

# ETS BRANCH HIGHLIGHTS REPORT TO ETSAB

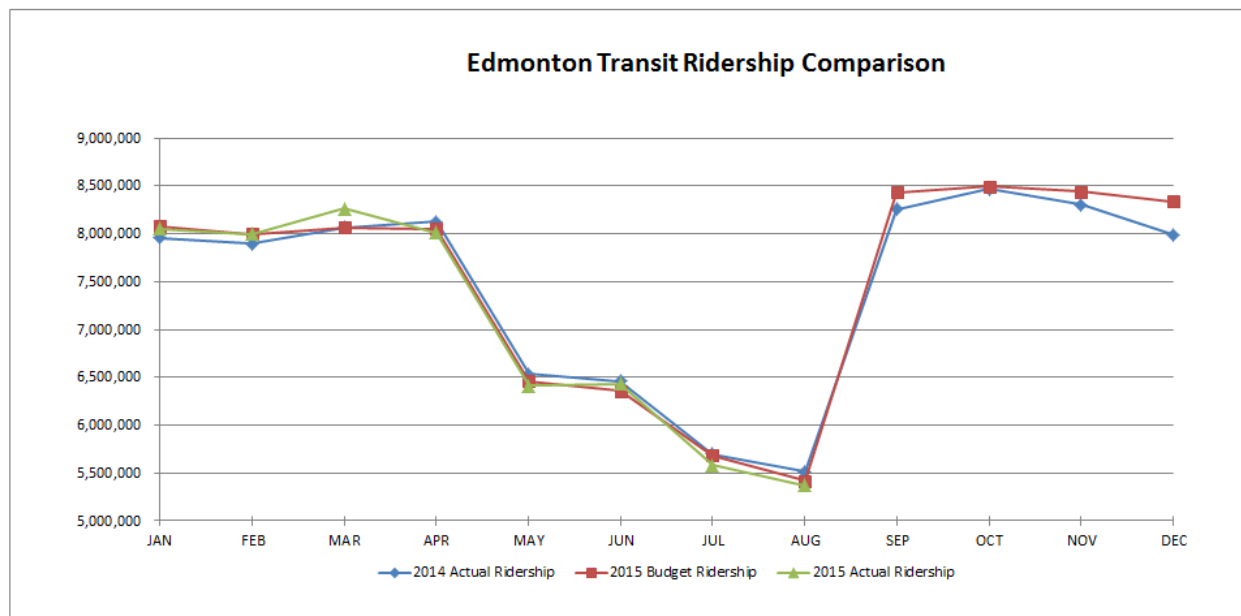
## October 2015

### 1. RIDERSHIP

#### Bus and LRT Ridership – August 2015

	Month (August 2015)	Year to Date
2014 Last Year Actual	5,516,717	56,254,560
2015 Budget	5,420,057	56,109,030
2015 Actual	5,372,093	56,128,077

#### 2015 Monthly Bus and LRT Ridership



#### DATS Ridership

- The total ridership for DATS in the month of September 2015 is 78,102. This is a 1.0% increase (752 rides) compared to 2014 (77,350). Year to date, the ridership is 710,927 this is a 0.3% increase (2,370 rides) from the year to date last year (708,557).
- Year to date, the average ridership is 2.6 passengers per hour which is no change from 2014. The average ridership during weekdays is 3,119 customers; this is a 2.7% decrease (88 rides) from 2014 (3,207). During the weekend, the average ridership is 1,188; this is a 4.0% increase compared to last year (1,140).

## 2. ETS UPDATES

### Safety & Security

The safety and security of the transit system, including perceptions, is vitally important to ETS as it is linked to the overall success in achieving goals in “The Way We Move” and “The Way We Live” for the City of Edmonton.

Edmonton Transit, in collaboration with community partners, has made significant progress undertaking initiatives aimed at improving safety, changing perceptions, and educating both employees and our citizens about safety on Edmonton Transit.

In August 2015, ETS launched a campaign addressing sexual harassment that highlights certain behaviors which are not acceptable. Marketing channels included ETS-TV, ETS website, Facebook, as well as advertising panels in light rail vehicles, bus interiors and on ETS property.

In November, aligning with Sexual Assault Awareness Month and Women Abuse Prevention Month, the campaign will be expanded to focus on Safe Stranger. This program encourages riders to approach a uniformed staff member, including transit peace officers, bus and LRT operators, safety inspectors and police officers should they need assistance. Following this, ETS will actively market the Stop Request Program. This year round program allows customers to disembark at a location other than a bus stop along any route after 6 p.m., provided the operator deems it safe to do so.

ETS has been working in collaboration with the Sexual Assault Centre of Edmonton (SACE) and the Association of Alberta Sexual Assault Services to develop training for Transit LRT Operations. This training will begin in 2016.

ETS revised its Safety & Security survey to incorporate findings from the telephone survey completed in April 2015, as well as valued input and collaboration with WAVE and the Edmonton Student Alliance (ESA). An online survey was conducted in August 2015. The revised survey included questions designed to capture a broader demographic including gender and sexual orientation, immigrant status, ethnicity, and employment status and further probed for reasons non-riders choose not to use public transit. The survey was made available to the community through various mediums, resulting in a total of 1,858 completed surveys.

ETS completed a review of the entire transit system with respect to options available to alert Edmontonians of the safety features located on ETS. A complete inventory focusing on the signage and visibility of all help phones, touch-strips, pull handle, and access ramp emergency buttons was completed. Messaging indicating “Penalty for Misuse” have been removed and replaced on approximately one third of LRT cars, with the remainder to be completed by mid-January.

Report has been submitted for Transportation Committee on November 9, 2015.

**DATS Update – Leading Teams, Aligning Strategies, Achieving Goals – Phase 1**

DATS has formalized its revised Mission, Vision and Values. Input was provided from staff and operators, as well as recent onboard surveys with customers, clients and agency staff. The new Mission, Vision and Values statements were recently announced:

- **Mission:** *To provide customer focused, safe, and reliable door-to-door shared ride services for those who are unable to use conventional transit.*
- **Vision:** *To provide industry leading and sustainable specialized transportation solutions that connect people, resources, and communities.*
- **Values:** *Safety, Respect, Customer Service, Compassion, Teamwork*

**Harassment Free Workplace (Internal Initiative)**

Harassment in the workplace is an issue that was identified by senior transit leadership in early 2015. As a result, an internal committee has been created to address this and it will be implemented as a phased approach. The first phase encouraged dialogue and to garner feedback and perceptions amongst staff about harassment in the workplace. As part of the feedback, it became apparent that staff did not know where to turn for advice and support. The second phase addresses this feedback received with the committee hosting staff gatherings in all divisions during October. Employees will be encouraged to be a part of the conversation and commit towards working in a harassment free workplace. Support materials will also be permanently displayed to clearly identify in plain language employee's options for support, advice and how to report on harassment related issues.

**ETS Stuff a Bus**

The event planning phase for the 21st annual ETS Stuff a Bus campaign is well underway, and will run from November 25 to November 28, 2015. ETS busses will be parked in front of Edmonton Save-On-Foods stores and collect non-perishable food items in support of the Edmonton Food Bank.

ETS volunteers will also be collecting donations at Century Park LRT station on November 25, 2015 and at Clareview LRT station on November 26, 2015.

ETS Stuff a Bus also extends beyond city limits. On November 28, 2015 the ETS bus will be at the Spruce Grove Save-On-Foods location (to support the Parkland Food Bank), while Strathcona County Transit buses will be at the Sherwood Park Save-On-Foods (to support the Strathcona Food Bank).

**2015 Christmas Lights Tours**

Tours will be running:

December 11, 12, 13	6:00 pm, 6:15 pm and 6:30 pm departures
December 18, 19, 20	6:00 pm, 6:15 pm and 6:30 pm departures

Tickets will be available December 1 at Tix on the Square for \$5. All proceeds go to DONATE A RIDE. Advanced 24hr notice for ticket sales go to ETS Connect subscribers.

Tours depart from north side of City Hall at Bus Stop #1123 (103A Ave and 99 street).

### Smart Bus - Three major ETS routes Upgraded

Starting Sunday, October 18, ETS routes 8, 9 and 512 will have buses equipped with Smart Bus technology, which provides riders with real-time service information and enhanced security features.

The 8 and 9 are two of ETS' busiest routes and the 512 is a new Late Night Owl bus.

<http://onecity.edmonton.ca/news/2015/smart-bus-technology-just-keeps-on-coming.aspx>

### Electric Bus Update

The City of Edmonton will be carrying out an Electric Bus test to determine if there is an electric bus that **“provides a suitable and efficient alternative to pursue.”** This includes testing buses in Edmonton's peak winter conditions to assess the impacts of Edmonton's winter on the capacity or range of the buses' batteries.

Over the next few months ETS will lease a variety of electric buses to test during Edmonton's Peak Winter period.

ETS is currently seeking a firm to carry out the testing and assessment of electric buses. The consultants will be responsible for assessing the performance of the vehicle, the life-cycle business case (capital cost of the fleet, cost of operations - fuel and maintenance, retrofitting of infrastructure), and environmental impacts of moving to an electric bus.

Findings from the assessment will be presented as a business case in a report due to Transportation Committee in the summer of 2016, and will be used to advise the long-term fleet replacement strategy.

Meeting Type	SIRE No.	Report Type	REPORT TITLE	Original Motion/Inquiry	Director/Author	MEETING DATE
Transportation Committee	CR_2693	Councillor Inquiry	Air Conditioning on Edmonton Transit Vehicles	At the July 7, 2015, City Council meeting, Councillor A. Sohi made the following inquiry: The provision of air conditioning on Edmonton Transit vehicles could result in a more positive experience for transit passengers and improved working conditions for transit operators. Could Administration provide a report with any information that they have collected on: • when air conditioning in transit vehicles would be beneficial, • any measurements available related to temperatures experienced by operators and passengers, • the costs to install and maintain air conditioning on Edmonton Transit vehicles.	L. Kadatz	28 Oct 2015
Transportation Committee	CR_2406	Motion	Low Income Transit Pass - Options for Implementation and Distribution	At the April 22, 2015, Transportation Committee passed the following motion: That Administration provide a report on the low income Transit Pass, including the following: Implementation strategies for 2016, including an initial discount of 60 percent to be funded from the property tax levy. Assessment of models for the sale and distribution of passes, including option to better leverage existing resources and/or a more robust business case for increasing counter sales.	D. McReynolds	Nov 9, 2015
Transportation Committee	CR_2941	Administratively Initiated	Transit Fares 2016 - 2018		D. McReynolds	28 Oct 2015
Transportation Committee	CR_2569	Motion	Addressing Transit Safety - Update	That Administration work with the Women's Advocacy Voice of Edmonton (WAVE), and the Edmonton Student Alliance to: 1. Implement a three-pronged approach to addressing transit safety including: • A public service campaign for Edmonton Transit that indicates sexual harassment and/or groping will not be tolerated on Edmonton Transit and that reporting of such behaviour is strongly encouraged. • Training of all transit operators such that they understand that all reports of sexual harassment or sexual assault reported to them must be taken seriously and reported to Edmonton Transit Security without exception. • Consider updating our existing app and other reporting/complaint systems to report sexual assault/safety concerns on Edmonton Transit that could be used to identify "hotspots". • Consider creating an emergency discrete contact number. 2. Conduct a future survey of transit users and potential users that includes, but is not limited to, considerations such as: • How a respondent identifies their gender and sexual orientation. • Collecting information on immigrant status, ethnicity, and employment status. • The manner in which the data is collected such that a more broad range of communities are included. • Clearly understand why people are making ride/non-ride choices. 3. Develop options directed at alerting Edmontonians on safety features of ETS and return to Transportation Committee no later than Fourth Quarter 2015, prior to budget deliberations with a report on how this work is proceeding.	G. Dennis	Nov 9, 2015
Transportation Committee	CR_2632	Motion	Funding Sources for the Removal of the SW Staircase from Churchill Square	That Administration provide a report to Transportation Committee on the possible funding sources for the removal of the Southwest staircase from Churchill Square.	K. Koropeski	Q1 2016
Transportation Committee	CR_1984	Motion	Electrical Bus Pilot - Short Term and Long Term Implementation Strategy	At the November 26, 2014, City Council Budget meeting, the following motion was passed: That Administration provide a report on an electric bus pilot and potential short-term and long-term implementation strategy for electric buses, including funding options.	L. Kadatz	1 Jun 2016
Transportation Committee	CR_2616	Motion	Update - ETS/ST - Albert Regional Transit Concept	At the June 10, 2015, City Council meeting, the following motion was passed: 2. That Administration work with St. Albert Transit to evaluate the integration of both transit systems and provide a progress report to committee by March 2016.	M. Lachance	1 Mar 2016
Transportation Committee	CR_2856	Motion	Enhanced Express Bus Strategy - Century Park and Heritage Valley Park and Ride	That Administration provide a report to include an enhanced express bus strategy between neighbouring communities and Century Park LRT, and between the future Heritage Valley Park and Ride and Century Park.	B. Sabey	1 Mar 2016
Transportation Committee	CR_1503	Councillor Inquiry	Enhanced Coliseum LRT Station and Pedway to Northlands Expo Centre	At the July 9, 2014, Transportation Committee meeting, Councillor B. Anderson made the following inquiry: That Administration provide a report on the additional opportunities for budget, design costing, cost sharing and public engagement collaborations for an enhanced Coliseum LRT Station and Pedway to Northlands Expo Centre.	D. Lawrysyn/ J. Stein	TBD