

ETS BRANCH HIGHLIGHTS REPORT TO ETSAB

February 2015

Presented by
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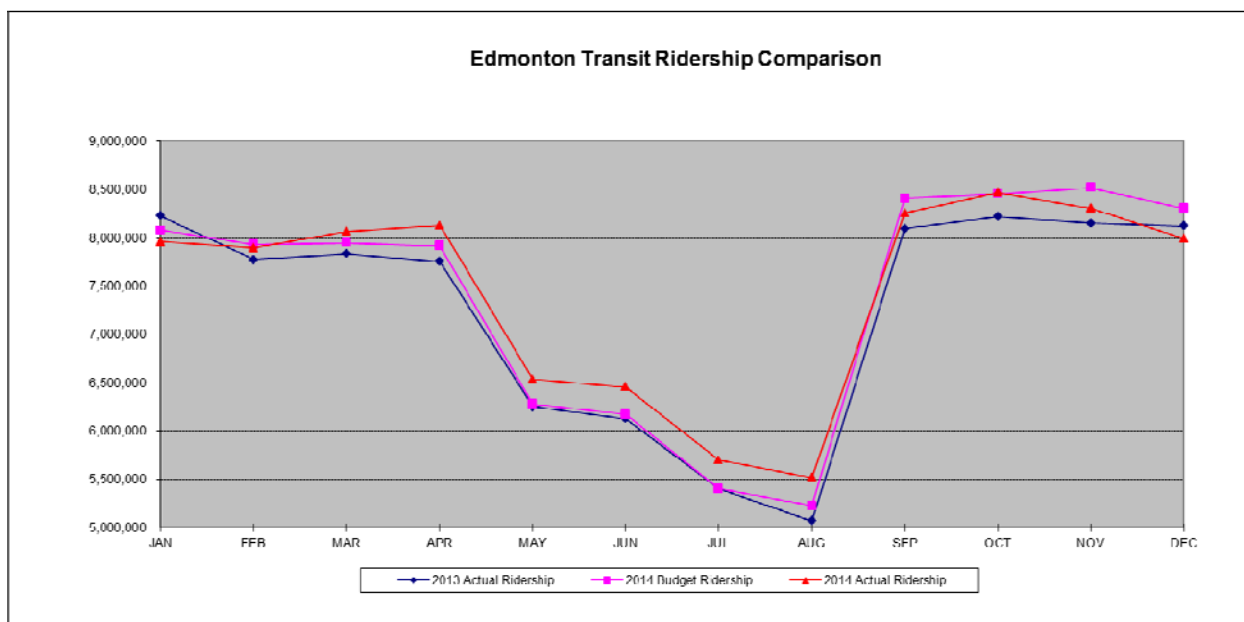
1. RIDERSHIP FIGURES

Regular Ridership, Year End 2014

December:

	Month	Year End	Variance to Actual by Month /Year End
2013 Last Year	8,123,329	87,041,248	(1.60%) / 2.58%
2014 Budget	8,308,780	88,640,701	(3.80%) / 0.72%
2014 Actual	7,993,356	89,283,007	

2014 Monthly Ridership:



DATS Ridership

Overall, 2014 was a good year with more rides provided and an increase in on time performance.

- Total rides scheduled: 1,101,778 in 2014 compared to 1,114,420 in 2013.
- Total rides provided: 943,016 in 2014 an increase to 930,022 in 2013.
- Rides provided – by City employees: 466,217 in 2014 compared to 460,813 in 2013.
- Rides provided – by contractor: 476,799 in 2014, compared to 469,209 in 2013.
- Unaccommodated rides: 15,241 in 2014, compared to 11,054 in 2013.
- Unaccommodated rides: 1.36% in 2014, compared to 0.98% in 2013.
- On time rides: 94.6% in 2014 compared to 93.4% in 2013.

DATS 40th

In 2015, DATS celebrates 40 years of service in Edmonton. DATS is planning a number of events surrounding these milestone years. The first celebration focuses on activities in April, including marking the date of first service – April 28, 1975.

Mobility Choices 20th

Edmonton Transit's customer training program celebrates 20 years in 2015. In 1995, following the arrival the previous year of Edmonton's new, cutting-edge technology low floor buses, ETS introduced a transit travel training program called Mobility Choices.

2. COUNCIL UPDATES

Reports to be dealt with at future meetings, established at February 4, 2015 Transportation Committee

- Escalators at LRT Stations (M. Walters/D. Iveson - February 25, 2015)
- Low Income Transit Pass Pilot - April 22, 2015
- Opportunities for Commercial Development in Future LRT/Transit Infrastructure – June 17, 2015

3. ETS UPDATES

DONATE A RIDE:

The 2015 DONATE A RIDE public campaign ended on January 31. The United Way, responsible for managing the program financials, is finalizing totals raised through public and corporate donations and sponsorship. This total, along with the City's contribution, will determine how many tickets can be acquired for distribution to the agencies that apply for support. Distribution of tickets takes place in April.

Five New Smart Bus Routes:

On February 8, 2015, ETS expanded the Smart Bus service onto five more additional routes. Customers traveling on routes 12, 36, 123, 152 and 154 are now able to get real time information using desktop computers or mobile devices. ETS is currently booking out over 250 buses on 22 dedicated Smart Bus routes on weekdays. The total number of buses equipped with Smart Bus technology is 304.

Tech Glove Giveaway at ETS Customer Service:

ETS Customer Service at City Hall will be distributing free Touchscreen Gloves to the first 500 customers that purchase an Adult Monthly Pass. The campaign runs February 17 to March 9, or until quantities last with the intent that the gloves will be an incentive for people to get their adult monthly pass early to reduce the significant number of customers that wait until the end of the month. Customer Service Centre has currently given away 40 gloves.

ETS School Outreach:

ETS is participating at several junior and senior high school open houses to educate potentially new students and parents to the school about riding ETS and the tools available to trip plan. Support is provided by setting up a staffed information booth at the school or providing requested materials to the school directly. Most of the outreach will be executed between mid-February and mid-March when schools host open houses from prospective students.

ETS Live to Go app:

Promotion of the ETS Live to Go app rolled out in January and includes ads on bus interiors, benches and shelters throughout the city, plus social media and online channels. As of February 10, 2015, the ETS Live to Go app has been downloaded 18,581 times.

takeETS.com Improvements:

ETS is working with the City of Edmonton Web Office to make improvements to the main page of the Transit website. Short term changes include an ETS specific masthead image across the top of the page, moving trip planning tools front and centre (#1 task), adding color coded alert notifications, and making frequently accessed information more visible. We expect to roll these changes out in February.

4. TRANSPORTATION COMMITTEE & COUNCIL REPORT

BRANCH	SIRE No.	REPORT TITLE	MEETING DATE mm/dd/yy	Original Inquiry/Motion
ET	CR_2086	Smart Bus Capital Profile Revision	2/25/2015	
ET	CR_1808	Escalators at LRT Stations (M. Walters/D. Iveson)	2/25/2015	At the October 29, 2014, Transportation Committee meeting, Councillor A. Sohi and Mayor D. Iveson made the following inquiry: Can Administration please provide information on the following: 1. How often have the escalators at our LRT stations been out of operation due to both scheduled and unscheduled maintenance? 2. Reasons as to why the escalators at our LRT stations become inoperable. 3. A plan to address the operational issues that the escalators at our LRT stations have been experiencing.
ET	CR_52	ETS Fare Policy Draft Revision - U-Pass	3/11/2015	At the November 7, 2012 Transportation and Infrastructure Committee meeting, the following motion was passed: That Administration bring forward to Committee in 2013, draft revisions to the ETS Fare Policy to increase the U-Pass fare by \$7.50 per year for the next four years (2013-2016).
ET	CR_1988	NAIT Line Transit Security	3/25/2015	At the November 26, 2014, City Council Budget meeting, the following motion was passed: That Administration provide a report, prior to the establishment of the mill rate, that will identify any additional needs for transit security arising from the activation of the NAIT line.
ET	CR_2060	Safety Concerns - ETS (B. Esslinger)	3/25/2015	At the January 21, 2015, Transportation Committee meeting, Councillor B. Esslinger made the following inquiry: Safety on Edmonton Transit has been identified by a number of women as a concern. Please provide information on any steps that are being, or have been, taken to address such safety concerns on ETS, and provide information on any reports or correspondence received with regards to safety on ETS.
ET	CR_1505	Cell Phone and WiFi Coverage in the LRT	3/25/2015	At the July 9, 2014, Transportation Committee meeting, Mayor D. Iveson made the following inquiry: That Administration provide the following information: What, if any, work has been done on cell phone and wifi coverage in LRT stations and tunnels and what are the opportunities and risks of enabling more coverage, particularly in the underground portion of our system?

ET	CR_1978	West Edmonton Mall Transit Centre - Options for Temporary Enhancement, Refurbishment or Renewal	3/25/2015	At the November 26, 2014, City Council Budget meeting, the following motion was passed: That expenditure of the funds in Capital Profile West Edmonton Mall Transit Centre 15-66-3504 be subject to a report to Committee with options for temporary enhancement, refurbishment or full renewal of the transit centre, including consideration of implications of timing for expansion of the LRT.
ET	CR_1332	Low Income Transit Pass Pilot	4/22/2015	At the May 7, 2014 TC meeting, the following motion was passed: Low Income Transit Pass Pilot. That Administration provide a report, as soon as possible, on the following related to the introduction of low income transit pass including: 1. Rider selection criteria 2. How it aligns with The Ways and Council initiatives 3. What are the individual and societal benefits of providing the low income transit pass 4. Potential for revenue from increased ridership 5. The cost of a 35%, a 50%, and a 60% discount 6. Funding options, including potential provincial funding sources to implement the three year pilot project.
ET	CR_1982	Westwood Garage - Lease Revenue Options	4/22/2015	At the November 26, 2014, City Council Budget meeting, the following motion was passed: That Administration provide a report on possible opportunities to apply the incremental lease revenue from the Westwood Garage Contemporary Workspace Enhancements to the cost of debt servicing.
ET	CR_1810	Business Case for Workspace Enhancements Westwood Garage Replacement	4/22/2015	At the October 29, 2014, Transportation Committee meeting the following motion was passed: That Administration provide a business case for the inclusion of contemporary workspace enhancements for the Westwood Garage replacement, as set out in the October 29, 2014, Transportation Services report CR_845 and return to Council for consideration during the 2015 Budget deliberations.
ET	CR_1503	Enhanced Coliseum LRT Station and Pedway to Northlands Expo Centre	5/27/2015	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.