

# ETS BRANCH HIGHLIGHTS REPORT TO ETSAB

## May 2015

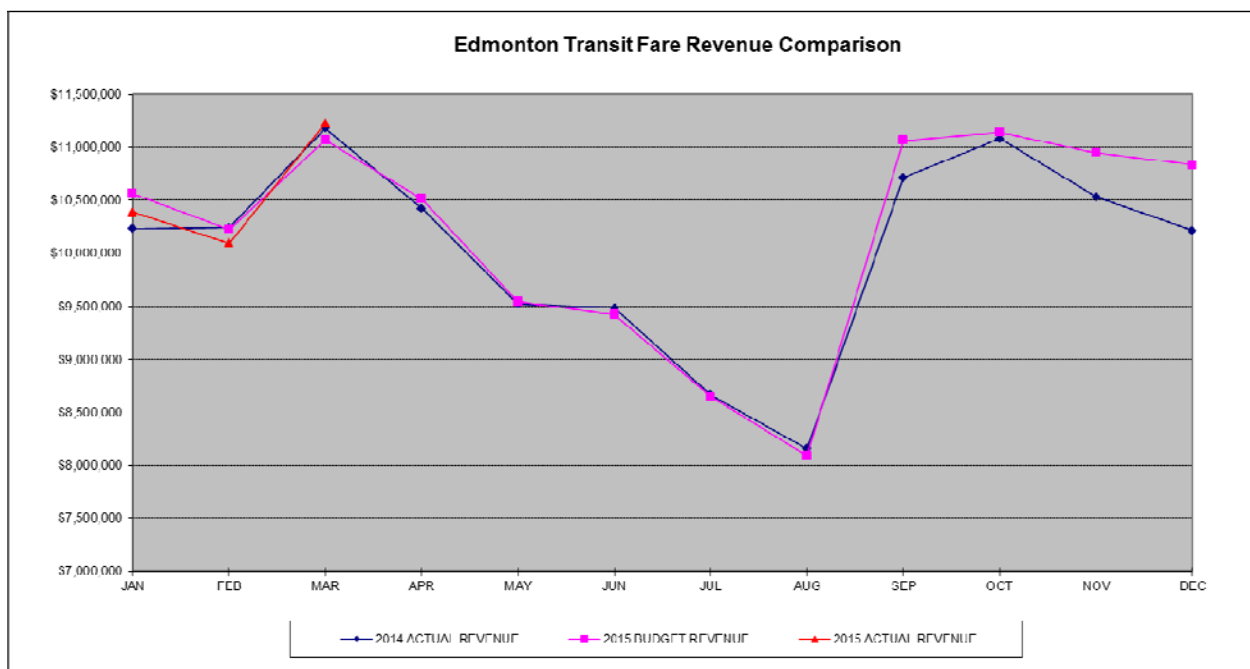
Presented by  
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### 1. RIDERSHIP

#### Bus and LRT Ridership – March

	Month	Year to Date	Variance to Actual by Month / Year to Date
2014 Last Year	8,067,103	23,921,123	0.93% / 0.15%
2015 Budget	8,065,143	24,140,389	0.96% / (0.76%)
2015 Actual	8,142,288	23,958,714	

#### 2015 Monthly Ridership



#### DATS Ridership - March

- March ridership is 87,003, a 2.5% increase (2,189 rides) compared to 2014 (84,814). Year to date, ridership is 244,798, a 0.5% increase over 2014 at 243,503.
- Year to date, the average ridership is 2.7 passengers/hour; no change from 2014.
- Overall on-time performance is 95.4%, a 0.8 percentage point increase over last year at 94.6%.

- Trip cancellations of 10,749 for March decreased by 12.1% compared to 2014. Year to date, cancellations decreased from 35,009 (2014) to 32,527 (2015).
- DATS achieved a 98.72 % trip accommodation rate compared to 2014 at 98.45%. Year to date the accommodation rate is 98.52% compared to 2014 at 98.67%.

## 2. ETS UPDATES

### Donate a Ride

The 2015 DONATE A RIDE public campaign ended in January with a 20% increase in dollars collected over 2014. A total of \$242,685 was donated and sponsored this year. This bought an additional 16,136 bus tickets over last year for a total of 101,136 tickets distributed to 73 agencies. Since 2001, annually ETS contributes tickets based on 6% of the city's population. In 2015, 56,060 of the total tickets purchased came through this donation.

Over 100,000 people in Edmonton live in poverty and 28,000 of them are children. Provincially the cost of poverty is \$7-9 billion annually [www.endpovertyedmonton.ca](http://www.endpovertyedmonton.ca)

### Low Income Transit Pass

This initiative originated with ETSAB in a report to Transportation Committee in May 2014. April 22, 2015 a low income transit pass was approved by the Transportation Committee for introduction in 2016. The discounted transit pass will be priced at an initial discount of 60%, the same price as the current AISH pass.

### Transit Website Improvements and ETSAB Web Page Update

Industry best practice analysis of [takeETS.com](http://takeETS.com), including the approach other transit agencies have taken, is being done to define a long term vision and direction in setting a website strategy.

With Council approval of a new Bylaw for ETSAB, the existing web page is being updated. The web page includes the History and Mandate, Highlights of key initiatives and contact information for citizens interested in gaining a brief summary of ETSAB.

### Safety and Security

The Customer Experience and Retention Team is working with the Safety and Security section to develop a plan to address four areas of concern: the need for LRT ticket validation (how to use machines), awareness of Bill 2-221 (criminalization of operator assaults), harassment and abuse (actions/controls). A behind the scene video of the Transit Control room is also being contemplated.

## COOL Bus Campaign

May 4th COOL commercials, a series of four different ads, launched on ETS Facebook page and at Cineplex Odeon theatres throughout Edmonton. One ad will air 10 minutes before the movie begins and promote the “benefits” of riding the bus. For a teaser look, click here [https://youtu.be/ueDR-T\\_hQtk](https://youtu.be/ueDR-T_hQtk)

## METRO and Capital Line Field Training Begins

On Saturday, May 2, Edmonton Transit System (ETS) staff started using the new LRT signaling system required for Metro Line operations and began field training their staff in its use. Motorists, cyclists and pedestrians may begin to encounter training vehicles operating on the Metro Line at street-level intersections between Mac Ewan Station and NAIT Station. To be safe, traffic signs and signals are in place and no stopping is allowed on the tracks. The Metro line is expected to increase ridership by an additional 13,200 weekday commuters.

ETS passengers may also see training vehicles operating on the Capital Line during off-peak hours. For safety reasons, these trains cannot carry passengers. Training vehicles will be identified by their digital displays, which will read “Not in Service.” Announcements in LRT stations will also identify training vehicles.

## DATS 40<sup>th</sup> Anniversary

DATS celebrated its 40<sup>th</sup> anniversary on April 28<sup>th</sup>, with a celebration for operators, staff and stakeholders. We had donuts, cupcakes, cotton candy, popcorn and a BBQ, as well as commemorative pins and displays detailing DATS history.

## DATS Culture

Our continued commitment to employee engagement and culture at DATS continues with plans for team events at the upcoming Transit Rodeo (June 9 and 10), ETS Celebrate Transit (June 16) and festivities like the 40<sup>th</sup> anniversary celebration. With events like these, we hope to break down barriers between areas of the building (customer care, operations, service deployment) so that all DATS staff are engaged and part of a cohesive team.

## IFC- Integrated Front Counter

An Advisory Committee is currently determining what type of front counter structure would be most effective in meeting citizen needs in the one-stop shop idea. Transit remains a focus to join the groups who will migrate over to this new service approach. During committee meetings, we are ensuring that there is full understanding and full transparency into the function, roles and requirements related to roles at Customer Service Centre. Next steps will be identifying space, governance and reporting structures.

### Smart Bus Project Update

As per Council direction, Edmonton Transit is proceeding to implement Smart Bus in order to deliver real-time information for riders and to provide the foundational infrastructure for a Regional Smart Fare system. Preparation is underway to retrofit 500 buses with onboard Smart Bus hardware components which will bring the total Smart Bus fleet to 804 buses. The purchase orders has been issued and the installation work is expected to start early in August 2015. Trapeze Group, the vendor, was recently on-site reviewing all the different bus types/configurations in preparation for the installation. The contractor will be installing four to five buses per day to complete the work by the end of March 2016. As more Smart Buses become available, Edmonton Transit will enable additional bus routes to provide real time information to customers and transit operations. Two high volume routes, 8 and 9, served by articulated or bendy buses are expected to start providing real time information early in October.

### LRT Elevator/Escalator Reliability Update

2014 Reliability: 85% compared to 2015 Reliability (Jan 1 - May 14): 87.6%

2014 escalators out of service due to major repairs: 7.8% of the time compared to 2015 escalators out of service due to major repairs (to end of April): 7.2% of the time

### 2014 Customer Complaints about escalators and elevators (to end of April): 62

*Note 1: escalator and elevator complaints were not reported separately in 2014*

### 2015 Customer Complaints about escalators and elevators (to end of April): 59

*Note 1: the number of escalator complaints for Jan-Apr 2015 was 34*

*Note 2: the number of escalator complaints has dropped significantly since mid-March when we started posting signage at escalators to inform customers about the causes of outages and the expected return to service dates.*

### Metro Line Opening Update

ETS has begun commissioning the new LRT signalling system for the Metro Line, and training operators in its use.

While our review of the documentation required for Metro Line operations is ongoing, it is sufficiently complete for ETS to move ahead.

Motorists, cyclists and pedestrians may now regularly encounter trains operating on the Metro Line at street-level intersections between MacEwan Station and NAIT Station. Please stay safe by obeying all traffic signs and signals, and never stopping on the tracks.

ETS passengers may also encounter training vehicles operating on the Capital Line during off-peak hours. For safety reasons, these trains cannot carry passengers. Training vehicles will be identified by their digital displays, which will read “Not in Service.” Announcements and digital displays in LRT stations will also identify training vehicles. While we’re not yet prepared to announce an opening date for the Metro Line, we remain committed to opening the new line to safe, reliable public service as soon as possible.

### 3. COUNCIL UPDATES