



## Edmonton Transit System (ETS)

AUGUST 2012

### 1. ETS Promotions and Special Events:

#### **ETS Fall Service Changes Effective September 2**

September is always busy at ETS as summer service levels are increased to meet the needs of customers returning to work and school. Several regular service changes also come into effect. Check take ETS.com for details.

#### **ETS Facebook Back-To-School and Work Contest**

After a carefree summer, it is nearly time to hit the books or go back to work again! But before you do, ETS wants to send you back to school or work in style with some new technology.

Up for grabs are 2 Kobo eReaders: 1 Kobo Vox Touchscreen Colour eReader and 1 Kobo eReader Touch Edition, as well as a \$50 Edmonton City Centre gift card and 2 ETS swag packages.

#### **Giveaway Details**

Between August 15 to 31, 2012, we want you to try the new ETS To Go website (the ETS Trip Planner optimized for mobile devices).

1. Use ETS To Go at [www.takeETS.com/ETSToGo](http://www.takeETS.com/ETSToGo), on your mobile device or computer to plan your trip from your starting location to your final school/post-secondary/work location.
2. Write down all the steps you took to get your final trip plan. (ex. "Picked 'Plan Your Trip', selected this function, entered this location", etc.)
3. Take a screenshot of your final "Your Trip Information" trip plan.

Check takeETS.com for contest details. Winners will be chosen randomly from all entries with detailed trip plans.

### **The Everyday Way to Ride Back to School**

August and September are really busy months at ETS as we ramp up our service for those going back to school and work, and we also start a major outreach program to provide service and program information for post secondary students.

Youth monthly passes for elementary, junior high and senior high students are valid for travel every day of the week. Students can buy their passes at the schools they attend.

### **U-Pass**

The Fall 2012 U-Pass will be available during the registration process to qualifying students at NAIT, MacEwan and University of Alberta.

Starting in late August we'll be at NAIT, MacEwan and U of A providing transit information for students and staff.

### **University of Alberta**

University Transit Centre

Monday, September 3 - Wednesday, September 5

8am to 4pm

### **MacEwan**

Parent Orientation

Monday, August 27

6pm – 9pm

Fall Fest – Main Campus

Wednesday, September 5 – Thursday, September 6

Noon – 5 pm

### **NAIT**

Gear Up event

Saturday, August 25

Noon to 4 pm

Intake at Main Campus

Monday, August 27

9am - 3pm

Tuesday, September 4

9am - 3pm

### **Earn Air Miles Reward Miles**

If you qualify and wish to take part in an AIR MILES® reward miles offer, just enter in your AIR MILES® collector number in the Collector Field available on the billing information page at checkout.

### **The Every Day Way to Spectacular Rider Rewards**

Purchase a September Adult Monthly Pass from Safeway locations between August 17 and September 6, 2012 and Earn 25 AIR MILES® reward miles!

PLUS you could WIN 1000 AIR MILES® reward miles\*

### **Earn 150 AIR MILES® reward miles (Adult Monthly Pass)**

To provide loyal riders with great value, the first 500 online customers to purchase eight Adult Monthly passes within the 2012 calendar year will be able to receive 150 AIR MILES® reward miles. This offer can be used in conjunction

with the Earn 15 AIR MILES® reward miles offer mentioned below. Note: In order to qualify for the 150 AIR MILES® reward miles, customers **must** partake in the monthly offers.

**Earn 15 AIR MILES® reward miles (Adult Monthly Pass)**

The first 1,000 online customers to purchase an Adult Monthly Pass each month will be able to receive 15 AIR MILES® reward miles. This offer can be used in conjunction with the Earn 150 AIR MILES® reward miles offer mentioned above.

**Earn 3 AIR MILES® reward miles (Adult Ticket Strip)**

The first 1,000 online customers to purchase an Adult Ticket Strip each month will receive 3 AIR MILES® reward miles. This offer cannot be used in conjunction with any other AIR MILES® offers provided by ETS.

**AIR MILES® reward miles Offer Details:**

ETS reserves the right to change or discontinue at anytime all offers that provide AIR MILES® reward miles.

1. Customers will only be recognized for a maximum of two Adult Monthly Pass and/or Adult Ticket Strip purchases each month.
2. Product offers cannot be used in combination with other transit offers or discounts unless otherwise identified in writing.
3. Product distributors and retailers are not eligible to participate in any of the AIR MILES® reward miles offers disclosed above.
4. This information is being collected under the authority of section 33(c) of the Freedom of Information and Protection of Privacy Act, R.S.A. 2000, c. F-25 (FOIP) and will be used for ETS Rider Returns offer purposes. It is protected in accordance with the privacy provisions of FOIP. If you have any questions about the data collected, you may contact the Edmonton Transit System Strategic Marketing Supervisor at 850 Scotia Place – Tower 1, 10060 Jasper Avenue, Edmonton Alberta T5J 3R8, 780-496-2853.

\*No purchase necessary. See customer service at Safeway Store Locations for complete list of rules and regulations.

**Northgate Transit Station Centre Reconstruction**

The building at Northgate Transit Centre is being replaced with a larger structure which will include public washrooms. The current building closed on Tuesday, May 22, 2012. Construction is expected to be complete in spring 2013.

Bus service changes started May 27. During construction all buses moved to stops along the outside curbs of the transit centre. Temporary shelters will be placed at these stops.

**ETS and AGA team up to offer special discount for transit users**

Ride ETS and save \$3 on your next visit to your AGA!

Located in the heart of Edmonton's Arts District, the Art Gallery of Alberta (AGA) is Alberta's must-see visual arts destination connecting people, art and ideas.

ETS and the AGA have teamed up to offer a special discount to transit users. This promotion is a joint initiative by ETS and the AGA.

This offer applies to individuals using Adult, Youth and Senior tickets, as well as Day Passes and Monthly bus passes. A discount of \$3 will be applied to the admission price at the AGA when one of the listed ETS fare products is shown when purchasing admission.

Validated ticket or transfer must be redeemed at the AGA the same day as purchased; not valid with any other AGA special event, promotion or discounted admission day.

### **Park and Ride Express Services**

The ability to park a private vehicle and then ride transit has become a very popular form of transportation in Edmonton, particularly along the LRT. In recent years, ETS has expanded the number of Park and Ride locations at transit centres to increase the availability of convenient, express-type service for transit users. Newer locations, including Eaux Claires, Davies, Lewis Farms, and Meadows, have over 200 parking stalls at each site available for customers. And the parking is free.

Express buses are primarily geared toward weekday riders traveling to popular destinations, such as the U of A, Downtown, West Edmonton Mall and major retail locations. Parking your vehicle at your local Park and Ride site allows you easy access to express buses, creating a quick stress-free commuting experience. Some express routes also connect directly to the LRT.

Check the website [takeETS.com](http://takeETS.com) for popular routes from each Park and Ride site, including express bus service and LRT. Visit [Park and Ride \(Regular Service\)](#) for detailed information on each Park and Ride location.

### **The Gerry Wright Better Transit Award**

“The Citizens for Better Transit” recognized the contributions of a transit operator, Donald Clark, for his long career with ETS on August 6<sup>th</sup>. Mr. Clark was announced as this year’s recipient of the annual award for his 40 years of service, and his professionalism, humour and common sense – he could deal with everyday challenges capably and effectively.

## **2. DATS NEWS**

### **DATS Open House**

Final preparations are underway for the 2012 DATS Open House to take place on September 13<sup>th</sup> from 10 am to 2 pm. The event is planned as a celebration of specialized transit as part of the ETS Family of Services and will include live entertainment, snacks and refreshments, presentations, door prizes, information booths and a chance to explore ETS vehicles. Everyone is welcome to attend.

### **DATS Operators receive Professional Bus Operator certification**

Over 90 per cent of all DATS Operators were handed out packages confirming that they are Certified Professional Bus Operators, which is a designation given by the Motor Carrier Passenger Council of Canada.

### **Transition to New Software Complete**

The update of the computer software used by DATS, Trapeze, to version 11 has now been completed. The updated version provides a number of enhancements

in booking, dispatch, operations and scheduling that will positively affect customer service levels.

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

**TRANSPORTATION AND INFRASTRUCTURE COMMITTEE  
MINUTES – AUGUST 21, 2012**

**5.1 Extension of LRT Beyond Temporary NAIT LRT Station**

Revised Due Date: October 23, 2012

**6.1 Transit Vision 2040 – Canadian Urban Transit Association  
(Report No. 2012TS6235 is attached to the Manager's Report).**

**CARRIED.**

**EXECUTIVE COMMITTEE MINUTES – AUGUST 22, 2012**

**5.4 Strategy to Promote Walkable, Accessible and Mixed-Use  
Development in Commercial Centres**

Revised Due Date: December, 2012

**6.2 Stadium Station Transit Oriented Development Project –  
Future Development Opportunities and Initiatives (Report No.  
2012SPE020 is attached to the Manager's Report)**

Revised Due Date: September 5, 2012

**4. OTHER INFORMATION**

<b>Transit Ridership Information for JULY 2012</b>	
<b>Ridership</b>	<b>Total Year to Date</b>
2011	45,197,847
2012	46,464,063
Change from 2011 to 2012	1,266,216
Percentage Change	2.80