

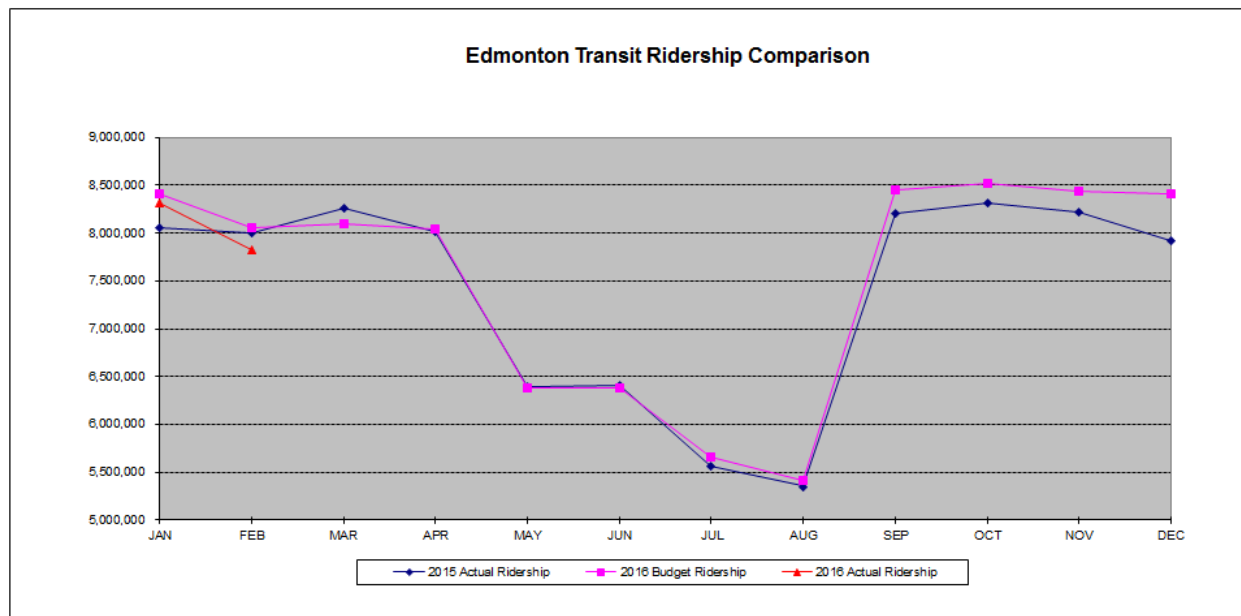
ETS Branch Highlights Report to ETS Advisory Board

March 2016

1. RIDERSHIP

Bus and LRT Ridership – February

	Month	Year to Date
2015 Actual	8,003,302	16,062,009
2016 Budget	8,055,672	16,461,121
2016 Actual	7,823,164	16,138,655



- U-Pass U of A: February ridership of 1,528,769 based on the U of A payment and confirmation of winter enrollment for 2016.
- U-Pass Grant MacEwan: February ridership of 674,826 based on the Grant MacEwan payment and confirmation of winter enrollment for 2016.
- U-Pass NAIT: February ridership of 417,172 based on the NAIT payment and confirmation of winter enrollment for 2016.
- U-Pass NorQuest: February ridership of 85,352 based on the NorQuest payment and confirmation of winter enrollment for 2016.
- Adult Tickets (20's): The pilot project for the Adult Tickets (20's) ended as of September 30, 2014. Therefore, the budget for 2015 is zero. In March 2015, 2,965 Adult Tickets (20's) were distributed through Donate-A-Ride and are reflected in 2015's Actual ridership total.

2. ETS UPDATES

1. Safety & Security

- [ETSAB, FEB 29th] Clarify with Safety and Security whether they have officially selected to develop an app as a low profile communication option to customers?

[Response] At the March 10, 2016 Edmonton Transit Management Meeting (ETMT) a decision was made to have Customer Safety and Security work with Customer Experience and Innovation and combine efforts/direction on ETS Live to Go App. This will avoid duplication of work and ensure customers have all Transit Apps in one area.

- A review has been completed on Safety Initiatives from 2015 and their current status. Committee will meet on an ongoing basis to finalize outstanding items, develop Safety Initiatives for 2016 and thereafter.
- Ongoing discussions with Amalgamated Transit Union Local 569 to determine sign-up efficiencies and effectiveness in our deployment of resources

2. Customer Experience & Innovation

- [ETSAB, FEB 29th] Requested to add 1 page overview of ETS involvement in wayfinding committee to meeting minutes, and/or invite Ray to present at March 29 General meeting.

[Response] Ray tentatively confirmed availability for May meeting, as there will be sufficient information available at that time to warrant a presentation. Overview:

- The City of Edmonton has little pedestrian oriented wayfinding signage and an outdated system of signage and mapping in the Downtown Pedway Network. With the opening of the Rogers Place Arena & Ice District, a significant number of new visitors will be coming downtown, trying to find a place to park or arriving by Transit to attend events in the area.
 - ETS views transit holistically and ensuring its customers have a positive experience is a key priority. Effective wayfinding is critical to that experience as we want riders to easily identify transit entry points and then guide them to their final destination upon exit.
 - The goal of the Pedestrian Wayfinding Project is to design, develop and implement an integrated, coordinated system of map-based wayfinding for pedestrians that are consistent across signage, paper products and digital media.
- [ETSAB, FEB 29th] UAMA ETS Case Study results requested, as well as confirmation that this sponsorship is being publicized?
[Response] Summary is attached. This was publicized by UAMA on their Facebook page and reposted on ETS Facebook page.
 - Web updates: We are testing the response to the Google trip planner on our web site. We have de-emphasized our in-house Trip Planner and made the Google Trip Planner front and centre. This is being done to help determine whether we need to develop or

procure a trip planner. It also will help us in our future decisions around use of 3rd Party Open source tools.

3. Research, Revenue and Expenditure Control

- RREC has formed a task team and are working through options with the community groups in conjunction with reps from Citizen Services to explore options for use of the "retail" space on the concourse level in Bay/Enterprise Square LRT Station with a number of community groups/initiatives:
 - An underground arts space (space for artists to work)
 - A tool sharing library (require space until the Milner Library is renovated in two years)
 - A gaming incubator (to develop game coding skills, network with others interested in gaming, etc.)
 - A black heritage library for the Nile Valley Foundation.
 - Edmonton Police Service is also interested in space in a few of the downtown underground LRT stations (including Bay Station) for beat offices.

4. Engineering & Maintenance

- [ETSAB, Feb 29th] Please include monthly: Report on number and duration of escalator/elevator outages?

[Response] We do not currently maintain statistics on number and duration of escalator/elevator outages. Detailed reporting including number, duration, cause and location of outages will be part of the responsibilities assigned to the Escalator/Elevator Maintenance Coordinator (this is a new position approved as part of the 2016 Operating Budget). Monthly reliability statistics to date for 2016 are:

- January: Escalators - 92.31% and Elevators - 97.39%
- February: Escalators - 94.98% and Elevators - 97.79%

- [ETSAB, FEB 29th] Please provide an itemized list of the ETS-owned infrastructure that is included and excluded in the construction contract allowance for 1% allocation to public art. (I.e. Bus shelters are not included)

[Response] Past application of the art policy:

- Included: LRT Stations, Bus Transit Centres
- Excluded: Bus shelters, ETS Communications, LRT Auxiliary Equipment, LRT Electrification LRT Fare Equipment, LRT Fleet, LRT Shop Equipment, LRT Signals, LRT Track & Right-of-Way, LRT Tunnels and Bridges, Bus Fare Equipment, Bus Fleet, Bus Equipment.
- Application of the 1% for funding is evolving however and after the SLRT line was completed, a decision was made to subsequently add art along the LRT ROW following 111 Street.
- For the Valley Line, the city has worked with the Edmonton Arts Council to choose locations for art that have the best exposure to the public. Art will be located at LRT Stations, certain LRT stops, certain substations and some bridge locations.

5. Customer Service Development

- Design schedules for June 2016 Sign-up
- HASTUS 2015 upgrade: Training to start April 5, 2016.
- Service to Acheson via Spruce Grove Route 560 will begin on April 25
- Service Planning is submitting a proposal and report to Council for Service Reallocation for their review and consideration.
- Responses to ETSAB inquiries following February presentation during the general meeting are provided in the meeting materials package.

6. Transit Strategy

- [ETSAB, FEB 29th] Determine if Transportation Planning has their own separate tracking sheet for reports that are scheduled for submission to TC, and add to monthly Branch Highlights report in addition to ETS reports tracking info?

[Response] In the February presentation to ETSAB during the general meeting, ETSAB was made aware of the major organizational changes that have happened within the City. As a result, Transportation Planning no longer exists as a branch and is encompassed by City Planning in Sustainable Development. The groups now reside in City Operations, Integrated Infrastructure Services, and Sustainable Development. Hence, the approach to gathering these updates will need to be revisited. More clarity will be needed as to the types of updates required, so that the right people from across the corporation can provide that information.

[ETSAB, FEB 29th] Depth/quality of White Papers that can be anticipated from Transit Strategy was requested - ETSAB would like full transparency of available information to be available to the public.

[Response] Suggest inquiring at next general meeting following presentation.

7. DATS

- Moving Ahead
We are moving ahead at DATS with a number of key initiatives. Leading Teams, Aligning Strategies, Achieving Goals, is now supported by a Strategic Plan for 2016-2018. One of our first major projects of the year is our Booking Policy Review and Client Engagement project, which will continue into the summer. We have also undergone a large structural change within the organization, hiring team leads in various new positions and reorganizing roles and responsibilities as required.
- Balanced Scorecard
DATS' new method of reporting for statistical performance analysis is near completion. The Balanced Scorecard will be a monthly statistical report, which will include measures for DATS' strategic objectives (reliability, accessibility, safety, client experience, employee engagement and financial stewardship).

Meeting Type	SIRE No.	Report Type	REPORT TITLE	Original Motion/Inquiry	Director/Author	SM 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. Koropeski				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_1603	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	

UNIVERSITY OF ALBERTA MARKETING ASSOCIATION

Edmonton Transit System UAMA Case Study

WRAP UP

CUSTOMER EXPERIENCE AND INNOVATION



UAMA Wrap Up

ETS Participated as the Title sponsor for the 2016 University of Alberta Marketing Association Case Competition.

Case Question:

“How can Edmonton Transit System remain a relevant and preferred choice of transportation for students as they transition to the work force?

What can be done to promote continued use of ETS in addition to other transportation modes? How can ETS remain top of mind?”

Presentation Snapshots - Key Takeaways from the presenting groups

Winning Team: Team YEG Consulting

- The ETS Transit-ion
- a phase-in pricing program for first year graduates from post-secondary
- \$60/month
- Use ambassadors at campus, promo materials, and InfoLink at University to spread the message
- comparative messaging that shows the cost of taking transit vs. the costs of not taking transit (i.e gas, parking)

Chinook Consultants

- rebrand smart fare as “champcard” - play up the idea of pride in the City
- Promote heavily special event transportation
- cooperate with local business to earn discounts and rewards for ChampCard members
- Safety campaign

Team Crimson Consulting

- MyETS
- an app that tracks live GPS tracking of buses (like Uber)
- feature on the app that tracks the environmental footprint of taking transit vs. a car and the positive impact each individual makes dependant on their route. An individual would “check” into their route and then it would finish and then the app would relay the message.

Team Escalus

- use the hashtag #IRide - people can tell their stories why they ride on transit
- Team LSF Consulting
- Explore diverse advertising of ETS

Team Crimson Consulting

- MyETS
- an app that tracks live GPS tracking of buses (like Uber)

Team Bold Moves Consulting

- “We understand” campaign that address consumers criticism of ETS and how ETS is addressing those concerns
- web redesign that is more user friendly

Team Engage Transit Support

- bundle tickets for festival and events
- Special Graduate U-Pass - a program where a new graduate has 4 months to purchase a ETS pass at the U-Pass rate

Team AVA Consulting

- increase park and ride awareness
- Don't Drink and Drive campaign - advertise and bars and social events
- Promote ETS strong security

Team JMS Communications

- corporate partnerships
- “Get home safe” campaign that promotes Owl service
- New grad pricing

Team Model Consulting

- rebrand ETS - introduce new imagery
- “Heart of the City” Promotion. Use notable Edmontonians in promotional videos to establish ETS as a preferred provider
- Print media with following tags: “Drink and we'll drive”, “Texting but demerit free”

Team JAM

- Experiential: Transition Pass - available to graduating students for an 8 month period
- Public Relations: Humans of ETS - feature ETS employees and showcase their roles to the public. Tell their stories

Recommendations to take forward:

- Once Smart Card is an ETS product, look to build a loyalty and rewards program with partners.
- Environmental footprint tracker on ETS Live Tools app
- Use of #IRide for people to tell their stories