

PROJECTS AND INITIATIVES FOR 2012

2012 Sub-Committees:

Transit Planning Sub-Committee

- Group requested and received a presentation on the City's proposed Transit Oriented Development Guidelines.
- Members participated in the West-Southeast LRT public consultations, and requested and received a presentation from the project planners.
- Members participated in the stakeholder consultation held April 24 reviewing the DATS Eligibility Process.
- Sub-Committee members attended the Southeast LRT Open House.
- A letter was prepared and sent to the Transportation Committee on October 29, 2012 asking them to make a request to the Capital Region Board (CRB) for a presentation and/or information to ETSAB regarding the CRB Transit Study.

Marketing Standing Sub-Committee

- The Sub-Committee recommended to Administration including advertising on DATS vehicles.
- Transit service to the Edmonton International Airport (EIA) was a primary focus for this group in 2012. A conference call was held with members and ETS marketing staff in March to receive updates and to present concerns regarding the promotion of this service. A member rode the Route 747 in April and reported their findings, and this information was provided to ETS at the regular ETSAB meeting of May 28. In August, three Sub-Committee members and one guest took Route 747 out to EIA with the purpose of seeing firsthand how the new service was being marketed and the trip experience from a user perspective. A report was prepared and sent to Administration and the EIA September 4, and the report was received favourably with adjustments made in order to provide an even better experience for users.
- The Sub-Committee worked with ETS Administration to address problems with posting information on the ETSAB's website and to update content.
- A question was raised concerning the controls for the type of advertising on ETS vehicles and in facilities, and a presentation was made by ETS staff to address and respond to these concerns.
- Significant housekeeping and updates were made to ETSAB's orientation package for new members.

Transit Centres and Amenities Sub-Committee

- Sub-Committee members toured multiple transit centres (both older and new facilities) on May 29. Staff from ETS Facilities accompanied

the group to provide background information and the listen to the group's concerns with design elements and amenities.

- Subsequent to the May tour, ETS staff implemented the following "quick wins":
 1. Plaques for Artists – ETS Facilities staff contacted D. Turnball, the art conservator responsible for ETS pieces, and they are moving forward to produce information plaques. ETS Facilities staff will install the plaques when they are available.
 2. Century Park Transit Centre Steps – ETS staff will be painting the top edge of the steps yellow (leading from the sidewalk on 111 Street to the Transit Centre) as a safety measure.
 3. West Edmonton Mall Transit Centre – ETS will be reconfiguring the benches in the outside wings of the heated building to improve thoroughfare movement.
 4. Coliseum Transit Centre – ETS will be installing bike racks beside the West LRT entrance. The barbed wire has been removed from the short sections of fence connecting from the LRT entrance to the old CN right-of-way and the south end attached to the 118 Avenue overpass.
 5. Open/Closed Hours – A request has been made to ETS Business Development to design a transit centre open/closed hours decal for placement at the entrances to the facilities.
- A second tour was arranged with Sub-Committee members and ETS LRT staff on June 18 to inspect several LRT stations (older and new stations).
- The Sub-Committee submitted a report to ETS Administration on September 24 outlining their observations from both tours, and identifying specific concerns and recommendations for improvement.
- ETS Administration reviewed the report and provided a response to the Sub-Committee on January 10, 2013.
- The Sub-Committee will determine if there is any follow-up action required by the group.

Low Income Transit Pass Sub-Committee

- The Sub-Committee conducted background research with particular attention to the Calgary model for low income pass, Edmonton's AISH Pass and Donate-a-Ride programs, and socio-demographic data for Edmonton.
- The group met with Edmonton Transit's fare revenue strategic planning staff on January 24 to gather additional information on the City's services and programs for low income individual's and the future fare strategy for ETS. ETS staff presented additional information regarding: Cost Allocation Model; Smartcard; Impact of Aging on Transit Ridership and Fare Strategy; Digital Bus Pass Pilot Project; Coin Counting Fare Box Pilot Tube; UPass Program Contracts; 20 Ticket Strip; and Fare Evasion Mitigation Strategies.

- A representative from the Sub-Committee was invited to participate in *The Way We Finance* “White Paper” discussion regarding user fees.
- The Sub-Committee has put their work on hold pending the outcome of the “White Paper” review and the Transit Review being conducted by the GM of Transportation Services.
- This group may also provide input into the new fare strategy review being conducted in 2013 by ETS.
- The results from these reviews will determine whether the Sub-Committee will present a recommendation for a low income fare product in the 2014 budget process.

Budget Sub-Committee

- This Sub-Committee met with the Manager of Edmonton Transit and other ETS staff on November 8 to review the proposed 2013 Budget for ETS.
- Members were unable to attend the November 25 Council 2013 Budget public hearing ; a letter was sent to Council November 26 stating ETSAB’s support of the ETS budget submission and encourage Council to support several unfunded packages.

Commuter Rail Sub-Committee

- Committee work was completed in 2011 and the final White Paper submitted in 2012 to Transportation Committee members and Administration.

Other Activities for 2012:

ETSAB Bylaw Review and 2013 Work Plan Development

- ETSAB and Administration met in March and jointly drafted content for the Office of the City Clerk’s report on the Advisory Board Review.
- On April 18, City Council directed advisory boards to prepare their 2013 work plans and suggested bylaw amendments for consideration by their respective Committees of Council.
- During the summer, ETSAB developed their proposed 2013 Work Plan, and reviewed and documented suggested changes to their enabling bylaw; both were presented to Transportation Committee on October 24; the Committee approved ETSAB’s 2013 Work Plan and directed Administration to work with the Board to bring bylaw amendments back to the Committee.
- The Chair of ETSAB and the Administration liaison to the Board met on December 4 with staff from the Office of the City Clerk and Law to review the suggested bylaw changes presented by ETSAB and to receive further information regarding the City’s intent to prepare an updated advisory committee policy.

- A draft of the bylaw amendments was presented to ETSAB at their January 28, 2013 meeting; ETSAB advised they will withhold comments pending receiving the draft advisory committee policy document at which time they will be able to review simultaneously the Council directives governing their purpose, structure and operation.

Transit Service Review

- The Chair of ETSAB was invited by the GM of Transportation Services to participate in a review of transit service. The intent of the review is to determine the best model, structure and processes for the operation of public transit in Edmonton.
- The committee continues to meet in 2013.

Edmonton Radial Railway Society

- On September 5 a presentation was made by the President of the Edmonton Radial Railway Society (ERRS) regarding their current operation and future plan to extend the High Level Bridge streetcar line.
- The Board sent a letter on September 24 to the ERRS supporting the extension of the streetcar line.