

Members Present: Councilor Erin Rutherford, Ken Kirk
Emily Batty (Chair), Rebecca Hardie (Vice Chair), Zohra Jabeen, Eugene Masahkwe, Bruce Hertz, Brooke Leifso, Lexi McFarlane, Shalene Williams, Bailey Gerrits, Joshua Jackman.

Regrets:

Steve Bradshaw (President, ATU 569), Mudasser Seraj (Rafi), Ken Kirk.

City of Edmonton Staff:

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

Marc Lachance, ETS Staff Liaison Transit Planning, Ridership and Revenue

Materials & Attachments:

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

CALL TO ORDER 6:00 PM	
Land acknowledgement	R. Hardie
Agenda Review DECISION	
Moved: by Z. Jabeen seconded by S. Williams to approve the September 22, 2025 agenda as presented.	CARRIED
Meeting Minutes Review DECISION	
Moved: by E. Masahkwe seconded by R. Hardie to approve the August 25, 2025 minutes as presented.	CARRIED

Presentations:
a) No presentations

New Business/Updates:

a) Councilor Emerging Issues/Updates:

Councillor E. Rutherford

- E. Rutherford provided an update on the CPTF, highlighting that the city will receive annual base funding, which is crucial for renewal and planning work. She noted progress on the metro region stream of funding, which requires regional and provincial cooperation. The fund, known as the Canada Public Transit Fund, has three streams, and the city is guaranteed funding for one while working on another.
- Councillor Rutherford's last ETSAB meeting as Council Advisor. Will be a new Council Advisor appointed by the Mayor after the first Council meeting.

b) CUTA

E. Batty

- E. Batty and J. Jackman will be attending CUTA on behalf of ETSAB.

c) Governance Framework feedback

E. Batty

- E. Batty and R. Hardie attended a meeting on the draft governance framework, noting that not all feedback had been incorporated yet, though the member term length was reduced from four to two years based on initial feedback. E. Batty expressed concerns about the four-year term being a big commitment and limiting carryover of members between council terms. R. Hardie highlighted that EDI-focused committees were concerned about language that could threaten to sunset a committee if it wasn't aligned with the current council's mandate.
- S. Williams noted that some operational aspects, like the sunseting and revision of committees, could be better addressed in an operational plan rather than the governance framework itself.
- B. Leifso also inquired about the legislative basis of the framework and what aspects could actually be changed. E. Batty and S. Williams' response indicated most legislative elements pertain to administrative processes like public meetings and records management.
- E. Batty discussed the framework's proposal for a multi-year work plan, which would require committees to submit a four-year plan within the first year of a council term. expressed concern that this would limit the ability to respond to new issues, make the first year heavily administrative, and reduce the contribution of members joining later in a term. R. Hardie added that planning four years out is difficult for time-sensitive issues, using the example of the LRT to Nait.
- E. Batty mentioned that a main objective of the framework is to align committees with council's strategic goals, but this could risk losing important voices if a committee's focus is not in line with the current council. Also discussed the possibility of tighter mandates for committees, moving from broad advisory roles to more specific tasks like reviewing specific construction projects, though this was not clearly reflected in the draft framework. B. Gerrits asked what problem they are trying to solve with these changes. R. Hardie and E. Batty's reply was that they are trying to keep all the committees inline with Councils goals, and possibly long term planning.
- Multiple members discussed how it was identified the administrative burden as a major concern, particularly the time commitment for committees to develop multi-year work plans and for council to manage all committees at the beginning of their term. also raised minor concerns, such as council's ability to revoke member appointments "at any time for any reason" and the requirement for members to provide a reason for 24-hour absence notifications, stating that repeated absences should be grounds for removal rather than simply impacting reappointment eligibility.
- Must submit feedback by October 3.

d) Robert's Rules of Order**R. Hardie**

- R. Hardie will email the power point presentation from this workshop.
- R. Hardie, T. Smith, and M. Lachance attended a Robert's Rules of Order workshop, with R. Hardie sharing key takeaways. They emphasized using Robert's Rules for effective, focused, and well-paced meetings, especially for committees that struggle with staying on agenda. R. Hardie highlighted that all debate should go through the chair for decorum and that motions are not needed for adjourning meetings or for approving agendas and minutes via unanimous consent.

e) Thank you Councilor Rutherford**E. Batty**

- Members expressed their gratitude to Councillor Rutherford's response.
- E. Rutherford announced that this would be their last ETS Advisory Board meeting. Explained that new council appointments for advisory boards are made by the mayor at the inaugural council meeting, usually at the end of October after the election. L. McFarlane and expressed appreciation for E. Rutherford's contributions, straightforwardness, and helpfulness, noting that they would be missed.

Working groups/subcommittees:

a) Rapid Responses:

E. Batty

- L. McFarlane thanked everyone who provided feedback and comments for the rapid response letter on the Canada Public Transit Fund, specifically acknowledging J. Jackman for extensive information and B. Lesko for help with drafting. L. McFarlane expressed gratitude for the opportunity to take on the rapid response role for the first time.

b) Sub Committees:

i: Fare Funding gap

E. Masahkwe

- Asking if there is any more in depth information on how the city landed on the target of 40-45% of user fee coverage for the ETS fund pool. Is there any way to get meeting notes on when this was discussed. M. Lachance discussed the outreach program Transit strategy feedback and the development of the dynamic sliding tool. Did focus groups and public outreach so used a combination of best practices and presented them to the council.
- E. Batty asked if there has been any process for reevaluating that target? Once it's set or is there any consideration for determining whether the best practices of other cities fit with us or whether it should be reevaluated after time. M. Lachance stated that a certain amount of time was never formally set because a fair policy should last for an exceptionally long period of time. They do compare with other cities RC actuals and target rates, but there is not definitive time frame of when fair policy should be reevaluated.

ii: Arc Card Review

R. Hardie

- Note that sometimes information is available but not known to the subcommittees, suggesting that improved communication with Mark and his team could help address this. Emphasized that the committee did try to access information repeatedly, confirming that the information is not currently being collected by ETS.
- B. Gerrits suggested that a letter could be easier than a report, but someone in clarified that while recommendations can be made in a letter, a report to council would be more effective for prompting official action and motions from the council to push recommendations along
- R. Hardie inquired whether the subcommittee would continue to write the proposed report, affirmed that the subcommittee should continue, adjusting its scope to focus on writing the report with recommendations for improving data collection for the ARC card. Marc Lachance confirmed that an operator focus group scheduled for October could still go ahead to gather qualitative data for the subcommittee's report

iii. Discussion re: Choosing subcommittee topics (annual retreat)

- Discussed having more time at Annual Retreat to choose and prepare

iv. Next topics

- This was in case the ARC card Review was not continuing.

External Updates:

a) ATU 569:

S. Bradshaw

- nothing new to report.

b) Branch Highlights Report:

M. Lachance

- See attached report
- M. Lachance presented the branch highlights report, indicating a decline in ridership year-over-year in August, particularly for bus ridership. He explained that factors like the school start dates, lower attendance at festivals, and a shift towards LRT ridership might be contributing to this trend. The team is actively investigating the root causes of these shifts, acknowledging that while overall ridership remains high compared to pre-pandemic levels, a detailed view of rider data is needed to understand shifts in specific areas. Rider engagement updates and festivals. Launched the new bus wrap.

c) Accessibility Advisory Committee (AAC) Update:

J. Jackman

- J. Jackman provided an update from the Accessibility Advisory Committee (AAC), mentioning that AAC is open to providing feedback on the ARC card from a user perspective. Also highlighted concerns from the Edmonton Association for the Deaf regarding transit access, noting the challenges faced by hard-of-hearing individuals and suggesting a potential visit to one of their meetings. Additionally, concerns were raised about the distance between the transit terminal and parking lot at Century Park Transit Center, impacting individuals with mobility challenges.
- J. Jackman shared that Edmonton Transit is implementing alternating colors on bus station curves to assist visually impaired individuals and suggested a walk-through of transit centers with AAC members, including Doug Rudolph, for firsthand experience and feedback on accessibility. Also mentioned an upcoming ADAP program, an income program potentially relevant to the ride transit program, and noted that they would gather more concrete information on it
- Inquired about ETS's strategy regarding ASL signing on buses and city websites, especially given federal funding and the Accessible Canada Act's mandate for barrier-free transit. E. Rutherford clarified that municipalities are required to be accessible and that federal legislation extends these requirements to other federally regulated industries, though specific grant conditions for transit funding were not fully detailed. Marc Lachance clarified that while Heritage Valley is owned by the city and will follow accessibility standards, the Century Park outlay is leased, limiting the city's ability to make changes.

d) ETS Branch Manager/Chair

E. Batty

- Nothing to report

- Discussion on the draft updates for the Governance Framework feedback included a list of our concerns with the changes. The Advisory Board contributed their concerns to the Chair who will record them on the form provided. Councilor Rutherford updated the Board on the Canada Public Transit Fund, which is federal funding for Edmonton Transit. The Vice Chair updated the Board on the Robert's Rules workshop and will be sending out highlights of that workshop to all members. Both subcommittees, the Fare Funding Gap and the Arc Card Review reported updates and will be writing reports soon. External updates included a report by the Accessibility Advisory Committee Liaison who mentioned concerns from transit users who are deaf, and we hope to have someone come and speak to ETSAB on this issue. The ETS Branch Liaison updated the Board on ridership numbers and events ETS has been involved in as of late.

Motion to Adjourn 7:38 pm