



Edmonton Transit System (ETS)

OCTOBER 2012

1. ETS Promotions and Special Events:

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.

Park and Ride from Transit Centres

The ability to park a private vehicle and then ride ETS is a popular form of travel for our customers, particularly along the LRT line. In recent years, we've expanded the number of park and ride locations at transit centres to increase the availability of convenient, express-type service for bus riders as well. Newer locations such as Eaux Claires, Davies, Lewis Farms and Meadows have over 200 parking stalls each and the parking is free. For more information on transit centre park and ride facilities see www.takeETS.com.

ETS Testing Digital Bus Pass

ETS is testing the concept of digital bus passes with a variety of groups in both work and volunteer applications. Last year, we introduced the digital bus pass, testing it with a group of high school students. Currently we have an ongoing test with a group of employees at Alberta Health Services (AHS) and this summer we added a short term test group of volunteers at the Fringe Festival.

This new product enables customers to purchase a monthly pass and display it on the screen of their smart phone. ETS currently has the system working on Apple and Android platforms; we're continuing to work on a Blackberry solution. By downloading an App and entering a secure ID number, a customer is able to register for and receive a digital bus pass. The system that controls the creation and display of digital bus passes is controlled by ETS. It allows us to access data on sales and use of the passes.

Advantages to the digital bus pass include no expired product. The digital bus pass appears on a device on a specific date and disappears on a specific date. Every digital bus pass you see is active and valid. The digital bus pass displays the accurate date, month and time as well as animation. We've designed the pass to be easier to verify at a glance. There's animation, a clock and a "time remaining" countdown on every pass. Every digital bus pass displays a unique ETS ID number. We can use that number to remotely confiscate any pass if required.

It's an exciting opportunity, and those involved in the test groups like the easy accessibility to our service.

LRT Customers Being Surveyed

Understanding our customers' perceptions of the service we provide is essential to ETS. This insight guides us in many of the decisions we make; from allocating resources to improving infrastructure to innovating our service. The annual Customer Satisfaction Survey is the primary vehicle to get the pulse of the customer. The survey measures satisfaction with numerous aspects of our service including Operators, fleet, facilities, security and service **delivery**.

Comment [d1]: Sentences were repeated.

Results from the survey 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 again this year in late October. If you are approached, please take the time to provide your response. We value your opinion!

LRT Governance Board Announced

October 15, 2012

Edmonton City Council is pleased to announce the appointment of six individuals to the newly-formed LRT Governance Board who will oversee the construction of Edmonton's [Southeast to West LRT](#) extension.

The Governance Board will ensure best practices and include oversight of management decisions affecting construction, procurement, contractor selection, expense control, community consultation and communication, permits, and utility co-ordination.

The LRT Governance Board members are:

Tracey Ball – Executive Vice-President and CFO of Canadian Western Bank Group in Edmonton. Tracey currently serves as a director of FortisAlberta Inc., and the Alberta Capital Market Foundation. She recently concluded her maximum term as Chair of the Province of Alberta's Audit Committee and she has also served as both director and Chair of Financial Executives International Canada.

Kate Chisholm – Senior Vice-President, Legal, Regulatory and Government Affairs, Capital Power Corporation. Kate brings with her a strong legal and

governance background, experience in major capital project oversight, as well as stakeholder relations and risk management.

Don Hickey – Vice-President, Facilities and Operations, University of Alberta. Don brings with him over 40 years of relevant experience in both the private and public sectors in Canada and the United States. Areas of focus have been design, project management/project delivery, risk management, communication and executive leadership generally, and specific to Edmonton's LRT system.

Ivan Ing – President and Special Advisor, Rocklynn Capital Inc. Ivan has extensive knowledge and experience in infrastructure projects specifically with fully integrated transportation/transit solutions. He will bring a unique perspective and insight into various components of the LRT strategy to meet the needs of the project. In addition to his extensive experience with infrastructure projects, Ivan also brings significant insight into the board management and governance of non-profit and public sector organizations.

Don Lowry – President and CEO, EPCOR Utilities Inc. Don has a solid track record over the last 20 years directly engaged at a CEO, Chairman and director level in large complex capital projects across Canada and the United States. He has in-depth industry experience with critical skills required to safely and on time and on budget deliver infrastructure projects, with multiple partners including P3 structures for a variety of clients from both the public and private sectors.

Al Maurer – Retired, former City Manager for the City of Edmonton. Al will bring considerable municipal experience to the Board along with a good understanding of the communities that will be serviced by the LRT. He has worked with community groups, businesses, the consulting and construction industry and has served on many committees and boards.

The Southeast to West LRT is a low-floor urban line that will run between Mill Woods in southeast Edmonton through downtown to Lewis Farms in the west end. All 27 km of the Southeast to West LRT are currently in the Preliminary Design phase.

Traffic Decongestion Helps Edmonton Drivers Breathe Easy



October 15, 2012

The City of Edmonton is pleased with a new report showing that Edmonton has one of the best records for decreasing traffic congestion among North American cities.

The TomTom North American Congestion Index ranked Edmonton number one out of 26 cities in the U.S. and Canada, with an overall 7% decrease in traffic

congestion between 2011 and 2012. According to TomTom calculations Edmonton went from 21% congestion in 2011 to 14% in 2012, making it the best-ranked Canadian city and second overall in North America behind Phoenix.

"We're very pleased with the results," said Transportation Operations Manager Brice Stephenson. "The recent completion of large projects like Quesnell Bridge and Scona Road as well as a decrease in collision rates through improved safety and traffic controls are contributing factors."

Less construction and fewer collisions mean better traffic flow throughout Edmonton. When combined with increases in transit infrastructure and ridership, the TomTom results demonstrate how the City is using a multi-faceted approach to address traffic congestion.

TomTom's congestion index compares travel times during non-congested periods with travel times in peak hours, with the difference expressed as a percentage increase in travel time. The comparison includes local roads, arterials and highways.

TomTom manufactures auto-navigation products and uses GPS equipment to study traffic flow.

The full survey results are available at tomtom.com/en_ca/congestionindex/. For more on how the City is improving the way we move around Edmonton, visit edmonton.ca/transportation.

2. DATS NEWS

New DATS buses on the way

Recently, Ian Newel and Ryan Federowich (Fleet Services), traveled to Elkhart, Indiana to inspect a prototype of the next order of 25 new DATS buses. The inspection took place at the Goshen Coach factory. They ensured that the bus met all of the needed specifications so that production on the next 24 could begin as soon as possible.

These buses will include the four wheelchair and up to 12 ambulatory maximum capacity that was included in the most recent order of 16 buses. In addition, based on feedback from DATS Operators, there will be an optional fifth wheelchair spot available in these buses. This fifth spot is intended to serve as an option for Operators to have more flexibility in where to position passengers using wheelchairs and scooters. This will allow greater efficiency in route planning and drop off/pick up ordering. The new buses are expected to be in service before the new year. Please note that these are replacement vehicles as the existing fleet is nearing the end of its useful life.

DATS Telephone System Upgrade

Work has commenced to convert the DATS phone system to Cisco phones that use "VoIP" - Voice over Internet Protocol. VoIP is a technology that allows telephone calls to be made over computer networks like the Internet. VoIP converts analog voice signals into digital data packets and supports real-time, two-way transmission of conversations using Internet Protocol (IP).

Both the phones in work stations/offices and the software used in the Customer Care Centre to distribute calls to Agents will be upgraded to the VoIP system. DATS is one of the last areas in the City of Edmonton administration to be converted - other customer contact centres - such as 311 - are already using this system.

Staff training to ensure we know how the new phones work is an important component of the conversion - as is a back-up plan to ensure clients can reach us if the computer goes down. 311 still maintains the old phone system and can be quickly switched back if a problem with VoIP occurs. DATS will likely follow their lead.

All the phone numbers will remain the same. More updates to follow as we progress.

DATS Community Garden Harvest

The fall has come and with winter close on its heels, DATS staff harvested their Community Garden in late September. We collected potatoes, beets, beans, zucchini, tomatoes, and plenty of herbs. The harvest was sent to Mustard Seed's Soup Kitchen. We look forward to next summer so we can continue on the new tradition of the DATS Community Garden!

Key Performance Indicators

In August 2012, DATS made 73,633 trips, while 767 trips were unaccommodated. The on-time performance was at 94.62 per cent. 34,779 calls were answered. Improvements, as compared to 2011, were seen in the overall on-time performance, percentage of unaccommodated trips and number of complaints received.

3. MINUTES FROM COUNCIL AND COMMITTEES OF COUNCIL:

TRANSPORTATION AND INFRASTRUCTURE COMMITTEE MINUTES – SEPTEMBER 18, 2012

**6.2 Transit Smart Fare System (Report No. 2012TS8097 and three attachments are attached to the Manager's Report)
(See attached)**

CITY COUNCIL AGENDA –OCTOBER 17, 2012

8.1 Southeast to West LRT Funding (Private Report – Power Point Presentation)

EXECUTIVE COMMITTEE AGENDA, OCTOBER 22, 2012

6.6 Business Case for Downtown Wayfinding Signage System Report (Report No. 2012SHE019 is attached to the Manager's Report)

TRANSPORTATION AND INFRASTRUCTURE COMMITTEE AGENDA – OCTOBER 24, 2012

6.1 Edmonton Transit U-Pass Program (Report No. 2012TS7232 is attached to the Manager's Report)

6.5 Extension of LRT Beyond Temporary NAIT LRT Station (Report No. 2012TS4652rev and two attachments are attached to the Manager's Report)

6.4 Advisory Board Review – Edmonton Transit System Advisory Board (Report No. 2012TS2470 and two attachments are attached to the Manager's Report).

4. OTHER INFORMATION

Transit Ridership Information for AUGUST 2012	
Ridership	Total Year to Date
2011	49,635,602
2012	51,132,327
Change from 2011 to 2012	1,496,726
Percentage Change	3.02

Transit Ridership Information for SEPTEMBER 2012	
Ridership	Total Year to Date
2011	57,266,454
2012	58,947,456
Change from 2011 to 2012	1,681,002
Percentage Change	2.94