

ETS BRANCH HIGHLIGHTS REPORT TO ETSAB

July & August 2015

1. RIDERSHIP

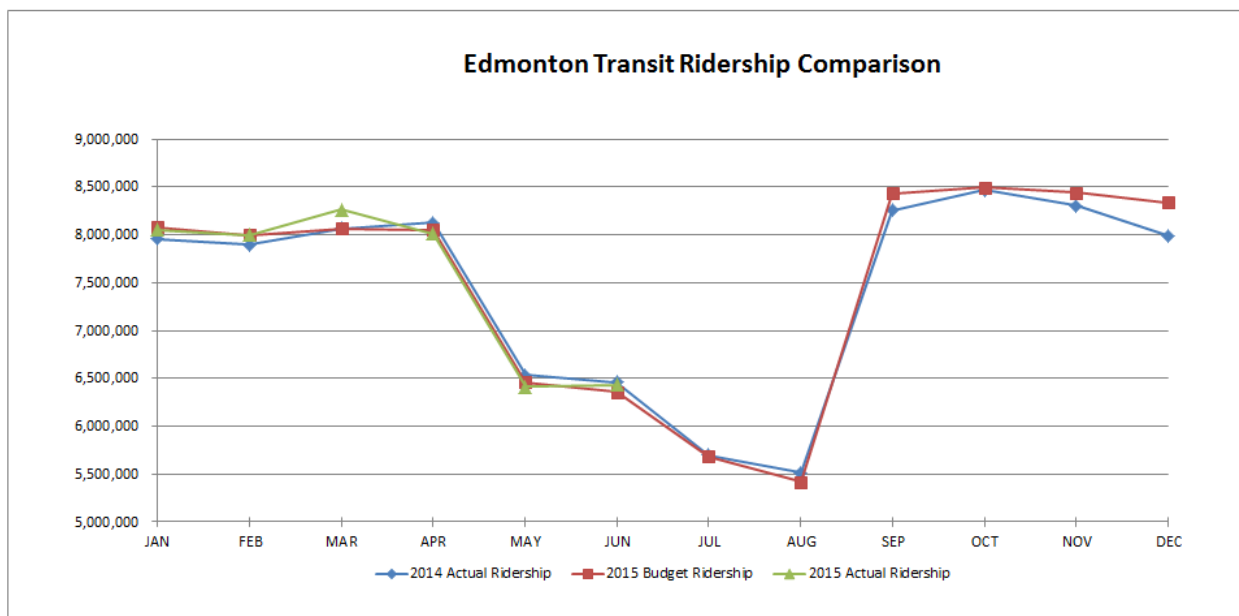
Bus and LRT Ridership – May 2015

	Month (May 2015)	Year to Date
2014 Last Year Actual	6,531,905	38,580,343
2015 Budget	6,461,089	38,652,471
2015 Actual	6,411,791	38,741,394

Bus and LRT Ridership – June 2015

	Month (June 2015)	Year to Date
2014 Last Year Actual	6,457,343	45,037,686
2015 Budget	6,355,788	45,008,259
2015 Actual	6,433,524	45,174,918

2015 Monthly Bus and LRT Ridership



2. ETS UPDATES

Transit Strategy Update

During July and August, the Transit Strategy successfully launched a public engagement "street team" to talk to Edmontonians about their initial ideas for the future of transit. The Street Team was launched at the Heritage Days festival and received positive coverage in local media. The team continued engagement activities at various summer festivals. During this time, the project also launched an online public survey and survey questions with the Insight Community, which mirror the questions being asked by the street team. The street team will continue in September with "back to school" events, and will then work on the engagement bus running in service on routes throughout the city. Over the summer, the Transit Strategy also organized a guest speaker event for September 28 and coordinated targeted workshops for September and October. On the technical side, the team continues to work on developing technical background papers to gain insights on various issues affecting transit. The team continues to work with the LRT Prioritization project in order to align public engagement efforts. A workshop with ETSAB is tentatively scheduled for the October 26 ETSAB meeting.

September 2015 Service Changes

- Bus route changes effective Sunday, September 6th, 2015
- Restoring Seasonal Reductions made in April and June.
- Adding Phase 1 of Owl Service or late night transit.
- New peak hour routes and route extensions.
- Reallocating existing service hours to address growth.
- Adding trips to meet growing demand.
- Service reductions on routes with low ridership.

Metro Line

The City of Edmonton is implementing an approach to Metro Line operations that will open Edmonton's newest LRT extension to public service on September 6, 2015.

Since July 31 the City has been working with its independent signal engineering consultant (Owner's Engineer) Hatch Mott MacDonald (HMM), to develop an interim signalling solution that would allow the Metro Line to operate. The project team has developed and tested a 'line of sight' operation that is safe and suitable for public service and can be implemented immediately.

"Testing a modified approach to Metro Line operations has already begun and ETS training starts Monday," said Transportation Services General Manager Dorian Wandzura. "We are confident the Metro Line will be carrying passengers for the start of the 2015 school year."

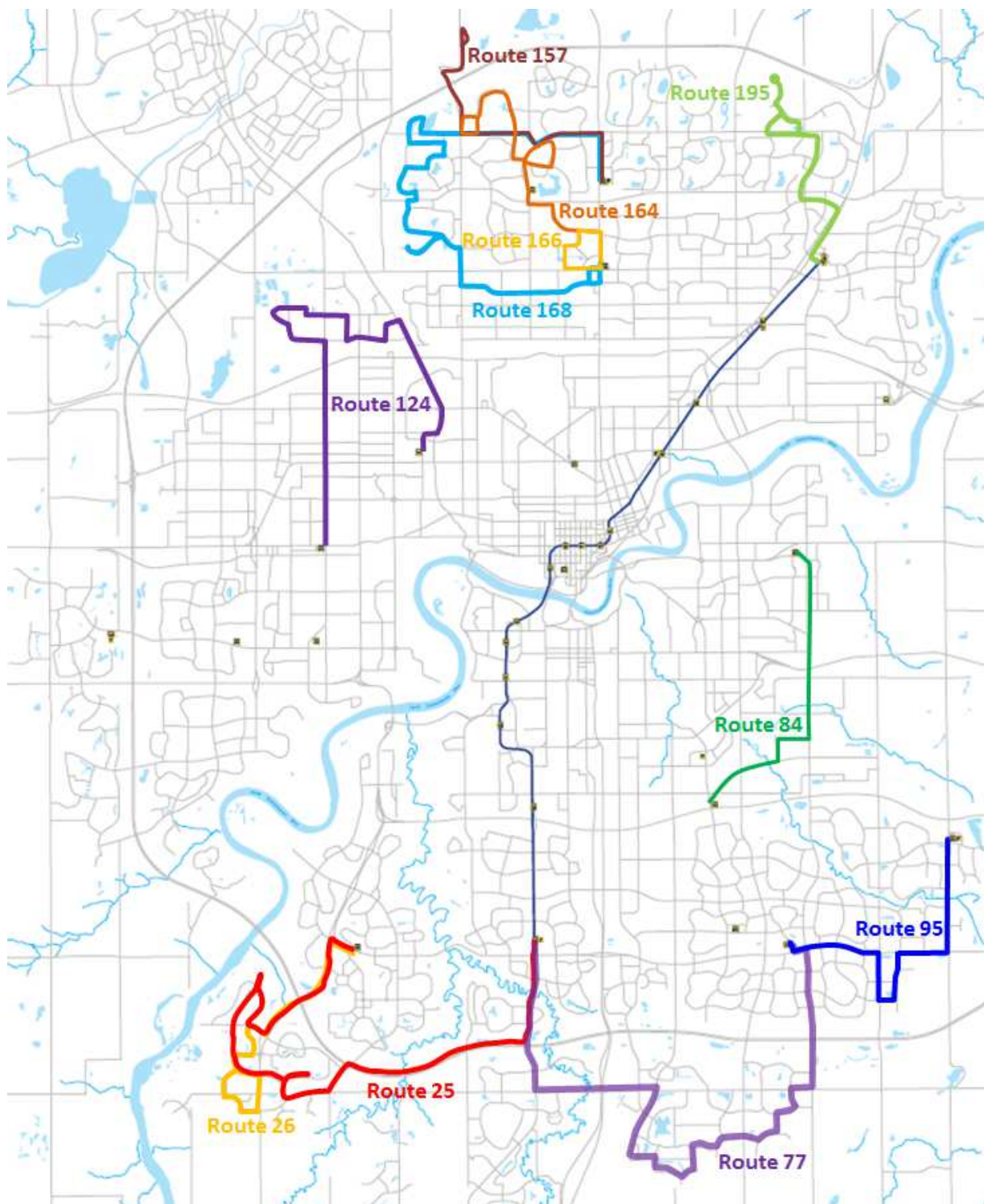
'Line of sight' is a railway industry mode of operation that requires a speed restriction so that train operators can come to a stop within half the range of their vision. The 'line of sight' operation for the Metro Line requires that trains do not exceed 25 km/hr between MacEwan Station and NAIT Station. The 25 km/hr speed restriction will allow LRT service approximately every 15 minutes between Churchill Station and NAIT Station.

"I want to be very clear that we do not yet have the finished product that Thales has been contracted to provide," said Wandzura. "In order to get the Metro Line into public service as quickly as possible our Owner's Engineer has approved the 25 km/hr speed restriction as an interim solution."

The City is still working towards full implementation which will remove the operating restriction and run Metro Line trains at maximum speeds of 50 km/hr. Once Thales fully implements the signalling system the Metro Line will offer 10 minute service between Health Sciences Station and NAIT Station.

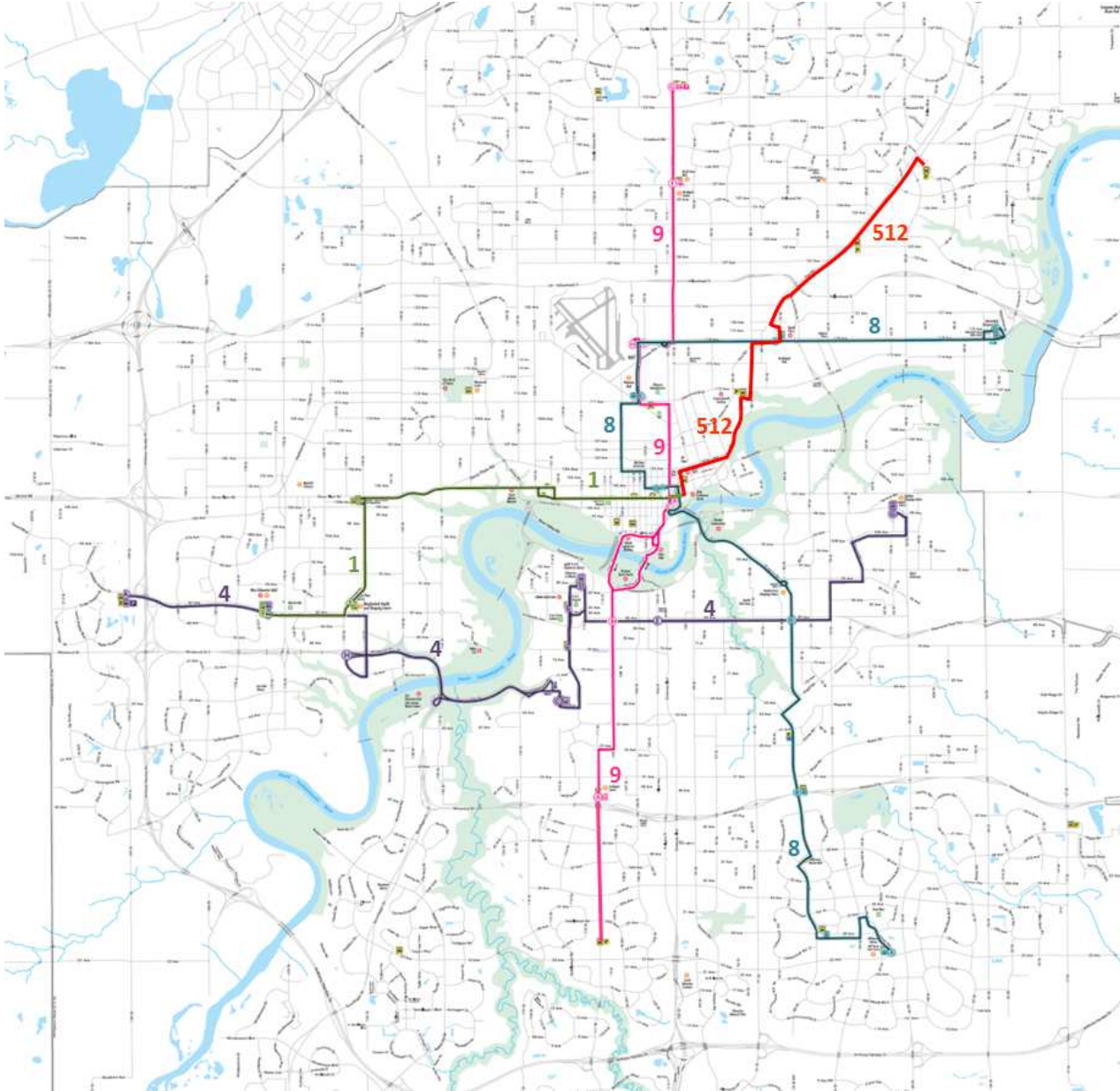
The City will continue to provide updates related to the Metro Line as developments warrant.

New Peak Period Transit Service



Owl Service

- Routes 1, 4, 8, 9 & 512
- Service operates until 3 a.m.



MinBus - Transit Scheduling Software Saves Capital Costs



As investments go, this one is a slam-dunk super-win.

ETS is about to integrate a \$335,000 module into its highly complex bus scheduling computer application, and that will instantly do away with the need for 49 buses worth about \$27 million.

“We won’t sell those buses,” says Bill Sabey, Director of Customer Service Development. “Instead we’ll use them to improve peak service to suburban growth areas, and to alleviate critical overload situations on specific routes.”

Understanding what Minbus does requires an explanation (it’s fascinating!) of the multiple layers of highly complex thinking and computer work that go into making buses run on time, at the lowest possible cost.

Three layers of organization are critical to the creation of an integrated plan for how nearly 700 buses every day will service 200 regular routes and 200 special routes – like school runs – in the most cost-efficient way.

Layer # 1 – Routes: ETS determines the streets each route will follow. Staff drive the routes at morning and afternoon peaks, and at two lower-demand times during the day. They time how long it takes to drive between several key timing points, and enter the data into their main scheduling computer application, called HASTUS. This phase creates the schedules that most riders see online and in small route map leaflets.

Layer #2 – Buses: The second layer involves planning the most cost-efficient use of each of the nearly 700 buses that leave four transit garages (usually twice) each day. While some buses go back and forth on the same route, the majority are more efficiently used when they’re switched from one route to another at specific locations and times. They are replaced by other buses – or maybe not if the frequency of service drops after a peak period. HASTUS creates daily plans for all 700 buses. It’s this phase that Minbus will make more efficient.

Layer #3 – Operators: Now that HASTUS has planned which buses most cost-effectively go where, and when, it must schedule the operators who drive them. Shift design is a highly complex process that must account for collective agreement rules about things

like maximum and minimum work times, limits on the time between split shifts, overtime rules and more. HASTUS works its magic and creates assignments for each operator. Now, back to the Minbus module and the advantage it brings to the planning process. Currently, Layer #2 (the blocking of buses) is done separately by each transit garage. "The Minbus module enables HASTUS to look at the whole city as a single unit, increasing the application's blocking efficiency, in Edmonton's case, by 7%," says Ray LaBrie, ETS Data Management Scheduler. "That adds up to a capital cost saving of \$27 million."

Bill and Ray are visibly proud of what they're now able to do with the Minbus module. "We'll deliver on our promise to Council to improve peak service to outlying growth areas...without adding to our capital budget," says Bill.

DATS – New Initiatives

It's been an exciting summer at DATS as the new leadership team moves ahead with a couple of exciting initiatives - firstly the "Leading Teams, Aligning Strategies, Achieving Goals" project. One of the first steps in this comprehensive project is to develop new Mission, Vision and Values statements for DATS. We have also been working on our Schedule Optimization project which involves taking a closer look at our trips in an effort

to make them more efficient. Staff from scheduling and dispatching have been working alongside operators and customers to see how we can make the schedules better – looking for ways to improve customer trips by reducing ride time and using more direct routes.

DATS Statistics – July 2015

- The total ridership for July 2015 is 75,081. This is a 1.3% decrease (992 rides) compared to 2014 (76,073). Year to date, the ridership is 560,396 this is a 0.2% increase (1,261 rides) from the year to date last year (559,135).
- Year to date, the average ridership is 2.7 passengers per hour which is a slight 0.1 decrease from 2014 (2.8 passenger per hour).
- The overall on-time performance in July remains high at 97.11% this is a slight 1.21% increase from last year (95.90%).
- The number of trip cancellations in July (9,345) has decreased by 1,391 (13.0%) as compared to 2014 (10,736). Year to date, cancellations have decreased by 9.78% from 77,052 (2014) to 69,519 (2015).
- DATS has achieved a 98.81 percent trip accommodation rate thus far in July 2015 this is a 0.07% increase compared to 2014 (98.74). Year to date, the accommodation rate is 98.70 which is a 0.05% increase from last year (98.65). The July 2015 accommodation rate and year to date accommodation rate is meeting the DATS service expectations of 98.50.

ETS Safety & Security Campaign

In consultation with Edmonton City Council and the Women's Advocacy Voice of Edmonton (WAVE) earlier this year, Transit staff are leading initiatives on safety and security on Transit. The first priority is to address sexual harassment.

The first area of focus is unacceptable societal behaviors of sexual harassment and assault (such as, but not limited to, leering, suggestive/crude comments, and groping) which are also not acceptable on Transit. Primary messaging is to empower individuals to seek help if needed, by simply activating the emergency call buttons or alarms, speaking to the bus operator, or calling Transit Watch and/or 9-1-1.

As additional support, all existing decals that reference "penalty for misuse" next to help buttons, alarm strips, etc. are being replaced with new decals without this message. This is in response to comments that individuals may be intimidated to ask for help when they see this message.

Additional campaigns are also planned, including safe strangers that can be approached (such as peace officers), and Stop Request. Timing for these initiatives is to be determined.

Donate a Ride

2015 marks the 20th year for the Donate a Ride campaign. As a result, ETS has already begun its support to the Councillors' office (specifically Councillors Loken and Andersen as Donate a Ride co-chairs) to prepare for this year's campaign. This includes updating and refreshing the Donate a Ride website, and revising the creative and logo to reflect the milestone year. The public campaign will run from mid-December through to the end of January.

New this year will be to integrate the proposed low income pass as an additional component that will serve to benefit the campaign. Specific details to be worked through the Donate a Ride steering committee in the fall.

School Outreach

The back to school season is generally the busiest time of year for ETS community outreach. Transit staff are scheduled to be at several post secondary institutions to connect directly with the student population. The ETS Street Team, made up of Transit staff with route planning knowledge, will be scheduled to visit several orientation sessions. Collateral and display signage will also be available to support staff when in discussion with the students. Timing of outreach to take place late August through to mid-September.