

ETS BRANCH HIGHLIGHTS REPORT TO ETSAB

January 2015

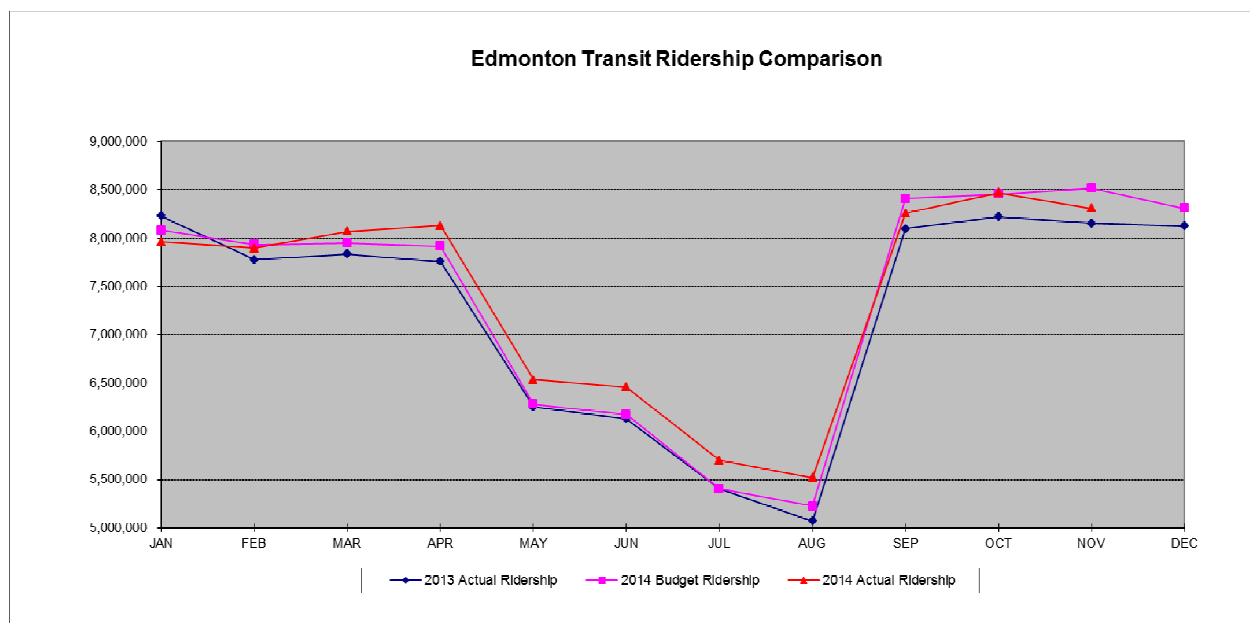
Presented by
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1. RIDERSHIP FIGURES

Regular Ridership

| November: | Month | Year to Date | Variance to Actual Month /YTD |
|----------------|-----------|--------------|----------------------------------|
| 2013 Last Year | 8,153,024 | 78,917,919 | 1.9% / 3.01% |
| 2014 Budget | 8,517,538 | 80,331,921 | (2.46%) / 1.19% |
| 2014 Actual | 8,308,246 | 81,289,651 | |

2014 Monthly Ridership



DATS Ridership

December:

- 71,671 trips in the month of December, for a total of 943,016 trips in 2014, 1.4 % increase in 2014 (12,994 trips) compared to 2013 (930,022)
- In December on average carried 2,690 customers weekdays and 1,225 on weekends for an average of 2.5 passengers/hour
- Overall on-time performance was 89.8%, 0.7% increase from last year (89.2 %) in December; with 2014 overall year-to-date on-time performance of 94.6% an increase of 1.3% compared to this time last year (93.4 percent)
- Trip cancellations in 2014 (129,185) has decreased by 31,833 (24.6%) compared to 2013 (161,018). The DATS Customer Care Centre has adopted a pro-active approach to working with clients to cancel unneeded subscription trips reducing the need for clients to call and cancel
- DATS achieved a 98.6 percent trip accommodation rate in 2014.

2. CAPITAL BUDGET AND COUNCIL UPDATES

Council approved

- \$10.2 million to equip remaining buses with Smart Bus features
- \$4.7 million to implement regional Smart Fare system with St. Albert and Strathcona Transit , in addition to existing \$7 million funding
- \$196 million for new north east Transit Garage
- \$1.8 billion for Valley Line LRT

New City Policy, Multi-year Budgeting as approved by Council in August, 2014 to cover both operating and capital budgets goes into effect in 2015. Timing to align with new four year Council term, that allows a new Council to establish direction for next four years.

Park and Ride Strategy report is discussed under CAP 21, CAP 20 and item 16.4 of the November 26, 2014 City Council Budget minutes. The Strategy is due third quarter 2015 - along with a report on the Century Park Site Park and Ride Options.

Low Income Transit Pass report to Transportation Committee has a 'to be determined' date

3. UPDATES

- With February sign-up, five more bus routes 123, 152, 154, 12, 36 will have smart bus features, e.g. real time information, adding to the 304 buses and 17 routes now out there with Smart Bus equipment
- New Transit Garage to be named after Kathleen Andrews, the first female operator. It will house 300 buses, 700 operators and other staff, a credit union, cafeteria, and daycare.
- Valley Line LRT will run between southeast Edmonton and downtown, and construction is planned to start in 2016.
- As in 2014 transit fares will not increase, other than for U-Pass that is a negotiated multi-year agreement.

4. EVENTS

- Extension of ETS Etiquette series will begin the first week of February. "I'm an ETS Hero" buttons distributed by operators, security and at Customer Service Centre to any customer exhibiting proper bus etiquette. Once a customer gets a Button, they can wear it with pride or give it to the next courteous commuter they see.
- ETS Customer Service Centre will continue to give 15 Air Miles bonus with purchase of Adult Monthly Pass.
- ETS Live To Go Marketing launched on January 15, 2015

With Smart Bus, Initiatives to Date:

With the 17 Smart Bus enabled routes (304 buses) in revenue service: 1, 3, 7, 10, 11, 23, 30, 33, 57, 72, 75, 78, 79, 89, 111, 112 and 128, customers can get real-time information using the ETS Live® Suite of Tools.

ETS Live® Suite of Tools

For instructions and brief “how to” videos visit takeETS.com/ETSLive.

- **ETS Live® Bus Finder**

Find a bus in real-time for Smart Bus routes and look up scheduled information and maps for all other routes. This is available via a mobile website as well as desktop devices.

- **ETS Live® Email & Ride**

Get real-time departures for Smart Bus routes and scheduled departure times for all other routes via email on your desktop or mobile device; type bus stop number in the subject line and email to ETSLive@edmonton.ca.

- **ETS Live® To Go - Launched**

Real-time information for ETS Smart Bus routes anytime, anywhere and scheduled information for all other routes. Use your current location to see real-time departures or access your personal contacts straight from the app to find nearby bus stops. Save your favorite bus stop, address or landmark for future convenience. This free app is available on Apple and Android devices. With ETS Live® To Go, your bus is just a touch away!

| Report Title | Meeting Date | Committee/ Council | SIRE # |
|--|---------------------|-----------------------|---------|
| Customer Intake Model DATS | February 4, 2015 | TC | CR_1679 |
| Escalators at LRT Stations | February 4, 2015 | TC | CR_1808 |
| Opportunities for Commercial Development in Future LRT/Transit Infrastructures | February 4, 2015 | TC | CR_1809 |