

ETS BRANCH HIGHLIGHTS REPORT TO ESTAB

MARCH 2015

Presented by
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1. RIDERSHIP FIGURES

2015 Year End

2014 Actual	89,283,007
2015 Budget	89,813,553

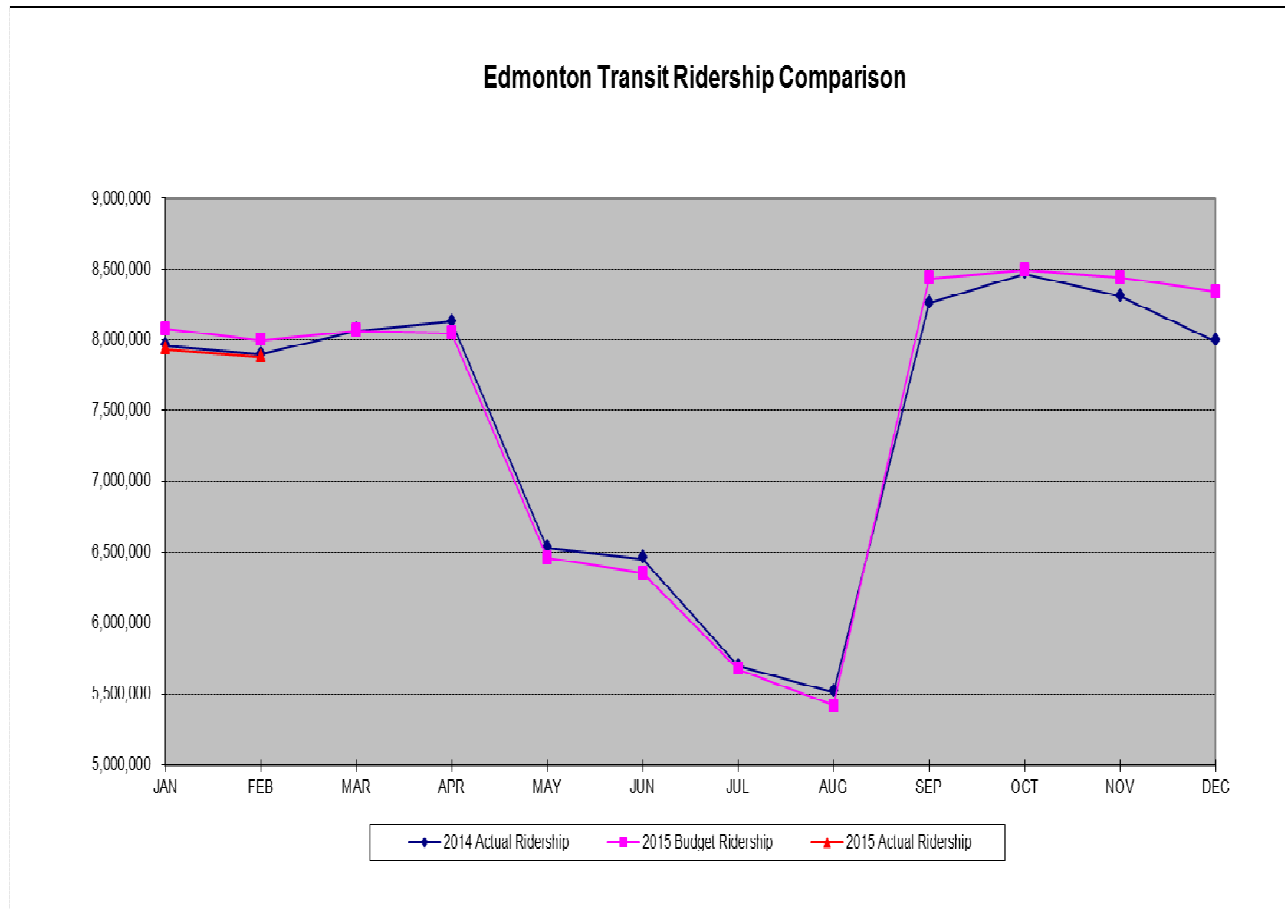
January 2015

	Month	Year to Date	Variance to Actual by Month / YTD
2014 Last Year	7,958,429	same	1.67%
2015 Budget	8,077,839	same	0.17%
2015 Actual	8,091,564	same	

February 2015

	Month	Year to Date	Variance to Actual by Month / Year to Date
2014 Last Year	7,895,592	15,854,021	(0.20 %) / (1.47%)
2015 Budget	7,997,406	16,075,245	(1.47%) / (1.62%)
2015 Actual	7,879,700	15,814,425	

Monthly Ridership



2. DATS UPDATE

February

- DATS delivered 76,429 trips in February, compared to 75,766 in 2014. A 0.9% increase
- DATS carried an average of 3,306 customers weekdays, an increase of 0.6% over 2014 and 1,294 customers weekend days, an increase of 5.1% over 2014
- DATS carried an average of 2.6 passengers per hour.
- DATS has achieved a 98.25% trip accommodation rate thus far in 2015.
- Overall on-time performance remains high at 94% (96.1 % in 2014)
- Trip cancellations of 10,878 declined from 11,372 or 4.5% compared to 2014.

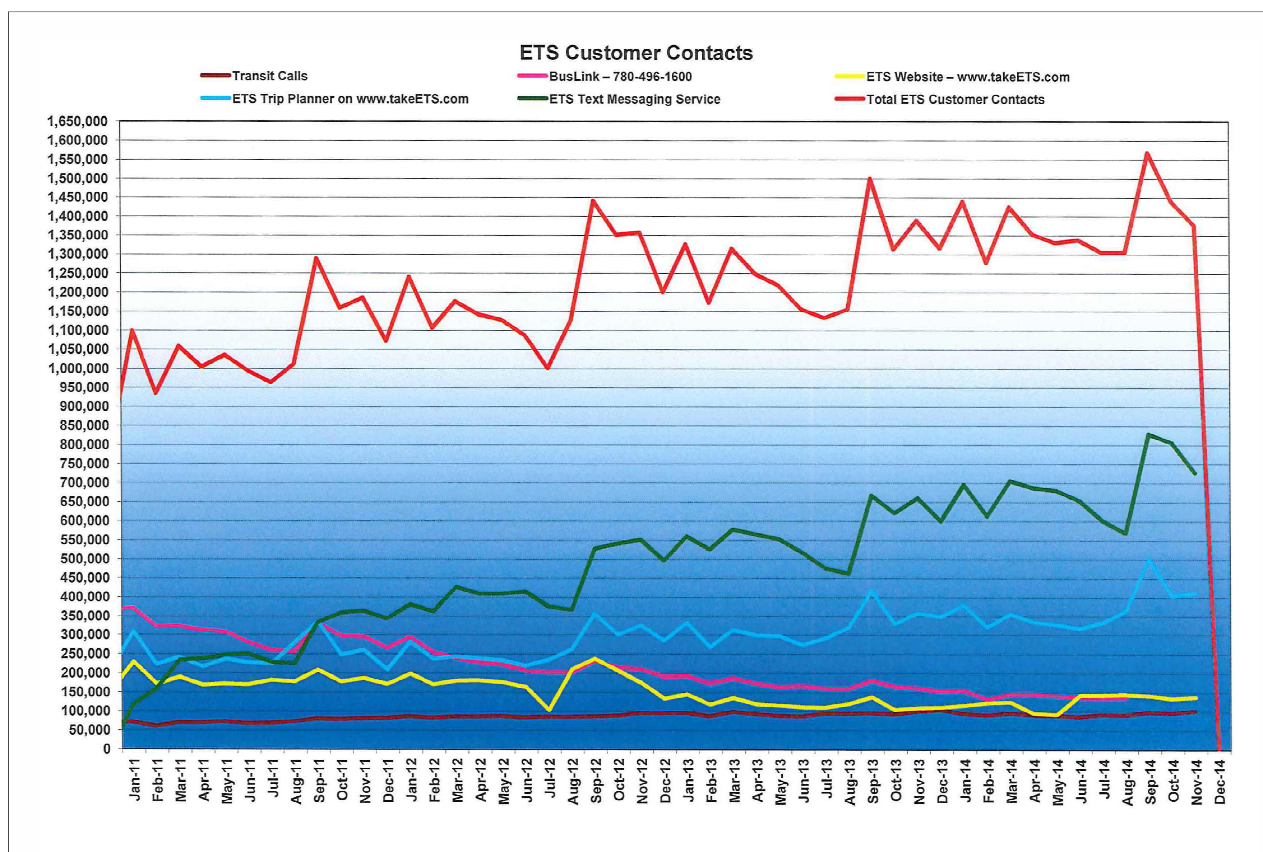
The DATS Customer Care Centre has adopted a pro-active approach to working with clients to cancel unneeded subscription trips, reducing the need for clients to call and cancel. As well, DATS has increased communication to ensure customers are aware of the 2-hour cancel late policy.

Joint Action Committee (JAC)

JAC was formed in February and consists of administrative staff, operators and representatives from ATU 569. JAC is tasked with exploring ways to improve operator engagement, identify issues and find solutions. Items being looked at include:

- Shift design
- Forced overtime
- Communication
- Scheduling

3. HOW ETS CUSTOMERS REACH OUT 2011 - 2014



4. ETS UPDATES

Bill S-221 Amendment to Criminal Code

Law comes into effect. On February 16, 2015 Senator Bob Runciman's Bill to protect public transit operators and stem transit violence with an amendment to the Criminal Code was passed with unanimous support.

Downtown Service Changes

Major construction in the Downtown Core, starting with the Southeast LRT (Valley Line) along 102 Avenue will mean changes to bus routes. An information campaign to educate riders on service changes will focus on City Centre and the Stanley Milner Library, and include messages about safety and for customers with reduced mobility. Communications will begin to roll out in early April.

Celebrate Transit

A week of celebrating transit staff's contribution to great public transit is being planned for 2015. Staff is finalizing plans for this event, which could include day long garage BBQs and Staff Hall of Appreciations at Transit operating facilities. Events are planned the week of June 15 to 19th and highlight staff appreciation and recognition.

Lost and Found

A campaign is being developed to help reduce the number of personal items left on buses, LRT and Transit facilities. The promotional campaign is designed to decrease the high volume of lost items being processed at the ETS Customer Service Centre in City Hall and will mirror administration changes taking place within the Customer Service Centre.

Faces

A new campaign that shares the faces and stories of our riders and staff is being worked on; from why they choose transit, which routes they use, to how long ETS has been a part of their life. People, routes and stories will be the feature of this campaign to personalize transit and reinforce a community built on everyday citizens.

The concept has been developed and approved. Next stages are to determine timing and channels to be used with an anticipated launch in June. The campaign consists of external (rider) and internal (staff) components that complement each other with one unifying design and concept. Both riders and staff will be highlighted while also featuring routes, reasons for choosing ETS and a viral component (hashtags).

"I'm an ETS Hero"

The ETS Etiquette project was launched on Monday March 16 with the "I'm an ETS Hero" button campaign. Buttons were distributed to all transit garages, the ETS Customer Service Centre, Peace Officers and other staff for hand out to patrons exhibiting courtesy and respect for others when using transit.

On Tuesday March 17, this campaign was featured as a Protocol item in Council Chambers. The Mayor encouraged citizens to participate and Councillors wore buttons to show their support. Two ETS Heroes were also present to pass on our message. At noon, Councillor McKeen, Students from City Hall School, ETS Street Team Members, Peace Officers and the ETS Heroes met at Churchill LRT station. Media were invited to capture our message while Councillor McKeen taught proper etiquette to the students. Once the students were comfortable, they began to help recruit more ETS Heroes throughout the station and showed proper etiquette riding the train. Next part of this overall campaign will keep the momentum going with changing heroes and villains

takeETS.com Website Improvements

ETS is working on improvements to the main page of the Transit website. Changes include an ETS specific masthead image across the top of the page and making frequently accessed information more visible, for example, trip planning tools are front and centre Next alert notifications will be added.

Brand Update

The change from 'The Everyday Way' to 'Your Every Day Way' has been well received and creative continues to evolve and expand on this brand change to keep it fresh, moving forward across ETS products, ads, fare products, and signage to update materials for POS locations. As snow melts and

things turn green, a number of photo shoots have been planned to expand our stock of Edmonton images, especially riders, drivers and destinations.

A new campaign that speaks to the ETS personality is currently under development.

ETS Customer Service Centre Branded Apparel

ETS Customer Service Centre team, located at City Hall, is wearing branded apparel including name tags to emphasize the unity among the team providing a presence that is recognizable and distinguishes the service we do.

Integrated Front Counter Initiative

City of Edmonton's transformation of citizen services is underway through the integrated front counter initiative (IFC). This initiative will house the many front counter services provided to citizens around the city into a one-stop shop atmosphere. The City and ETS are reviewing all facts and determining if Transit services can be amalgamated and joined together in the new Edmonton Civic Tower in late summer 2016. All systems, processes and applications are being considered at this time.

The Busker Program

The Busker Program that enlivens the LRT experience is being revitalized. New locations and processes are being implemented to support the efficient delivery of permits to buskers seeking to perform.

5. COUNCIL UPDATES

Reports to be dealt with at future meetings, established at Transportation Committee:

- Low Income Transit Pass Pilot - April 22, 2015
- Safety Concerns-ETS - May 27, 2015
- Opportunities for Commercial Development in Future LRT/Transit Infrastructure – June 17, 2015
- Escalator Reliability, Effectiveness of Implemented Strategies – August 19, 2015

New members for Civic Agencies, including ETSAB completed March 18, 2015 with appointments at Council held on April 4, 2015.

Standing Committee Membership has changed. The new term runs from March 1, 2015 – June 30, 2016. For the Transportation Committee, the members are

- Michael Oshry, Chair
- Scott McKeen, Vice-Chair
- Ed Gibbons
- Tony Caterina

