



ETS MANAGERS REPORT OCTOBER 24, 2011

1. ETS Promotions and Special Events:

The Every Day Way to get 100 Years of Transit History

The ETS Centennial Book has arrived.

It's stunning – a visual feast of historical and contemporary photos, personal stories and factual recounting of the development, accomplishments and innovation of public transit in Edmonton.

Author Ken Tingley, a well known local historian, has done an amazing job weaving Edmonton Transit's history into the establishment and growth of our prairie city since the early days of the 20th Century.

'Ride of the Century: The Story of the Edmonton Transit System' will be available for sale starting mid-month at Audrey's, Greenwoods, The Edmonton Store at Tix on the Square, and the gift shops at the Muttart Conservatory, Fort Edmonton and John Janzen Nature Centre. Cost per book is \$39.95 plus GST.

ETS Customers Being Surveyed

Every year ETS conducts a Customer Satisfaction Survey to better understand customer opinions and perceptions of our service. This survey assists in the decision-making process when determining where to allocate resources so we can continue providing a top-calibre transportation system.

The survey measures satisfaction with numerous aspects of our service including Operators, fleet, facilities, security and service delivery. Results from the survey also help us understand what factors are most important to customers and which contribute to customer loyalty and retention. This allows us to focus our efforts on continuing to provide excellent service in those areas, while making improvements in areas where we may be lagging behind.

Surveyors will be on the system from October 15 to November 2. If you are approached, please take the time to provide your response...your opinion counts!

ETS Helps Kids Stay Safe on Halloween

ETS buses are a safe place to go if kids need assistance on Halloween night. All ETS buses (and LRT) are equipped with two-way radios, so emergency assistance is just a phone call away. Uniformed ETS employees are highly visible and we encourage them to promote themselves as someone you can turn to in an emergency.

Beta Test the Updated Trip Planner

The newest version of the ETS Trip Planner is going public for testing this month. We want you to help us beta test it.

The main page of takeETS.com contains a link to the beta version of the Trip Planner in the upper right column. There you'll have the opportunity to test drive it and provide feedback via a survey or the "report a bug" form.

One of the new features we've added is "detours and bus stop closures". You have the option to view all detours and bus stop closures or filter by route or bus stop. We've also made changes to the layout and visibility of the items.

We look forward to your input to help us provide travel information tools that make taking transit quick, easy and convenient.

Re-introducing the Community Bus

When the 300 series of Community Bus routes was introduced a number of year ago, one of the primary groups it was intended to serve was seniors. Route 305, still in operation today, was one of the original routes designed to travel between a number of senior facilities and nearby activity centres like shopping malls and medical centres.

This summer, DATS and ETS embarked on a project to re-introduce seniors to the network of community bus routes available to them across the city.

The goal was to enable seniors and DATS users to learn about the feel comfortable with their ability to access Community Buses. The initiative provided free charters from seniors' residences to destinations along ETS 300 Routes to inform and demonstrate the safety, ease, affordability and convenience of this form of public transit. It was very well received.

The long term goal is to encourage more mobile DATS clients to use ETS Community Buses to improve service quality, eliminate duplication of services and improve cost effectiveness in the delivery of transportation to those living with disabilities.

LRT Service Disruption October 21-23

LRT service will be disrupted on the weekend of October 21 - 23, as ETS works on the signal system around Corona Station.

Bus replacement service will operate between Churchill and Health Sciences stations starting on Friday, October 21 at 6:45pm until the end of service on Sunday, October 23.

Trains will run on their regular schedules from Clareview Station to Churchill Station, and University Station to Century Park Station.

Trains will be traveling on the entire line, from approximately 6pm to approximately 10pm, to provide service to the Oilers Hockey game Saturday evening.

Lost and Found Application – Foundtastic!

Soft launch scheduled for October 24, 2011.

Night Ride bus pilot project to start January 2012

The Night Ride late night transportation pilot won't hit the streets until January following the City's decision to delay the start of the service, since more than one month of the planned three-month pilot has already passed.

"A decision was made to start the pilot in January so that we have a full three month term to fully evaluate the pilot," says Angela Turner, Program Manager for Responsible Hospitality Edmonton. "This also gives us more time to share our evaluation plan with stakeholders and to better promote the initiative to potential passengers."

The City had hoped to start the pilot September 2 but it was delayed when some communities along the route raised concerns and asked for further consultation. As part of that consultation, the City conducted an online and paper survey directed at communities along the route, to which 272 responses were received. Sixty per cent of the respondents lived in communities along the Night Ride bus route.

Turner says 65 per cent of respondents either strongly supported or supported the pilot.

"This reflects the input previously received from other stakeholders," she adds. "We also found that 77 per cent of respondents support late night transit in the city."

Other key information learned from the recent survey was that 65 per cent of people were satisfied with the information they have on the pilot while a minority indicated they wanted more information in areas such as safety and security issues and the route. Turner says they will provide more information to address any additional questions or concerns and will be engaging stakeholders in the evaluation of the pilot.

The Night Ride late night transit service includes a plan to operate buses along Whyte Avenue to the University and Southgate Transit Centre from 1:30am to approximately 3:30am Fridays and Saturdays. It is an effort to provide a safe way home to patrons and workers and address congestion issues on Whyte Avenue at closing time.

Transportation is expected to bring forward in November a report that looks at late night transit in the city. Additional information on the pilot and complete survey results are available at www.responsiblehospitalityedmonton.ca or www.edmonton.ca/nightride.

DATS NEWS

Eligibility News

This November, we are holding a public consultation to gather feedback on the updated eligibility process. This is an opportunity for current DATS users, community agencies and others to be an integral part of the improvements. The new eligibility process is set to be implemented in early 2012. DATS is excited about these enhancements and will provide updates as the process unfolds.

Trip Tips Cards

Following a DATS Advisory Group (DAG) suggestion, the “Trip Tip Cards” program was developed and offered to a few specific agencies for a trial period. The trial was a great success and we are now rolling out the program to all DATS clients and agencies.

September Stats

DATS carried 75,127 trips during September with an overall productivity of 2.5 passengers per hour. As a percentage of scheduled trips, DATS decreased No Shows in September 2011 to 1.72% from 2.02% in September 2010. On-time performance in September 2011 was 93.54%, and 90.29% year-to-date.

2. Minutes from Council and Committees of Council:

TIC Minutes – September 11, 2011

8.2

Transit Service to International Airport

Council met in private at 2:23 p.m., pursuant to section 25 of the *Freedom of Information and Protection of Privacy Act*.

Council met in public at 3:23 p.m.

Moved B. Henderson - D. Iveson:

Bus Transit Service 3-year Pilot Project

1. That Administration negotiate with the Edmonton Airports Authority for a 3-year pilot project to provide bus transit service based on criteria outlined in Attachments 2 and 3 of the September 6, 2011, Transportation Services report 2011TS6819, between the City of Edmonton and Edmonton International Airport and return through Transportation and Infrastructure Committee for public input, and to City Council for approval.
2. That the September 6, 2011, Transportation Services report 2011TS6819 remain private pursuant to section 25 of the *Freedom of Information and Protection of Privacy Act*. Transportation Svcs.

Due Date:

To be Determined

TI Committee

City Council

In Favour:

B. Anderson, B. Henderson, D. Iveson, D. Loken,
E. Gibbons, J. Batty, K. Diotte, K. Krushell, K. Leibovici,
L. Sloan, T. Caterina

Absent:

S. Mandel, A. Sohi

TIC Minutes – October 4, 2011

6.9 LRT Downtown Plan, Change Order – Consultant Appointment

Recommendation:

That an amendment to the agreement with Steer Davies Gleave in an amount not to exceed \$100,000 plus GST, for a revised total of approximately \$2.2 million plus GST, for concept planning and engineering of the Downtown LRT be approved, and that the agreement be in a form and content acceptable to the City Manager.

In Favour:

Carried

B. Henderson, K. Krushell, K. Leibovici

Absent:

T. Caterina

October 18, 2011 TIC AGENDA

5.	<u>STATUS REPORT</u>	
5.1	Southeast to West LRT – Phase 1 Details and Analysis	Revised Due Date: November 1, 2011
5.2	Process for Using Value Engineering for LRT Construction and Design	Revised Due Date: November 1, 2011
5.3	LRT Construction Governance Board	Revised Due Date: November 1, 2011
6.	REPORTS	

6.1	Transit Security Best Practices and Operational Costs Review	
	<i>Item 6.1 - Time Specific: First item of business</i>	
6.2	Arterial Roadway Staging and Funding Strategy - Big Lake Area	
6.3	Annual Seniors Transit Passes	
6.4	Transit Fare Structure and Three-year Model	