

ETS BRANCH HIGHLIGHTS REPORT TO ETSAB

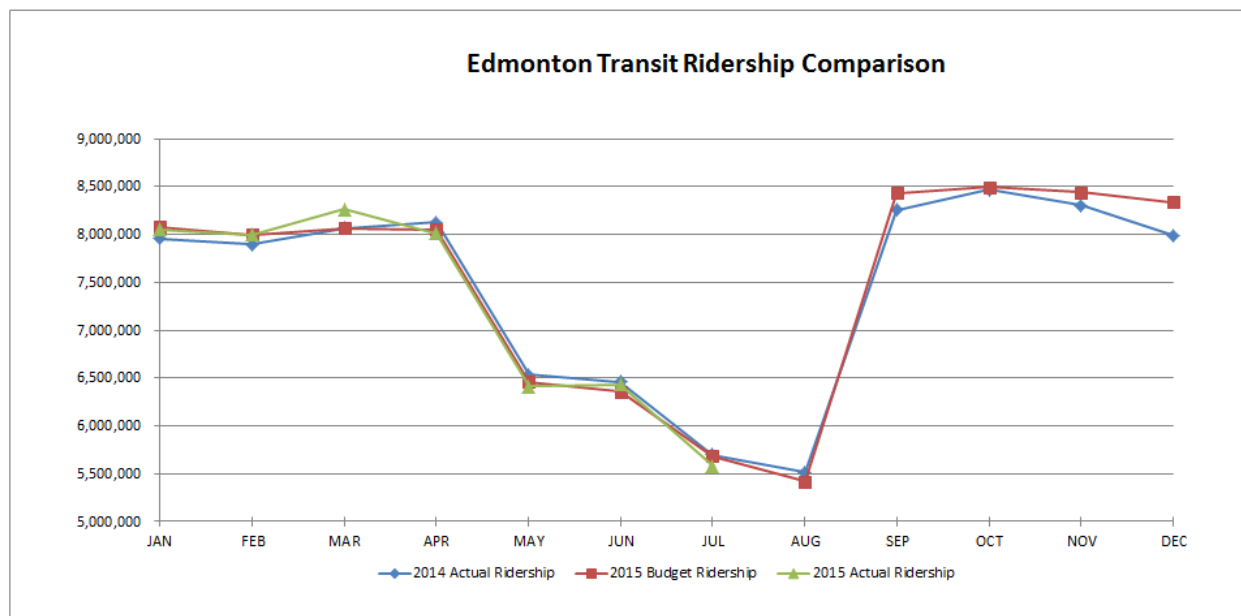
September 2015

1. RIDERSHIP

Bus and LRT Ridership – July 2015

	Month (July 2015)	Year to Date
2014 Last Year Actual	5,700,156	50,737,842
2015 Budget	5,680,714	50,688,973
2015 Actual	5,581,066	50,755,984

2015 Monthly Bus and LRT Ridership



2. ETS UPDATES

Smart Bus Update:

The rollout of an additional 500 Smart Buses is well underway. An additional 4 - 6 buses are being equipped daily and as of September 15th over 80 additional buses have been outfitted bringing the total to 384. Target completion is anticipated by March 2016. Once this phase is complete a total of 804 Smart Buses in a fleet of 932 will be equipped.

Smart Fare Update:

The recent GreenTRIP announcement has confirmed that the Smart Fare Initiative is now fully funded. The Regional Smart Fare RFP is in the process being developed and is targeted for a fall release.

Metro Line Outreach:

Metro Line outreach was held over 8 days (Sept 3, 4, 6, 8, 9, 10, 11). Approximately 30,000 brochures were distributed to riders. Staff wearing ETS Street Team t-shirts and jackets were spread out along portions of the Capital Line, focusing on Century Park Station and Health Sciences Station. They were at every station on the Metro Line.

School Outreach:

Members of ETS' Customer Experience and Retention Team attended Post-Secondary orientation events at MacEwan City Centre, Alberta College, NAIT and University of Alberta. The purpose was to educate students and parents on trip planning, promotion of ETS Tools, Metro Line. Late night service as well as the Sexual Harassment Campaign informational pamphlets (ride guides, route brochures, campaign related handbills) and promotional materials (pens, bus pass sleeves, lunch bags, lanyards) were distributed.

The Customer Experience and Retention Team also attended the First Riders event at Northlands on September 1st. The focus was on rider and passenger safety, etiquette, and included with tips for students and their parents.

Customer Service Centre:

The ETS Service Centre at City Hall will be moving to the Civic Tower of the new Ice District and will be part of the Integrated Front Counter. The Integrated Front Counter will facilitate a great service experience for the everyday needs of our citizens.

Transit Strategy Update:

In September, The Transit Strategy continued to engage with transit users and non-users at various community events, including the post-secondary orientation and back-to-school events, the opening of the Mill Woods Seniors Centre, Celebrate The Way We Move Day and Zoo Free Admission Day. The "What Moves You?" engagement bus started operating in mid-September, and now runs regular routes throughout the city. The first targeted workshops were delivered during the last two weeks of September, and will continue throughout October. A workshop with ETSAB has been scheduled for the evening of October 21 at the Stanley Milner Branch of the Edmonton Public Library. On Monday September 28 the project will host guest speaker, Taras Grescoe, at the Art Gallery of Alberta. Members of ETSAB are invited to attend the event from noon - 1:30 pm at the Art Gallery, where Mayor Iveson will share some thoughts on the project. The public online survey will continue to be posted until the end of October.

Metro Line Opening Update

Edmonton's newest LRT extension, the Metro line, was successfully launched on September 6, 2015 in time to connect our major post-secondary and medical campuses for the start of the new school season.

While the trains are still operating on a "line of sight" basis and their impact on traffic. Strong ridership levels have been observed. Monitoring undertaken at 107 Street and 107 Avenue during the week of September 14 - 18 showed approximately 1,700 passengers during the morning peak period (7:00 a.m. to 9:00 a.m.) northbound to NAIT and the afternoon peak period (3:00 p.m. to 5:00 p.m.) southbound from NAIT. Passenger volumes of over 300 have been observed on 3-car trains in both the morning and afternoon peak periods. The ridership numbers support commuter readiness for connected rail service throughout the City.

There are still some signal and announcement issues that are continuing to be addressed on both the Metro and Capital lines. City staff are providing work around solutions to ensure that our passengers are receiving the most efficient service.

There were two incidents of delays in LRT service, one because of a technical issue on the Capital Line, and one because of a communication issue with one of the Metro Line trains. Both problems were dealt with quickly and full service was restored as soon as possible.

Traffic congestion problems at intersections along the line have been less than expected, thanks in part to those drivers who leave a little extra time in their travel schedules or who search for alternate routes of travel. In addition to the new LRT service, ETS has added to the frequency of routes 15, 90 and 133 to ensure continued convenient service to downtown, NAIT and the University of Alberta. ETS has also been keeping a close watch on service, especially buses serving near and across the Metro Line. There have been some delays in bus service, and ETS is working to pinpoint the sources of these delays so they can make any necessary service adjustments.

City staff have been monitoring the intersections along the Metro Line route and have made small changes to the traffic signals to improve traffic flow. They have also adjusted the Metro Line schedule so that both north and southbound trains cross intersections at the same time whenever possible, to reduce traffic delays.