

Edmonton Transit System (ETS)



MARCH 31, 2014

1. ETS News

ETS Every Day Way To Get Smart Bus Information

Edmonton Transit has recently released our new Smart Bus video, *ETS Smart Bus – Behind the Scenes*, on the City of Edmonton YouTube channel. You can view it through www.takeETS.com/ETSLive.

ETS Smart Bus – Behind the Scenes offers viewers a glimpse into the various technologies involved in Smart Bus and how they have been integrated into the Edmonton Transit business model.

This short video provides an overview of the how, what and why of Edmonton Transit's Smart Bus initiative.

The video covers all aspects of Edmonton Transit's journey over the past several years, from the decision to bring Smart Bus technology into the fleet, what's involved in our Smart Bus solution, and where we're headed. It's an engaging seven minutes and we hope you find it both informative and entertaining.

Have a Nice Day at Northgate TC

Have a Nice Day by Edmonton artists Mark Feddes and Chelsea Boida, is the bright, cheerful and colourful piece of public art at Northgate Transit Centre.

The hand-painted mural celebrates colour and motion. The artists intended to complement both the new transit centre and the nearby urban landscape.

The colours and shapes relate to the visual experience of the mural and the surrounding neighbourhood – a place of diverse land uses, pathways, commerce, and people.

Colours on signs, packaging, clothing and other details of this landscape make *Have a Nice Day* at home in a sea of changing colour.

Enjoy, and...*Have a Nice Day!*

ETS Ridership Doubles in 11 years

We're happy to report that more Edmontonians are taking public transit and last year's numbers are the best yet.

In the past 11 years Edmonton Transit System ridership has nearly doubled, increasing from 44 million rides in 2002 to 86.7 million rides in 2013.

As more and more Edmontonians chose to take public transit, ridership on ETS increased by 1.6 million rides, which was 1.8 per cent over the projected increase for 2013.

At 86.7 million, the total ridership for 2013 was 4 million rides more than 2012, an increase of over 5 percent.

"Edmonton Transit continues to enjoy outstanding success in attracting riders in a trend that started in 2002," said Charles Stolte, Manager of Edmonton Transit. "Getting more people to travel actively and sustainably is one of the City's highest priorities and these numbers show that we are definitely traveling in the right direction."

2014 Senior Passes

The new 2014 ETS senior Citizen Annual Pass goes on sale Monday, March 3 at the ETS Customer Services Centre located on the main floor of City Hall.

Cost for the Annual Pass remains at \$125. The Low Income Annual Pass costs \$54. We're mailing out renewal packages for the annual passes early March. You can continue to use your 2013 Annual Pass until March 31, 2014.

Paying the Fare vs Paying a Ticket

We've had some customer questions lately about the cost of the ticket for fare evasion on ETS. Specifically, why is it so high?

The short answer is that the amount of the fine needs to be enough of a deterrent that an individual would choose to pay the fare rather than risk the fine.

When the fare evasion fine was \$110, that price was close to the cost of a monthly pass, so some people did the math and figured it was worth the risk to try for a free ride. With the current price for fare evasion at \$250.00, most folks think twice before taking the risk. And that's the point of the price. Our goal is to have our customers pay the fare not a ticket.

The ticket price for fare evasion on ETS is right in line with the majority of the fines under the City of Edmonton Community Standards and Public Places Bylaws.

Be an ETS Everyday Hero

What does it take to be an Everyday Hero on ETS?

Not a lot, actually. Being an Everyday Hero is as simple as offering your seat to someone who needs it more than you, letting people get off the bus or train before you try to board, taking your backpack off and holding it in front of you on ETS so that you don't accidentally hit someone with it. It's a series of small actions that can add up to a major improvement in the quality of the transit experience for those traveling with you. Look for our series of Everyday Hero ads inside buses and trains, on LRT-TV and in the Metro newspaper. For more information on this program see www.takeETS.com/hero. Be an Everyday Hero today and find out for yourself just how good it feels.

Service: Changes for Spring Break

ETS is providing regular weekday service during Spring Break, March 31 to April 4, 2014.

We'll be providing regular weekday service, with all school routes (numbered 600-999) cancelled except for University and NAIT. Routes 46, 165, 167, 186, 187 and 188 will not be operating, as well as the school loops on Routes 11 and 145.

For travel details check www.takeETS.com, text31100, or call BusLink at 780-496-1600.

Culture Transformation and Employee Communication Project (Jan – Dec 2014)

The Transit Manager has recently raised the priority within the branch (ETS) to focus on culture transformation and employee communication. For 2014, direct action and priority will be taken by ETS to:

- Establish and solidify effective lines of internal communication, engaging ETS employees in new and widely reaching ways.
- Solidify the branch's commitment to culture transformation while increasing the profile and awareness of such activities.
- Establish ETS as a culture transformation leader within the City of Edmonton.
- Coordinate and build upon ETS employee recognition events.

Marketing/Communications Channel Analysis Project (Feb – April 2014)

The ETS marketing program leverages several channels of communication to effectively reach and shape the behaviour of target segments. As priorities, this special project will engage in efforts to:

- Evaluate usage trends that are taking place within each channel.
- Understand the inter-relation between channels.
- Identify when best to use channels along the customer experience cycle (awareness, exploration, conversion, retention/re-engagement).
- Establish criteria and identify primary and secondary channels among segments.
- Assess and identify which channels are most suited for the various types of messaging (i.e. service inf, scheduled alert info, unscheduled alert info, promotional info, safety info, etc.)

2. DATS NEWS

Recertification Update

DATS has begun the recertification process, mailing out approximately 200 to 300 recertification notices to registrants each month (until all existing registrants have participated in recertification). *Please note: if any changes to DATS eligibility are found, the changes will not take place until later this spring, 2014.*

IVR Update

DATS has confirmed the design for the New IVR (automated phone call) / SMS (text message) / Email system

- Out-Bound to Customers (existing)
 - Previous Night Reminders (existing IVR adding SMS (texting) and Email)
 - Driver Initiated Call Reminders (existing IVR adding SMS (texting) and Email)
- In-Bound contacts from Customers (new)
 - "Where's My Ride" (call in IVR/SMS)
 - Confirm Trips in the Next 3 Days (call in IVR)

- Cancel trips for Today or the Next 3 Days (call in IVR)

Key Points

- Customers have to Opt-In / Opt-Out for the SMS (texting) service to use it.
- Customers can call 90 minutes in advance of their trip to use the “Where’s My Ride” function.
 - The system confirms if the current estimated time of the trip or the end of the window is in the next 90 minutes. If either of these conditions is correct, the system will provide an estimated time of the trip (same as we see in Trapeze).
 - If the customer gets an estimated time 90 minutes in advance, we recommend they call back 30 to 60 minutes before in case the estimated time changes.
 - Note: the customer is still expected to be ready at the start of the pickup window (this will be reinforced to customers).

DATS Stats: February 2014

- DATS carried 75,766 trips in February with an average of 3,287 customers served during the weekdays and 1,228 customers carried on the weekends.
- DATS showed an increase in overall on-time performance at 96.07% (as compared to last month 92.98%). Much of this can be attributed to the recent operational change of having DATS staff prepare and inspect the buses prior to leaving the garage, which allows the Operators to start their shift shortly after reporting for duty and for Dispatch to more efficiently manage trip placement.
- Since the implementation of the change in the cancellation notice required (to two hours before a trip – increased from 30 minutes), we are starting to notice a decrease in cancellations in early 2014. Year to date, DATS has a cancellation rate of 12.26 per cent of all scheduled trips. This is an improvement from 2013 where the cancellation percentage per scheduled trips was 17.65. This is an improvement of 5.39 percentage points. The Late Cancellation project can also be attributed to this success as we work with clients who have frequent cancels to ensure they are booking only the trips that truly need.
- The trip accommodation rate continues to be high. In February, DATS achieved a 98.88 per cent accommodation rate, that is, the vast majority of trips requested by registrants were able to be provided.

3. November Statistics

Transit Ridership Information for JANUARY, 2014	
Ridership	Total Year to Date
2013	8,229,188
2014	7,964,279
Change from 2013 to 2014	(244,909)

Percentage Change	(2.98)
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December Statistics

Transit Ridership Information for FEBRUARY	
Ridership	Total Year to Date
2013	16,004,037
2014	15,905,721
Change from 2013 to 2014	(98,317)
Percentage Change	(0.61)

4. Minutes from Council and Committees of Council

TRANSPORTATION COMMITTEE – MARCH 5, 2014 MINUTES

5.2 [Natural Gas Buses and Westwood Garage \(No Report\)](#)

Moved B. Esslinger:

That the revised due date of April 9, 2014, be approved.
Transportation Svcs.

Due Date: Apr. 9, 2014

In Favour:

A. Sohi, M. Walters, B. Anderson, B. Esslinger

Carried

5.3 [Smart Bus Implementation - Options for Funding \(No Report\)\(A. Sohi/B. Henderson/T. Caterina\)](#)

Moved B. Esslinger:

That the revised due date of May 7, 2014, be approved.

Transportation Svcs.

Due Date: May 7, 2014

In Favour:

A. Sohi, M. Walters, B. Anderson, B. Esslinger

Carried

5.4 [Transit Accessibility for Newcomers \(A. Sohi\)](#) (No Report)

Moved B. Esslinger:

That the revised due date of May 7, 2014, be approved.
Transportation Svcs.

Due Date: May 7, 2014

In Favour:

A. Sohi, M. Walters, B. Anderson, B. Esslinger

Carried

5.5 [Peak Hour Implementation](#) (No Report)

Moved B. Esslinger:

That the revised due date of "To Be Determined", be approved. Transportation Svcs.

Due Date:
To Be Determined

In Favour:

A. Sohi, M. Walters, B. Anderson, B. Esslinger

Carried

CITY COUNCIL – MARCH 11, 2014

4.1 [The Way Ahead Goal - Shift Edmonton's Transportation Mode](#)
(Report attached)

Items 4.1 and 4.2 were dealt with together.

S. Farbrother, City Manager; L. Rosen, Chief Financial Officer and Treasurer; and A. Wandzura, General Manager, Transportation Services, made presentations and answered Council's questions. M. Bateman facilitated the session.

L. Cochrane, General Manager, Community Services; and R. G. Klassen, General Manager, Sustainable Development, answered Council's questions.

Moved S. McKeen – A. Knack:

The Way Ahead - Revised Transportation Goal and Corporate Outcomes

That Administration report back to Council, as soon as possible, with revisions for the Transportation Goal, and revised Corporate Outcomes, building upon the discussion at the March 11, 2014, City Council meeting. Financial Svcs. & Utilities

Due Date:
To Be Determined

In Favour:

D. Iveson, T. Caterina, B. Esslinger, E. Gibbons, B. Henderson, A. Knack, D. Loken, S. McKeen, M. Oshry, A. Sohi, M. Walters

Carried

Absent:

B. Anderson, M. Nickel

TRANSPORTATION COMMITTEE – MARCH 19, 2014 MINUTES

5.	<u>STATUS REPORT</u>	
5.1	<u>Enclosed Coliseum LRT Station and Pedway to Northlands Expo Centre</u> (No Report)	Passed Due Date May 7, 2014
6.	REPORTS	
6.1	<u>River Valley LRT Construction Impact Reduction</u> (No Report)	Motion passed
7.	RESPONSES TO COUNCILLOR INQUIRIES	
7.1	<u>Edmonton Transit - Expenditure Reductions and Increased Revenues (A. Sohi)</u> (No Report)	Passed
8.	PRIVATE REPORTS	

8.1	<p>Civic Agencies Recruitment - Applicant Interviews - Verbal report</p> <p><i>Time specific: 11 a.m., in Councillors' Boardroom</i> <i>Council approval required</i></p> <p><i>Sections 17, 23 and 24 of the Freedom of Information and Protection of Privacy Act</i></p>	Passed
8.2	<p>North LRT to NAIT Update - Operational Issues - Verbal report (No Report)</p> <p><i>Sections 25 and 27 of the Freedom of Information and Protection of Privacy Act</i></p>	B. Esslinger