

Members Present:

Emily Batty (Chair), Rebecca Hardie (Vice Chair), Zohra Jabeen, Eugene Masahkwe, Bruce Hertz, Brooke Leifso, Lexi McFarlane, Shalene Williams, Bailey Gerrits, Joshua Jackman,, Mudasser Seraj (Rafi).

Regrets:

Councilor Erin Rutherford, Steve Bradshaw (President, ATU 569),Ken Kirk.

City of Edmonton Staff:

Tammy Smith, Admin Assistant Transit Planning, Ridership and Revenue.

Sarah Feldman, Director Transit Planning, Ridership and Revenue.

Materials & Attachments:

- Land Acknowledgement
- Meeting Agenda and ETS Branch Highlights Report
- DRAFT Meeting Minutes - July 2025

CALL TO ORDER 6:00 PM	
Land acknowledgement	B. Gerrits
Agenda Review DECISION	
Moved: by R. Hardie seconded by J. Jackman to approve the August 25, 2025 agenda as presented. CARRIED	
Meeting Minutes Review DECISION	
Moved: by L. McFarland seconded by B. Hertz to approve the amended July 25, 2025 minutes as presented. CARRIED	

Presentations:
a) No presentations

New Business/Updates:

a) Councilor Emerging Issues/Updates:

Councillor E. Rutherford

- No updates

b) Recap Wellbeing in Transit: Design Jam

E. Batty/J. Jackman

- E. Batty provided a recap of the well-being and transit design jam, an event hosted by Auricle, which involved collecting stories at transit stations and brainstorming ways to include well-being in transit design. The event started at Stadium station with a bus to a community league, a presentation, and then a brainstorming session about how we can include well-being in transit. How drivers can personalize their workspace. Suggestions of having announcements and tours about what's in the neighborhood. E. Batty highlighted the hospitality provided by Auricle and the concept of "convivio" which focuses on creating an optimal feeling in transit spaces by encouraging connections between people. J. Jackman stated two impactful things were about how you are and what contributes to how you feel. What is in a transit space and what contributes to you feeling well. They had different times where they would stop at transit spaces and ask about experiences or social reasons. Asked what was a bad transit experience or what social factors have led them to where they are in life. Clarifies some of what are the barriers that prevent people from taking transit. A different way of thinking about things. They discussed positive and negative interactions on transit. E. Batty would like to reach out to Auricle about a future presentation at the ETSAB meetings. E. Batty and J. Jackman confirmed they received their deposits back, validating the legitimacy of the event.

c) CUTA conference November 2025 attendees

E. Batty

- The board discussed three options for selecting CUTA conference attendees: by roles and seniority, a weighted draw, or a free-for-all draw). B. Leifso suggested a nuanced weighted approach, advocating for E. Batty to attend as a senior member who has not yet gone. Bailey Gerrits proposed excluding those who have previously attended, with a potential caveat for the Edmonton conference. The board decided on a process where the first spot goes to the chair, vice-chair, or most senior member (unless they have already attended), and a weighted draw is used for the second spot, excluding those who attended the previous year. The actual selection of attendees will happen offline.
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- Motion on the election process deference to the chair and excluding members who have previously attended Moved by E.Batty second B.Hertz.

d) Update on governance framework

E. Batty

- E. Batty provided an update on the governance framework, clarifying that members receive honoraria even if quorum is not achieved in regular or subcommittee meetings. The intent of the framework is to review each committee's mandate at the start of every council term to ensure alignment with council priorities. The framework is still under development and a council

presentation date has not yet been set, indicating it will likely be presented to the new council after the election

Working groups/subcommittees:

a) Rapid Responses:

E. Batty

- CPTF going to council on September 16 & 17, 2025. S. Feldman, Director of Transit Planning, Ridership, and Revenue at ETS, presented an overview of the Canada Public Transit Fund. This fund, announced in June 2024, provides \$3 billion annually over 10 years, starting in April 2026, and is divided into three streams: Metro Region Agreement, Baseline Funding, and Targeted Funding. Edmonton has been allocated \$16.4 million annually from the Baseline Funding stream, which is formula-based and requires a 60% cost share from the city. The Metro Region stream is competitive and requires applications from a coalition of municipalities, while the Targeted Funding stream is flexible and supports specific government priorities, potentially including active transportation projects
- The council report on the Canada Public Transit Fund will be published on September 4th and will detail specific projects to be funded in the first year with the baseline funding, totaling around \$42 million with the city's share. The report explains eligibility rules, such as not allowing the purchase of non-zero-emission buses. The decision on these projects will be part of the operating and capital budget adjustment in December, which the new council will vote on.
- E. Batty requested a volunteer to spearhead the rapid response to the Canada Public Transit Fund report, which involves obtaining the report, distributing it to the group, and compiling feedback for Counselor Rutherford. L. McFarland volunteered for this role, expressing how it aligns with their freelance reporting work. The timeline for feedback aims to provide a week for review, allowing submission to Counselor Rutherford before the council meetings on September 16th and 17th.

b) Sub Committees:

i: Arc Card Review

R. Hardie

- The ARC Card Review Group, led by R. Hardie held a short meeting due to summer holidays. They proposed engaging bus drivers through focus groups to gather feedback on the ARC card, including efficiency, implementation issues, and passenger comments. S. Feldman suggested using existing focus groups facilitated by driver trainers, as they are neutral and operators are familiar with them, which would likely yield better, more thoughtful responses than informal discussions in a garage.

ii: Fare Funding gap

E. Masahkwe

- The Fair Funding Gap Group held a call to brainstorm ideas for their report. They plan to analyze ridership numbers from past fare increases, gather information from other cities like Toronto and Winnipeg regarding sustainable transit funding, and examine examples outside of Canada. They also intend to review the 2021 working group's budget recommendations report to identify past shortfalls and relevant recommendations. A future meeting will be set to distribute tasks and discuss additional ideas, including a reasonable forecast of population growth and its potential impact on transit revenue.
- S. Feldman explained that the budget is built by modeling ridership and fair revenue for different categories (adults, seniors, youth, etc.) over four years, with a budget for each product. Also mentioned that the model does not assume price increases, allowing for different scenarios, including no fair increases, and helps calculate elasticities to understand ridership and revenue changes based on fair adjustments
- S. Feldman stated that the team considers the cost of parking, particularly park and ride lots which they control, to ensure transit remains an attractive option compared to driving and parking downtown.

E. Batty inquired about research into who stops riding when fares increase due to elasticity, and S. Feldman confirmed that research has been conducted on this topic, with M. Lachance being a source for academic research.

External Updates:

a) ATU 569:

S. Bradshaw

- nothing new to report.

b) Branch Highlights Report:

S. Feldman

- See attached report
- S. Feldman reported that overall ridership continues to trend above the previous year, although summer usually sees a slight drop, with July revenue similar to last year. They detailed fall schedule changes, including new and adjusted school special routes based on enrollment data, and the cancellation of some low-ridership school specials.
- S. Feldman noted that there are no significant changes to on-demand transit this fall, but the Riverdale service hours are being adjusted to start at 6:00 a.m. to match other neighborhoods, addressing feedback from residents. They also mentioned a temporary on-demand shuttle service around Wellington Bridge due to reconstruction to help residents during the construction period.
- S. Feldman highlighted extensive back-to-school outreach efforts, including "first rider" events for students, participation in post-secondary orientation events, and teams at busy transit centers to assist students and the general public with adjustments. They also discussed the "here to help" campaign by transit peace officers and the "Stuff a Bus for School Supplies" initiative in partnership with United Way.
- S. Feldman provided an update on the "Ticket to Ride" program, which allows concertgoers at Commonwealth Stadium to use their concert ticket as proof of transit payment, noting its success and upcoming use for Morgan Wallen concerts. They also mentioned wrapping up support for the busy festival season and organizing a tour of the Edmonton Grads, a historic women's basketball team.
- S. Feldman discussed the Oracle well-being and transit project, stating that ETS has funded it for the year and is brainstorming how to use the collected stories to inform future transit initiatives, such as engagement, creating convivial spaces, or shaping policy.
- S. Feldman reported on summer LRT track work and frequency adjustments to accommodate repairs, as well as major pavement reconstruction at Century Park, which is expected to finish by the school year. They also shared exciting news about the arrival of the first train car for Valley Line West and updates on the accelerated construction plan for Valley Line West, which has been successful so far.

- S. Feldman addressed concerns about train oscillation on the Valley Line, stating that a geometry survey confirmed no track irregularities but suggested that operator handling and speed, particularly downhill, might contribute to the issue. E. Batty added that a driver mentioned the steepness of the hill and how trains can slide, especially in wet or winter conditions.
- S. Feldman clarified that a "companion" or "escort" is specific to DATS registrants who are deemed eligible, allowing them to travel with a companion, and noted that the website needs updating on this policy. Brooke Leifso commented that many agencies or workers buy bus passes and seek reimbursement if they regularly use transit with clients, suggesting that agencies already have methods for addressing regular transit use for support staff.

c) Accessibility Advisory Committee (AAC) Update:

J. Jackman

- J. Jackman indicated that the Accessibility Advisory Committee (AAC) is on hiatus, with no meeting in August, but is open to having members of ATSP attend future meetings to solicit feedback for the ARC card subcommittee. Also provided updates on discussions regarding Oracle's well-being and transit event, the upcoming CUTA conference, and questions about the government's governance framework for city committees

d) ETS Branch Manager/Chair

E. Batty

- Nothing to report

Topics of the night

R. Hardie

- The meeting was launched with discussions on the Auricle's Wellbeing in Transit event and the upcoming CUTA conference. E. Batty updated on questions around the Governance Framework for City Committees. S.Feldman updated on the Sept 4 report on the Canada Public Transit Fund and the three streams of that fund: Metro, Baseline and Targeted. ETSAB plans to review the project announcement once it is made public on September 4th and provide Councillor Rutherford with feedback and input by September 11 prior to the September 16 City Council Meeting. Updates from the ARC Card and Fare Funding Committees as their work progresses to the final report. The Branch Highlights report outlines numerous issues including, but not limited to: Summer events ETS participated in, upcoming plans for September's back to school routes and construction updates.

Motion to Adjourn