

## Edmonton Transit Service Advisory Board - 2025 Work Plan

### **Mandate of Edmonton Transit Services Advisory Board (ETSAB)**

The mandate of ETSAB is 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.

### **ETSAB Goals for 2025**

1. Goal 1: Complete several reports conducted by sub-committees/working groups in order to provide in-depth insights on transit topics identified by the board.
2. Goal 2: Provide timely follow-up on key transit issues, in alignment with the ETS' reports scheduled during Council and committee meetings.
3. Goal 3: Improve and streamline Board processes related to the submission of feedback on transit related issues and onboarding of new members.

Work Plan

Goals	Timeline	Action Items	Expected Outcomes	Partners/ Stakeholders
<p>Goal 1: Complete several reports conducted by sub-committees/ working groups in order to provide in-depth insights on transit topics identified by the board.</p>	<p><b>Start Date:</b> March 2025</p> <p><b>Completion Date:</b> April 2026</p>	<ul style="list-style-type: none"> <li>Organize board members based on topics of interest, establish terms of reference, and confirm a timeline to collect information.</li> <li>Draft report and/ or memo to Council on the recommendations identified through the sub-committee research.</li> </ul>	<ul style="list-style-type: none"> <li>Provide a summary to Council as part of the annual report on the number of ETS reports ETSAB was able to provide comment throughout the year.</li> </ul>	<ul style="list-style-type: none"> <li>ETSAB will collaborate with ETS staff to ensure all necessary information is available every board meeting, so the board can decide which topics to comment on. In addition, ETSAB will coordinate with ETS staff to arrange access to available information of the upcoming reports.</li> </ul>
<p>Goal 2: Provide timely follow-up on key transit issues, in alignment with the ETS' reports scheduled during Council and committee meetings.</p>	<p><b>Start Date:</b> March 2025</p> <p><b>Completion Date:</b> April 2026</p>	<ul style="list-style-type: none"> <li>Continue regular discussions at monthly Board meetings regarding upcoming transit-related matters scheduled to be presented to Council.</li> </ul>	<ul style="list-style-type: none"> <li>Provide a summary to Council as part of the annual report on the number of ETS reports ETSAB was able to provide comment throughout the</li> </ul>	<ul style="list-style-type: none"> <li>ETSAB will collaborate with ETS staff to ensure all necessary information is available every board meeting, so the board can decide which topics</li> </ul>

		<ul style="list-style-type: none"> <li>• Assign Board Members at monthly meetings to collect and compile feedback from Board members.</li> </ul>	year.	to comment on. In addition, ETSAB will coordinate with ETS staff to arrange access to available information of the upcoming reports.
Goal 3: Improve and streamline Board processes related to submission of feedback on transit related issues and onboarding of new members.	<p><b>Start Date:</b> March 2025</p> <p><b>Completion Date:</b> July 2026</p>	<ul style="list-style-type: none"> <li>• Use Board feedback to refine processes related to providing feedback to Council, such as creating templates, form emails, and/or contact lists.</li> <li>• Use Board feedback to refine onboarding processes for new board members, such as more one-on-one meetings or assigning a Board "buddy".</li> </ul>	<ul style="list-style-type: none"> <li>• Collect Board feedback throughout the year to ensure that processes are well-defined and clear.</li> </ul>	<ul style="list-style-type: none"> <li>• This is an internal goal related to ETSAB processes.</li> </ul>

## Sub-Committees for Council's Consideration

<b>Name of the Sub-Committee</b>	<b><i>Rationale</i></b>	<b><i>Composition of the Sub-Committee</i></b>
<b>Fare funding gap</b>	<p>This sub-committee will write a position paper outlining ETSAB's perspective on the discrepancy between the target and actual revenue-to-cost ratio of transit service (i.e. city target that transit should be offset by user fee revenues of 40-45 per cent, vs actual revenue covering approximately 35 per cent).</p> <p>Clarifying and sharing our position on the funding gap and overall fare levels is a high priority for ETSAB. We expect that our position will help to educate and inform incoming councillors. We anticipate this sub-committee will run from March to October.</p>	<p>Approximately half of the Council appointed members of ETSAB will be responsible for the goals and action items this sub-committee will be doing.</p> <p>Non-members of ETSAB will not be included in this sub-committee.</p>
<b>ARC Card review of user experience</b>	<p>This sub-committee will develop a report to review the ARC card implementation from a users perspective identifying any misconceptions, shortcomings, or opportunities to provide recommendations on the education of users. The sub-committee will explore opportunities such as rewards, gamification, or incentives to increase ridership and rider satisfaction.</p> <p>Payment with the ARC card has been in effect for over two years so riders have had a chance to become accustomed to its use. As we modernize the system and move to an open-pay system, this is an ideal time to review the user experience and explore additional opportunities for improvement.</p>	<p>Approximately half of the Council appointed members of ETSAB will be responsible for the goals and action items this sub-committee will be doing.</p> <p>Non-members of ETSAB will not be included in this sub-committee.</p>

	This topic is a high priority for ETSAB. We anticipate this sub-committee will run from March to September.	
<b>Mapping and navigation at bus stops</b>	<p>This sub-committee will explore options to improve visual appeal and mapping at bus stops to simplify navigation for those who are unfamiliar with transit and who may not be comfortable with technology. This committee will examine how this could impact transit use amongst tourists, with the goal to reduce bus hesitancy and increase perceptions of safety.</p> <p>This sub-committee would be deferred until the completion of the 'fare funding gap' sub-committee. We anticipate it would run from November to March 2026.</p>	<p>Approximately half of the Council appointed members of ETSAB will be responsible for the goals and action items this sub-committee will be doing.</p> <p>Non-members of ETSAB will not be included in this sub-committee.</p>
<b>Pet-friendly transit</b>	<p>This sub-committee would research best practices to create pet-friendly transit to outline the case to make transit more equitable for pet owners, while balancing the needs of all riders. This sub-committee would be deferred until the completion of the 'ARC card review' sub-committee. We anticipate this sub-committee would run from October to March 2026.</p>	<p>Approximately half of the Council appointed members of ETSAB will be responsible for the goals and action items this sub-committee will be doing.</p> <p>Non-members of ETSAB will not be included in this sub-committee.</p>