

ETS Branch Highlights Report to ETS Advisory Board

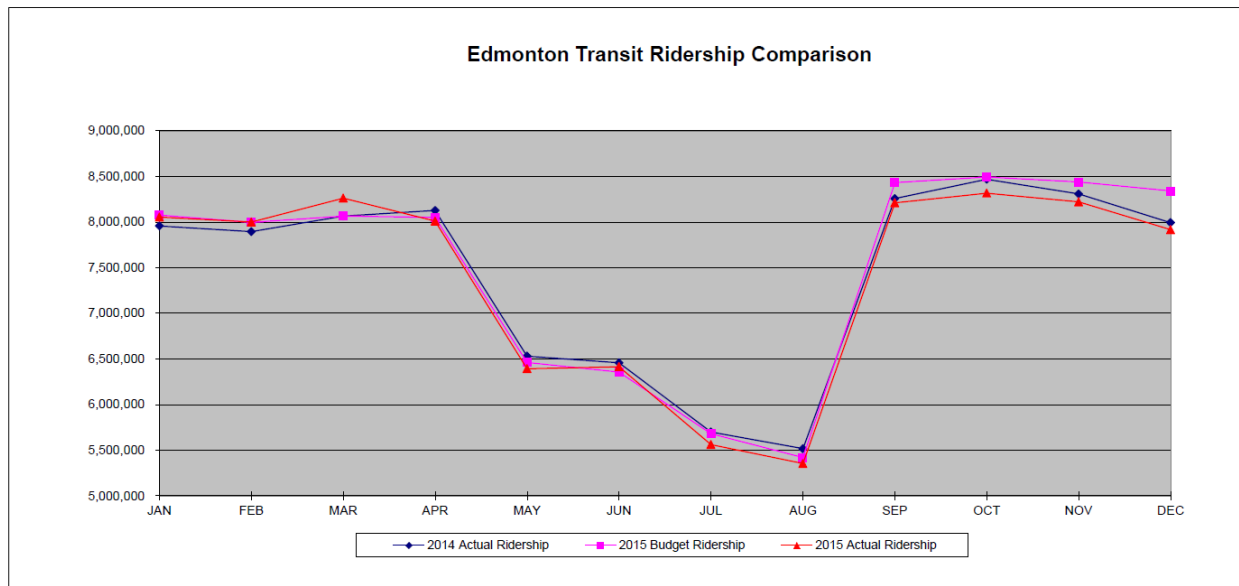
February 2016

1. RIDERSHIP

Bus and LRT Ridership – December 2015

	Month	Year to Date
2014 Actual	7,993,356	89,283,007
2015 Budget	8,339,781	89,812,088
2015 Actual	7,916,580	88,721,062

2015 Monthly Bus and LRT Ridership



2. ETS UPDATES

1. Transportation Audit

A key finding in the report by the Office of the City Auditor on the City's bus and LRT system was that the "ETS services are generally delivered in an efficient and economical manner when compared to other public transit organizations".

Some areas of concern included schedule reliability and the need to develop a strategic plan to ensure maximum benefits are achieved from the bus and LRT network. Additionally, City Councilors had questions regarding on-time performance, the ETS Live to GO app, transit security, the fare structure and bus overcrowding.

ETS has already begun working on initiatives that address the recommendations of the Auditor's report. The updates for these initiatives are discussed regularly at ETSAB's General meetings. (I.e. Transit Strategy updates).

2. Safety & Security

Previous Branch Highlights: "App development addition in progress as option for emergency calls for help on transit".

ETSAB requested opportunity to review and provide input on this.

RESPONSE: currently formulating schedule for ensuring feedback on app from ETSAB. Will advise as soon as timelines are available. (CV)

3. DATS

This spring, DATS will be taking a closer look at our current trip booking policies. We hope to update and improve these policies and standards to increase operational efficiency and client satisfaction. The trip booking policy not only affects how clients book a trip, but has ramifications throughout our service - including scheduling, dispatch and on-road operations. Our first step is to research best practices with other para-transit organizations with assistance from CUTA.

Then, perhaps most importantly, once we have some information gathered and ready for review, we will be providing all stakeholder groups an opportunity to offer comments, suggestions and concerns. We are planning collaborative stakeholder workshops, surveys in the May/June Newsletter, and conducting surveys on DATS vehicles during the spring or summer months.

4. Customer Experience & Innovation

- ETSAB requested: Pedestrian Wayfinding Committee update
 - Confirm committee members/representation? (City employees only?)
 - Churchill pedway affected by City Center Mall parkade addition in lower level food court?

RESPONSE: Ray Au has put together a high level one-pager about the COE Pedestrian Wayfinding Project and ETS' involvement. Current scope:

- On-Street Project: working with consultants on design of ETS beacons

- Pedway Project: further consultation with stakeholders
- Etiquette Campaign: "Thanks" Campaign has begun, includes "Thank You Thursdays" during March, 2016 to raise awareness. This campaign will be ongoing throughout the year.
- UAMA (University of Alberta Marketing Association): Feb 27th ETS is sponsoring a case competition asking the question "How can ETS remain a relevant and preferred choice of transportation for students as they transition to the work force?"
- Senior Pass Sales mail outs and communications are underway.
- New Smart Bus Route 114, 115, 118, 120, 127 and 151 communications are also underway.

5. Research, Revenue and Expenditure Control

ETS has completed its first full year of Customer Satisfaction surveying. Final results are being assessed and reviewed with ETS management. A presentation on the findings can be provided to ETSAB after it has been vetted and approved.

6. Engineering & Maintenance

- ETSAB requested monthly report on number and duration of escalator/elevator outages in response to January highlights.

The overall reliability numbers for 2015 (Jan 1- Dec 31) were:

Escalators	91.12%
Elevators	97.89%

These exceed the KPI targets identified in the Transit business plan of 90% reliability for escalators and 95% reliability for elevators.

7. Customer Service Development

- Service Planning is currently in the process of reviewing the ridership and performance of all bus routes in the city. Opportunities for service reallocation are being proposed in order to make the most effective use of transit resources and tax-payer dollars. Passenger impacts are being identified on potential service reductions.
- On Time percentage is reported by signup only. [September 2015 Sign-up](#) are the most recent available results. The OTP reports are in ongoing development. When completed, they can be available for publications.

FEB16 starts Feb 7, 2016
 APR16 starts Apr 24, 2016
 JUN16 starts Jun 26, 2016
 SEP16 starts Sep 4, 2016
 DEC16 starts Dec 4, 2016

- Confirmation, re: 1% of advertising for construction zones - allocated to public art? The [City Policy](#) addresses this.

8. Transportation Planning

Council Report Regarding Park and Ride Strategy Motion:

- A report is being presented to the Transportation Committee in March 2016 in response to a Council Motion for an overarching strategy for park and ride in the City of Edmonton.

Other Upcoming Committee Reports:

- Regional Cost Sharing Strategy - Heritage Valley Park and Ride (March 9th)
- Goman Park and Ride Strategy (April)
- Several LRT reports to come forward April 13

LRT Prioritization Study:

- An information report is being presented to Transportation Committee on February 24, 2016 to provide and explain the evaluation criteria being used in the LRT Prioritization process. The report also includes information on the public's response to these criteria, and the process that will be followed to develop the final prioritized list of projects (staging plan) for the unfunded portion of Edmonton's LRT network.
- A report will be presented to Transportation Committee April 13, 2016 (schedule pending) to present the final results of the prioritization study, including a review of potential funding mechanisms.

9. Transit Strategy

- The second "What We Did/Heard Report" has been released. It was shared with City Council, posted online, and sent to those on Transit Strategy's email list.
- The report identified key Transit Strategy priorities from 3,000 Edmontonians and staff who engaged via online surveys, workshops, and the engagement bus.
- The results indicate that citizens appreciate our transit system because it provides connection and independence for people. Participants placed the highest value on a transit system that is safe and secure and easy to use. They were divided, however, on what makes a great transit network.
- In April/May we will focus on public engagement activities to address the inherent trade-offs in designing a transit network. These choices will help identify underlying values and guiding principles for the Transit Strategy.
- To help inform the trade-off discussions with the public and staff, we will be releasing nine Guiding Perspectives White Paper papers and a couple of short educational videos in April.

3. TRANSPORTATION SERVICES REPORT TRACKING

Meeting Type	SIRE No.	Report Type	REPORT TITLE	Original Motion/Inquiry	Director/ Author	BM Due Date	GM Due Date	MEETING DATE	Notes
Transportation Committee	CR_2632	Motion	Funding Sources for the Removal of the SW Staircase from Churchill Square	That Administration provide a report to Transportation Committee on the possible funding sources for the removal of the Southwest staircase from Churchill Square.	K. Karopeski				Deferred - first quarter 2016
Transportation Committee	CR_2616	Motion	Update - ETS/St. Albert Regional Transit Concept	At the June 10, 2015, City Council meeting, the following motion was passed: 2. That Administration work with St. Albert Transit to evaluate the integration of both transit systems and provide a progress report to committee by March 2016.	M. Lachance	15 Feb 2015	22 Feb 2015	23 Mar 2016	
Transportation Committee	CR_2856	Motion	Enhanced Express Bus Strategy – Century Park and Heritage Valley Park and Ride	That Administration provide a report to include an enhanced express bus strategy between neighbouring communities and Century Park LRT, and between the future Heritage Valley Park and Ride and Century Park.	B. Sabey			1 Mar 2016	
Transportation Committee	CR_1984	Motion	Electrical Bus Pilot - Short Term and Long Term Implementation Strategy	At the November 26, 2014, City Council Budget meeting, the following motion was passed: That Administration provide a report on an electric bus pilot and potential short-term and long-term implementation strategy for electric buses, including funding options.	L. Kadatz	25 Apr 2015	2 May 2015	22 Jun 2016	date change to June 2016. - maybe June 1st
Transportation Committee	CR_1503	Councillor Inquiry	Enhanced Coliseum LRT Station and Pedway to Northlands Expo Centre	At the July 9, 2014, Transportation Committee meeting, Councillor B. Anderson made the following inquiry: That Administration provide a report on the additional opportunities for budget, design costing, cost sharing and public engagement collaborations for an enhanced Coliseum LRT Station and Pedway to Northlands Expo Centre.	D. Lawrysyn/ J. Stein	TBD	TBD	TBD	