

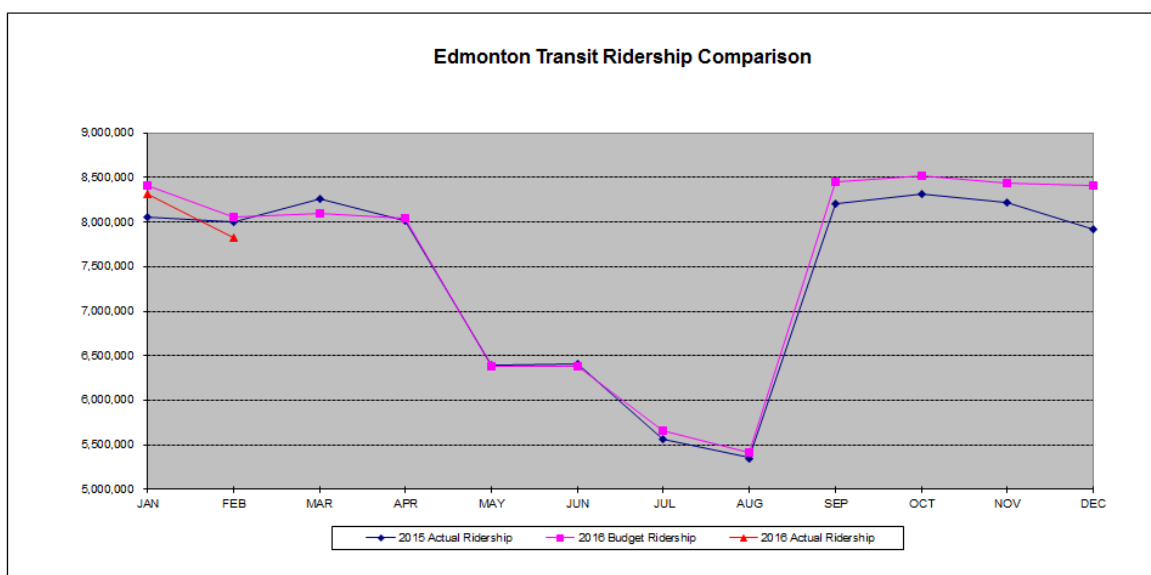
ETS Branch Highlights Report

Date: April 25, 2016

1. RIDERSHIP

Bus and LRT Ridership – February

	Month	Year to Date
2015 Actual	8,003,302	16,062,009
2016 Budget	8,055,672	16,461,121
2016 Actual	7,823,164	16,138,655



NOTE: Reference methodology attached as provided by RREC (Edmonton Transit Pass Multiplier Overview and ETS Ridership Calculation)

2. ETS UPDATES

1. Customer Experience & Innovation

- [ETSAB, Mar 29] Timeline requested for decision around integration of Safety & Security communication options for riders?
[Response] The City is in the process of moving to a responsive website. A road map for Transit Information tools is being developed. Safety and Security communication options will be included and recommendations will be reviewed in Q3 of 2016.
- ETS will be promoting the Day Pass with a focus on making ETS a part of your lifestyle, (i.e making full day use of ETS), including promoting usage for the myriad of festivals in the City.
- The Edmonton Art Council (EAC) has commenced work on mural project on LRT exhaust vent east of McEwan Station. Selection of the lead artist is underway.
- Seniors Annual Pass sales to date are at 1000 sales over last year. The bulk of in-person sales and mail-in sales is now complete.

2. Research, Revenue and Expenditure Control

- [ETSAB, Mar 29] Requested updated going forward on the RREC update "We are exploring options for use of the "retail" space on the concourse level in Bay/Enterprise Square LRT Station with a number of community groups/initiatives"... "RREC has formed a task team and are working through options with the community groups in conjunction with reps from Citizen Services."

[Response]

ETMT discussed this project and agreed to expand the Committee formed by RREC to include all interested groups, and include all uses in the engineering report to provide cost estimates to develop the space. To develop and use the space (capital and operating funds), a cost neutral position for ETS must be maintained. This option to include all interested groups (rather than a single use) may limit or eliminate the interest of some of the groups, and ETS still needs an umbrella group to enter into a lease with. (This may be more challenging with multiple groups/uses.)

Summary of Groups interested:

Underground Arts Scene (space for artists, gallery to sell art) - represented by Arts Habitat; Tool Library (lending tools) - needs space for 2 years until the Milner Library is renovated; Aboriginal artists (space for artists, selling art/crafts, holding workshops); Gaming Innovation & Technology Centre (game coding incubator, etc).

Note: Edmonton Police Service has found space in City Centre and at this time, is no longer considering space in LRT Stations. As well, the Nile Valley Foundation (Black history library) has not made direct contact. Monthly meetings continue.

- Low Income Transit Pass Status Update:
Report to Transportation Committee is scheduled for June 1. Awaiting response from Province regarding whether there will be any funding support for poverty initiatives such as LITP in urban centres. Council agreed to the program in December contingent on matching funding from Province. Program start in 2017 mid year or Fall, pending Council's decisions.

4. Engineering & Maintenance

- 2016 Jan-Mar Operational Status: Escalators 93.67% Elevators 97.83%

5. Customer Service Development

- Service Reallocation approved by council at the April TC meeting.
- ETS is considering a restructuring of the routes in Heritage Valley. More information to follow on this proposal.
- “Enhanced Express Bus Strategy - Century Park and Heritage Valley Park and Ride” Report reviews the feasibility of an enhanced express bus strategy between neighbouring communities and Century Park LRT, and between the future Heritage Valley Park and Ride and Century Park. (Draft report to be distributed).

6. Transit Strategy

- A letter was e-mailed to ETSAB members on April 8, 2016 in response to questions about Public Engagement as part of Transit Strategy following Transit Strategy presentation at ETSAB general meeting on February 29, 2016.

7. DATS

- One of the significant projects on the horizon is the booking policy review. Over the next two months, DATS will be engaging stakeholders for feedback regarding a number of booking policies with the intention of service improvements. The policies in review include group trips, on-demand (same day) bookings and subscription trips. DATS team members will be presenting to various groups in the city for their input throughout May and June.

8. Transportation Policy (Natalie Lazurko)

Please see below for a few highlights of work currently underway by the Transportation Policy unit of City Planning, Sustainable Development.

- Transit Strategy - In February, the Transit Strategy project team continued detailed planning for spring public engagement activities and focused on completion of the Guiding Perspectives Reports. This included finalizing trade-off questions, testing the questions with the Insight Community, confirming workshop dates and logistics with targeted groups, developing the street team and bus schedule, working on producing videos on three trade-off topics, and preparing the mail out survey. As of April 4th, the engagement bus has been deployed and the survey has gone live. Workshops will be underway shortly, including with ETSAB next Tuesday.
- Main Streets (a new part of Complete Streets) - A Main Streets Guideline has been developed. Main Streets are both important places and important transportation links. These functions need to be in balance when looking at main streets. Main Streets are important transportation routes, act as strong community places and tie into business and community revitalization, support a mix of street-oriented land uses, and are designed and maintained to an enhanced standard. Designing vibrant Main Streets needs the support of solid City policy. In November 2014, Council moved to revise the Complete Streets policy to designate the City's “Main Streets”, which will be designed and reconstructed to a higher standard, better balancing the needs of all users, with pedestrians given priority. Jasper Avenue concept planning (Imagine Jasper) is underway and will utilize the Main Streets Guidelines as a pilot project. For more information related to the Main Streets Guidelines, please see the project website:
http://www.edmonton.ca/city_government/city_vision_and_strategic_plan/main-streets.aspx

- Household Travel Survey - The Making Tracks survey closed registration on December 3 and December 11 was the last scheduled travel day. In total, 253,000 households have been contacted to participate in the survey. 29,675 households were recruited and 22,399 surveys were completed. We have exceeded our overall survey completion targets. Within the City and region we have 100%+ of our targets achieved at the District level, with the exception of Leduc County district. We have exceeded our survey completion target by 14%.
- Regional Travel Model - The City's Regional Travel Model is being updated. This program will unfold over the next several years to incorporate new information from the 2015 Household Travel Survey and to ensure that this forecasting tool has the best possible inputs and assumptions to provide reliable forecasts. A report will be presented to Transportation Committee on April 13th regarding the Regional Travel Model and other transportation modelling tools used by the City.
- Complete Streets and Design Standards Update - The City is undertaking a comprehensive review of the Design and Construction Standards and will be doing a major update over the next several months. This includes the Roadway Design and Construction Standards. At the same time, the Complete Streets Guidelines are being reviewed and updated. This project is in its early stages. As a next step, the Project Team will be working through identifying areas of focus for this year's' update and work for future updates based on what we have heard from interviews and internal discussions. Once the plan has more shape, additional discussions may be arranged with external users in the coming months.
- Traffic and Transit Data Collection Program - This year's' traffic and transit data collection program is shaping up to be larger than previous years. The program is underway for the year and is shaping up to make for a busy summer. One reason the program has grown for 2016 is due to the Community Traffic Management Program which requires supporting data for program evaluation.

9. Special Projects (Ken Koropeski)

- [ETSAB, Mar 29] This winter ETS tested a electric bus for winter conditions. Please check the status, and if the board can get a presentation on the test and future of electric busses in Edmonton.
[Response] Winter testing of electric buses (two from BYD, one from New Flyer Industries) has been completed. MARCON Consultants has been retained to prepare a summary of the testing, analysis of a scenario for introducing electric buses into the fleet, and report on the state of the industry. Administration will provide a report to Transportation Committee in late June, presenting the findings and recommendations for further actions. Presentation to ETSAB can be made in May or June.
- Smart Bus/Smart Fare Project Status Update:
The City of Edmonton, in conjunction with St. Albert and Strathcona County, is proceeding with the procurement of a regional Smart Fare system. This will be an account-based, open payment system capable of accommodating various forms of fare payment as well as be able to facilitating existing and future fare policies and structures across the Edmonton Capital Region. The Smart Fare system will utilize Edmonton Transit's Smart Bus technology bas the communication and information platform. With this requirement, work is underway to implement this system on St. Albert Transit and Strathcona County Transit over the next year.

Vendor selection for the Regional Smart Fare system is expected to be completed by the end of 2016. A Request for Comments (RFC) has been released, which allows the vendor community to review and provide comments on the draft version of the Request for Proposals. The RFC has been made available to ETSAB. Following the close of the RFC, comments and suggestions will be considered, and with an expected release of the Request for Proposals in summer 2016.

Note: [Link to RFC](#) was provided to ETSAB for review on April 4, 2016.

9. Bus and LRT Operations

- Abbottsfield, Belvedere, and West Edmonton Mall transit centres are getting a new look in 2016. The changes will enhance safety, access, and site beautification. To complete construction, some bus stops are moving.

<http://www.edmonton.ca/ets/improvement-projects.aspx>

10. Safety & Security

- Edmonton Transit Customer Safety and Security is reviewing/completing outstanding items as well as reviewing current issues/trends. The Director would be very interested in attending ETSAB to understand their perspective on Safety and Security issues on the Transit system.
- The section is working with Corporate Security to get their Dispatch system on the same Computer Aided Dispatch system as the main ETS Control Center.
- Edmonton Transit Customer Safety and Security staff recently attended a presentation on Criminalization Simulation at the IHUMAN Youth Society with the John Humphrey Center for Peace and Human Rights. It was a great awareness opportunity to see how an authority figure/Transit Peace Officer's actions could impact individuals on the system or on the street. They will be working with some of the agencies to formulate a training syllabus for the Peace Officers, hopefully this fall.

3. ETS REPORT TRACKING

Branch	Report Lead	SIRE# CR	Report Title	Meeting Date	Deferred Date	Committee	Original Motion/Inquiry
ETS	Bill Sabey	3449	2016 Transit Service Reallocation Plan	Apr 13	Apr 13	TC	Admin Driven
ETS	Dave Reynolds/Mussey	3199	Options to Increase the Sales and Usage of the ETS Day Pass	Mar 9	Apr 27	TC	That Administration provide a report on options to increase the sales and usage of the ETS day pass (ex. lower price, adding an adult user to the fare).
ETS	David Webb	3468	Sole Source Agreement - U2 LRV Parts - Dellner Inc.	Mar 23	Apr 27	TC	Admin Driven
ETS	Dave Reynolds	3203	Low Income Transit Pass - Creative Distribution Approaches	Apr 27	Jun 1	TC	That the Transportation Services, Edmonton Transit Branch Operating Budget be increased by \$230,000 in 2016, \$2,000,000 in 2017 and \$2,000,000 in 2018 to fund half of the Low Income Transit Pass service package on an ongoing basis with funding from funding available for City Council, and that the funds be held in abeyance until the release of the Provincial budget in 2016 and the setting of the mill rate, and also be subject to a report from Administration to Council through Transportation Committee on more creative approaches for distribution of the Low Income Transit pass that will not require as many FTEs.
ETS	Bill Sabey	2856	Enhanced Express Bus Strategy - Century Park and Heritage Valley Park and Ride	Mar 23	Jun 1	TC	That Administration provide a report to include an enhanced express bus strategy between neighbouring communities and Century Park LRT, and between the future Heritage Valley Park and Ride and Century Park.
ETS	Ken Koropeski	1984	Electrical Bus Pilot - Short-Term and Long-Term Implementation Strategy	Jun 22	Jun 22	TC	At the November 26, 2014, City Council Budget meeting, the following motion was passed: That Administration provide a report on an electric bus pilot and potential short-term and long-term implementation strategy for electric buses, including funding options.
ETS	Dave McRee	3580	Paid Park and Ride	Jun 22	Jun 22	TC	Admin Driven

A PRIMER ON EDMONTON TRANSIT PASS MULTIPLIERS

What is a pass multiplier?

A pass multiplier is the average number of trips taken in a month by all those who have purchased a transit pass.

Is there more than one pass multiplier?

For every type of transit pass there is an associated pass multiplier. So for example, there is a different pass multiplier for the adult pass than there is for a senior pass.

What is it used for?

Pass multipliers are used to calculate ridership. Edmonton Transit ETS does not actually count rides as they occur on the system. Counting rides as they occur on the system would require electronic fare collection equipment that would record a customer's payment and transfer transactions each time they got on a bus or LRT vehicle. Instead, ETS estimates the number of rides taken on the system at the end of every month based on the cash collected in the fare box and the number of fare products (i.e. tickets and passes) sold:

Cash – All the money collected in the fare boxes on the bus is counted and deposited in the bank. At the end of the month, the total dollar value of the money deposited is divided by the cash fare (e.g. \$3.00) to determine the number of rides taken by customers who paid cash fare.

Tickets – At the end of the month, all the tickets ordered and distributed to the retail stores that sell transit fare product for ETS are totaled and added together with those sold through the LRT ticket vending machines to determine the number of rides taken by customers who paid a ticket fare.

Monthly and Annual Passes – Pass ridership is estimated by multiplying the number of passes sold or used in the month by the pass multiplier.

How are pass multipliers calculated?

The pass multiplier is different for each type of pass sold by ETS and its value is determined through customer surveys. The surveys tell us which fare product a customer is using and how many trips they are making. The standard survey question used to calculate the pass multiplier is:

“How many one-way trips (a one-way trip includes transfers) do you make in a typical week using ETS?”

The number of trips taken over a week vs. a month is easier for customers to recall. Responses are factored up by a multiple of four to get a monthly value. All surveys are generally accurate to within $\pm 3\%$ (or better) 19 times out of 20.

Pass multipliers are updated every 3 - 5 years if customer surveys indicate that a change in the value is warranted. Because pass multipliers are not seasonally adjusted (i.e. not changed from month to month), ETS typically looks at survey results from multiple surveys conducted over multiple time periods before making a decision to change a particular pass multiplier.

Why would a pass multiplier change?

Pass multipliers can change for a number of reasons. Some of the most common reasons include:

1. A change in fare policy – this happens when the conditions of use or the restrictions associated with a particular fare product changes. For example, when City Council approved changes to the youth monthly pass that allowed the pass to be used on weekends and increased the age limit from 15 to 17. Another example would be when City Council approved the family fare program that allowed up to four children ages 12 and under to ride for free with an adult using a day pass.
2. Significant changes in price – or significant changes in the relative price between fare products. If pass prices increase significantly over a short period of time, as they did in Edmonton between 2007 to 2010, then those customers who are taking relatively fewer trips per month will be inclined to switch to cash or tickets or even stop taking transit altogether. This results in a higher pass multiplier since those that are still purchasing the pass are relatively heavier users that still find the higher pass price economically justifiable.
3. Socioeconomic changes – over the course of several years certain socioeconomic changes such as the price of gas, parking, insurance, vehicle ownership, road congestion, environmental awareness etc. can influence ridership behavior and therefore pass multipliers (i.e. the average number of trips per pass user).

How accurate are the ridership estimates?

It is important to remember that pass multipliers and ridership totals are estimates and subject to a margin of error. The surveys used to determine pass multipliers are also subject to a degree of methodological error. However, Edmonton Transit is cautious in its approach. For example, surveys over time and using a variety of survey methodologies would be reviewed before making a decision to revise pass multipliers. There needs to be a trend overtime to demonstrate with confidence that a pass multiplier warrants a change. In addition, Edmonton Transit would look for other corroborative evidence as well. These would include trends in boarding counts, increases in travel activity overall (i.e. cordon counts), customer satisfaction levels and even ridership trends from other cities that may have similar fare programs. If anything, Edmonton Transit believes its metrics may actually understate real ridership levels at any point in time.

What are the current pass multipliers for ETS?

	1985 – 1998 Multipliers	1999-2005 Multipliers	2006-2010 Multipliers	2011- Multipliers
Adult Monthly Pass	43.4	46	54	58
Post-Secondary Monthly Pass	43.4	46	54	58
Youth Monthly Pass -	38.4	42	46	46
AISH Monthly Pass	n/a	27	27	27
Senior Monthly Pass	n/a	23	33	33
Annual Senior Pass	11.7	23	33	33
Annual Low-Income Senior Pass	n/a	23	33	33
UPass	n/a	n/a	40	47
ETS Employee Pass				24

ETS RIDERSHIP CALCULATION (Bus and LRT)

BRIEFING DOCUMENT (March 23, 2011)

What is the definition of a ride and how is this different than a boarding?

- A ride is a one-way trip from point “A” to point “B” including any transfers that may be required in order to get to a final destination. It does not matter if a customer transfers from a bus to the LRT or vice versa.
- A boarding occurs every time a person gets on a bus or LRT train. A customer who gets on a bus, then transfers to the LRT to commute to work in the morning, would count as two boardings but only a single ride. The return trip home after work would be a second ride and two additional boardings.

How does ETS count rides?

ETS does not actually count rides as they occur on the system. Counting rides as they occur on the system would require electronic fare collection equipment that would record a customer’s payment and transfer transactions each time they got on a bus or LRT vehicle. Instead, ETS estimates the number of rides taken on the system at the end of every month based on the cash collected in the fare box and the number of fare products (i.e. tickets and passes) sold:

Cash – All the money collected in the fare boxes on the bus is counted and deposited in the bank. At the end of the month, the total dollar value of the money deposited is divided by the cash fare (e.g. \$2.85) to determine the number of rides taken by customers who paid cash fare.

Tickets – At the end of the month, all the tickets ordered and distributed to the retail stores that sell transit fare product for ETS are totaled and added together with those sold through the LRT ticket vending machines to determine the number of rides taken by customers who paid a ticket fare.

- 1) Note that the tickets ordered by the retail stores may not actually be sold to customers in the month that the tickets are ordered.
- 2) ETS does not count tickets deposited in the fare box as a means of determining ridership because many tickets do not end up back in ETS’s possession. For example, tickets used on the LRT are kept by the customer or thrown out after the expiry.

Monthly and Annual Passes – Pass ridership is estimated by multiplying the number of passes sold (or valid) in the month by the average number of one-way trips that are taken by pass users in the month. The average number of one-way trips taken by a pass user per month is called the “pass multiplier”. The pass multiplier is different for each type of pass sold by ETS and its value is determined through customer surveys. The current pass multipliers used by ETS are as follows:

	Monthly Pass Multiplier
Adult Monthly Pass	58
Post-Secondary Monthly Pass	58
U-Pass	47
Youth Monthly Pass	46

Senior Monthly Pass	33
Senior Annual Passes	33
AISH Monthly Pass	27
ETS Employee Pass	24

Day Passes –Ridership for day pass users is calculated by multiplying total day sales for the month by 4 (the current day pass multiplier).

Pass multipliers are updated every 3 - 5 years if customer surveys indicate that a change in the value is warranted. Because pass multipliers are not seasonally adjusted (i.e. not changed from month to month), ETS typically looks at survey results conducted over different periods of time before making a decision to change a particular pass multiplier.

The standard survey question used to determine ridership is

“How many one-way trips (a one-way trip includes transfers) do you make in a typical week using ETS?”

The number of trips taken over a week vs. a month is easier for customers to recall. Responses are factored up by a multiple of four to get a monthly value. All surveys are generally accurate to within $\pm 3\%$ (or better) 19 times out of 20.

Pass multipliers can change for a number of reasons. Some of the most common reasons include:

- a. A change in fare policy – this happens when the conditions of use or the restrictions associated with a particular fare product changes. For example, when City Council approved changes to the youth monthly pass that allowed the pass to be used on weekends and increased the age limit from 15 to 17. Another example would be when City Council approved the family fare program that allowed up to four children ages 12 and under to ride for free with an adult using a day pass.
- b. Significant changes in price – or significant changes in the relative price between fare products. If pass prices increase significantly over a short period of time, as they did in Edmonton between 2007 to 2010, then those customers who are taking relatively fewer trips per month will be inclined to switch to cash or tickets or even stop taking transit altogether. This results in a higher pass multiplier since those that are still purchasing the pass are relatively heavier users that still find the higher pass price economically justifiable.
- c. Socioeconomic changes – over the course of several years certain socioeconomic changes such as the price of gas, parking, insurance, vehicle ownership, road congestion, environmental awareness etc. can influence ridership behavior and therefore pass multipliers (i.e. the average number of trips per pass user).

How accurate/reliable are ETS's ridership estimates?

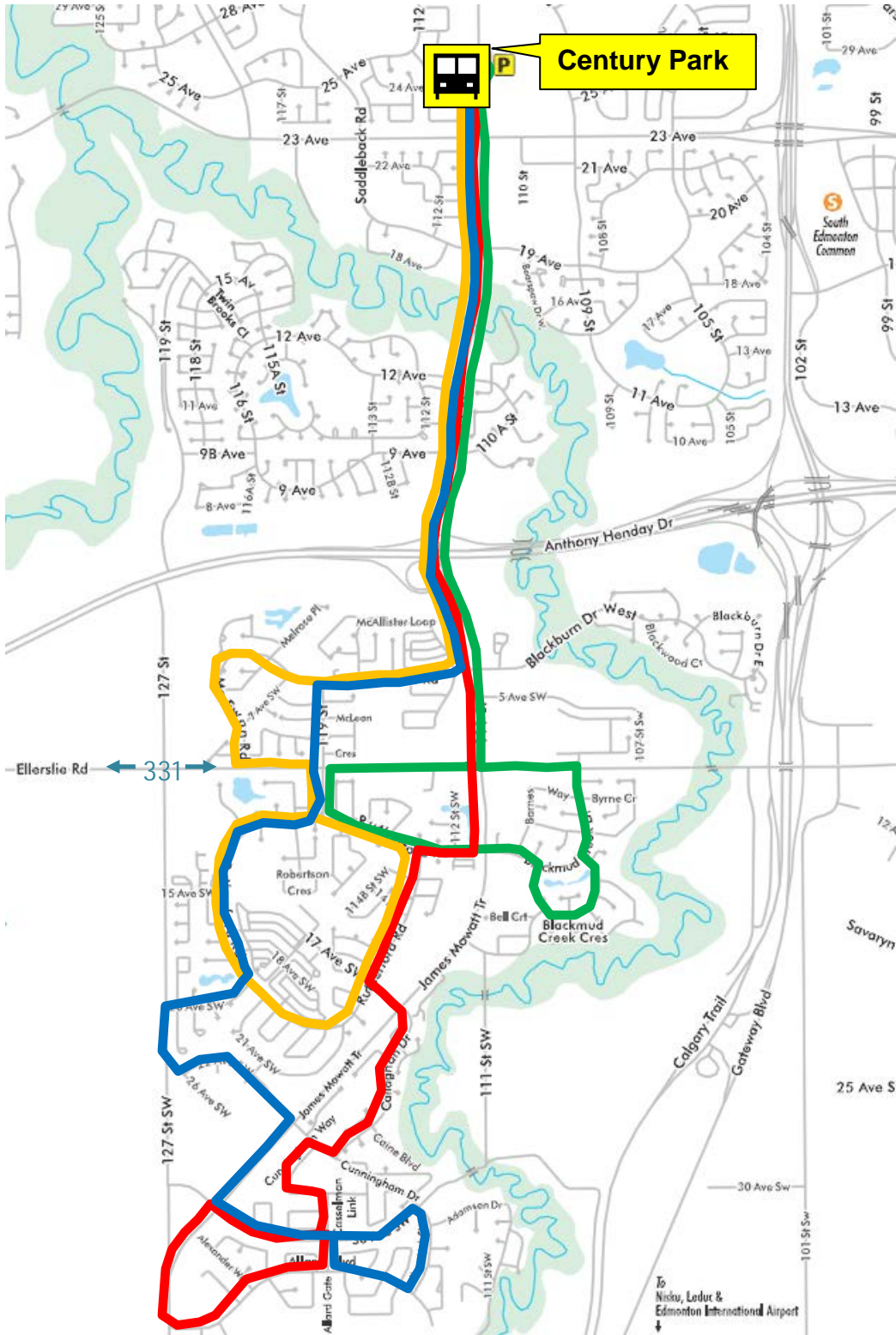
They are about as accurate as they can be in the absence of equipment that would enable actual ride counts. ETS's estimated ridership however is likely very conservative relative to true ridership levels given the following considerations:

1. Many rides that occur on the system are not captured in the estimates because a fare is not paid (ridership estimates are based on fare box revenue and the sale of fare products). Examples of free rides not included in the ridership estimates:
 - children 5 years of age and under are not required to pay a fare
 - CNIB card holders
 - return trips on a single transfer
 - trips on ETS by St Albert and Strathcona County pass holders or those with valid transfers
 - DATS companion ridership
 - retiree ridership
 - some promotional/special event ridership (i.e. those that are allowed to show their "event badges" to ride transit)
 - replacement pass ridership
 - police in uniform
 - some courtesy pass riders (although ETS makes an attempt to include this ridership when it can be reliably quantified)
 - rides granted through Operator discretion
2. Similarly ridership that occurs through fare evasion (estimated to be between 3-5%) is not factored in to the estimates.
3. Pass sharing – most ETS monthly passes are transferable; meaning that the pass can be used by someone other than the purchaser (but not at the same time). Some transit properties include a pass sharing factor in their pass multipliers. For example, Calgary estimates that five extra rides per month occur due to borrowed passes and includes this in their pass multiplier numbers.
4. Benchmark pass multipliers – ETS pass multipliers are lower than most other transit properties (that still use pas multipliers) of comparable size. For example;

	Adult Monthly Pass	Student Monthly Pass	Senior Monthly Pass
Calgary	55.7	53.3	n/a
Winnipeg	65.8	65.8	57.6
Ottawa	54.4	61.8	45.9
Edmonton	58	46	33

Calgary, Winnipeg and Ottawa multipliers have not been updated since 2006 and may not update their #'s since all three are moving to smart cards.

Heritage Valley Existing Service



Route 39

Route 47

Route 49

Route 347

