



ETS MANAGERS REPORT JANUARY, 2012

1. ETS Promotions and Special Events:

ETS Trip Planner

The latest edition of the ETS Trip Planner contains a number of new features designed to make trip planning easier and more convenient and increase your ability to get automated personalized travel updates.

New features include the integration and automation of alerts for planned detours and bus stop closures; improved usability and layout of the Trip Planner interface; a new Trip Planner engine to give quicker results and better trip solutions; and a school service summary that you can search by school session (regular school term vs summer).

We've also added some new tools like the *Subscribe for Alerts* that will send emails for planned detours and bus stop as well as general service alerts for service changes and major delays/disruptions.

Check them out at www.takeETS.com; they're on the right side of the screen.

Health Sciences Platform Construction

Customers using Health Sciences LRT station will be encountering some construction on the station platform as preparation starts for the installation of an overhead pedway across 114 Street and along the west side of the station, connecting the new Edmonton Clinic South and the new Edmonton Health Academy.

Construction also includes an upgrade to the existing Health Sciences Station with the addition of a second floor connection to the station platform. The pedway will be located over the north end of the platform.

Construction is expected to be complete in the fall of 2012.

Activity this month is mainly preparation for the construction of supporting structures for an escalator, stair and elevator connection to the pedway. Two

glass shelters on the platform will be removed as openings are cut for the construction.

The contractor will maintain pedestrian access at both ends of the platform and to the trains on each side during the installation. Look for notices on the platform as the project goes forward.

ETS Customer Specials

Finding opportunities to say 'thanks' to customers committed to using public transit is a continual challenge, particularly when purchases are made using a variety of methods. Right now we have three special customer 'thank you' offers available to those who purchase online or through a major vendor. Until January 9, the first 1000 customers to buy a January Adult Monthly Pass through the online store earn 30 AIR MILES reward miles.

"Like " us on Facebook before February 2, and you have the opportunity to star on one of our 2013 monthly passes.

Safeway shoppers can earn 25 bonus AIR MILES reward miles by purchasing a February Adult Monthly Pass between January 13 and February 2.

Donate a Ride in the New Year

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

A donation of \$2.85 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 give someone an opportunity for a new start in 2012.

ETS at School Open House Events

ETS Community Relations staff will once again be going out to select junior high and high schools across the city to provide transit information to students and parents at Open House events February - April. Getting to and from school is a key consideration for parents and youth when selecting their next school. Often students entering junior high and high school are going to be taking transit for the first time. ETS participates in these Open House activities to help schools better inform prospective students and their families about transportation to the school and also to provide an informative welcome to the system to these new users.

Transit Bylaw Updated

The updated Transit Bylaw goes into effect January 1, 2012. It was approved by City Council in November.

The new version includes many of the comments, ideas and suggestions we received from you in the discussion on Facebook and through the online survey at takeETS.com. We appreciate your interest and input.

The new Bylaw is shorter and we believe it's easier for customers and operators to understand and for Transit Peace Officers to enforce. You'll find most of the updates in the Conduct of Passengers section. For example, food and frinks are allowed on buses and LRT provided they're in sealed/sealable containers designed for travel and under the customer's control. Customers using work or assistance animals or transporting an animal in an appropriate carrier don't have to pay an additional fare for them. Customers harassing others or otherwise

interfering with the comfort or convenience of others on ETS property can now be fined. Spitting on transit property is now considered an offence, and could result in a \$250 fine for those who choose to spit in the direction of our staff. See the complete Bylaw at www.takeETS.com We hope that combining these changes with the increased fine structure that went into effect in August 2011 will result in a more comfortable, safer system for all of us.

Transit to the Airport

City Council approved funding that allows ETS to commence trial bus service to the Edmonton International Airport (3-year period). Subject to finalizing operating agreements and obtaining approvals from the province, this service is expected to start by May 1.

Operating Budget

City Council approved additional operating funds for new off peak service to developing neighbourhoods (Weekday Late Night and Weekend Morning and Night). Other service enhancements will be funded from reallocation of service hours from routes/trips with low ridership.

Smart Bus

Six proposals from vendors are presently being evaluated. Two or three proposals will be short-listed for further review, with vendor selection expected by the end of February.

ETS Cold Weather Service

Low temperatures, snow and wind often make for a January commute that has a high teeth chattering factor.

ETS Express buses except for routes 15 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.

Another Successful Stuff a Bus

Edmontonians showed busload of generosity with their contributions to the annual ETS Stuff a Bus campaign in December.

The donations stuffed 14 ETS buses, which will feed about 400 families for a month. In total, over 20,000 kilograms of food and nearly \$14,000 in cash donations was collected.

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

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.

Fare Strategy Meeting Notes

1. Cost Allocation Model

- Approaching the University of Alberta for their assistance in joint project for business students, if this project is accepted.
- This model will help us identify how our costs vary and potential pricing options based on time of day, length of trip, service type, and any combinations.
- Goal is to achieve financial sustainability.
- Tentative timeline for completion is May.
- This information will be shared with ETSAB and it provides a good jumping off point to look at different pricing options in a smartcard environment.

2. Smartcard

- A couple of studies are underway: Capital Region Board regarding fare collection, and the City's IT Branch for a corporate smartcard potentially incorporating multiple municipal services (e.g. transit, parking meters, library, leisure centres). The City's project should be dovetailing with the CRB direction. These studies should be completed over the course of this year.
- ETS will be updating our business model and business case analysis to reflect an open-payment account-based system.
- ETSAB should conduct some background research on the subject of smartcards; check out these websites for a starting point:
<http://www.smartcardalliance.org/>
<http://www.iscan.ca/html/members.htm>
<http://www.apta.com/mc/fctt/Pages/default.aspx>

3. Impact of Aging on Transit Ridership and Fare Strategy

- Report considered at the January 24 TIC meeting and received as information.
- TIC members affirmed their support for change to the fare structure based on cost drivers of operating the transit system and understanding the need for a smartcard system to achieve that.
- A follow-up motion directed to the Mayor to approach the Province regarding funding support for DATS in light of the changing demographics.

Items 4-8 are presented for information only. If ETSAB has any questions, please direct them to Vicki Luxton to coordinate a response from Jerry Davidson.

4. Digital Bus Pass Pilot Project

- In February ETS will be testing a Digital Bus Pass and working with a test group of 26 people.

- This test group will be displaying their bus pass on their Apple devices (iPhone and iPad).
 - The pilot test is scheduled to run in February and March.
 - Pending the results, this program could be expanded to all ETS@Work customers.
5. Coin Counting Fare Box Pilot Tube
 - ETS will be testing a "coin tube" starting February 12 on four routes operating from Centennial Garage.
 - This coin-only counting fare box is developed by Cubic Transportation Systems.
 - It is designed to allow us to track and report coin fare deposited, including fare over and underpayments using an "acceptance" button. Tickets and bills will be deposited separately.
 6. UPass Program Contracts
 - Contracts expire August 2013.
 - Review to be conducted this year to prepare for contract discussions.
 7. 20 Ticket Strip
 - Piloting a new 20-ticket strip available only through the ETS On-Line Store.
 - It will be priced a bit less than the cost of two 10-ticket strips.
 - An attempt to address the market for those multiple users that do not travel enough to warrant purchasing a monthly pass.
 8. Fare Evasion Mitigation Strategies
 - The Fare System Management Team meets monthly and is comprised of representatives from various areas involved with fare strategy, design, financial, distribution and security.
 - This group will be scoping later this year a review of alternative strategies to address fare evasion.
 9. Low Income Fare Strategy
 - Over the past years, ETS has considered alternative strategies for a more equitable concession fare system.
 - Most recently, the concept of a One Stop Shop for all City income-support programs (i.e. transit, library, leisure and taxation) would be administered by one area, Community Services.
 - This concept no longer is being pursued.
 - ETSAB will arrange a meeting with Jerry to review the work that has been undertaken and various models.

2. DATS News

New Bus Update

The 10 new buses purchased in 2011 are now retrofitted with the outside passenger door electric switch, separate rear heater controls and the new power driver's seat. The one final item to be installed is heater valves which allows operators to open and close the heat in the rear and the passenger step area, separately. They will be installed once the valves are delivered, all expected to be early this month.

MOR/ryde Suspension Systems

DATS recently received additional funding to retro-fit most of the existing fleet and all of the new buses with MOR/ryde suspension systems. The MOR/ryde suspension works with the existing suspension system to provide the Operators and passengers with a softer, smoother, more comfortable ride. In addition to increased passenger comfort, this system provides better protection to our vehicles from the damaging effects of road shock and reduces maintenance time and costs.

Bus Defect Phone

To improve our bus defect reporting procedures and assist the Fleet Services mechanics to hear directly from the operator of the bus, a phone line is now available for DATS Operators to record specific problems with any bus. The information will be recorded and forwarded to the appropriate area for follow up.

3. Minutes from Council and Committees of Council:

TRANSPORTATION AND INFRASTRUCTURE COMMITTEE JANUARY 24, 2012 AGENDA

- 6.4 [Regional Fare Study](#)
Report No. 2012TS5457 is attached to the Manager's Report.
[Impact of Aging Population to Ridership and Fare Strategy](#)
- 6.5
Report No. 2012TS5824 is attached to the Manager's Report.

TRANSPORTATION AND INFRASTRUCTURE COMMITTEE JANUARY 18, 2012 MINUTES

- 6. REPORTS
 - 6.1 [Further Transportation Development Options - 102A Avenue - Downtown LRT Additional Information](#)
Report No. 2012TS8480 and attachments is attached to the Manager's Report.

6.2

[Downtown LRT Concept Plan - Southeast to West LRT Connection](#)

Items 6.1 and 6.2 were dealt with together.

Moved J. Batty - D. Iveson:

1. That a Special Transportation and Infrastructure Committee meeting be held on January 31, 2012, from 9:30 a.m. to 5:30 p.m. in the River Valley Room to deal with the January 18, 2012, Transportation Services report 2012TS8480 and the November 15, 2011, Transportation Services report 2011TS5339rev, and other related matters.
2. That the January 18, 2012, Transportation Services report 2012TS8480 and the November 15, 2011, Transportation Services report 2011TS5339rev be referred to the January 31, 2012, Special Transportation and Infrastructure Committee meeting. Transportation Svcs.

Due Date: Jan 31, 2012

TI Committee

In Favour:

Carried

S. Mandel, A. Sohi, B. Anderson, B. Henderson, D. Iveson, D. Loken, E. Gibbons, J. Batty, K. Diotte, K. Krushell, K. Leibovici, L. Sloan

Absent:

T. Caterina

Report No. 2011TS5339rev and attachments are attached to the Manager's Report.

3. 2011 ETS Highlights:

Transit Ridership Information for NOVEMBER 2011	
Ridership	Total Year to Date
2010	69,059,876
2011	72,757,518
Change from 2010 to 2011	3,697,641
Percentage Change	5.35