motion:</u> The advisory board voted for the 2023-2024 Chair and Vice-Chair positions. Giselle General will be returning to her role as Chair of ETSAB, and Serena Tang and Michelle Peter-Jones will be returning to their roles as Co-Vice Chairs. The three re-elected board members expressed their fellow board members who are supportive of their leadership. ● Both the Budget and Winter Accessibility sub-committees are working on their respective reports that they hope to have approved by the board at the end of April and presented to council in the near future.
April	<ul style="list-style-type: none"> ● <u>Presentations:</u> ETSAB received a presentation from Alex MacFarlane, an Edmonton resident. It was the first presentation that the board received from an individual and Alex presented suggestions of cross-town routes similar to express bus routes that would utilize the

	<p>Government Center transit center. It was interesting to have a presentation from a resident, and the board discussed what action items or recommendations would be like.</p> <ul style="list-style-type: none"> • Board Chair Giselle General updated ETSAB on the Annual Report and Annual Work Plan presented to Council earlier in the month. • The Board received more information about the process changes in regard to Civic Board sub-committees. The board discussed actions moving forward and found that while members were not too certain about the specific changes that need to be taken, members believe they will receive the proper support. City administration liaisons and Councillor Rutherford offered good comments during this discussion. • Key Motion: The Board voted unanimously to approve the report written by the Budget sub-committee.
<p>May (June 5 pushed by 1 week)</p>	<ul style="list-style-type: none"> • Presentations: ETSAB received a presentation from Valerie Dacyk on Bus Stop Winter Maintenance. The board was very attentive and interested in Valerie's presentation, especially for the Winter Accessibility and Mobility working group. • This was the first official ETSAB general meeting for 3 new board members. The board members and ETS representatives welcomed Eugene Masakhwe, Bailey Gerrits, and Maria Owczarek. ETSAB looks forward to their transit insight and participation for the next year. • Key Motion: The Board voted unanimously to approve the Winter Accessibility and Mobility report, and the next steps will be delivering the report and finding an appropriate meeting to present it.
<p>June</p>	<ul style="list-style-type: none"> • Presentations: The board received a presentation on the Community Outreach Transit Teams (COTT) and learned about their development during this two-year pilot. Board members raised various questions, and are looking forward to learning more about COTT as the board prepared to launch a working group that is centered around this service. • Board members have signed up to their respective working groups that will be starting shortly. The next topics of interest will be reviewing the COTT service and ridership improvement strategies. • Board Chair Giselle General updated ETSAB on the DATS Advisory Group, ongoing communications with a transit and disability advocate, and future actions that the board can take for addressing disability issues in transit. Moving forward, ETSAB will receive quarterly updates on DATS in the ETS Branch Highlights. • Ongoing liaison relationship is reestablished with the Accessibility Advisory Committee. ETSAB board member Zohra Jabeen and AAC

	<p>board member Douglas Rudolph have been attending both board meetings and the rest of the board members are very grateful for their time and dedication. ETSAB was appreciative that AAC addressed concerns about snow and ice removal plans at the latest Community and Public Services Committee meeting. ETSAB's working group on accessibility of pathways and bus trips during winter conditions align with the concerns raised by AAC.</p>
<p>July</p>	<ul style="list-style-type: none"> ● The board submitted an application to present at the upcoming CUTA conference, and if chosen, will be highlighting the functions of a civic advisory board such as ETSAB. ● The board had chosen September 9 for the next retreat to choose the next working group topics. Not all members are able to attend, however, the organizers will facilitate a process to submit topics for consideration before the official retreat because it is very important that all board members have the opportunity to voice their interests. ● Key Motion: The board approved the Terms of References for the Ridership Improvement Strategies working group. The Urban Planning Committee can anticipate a presentation on ridership improvement strategies at the end of this calendar year. ● The board also had an in-depth discussion to revise the timelines for the COTT evaluation working group. The decision is to postpone the launch of the working group and assess during the retreat if there is enough interest to have COTT as a topic for the next set of working groups.
<p>August</p>	<ul style="list-style-type: none"> ● Presentations: The board received and presentation from ETS outlining the initiatives to date on transit safety, including the current processes of reporting to City Council. ● Councillor Rutherford thanked ETSAB for the input for the transit related topics in the latest Urban Planning Committee meeting. The board is always happy to offer feedback on upcoming committee and council reports and appreciates Councillor Rutherford for reaching out and taking in the board's input. ● Marc Lachance of ETS gathered responses for the board members' follow-up questions after the first presentation on transit improvements from an Edmonton resident from April 2023. After these responses and information are recorded in the August general meeting minutes, the Chair will pass along the document to the Edmonton resident to show that we followed up on the questions after their presentation. ● ETSAB's annual retreat will be held on Sept 9. City and ETS support

	<p>staff have been integral in arranging the final details so that the board can gather and choose the next working group topics. Board members can anticipate a few emails about the retreat leading up to the date so that the executives can get everyone's input on topics, especially from the board members that will not be able to attend.</p> <ul style="list-style-type: none"> • ETSAB will not be presenting at the upcoming CUTA conference and will focus efforts on sending board members so that they can attend talks and presentations. The board is looking forward to learning more about the transit landscape in other municipalities in Canada. • The Ridership Improvement Strategies working group are hoping to start their report in the upcoming weeks. Their next step is sorting out their research, and appreciate the support from grad student Stephanie. They also talked about their interaction with Edmonton Insight Community and discussed the potential gains that the board could have if they are able could collaborate further in the future.
September	<ul style="list-style-type: none"> • ETSAB received an update from Councillor Rutherford, who recently attended the Canadian Urban Transit Association's Policy Forum in Ottawa where the intersection of housing and transit was discussed, including how different levels of government can support density around transit centres. Councillor Rutherford also provided information about Edmonton's upcoming Zoning Bylaw Renewal and how it relates to Edmonton's transit plan. • ETSAB's annual retreat was held on September 9th. Board members debriefed on the event and discussed what went well and what could be improved. Three subcommittee topics have been chosen, and the fourth will be decided on at a later date following work on the initial topics. A sign-up sheet will be set up for board members to sign up for the upcoming topics. • The report on Mobility and Accessibility in Edmonton Winters will be presented to the Urban Planning Committee on October 11. • A draft of the Ridership Improvement Strategies (which incorporated feedback that was received) was recently distributed to board members; board members are encouraged to review the draft and provide additional feedback. A copy was provided to AAC, WAVE and EYC for additional insights. It will be voted on via email so that, if approved, a final version can be submitted to administration two months prior to the presentation date of December 5th.
October	<ul style="list-style-type: none"> • Presentations: ETSAB received 3 presentations with comprehensive questions from the board.

	<ul style="list-style-type: none"> ○ Comprehensive Update on Transit Safety Initiatives ○ Commingle Paratransit and On-Demand Services ○ Direct Downtown to Airport Bus Route ● ETSAB received the news that Councilor Rutherford will continue to be city councillor liaison for the board. ● Governance update - ETSAB will learn more about how they will operate and that the City Manager's office will attend the next meeting to go over that in more detail. ● Key Motion: ETSAB voted for both terms of references for the upcoming working groups Perception of Safety on the LRT and Fare Evasion. ● Key Motion: earlier in the month through email, ETSAB voted for approval of the report by the Ridership Improvement Strategies working group and was ratified during this board meeting.
November	<ul style="list-style-type: none"> ● Presentations: ETSAB had a presentation from the Office of City Clerk on a governance review for advisory committees, as well as a presentation from the Urban Planning and Economy department about the city plan implementation and substantial completion of the developing area. ● Several ETSAB board members attended the Canadian Urban Transit Association Conference and also had lunch with the city councillors in November. It was a full week of transit discussions at a local level, as well as learning more about transit operations and future technology in other Canadian municipalities. ● Both the Fare Evasion and Perception of LRT safety working groups are continuing to meet to choose a Chair and to start research for each respective topic.
December	<ul style="list-style-type: none"> ● ETSAB attended the Canadian Urban Transit Association Conference and also had lunch with the city councillors in November. It was a full week of transit discussions at a local level, as well as learning more about transit operations and future technology in other Canadian municipalities. ● Both the Fare Evasion and Perception of LRT safety working groups are continuing to meet to choose a Chair and to start research for each respective topic.

2023 Meeting Summary – Presentations

Below is the overview of the different presentations scheduled during ETSAB board meetings. Some of these presentations are for educational purposes for the board, while some presentations were organized by City of Edmonton departments on various topics where input of ETSAB board members were solicited.

Meeting	Summary - Key Topics and Motions
January	<ul style="list-style-type: none"> ● Intro to the Old Strathcona Public Realm Strategy (OSPRS) ● Intro to Mass Transit Implementation
February	<ul style="list-style-type: none"> ● No Presentation
March	<ul style="list-style-type: none"> ● Planning & Scheduling
April	<ul style="list-style-type: none"> ● Ideas on how to improve ETS (Member of the public)
May	<ul style="list-style-type: none"> ● Active Pathways - Snow Clearing
June	<ul style="list-style-type: none"> ● Community Outreach Transit Program Evaluation Overview
July	<ul style="list-style-type: none"> ● No Presentation
August	<ul style="list-style-type: none"> ● Comprehensive Update on Transit Safety Initiatives ETS
September	<ul style="list-style-type: none"> ● No Presentation
October	<ul style="list-style-type: none"> ● Comprehensive Update on Transit Safety Initiatives ETS ● ETS Direct Airport Route ● Commingle Paratransit and On Demand Services
November	<ul style="list-style-type: none"> ● Civic Boards and Agency Presentation from the Office of the City Clerk
December	<ul style="list-style-type: none"> ● No Presentation

Membership and Appointment Information

Edmonton Transit Service Advisory Board (ETSAB) 2023-24 Membership List			
Name of Appointee	1st Appointed	Term Ends	Max Term
Emily Batty	May 1, 2022	Apr 30, 2024	2030
Giselle General - Chair	May 1, 2018	Apr 30, 2024	2026
Bailey Gerrits	May 1, 2023	Apr 30, 2024	2031
Zohra Jabeen	May 1, 2022	Apr 30, 2024	2030
Joshua Jackman	May 1, 2022	Apr 30, 2024	2030
Eugene Masakhwe	May 1, 2023	Apr 30, 2024	2031
Maria Owczarek	May 1, 2023	Apr 30, 2024	2031
Michelle Peters-Jones - Vice-Chair	May 25, 2020	Apr 30, 2024	2028
Mudasser Seraj	May 1, 2022	Apr 30, 2024	2030
Madeleine Stout	May 1, 2022	Apr 30, 2024	2030
Serena Tang - Vice-Chair	May 25, 2020	Apr 30, 2024	2028
Bob Turner	May 25, 2020	Apr 30, 2024	2028

Reports and Communications

Reports by ETSAB to Council:

1. March 21, 2023, Urban Planning Committee, EXT01719, [Edmonton Transit Service Advisory Board: Youth and Their Perception of Safety on ETS](#)
2. October 11, 2023, Urban Planning Committee, EXT02023, [ETSAB: A Review of Winter Mobility and Accessibility of Pathways to Transit Stops](#)

3. December 5, 2023, Urban Planning Committee, EXT02025, [ETSAB: Ridership Improvement Strategies](#)

Correspondence submitted to Council:

1. April 27, 2023, Budget Sub-committee Letter To Council
 - a. Note: This is the second part of the deliverables of the Budget Sub-committee, providing feedback after City Council finalized their decisions for the 2023-2026 four-year budget cycle.
2. May 29, 2023, ETS Bystander Campaign marketing initiative by City of Edmonton, informal feedback emailed to Councillor Rutherford
 - a. Note: this is not connected to any particular report or committee agenda item, but rather, a collection of observations after ETSAB board members observed the marketing materials publicly.
3. August 29, 2023 Urban Planning Committee informal feedback emailed to Councillor Rutherford covering the following topics:
 - a. Transit Services in Newer Developing/ Developed Communities
 - b. Bus Service for Youth After School Hours
 - c. Developer-funded Transit Service - Options to Support Early Adoption of Transit in New Neighbourhoods
4. September 20, 2023 Executive Committee informal feedback emailed to Councillor Rutherford covering the following topics:
 - a. Metro Line to Blatchford Operating Options
 - b. Revenue Source for Transit - Potential, Risk and Implementation and Intergovernmental Advocacy

ETSAB requests to speak to a Standing Committee of Council:

1. March 21, 2023, Urban Planning Committee, EXT01719, Edmonton Transit Service Advisory Board: Youth and Their Perception of Safety on ETS
2. October 11, 2023, Urban Planning Committee, EXT02023, ETSAB: A Review of Winter Mobility and Accessibility of Pathways to Transit Stops
3. December 5, 2023, Urban Planning Committee, EXT02025, ETSAB: Ridership Improvement Strategies
4. September 20, 2023 Executive Committee Meeting

Concluding Remarks

I am proud of the dedication, enthusiasm and work contributed by the members of ETSAB over the past year. The upcoming year will result in many changes with a new Chair and Vice Chair and five new board members.

I'm confident that ETSAB will continue to provide valuable input to Edmonton City Council that will help meet the City's goal of providing a city that effectively serves Edmontonians.

Giselle General, Chair

On Behalf of the Edmonton Transit Service Advisory Board Members