



ETS MANAGERS REPORT SEPTEMBER 26, 2011

1. ETS Promotions and Special Events:

Fall Service Changes

September is always busy at ETS as summer service levels are increased to meet the needs of customers returning to work and school. We're also bringing in changes we've planned for regular service.

This fall, we're adding new articulated buses into service on Route 8 to bring some breathing room to customers. We've also added more buses to Route 100 to increase capacity during weekday peaks.

Scona Road is still under construction, so detours remain in effect. Bus routes 7, 57, 62, 63, 70, 81 and 87 will not be using 99 Street or Scona Road to and from downtown. The detours will add approximately 5-8 minutes to travel time in each direction. We've increased capacity on the LRT during weekday peak travel times to address crowded conditions on some of the trains.

New ETS Video Coming

So, what do Councillor Don Iveson and local recording artist Colleen Brown and her band have in common with ETS customers and staff? They recently spent a day together recording a concert in motion on an ETS bus as part of the launch of our social media services later this month. Customers were invited to participate through our Facebook page. We had terrific response. Thanks. Hope you had as much fun as we did. Look for the finished product at <http://www.facebook.com/take ETS> later this month.

Changes to Routes 78 & 79

ETS has extended Routes 78 and 79 to Century Park. These extensions replace Routes 92, 93 and 314 (Walker to Mill Woods), which have been cancelled.

Route 78 service is extended from Mill Woods TC to Century Park TC, removing service from Lakewood. We added early evening and Sunday midday service to the route. This route replaces Route 92. On Route 79, we extended service from Mill Woods TC to Century Park TC, removing service from Lakewood. This route replaces Routes 93 and 314. With these changes we're able to provide residents of these areas with more direct service to Century Park and increase off-peak service.

ETS Lost and Found Software – “Foundtastic!”

Foundtastic! Is a web tool customers can use to check for a lost article. The soft launch to the public mid-October. A short survey will be included to gather input.

ETS Centennial Book “Ride of the Century”

The ETS Centennial Book has arrived! It’s a wonderful 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, and the city’s (and Canada’s) first Historian Laureate, has done an amazing job weaving Edmonton Transit’s 100 years of history into the development 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 later in October at Audrey’s and Greenwoods bookstores, The Edmonton Store at Tix on the Square, and the gift shops at the Muttary Conservatory, Fort Edmonton and John Janzen Nature Centre. Cost per book is \$39.95 plus GST.

For more information, and to see where book signings with the authors are planned, check out our website at www.takeETS.com

Passenger Misconduct Fines Increase

On August 1, 2011 a revised fee schedule for Transit Bylaw 8353 took effect. Fines for passenger misconduct ranging from fare evasion to vandalism, graffiti, and nuisance/disruptive behaviour increased to \$250 bring our fines in line with other transit properties in Canada.

As part of the fines increase, City Council requested ETS to review and overhaul the Conduct of Transit Passengers Bylaw to make it relevant to the way we conduct business today. The bylaw was last revised 13 years ago. The proposed revisions will be brought forward to Council this fall.

We’re encouraging citizens to provide their comments on bylaw changes through an ongoing discussion on Facebook and ETS web site. We’d like to hear from Transit employees too.

Student Outreach Activities

ETS staff was back at the University of Alberta, MacEwan and NAIT to provide transit information and provide trip planning help to new and returning students, faculty and staff. The ETS INFOBUS was at the University Transit Centre during Orientation days and the first day of classes, September 5 to 7.

Staff was also out at orientation and back to school events at MacEwan City Centre Campus on August 29 and September 1, plus their Fall Fest September 8 and 9. We were at the NAIT Main Campus for first days of classes August 29 and September 6. Staff was also at Concordia on September 6. Remember that the new Fall 2011 U-Pass sticker is available at University, MacEwan and NAIT

campuses and is valid for travel on regular ETS, St Albert and Strathcona County transit systems starting September 1.

New Distracted Driving Legislation

What are you doing behind the wheel? If you're driving anywhere in Alberta as of September 1, 2011, the answer had better be focused on driving. Alberta's new distracted driving legislation gives provincial law enforcement agencies an additional tool to help make our roads safer.

The new law restricts the use of hand-held electronic devices while driving, including cell phones, laptop computers, and portable audio players. It also restricts activities like texting, reading, writing, and personal grooming.

Drivers need to be aware that to be compliant with the law you must be legally parked before engaging in any of the restricted activities. Being stopped at a red light, delayed in traffic or waiting for a train doesn't qualify as you are still considered to be driving and engaged in a traffic situation.

For our ETS Operators, the new legislation shouldn't present any difficulties because the City of Edmonton and Edmonton Transit already have directives in place on the use of electronic devices. Carrying passengers in revenue service is a big responsibility and ETS has historically held its Operators to a high standard for safe driving.

2. Minutes from Council and Committees of Council:

TIC Minutes – July 12, 2011

6.7

[Edmonton's Urban Traffic Noise Policy - Update](#)

R. Lundberg, made a presentation and answered the Committee's questions.

B. Latte, Transportation Services, answered the Committee's questions.

Moved K. Leibovici:

Edmonton's Urban Traffic Noise Policy - Consultations and Additional Information

That Administration undertake a broader public consultation on the Urban Traffic Noise Policy C506, and explore the following:

- a) the merits of developing a different noise threshold or policy for LRT corridors
- b) that measurements be provided as averaged of

peak noise levels
 and provide a report, along with a revised policy, to
 Transportation and Infrastructure Committee in the spring of
 2012. Transportation Svcs.

Due Date: Spring 2012

In Favour:

Carried

B. Henderson, K. Krushell, K. Leibovici, T. Caterina,
 S. Mandel

Report No. 2011TS8877 is attached to this Manager's Report

TIC Minutes - September 6, 2011

7.1 **Transit Service to International Airport**

The Committee met in private at 9:41 a.m., pursuant to section 25 of the
Freedom of Information and Protection of Privacy Act.

The Committee met in public at 10:44 a.m.

Councillors K. Krushell and K. Leibovici referred this item to the September
 14, 2011, City Council meeting without a Committee recommendation.

In Private Report

COMMUNITY SERVICES COMMITTEE Agenda– September 19, 2011

6.1 Alternative Transportation for Shuttling Seniors

Report No. 2011CSS010 and Attachment 1 and 2 are attached to this Manager's Report

3. 2011 ETS Highlights:

Transit Ridership Information for AUGUST 2011	
Ridership	Total Year to Date
2010	46,593,474
2011	49,635,602
Change from 2010 to 2011	3,042,127
Percentage Change	6.53