

ETS BRANCH HIGHLIGHTS REPORT TO ETSAB

OCTOBER 2014

1. RIDERSHIP

Year to Date 2014 to 2013 and Budget

2013 Last Year 54,447,695 3.32%

2014 Budget 54,956,161 2.36%

2014 Actual 56,254,560

2. ETS UPDATES

Smart Fare Vision:

To enhance operations and create a positive transit experience for customers across the region through an advanced Smart Fare system that is flexible and built to meet the needs of today and the future

Council Direction:

Procure an open-payment, account-based system that facilitates public transit accepting a variety of electronic means of payment. What does that mean? Edmonton Transit's objective is to move away from paper-based passes and tickets and reduce the use of cash. "Paying for transit should be as easy as buying a coffee" Edmonton Transit is working with its regional transit partners, St. Albert and Strathcona County Transit to procure a Smart Fare solution.

Current Schedule:

The present schedule to rollout the Smart Fare solution is:

- Procurement process, including vendor and solution selection – 2014-2015
- Gap analysis and solution design installation planning – 2016
- Smart Fare equipment installation planning / engineering and installation – 2017-2018 "Back Office" hardware and software applications and installation – 2017
- Initial system testing – late 2017
- Full implementation and roll out into production – 2018-2019
- The Smart Fare project team is currently engaged in collecting and assembling the business requirements and developing the solution vision in preparation for the Smart Fare request for proposal (RFP).

Funding Update:

Smart Fare budget submission is included in the 2015 – 2018 Capital budget. The above outlined schedule is subject to funding approval and completion of the Smart Fare project is contingent on acquiring GreenTRIP funding from the Province of Alberta.

EIA 747 Airport Service Update:

The movement of the ETS bus stop is still in the planning stage and hasn't been finalized. The airport doesn't have an exact timeline for when this would be finalized but are looking at reallocating more curb space to gain efficiencies for all passengers and operationally this curb space would allow for the bus operators to pull straight into the stop as well. Currently in an effort to keep the bus door right at the curb, the bus wheels will often drive right up on the edge of the curb to achieve this.

Fare Product Sales Outlets:

Currently ETS has agreements with over 280 retail outlets to sell ETS fare products. The policy is to open an outlet based on applications received. We have good coverage to the extent that we are oversubscribed and will therefore be culling outlets with few sales, at the same time continuing to serve demand.

Customer Satisfaction Survey:

In October and November ETS is testing a new approach to gain better and more meaningful results. In January the results will be back and analyzed.

ETS Marketing:

ETS Live to Go campaign creative (Take Control of Your Time) is an example of the updated creative to be used going forward based on ETSAB feedback. The use of real people will be used as the ad creative platform.

Marketing would be open the opportunity to explore interest in leveraging ETSAB as testers before the next product, ETS Live Alerts, goes live.

ETS Live To Go Metro Advertisement:**New Control Center:**

With expansion of LRT, a new improved control center was needed. The center has officially opened in Churchill Station and is the "brains" of the system in that it can track vehicle movement in real time and through cameras activities along the system for timeliness, safety and security.

ETS Budget Discussion:

Time and date set for November 12 at 5:30 pm in Scotia Place for ETSAB members to see and ask questions of staff with regard to budget proposals.

New Recording Secretary:

Welcome to Carissa Campbell, who has replaced Vicki Luxton. Carissa has a strong background in supporting boards and we look forward to making effective use of her experience and skills.