

ETS BRANCH HIGHLIGHTS REPORT TO ETSAB

APRIL 2015

Presented by
Patricia Waisman

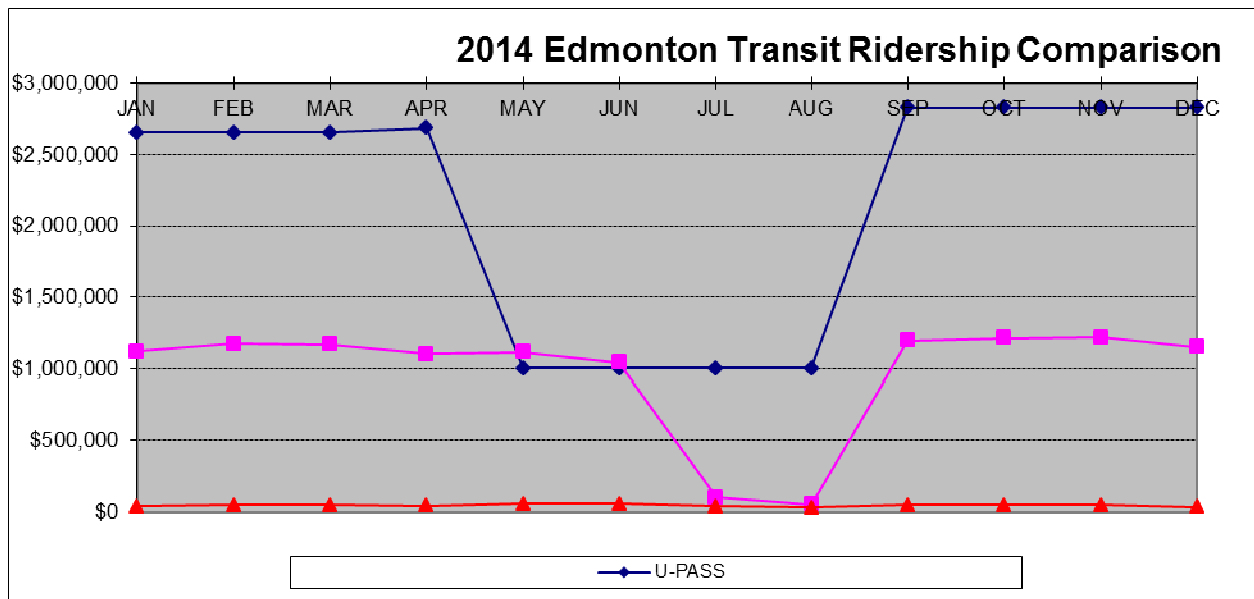
1. RIDERSHIP FIGURES

March 2015 statistics are not available

2014 Year End Monthly Ridership Chart

2014 Ridership Actuals	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
U-PASS	2,655,735	2,655,735	2,655,735	2,684,264	999,737	999,737	999,737	999,737	2,826,956	2,826,956	2,826,956	2,826,956	25,958,241
YOUTH MONTHLY PASS	1,116,972	1,171,758	1,166,238	1,099,860	1,114,672	1,040,980	104,604	53,452	1,191,998	1,212,698	1,214,078	1,149,678	11,636,988
POST SECONDARY MONTHLY PASS	39,672	48,894	48,662	43,210	55,796	55,738	38,338	31,320	50,054	50,344	49,300	36,424	547,752

Impact of Student Ridership



2. ETS UPDATES

Metro Line Launch

The public launch of the LRT Metro Line is planned for May. This will involve a media event with dignitaries; the Transit Street Team; a Community Fair highlighting the major institutions served by the new line and Trax Safe initiatives.

Downtown Bus Service Changes

April will be a month of public education. Presentations at City Hall are planned to make the public aware of the service changes and the ETS Street Team is taking the message to the streets to inform riders and answer questions.

ETS Live To Go - COOL Campaign

The next phase of marketing for ETS Live To Go will roll out in May. This will consist of three, 30 second commercials airing in Cineplex Odeon theatres throughout Edmonton. The theme of the commercials is to position the bus as a COOL form of commuting and encouraging the download of ETS Live To Go. A social media campaign will feature the series of commercials and a Drive Team campaign is also planned.

Increase in Smart Bus Deployment

Another 500 buses are to be equipped with the Smart Bus system with installation starting this summer. The project is expected to take up to six months. Currently 22 routes are Smart Bus enabled to deliver real-time departures via ETS Live at www.takeETS.com.

Further takeETS.com Improvements

Improvements to the main page of the Transit website now includes color coded alert notifications. Red notifications indicate emergency alerts, yellow notifications indicate major service or application disruptions and green notifications indicate regular service has resumed.

ETS Connect, April 2015

ETS customers have the option of subscribing to this membership only service that gives them the latest updates, promotions and event information. This is an example of what is currently being promoted to them.

Exclusive giveaway to ETS Connect subscribers!

Visit us at [ETS Customer Service Centre](#) (in the northwest corner on the main floor of City Hall) and mention "**ETS Connect**", and receive a **free ETS notebook** (while quantities last)! ETS Connect subscribers are the first and only ones to hear about this giveaway. And by the way, did you know that ETS Customer Service Centre also provides lost and found service, route brochures, route guides, and sells all ETS passes and tickets, including 747 EIA passes?



ebpage Updates of Interest

Recruiting ETS Heroes!

Be part of the [ETS League of Heroes](#)! Get spotted being a courteous commuter and you could become part of this sought after group. Membership is free with a simple act of kindness. Just give your seat to someone in need, keep your bag on your lap or don't crowd the doors. These every day acts of etiquette could score you an "I'm an ETS Hero" button. Wear the button with pride or pass it on to the next person who is making your commute more enjoyable.



4. COUNCIL UPDATES

Transportation Committee:

- Low Income Transit Pass April 22, 2015
- ByLaw Update April 22, 2015
- Safety Concerns-ETS May 27, 2015

***DATS information not available.*