

# ETS BRANCH HIGHLIGHTS REPORT TO ETSAB

## NOVEMBER 2014

### 1. RIDERSHIP

Not available.

### 2. ETS UPDATES

#### **360 Customer Commitment Program:**

ETS Customer Service Centre will be implementing our 360o Customer Commitment Program in Q1. The primary focus is adding value to ALL customer interactions and completely moving away from being solely transaction based. The goal is to illustrate the benefits of ETS Customer Service Centre and our staff being transit experts who can assist customers related to their transit/fare needs.

#### **Stuff a Bus:**

Update - Media conference is on November 25 at Mitchell Garage. A BBQ will be held, Council has been invited, Charlie will be speaking. Century Books will be sold at Save On Foods for \$10 with proceeds going to the cause. A bus will be collecting donations at City Hall on November 26 All promotional elements are complete and have been distributed to the public.

[http://www.edmonton.ca/transportation/ets/seasonal\\_events\\_attractions/stuffabus.aspx](http://www.edmonton.ca/transportation/ets/seasonal_events_attractions/stuffabus.aspx)

#### **Donate a Ride:**

DONATE A RIDE is a City of Edmonton initiated charity spearheaded by Councillor Dave Loken, Chair and Councillor Bryan Anderson, Co-Chair. DONATE A RIDE funds are used to purchase transit tickets which are distributed to local social service agencies. The agencies provide the transit tickets to low-income Edmonton families that are in need of basic transportation to get to employment, education and social services.

<http://www.donatearide.ab.ca/index.html>

Marketing elements have been updated and creative has been refreshed. Sponsorship packages have been provided to the Councillors for distribution. Brochures are printed and should be completed by end of next week.

#### **ETS – Operator Assault Task Force:**

Transportation Services, ETS, and ATU569 have formed a committee to support operators, review and mitigate assaults in relation to Transits Operators and employees.

The first meeting was held on November 4, 2014 and a draft Terms of Reference was created to guide the committee. Next meeting is scheduled for December 2, 2014.

**ETS Control Centre:**

The ETS Control Centre officially opened on October 17, 2014. Representatives from the Province of Alberta were in attendance as well as our Mayor and Council. On behalf of Ron Gabruck, Director ETS Customer Safety and Security, an invitation is extended to all members of ETSAB to attend for a tour of the new state of the art facility.

**Smart Bus Route Update:**

With the December signup, the roster of Smart Bus routes will include implementation of the following new routes effective November 30, 2014: 1, 23, 30, 75 and 89.

**DATS – Organizational Updates:**

The new Director of DATS, Ralph Brokop, started in November. Ralph had been with the City for 13 years as Finance Director supporting Transportation Services. Ralph's dedication to the City includes his involvement with the startup of the Culture team and its inception and many key transit projects including Centennial garage, LRT Expansion, Transit Fleet replacement and the new initiatives – Westwood garage replacement and Smart Fare and Smart Bus. One of the first projects Ralph was involved with was the business model review that DATS underwent 13 years ago.

**New Technology at DATS:**

I-Book continued to be an easy and popular method of booking, checking and cancelling DATS trips for our registered customers online. Training and information sessions on how to use I-Book are now being offered for group homes and extended care facilities.

DATS is also pushing the limits of what IVR (Interactive Voice Messaging) does for our clients. Previously, IVR would be used to send a voice message to a customer prior to a schedule pickup, initiative by our operators. Work is underway to use other means of communication, such as text messaging and email to notify clients of their pending pickups. Rather than having customers call our Customer Care Centre for quick questions about pick up times, we hope that easy-to-use technology will save DATS some time and energy.