

# Edmonton Transit System (ETS)



## ETS Managers Report to ETSAB JANUARY 2011

### **1. ETS Promotions and Special Events**

#### **Leading the Way Youth Summit** - Calling all youth leaders!

ETS will be hosting the *Leading the Way Youth Summit on Sustainable Transportation* taking place May 6-8, 2011 in Edmonton. This first-ever regional youth summit event is presented by the Prairies and Territories Chapter of the Canadian Urban Transit Association with ETS as host system. The event is made possible through support from Prairie and Territories Chapter transit properties in Alberta, Saskatchewan, Manitoba, Yukon and the Northwest Territories as well as industry and regional businesses.

Currently, we are looking for 18 - 28 years old with a keen interest in transit and sustainable transportation to apply to be delegates. Application deadline for delegates is February 18, 2011 and can be made through the web site [www.LeaningtheWayYouthSummit.com](http://www.LeaningtheWayYouthSummit.com). Delegates will have the opportunity to learn, share ideas, network with like-minded peers and professionals in transit and related industries, and explore career paths in these fields. Inspiring speakers, best practices in transit and sustainable transportation and social activities round out this weekend focused on the prairies and territories region.

If you know someone 18 - 28 with a passion for public transit and sustainable transportation and who would benefit from the experience of participating in this summit, please let them know about the *Leading the Way* opportunity.

### **The Every Day Way to find your Lost Articles more quickly**

ETS Customers now have a quicker way of being reunited with their articles lost on ETS. *Foundtastic*, created by local web development company Hybrid Forge, is a time-efficient system that allows found items to be entered into a data base that is immediately available to ETS Lost & Found staff. They are then able to provide faster response times to enquiries about lost items from customers. By the end of January, the *Foundtastic* Lost & Found form will be added to UtakeETS.com. This form will allow customers to submit a request to see if their missing item has been found. Lost & Found staff will ask questions to confirm/verify that the items are given to their proper owners. Appropriate ID must be provided in order to pick up the item at ETS Customer Services Centre in Churchill LRT Station.

### **ETS Service to Concordia College**

ETS is testing a small bus service between Concordia College and Coliseum Station in January and February.

Service will run during weekday peak periods on a 20-minute frequency. Regular ETS fares apply. See takeETS.com for details.

### **Another Successful Stuff a Bus**

The results are in, and the 2010 ETS Stuff a Bus campaign is a success, beating last year's totals.

The donations stuffed 15 ETS buses, which will feed about 2,4`5 peop0le! In total, 34,643 kilograms of food and nearly \$14,000 in cash donations was collected. Close to 10,000 kilograms of food was collected during the week and 25,000 kilograms on Saturday.

"Thanks to everyone who donated during the ETS Stuff a Bus campaign," says Marjorie Bencz, Executive Director of the Edmonton Food Bank. "We are happy with the success of this campaign and the high quality of food collected."

ETS would like to thank Save-On-Foods, JOE FM, Edmonton Sun, Global TV, our many volunteers, and all the generous Edmontonians who made this year's campaign such a success.

### **Please Yield to Buses**

This is the time of year when weather and road conditions get downright ugly, so we've brought back the ETS Please Yield campaign. Our theme remains "Keep traffic flowing smoothly. Give the Bus a Brake". Smooth traffic flow enhances both road safety and the ability for both motorists and ETS buses to get to their destinations in a timely manner, particularly when road and weather conditions are less than pleasant. When you're driving, you can help by allowing buses to re-enter traffic from bus stops.

ETS operators are also most part of the program, acknowledging motorists' courtesy with a thank you wave of the hand or flashing their 4-way lights.

## **ETS Cold Weather Service**

Low temperatures, snow and wind often make for a January commute that's high on the brrrrrr factor.

ETS Express buses except for routes 47 and 100 have been instructed to stop for customers at all bus stops on their routes in extreme weather conditions. (At ETS, we define extreme weather conditions as -20 Celsius including windchill.) The decision to stop at all bus stops is made by the ETS Control Centre on an "as required" basis.

Please dress for the weather, as buses are part of the traffic flow and are affected by road and weather conditions.

## **Donate a Ride in the New Year**

Donating a ride is a great way to start off the new year, both for you and someone in need in our community.

A donation of \$2.75 will get someone to a medical appointment, job interview, training opportunity or access to basic services. Please pick up a Donate-a-Ride envelope from your Operator and help someone have a great start in the new year.

## **2. DATS UPDATE**

### **DATS Stats**

- DATS carried 68,006 trips in December 2010 with an overall productivity of 2.5 passengers/hour.
- In 2010, DATS carried 925,407 trips with an overall productivity of 2.6 passengers/hour.
- There were 718 (23%) fewer no-shows this month compared to December 2009.
- There were 1,544 complaints in 2010 compared to 2,178 in 2009 (a 29% decrease).
- There were 203,662 cancellations in 2010, a decrease of 9,278 (4.4%).

### **Leduc Service**

Plans are well underway to start providing the booking, scheduling and dispatch functions to Leduc Assisted Transportation Service (LATS) starting February 7, 2011. DATS staff is attending an open house on January 26 in Leduc to assist in rolling out the new service agreement to LATS customers and operators.

### **New Vehicles**

DATS has ten new vehicles in Saskatoon for some final adjustments and enhancements. Once the new buses are ready for service, we will review our current fleet and, using the Operators recent input chart on vehicle retirement, develop a plan to take some vehicles out of service.

### **DATS Admin Employee of the Month**

There is already a successful Operator of the Month program for DATS, so we are pleased to introduce a similar employee of the month recognition program for inside office staff. The program started January 1<sup>st</sup> and the first draw will be done at the end of the month and announced Monday, February 1<sup>st</sup>.

### **Customer Care**

**I-Book** - all testing has been completed - will be available to everyone who's interested very soon. Thanks to those clients who assisted with the pilot - their input was invaluable. Community presentations/orientation sessions are available at residences/locations where there are a number of DATS registrants.

**Eligibility** - we will be starting to implement the recommendations from the APTA peer review this year. A staff person will be recruited and an implementation plan commencing with stakeholder input will be developed.

## **3. MINUTES FROM COUNCIL AND COMMITTEES OF COUNCIL**

### **City Council – January 19, 2011**

Report 6.8 Permitted Use of Alcohol Advertising on Buses – PASSED

*Attached to the Manager's Report*

Report 6.9 Infrastructure Stimulus Fund Funded Project Extension – PASSED

*Attached to the Manager's Report*

Report 6.5 Funding Models for Fast Tracking LRT Construction – REFERRED to the TPW Meeting on Tuesday, January 25, 2011.

### **City Council Agenda – January 25, 2011**

Report 6.2 Southeast and West LRT – Construction Delivery Method

*Attached to the Manager's Report*

Report 6.3 Future Projected LRT Ridership Challenges and Recommendations

*Attached to the Manager's Report*

Report 6.4 City Auditor's Transit Recommendations and Implementation Update

*Attached to the Manager's Report*

Report 6.5 Framework for Transit Funding Needs Associated with Service Requirements

*Attached to the Manager's Report*

Report 6.6 Neighbourhood Planning Transit Framework

*Attached to the Manager's Report*

Report 6.7 LRT Central Area Circular Timeline and Funding

*Attached to the Manager's Report*

Report 6.8 New Transit Projects – Smart Bus Technology

*Attached to the Manager's Report*

Report 6.13 Funding Models for Fast Tracking LRT Construction

**Private Reports**

Report 8.2 Transit Service to the International Airport

**4. OTHER INFORMATION**

<b>Transit Ridership Information for November 2010</b>	
<b>Ridership</b>	<b>Total Year to Date</b>
2009	61,899,914
2010	64,585,894
Change from 2009 to 2010	2,685,980
Percentage Change	3.16%