

Edmonton Transit System (ETS)



NOVEMBER 2012

1. ETS Promotions and Special Events:

ETS Upgrading Fare Machines to Accept New \$20

Edmonton Transit is currently upgrading the fare machines across the system to accept the new \$20 bill. The new bill, issued in early November, is made of polymer and has different security features that are not recognized by the fare change machines.

Edmonton Transit estimates a 2 week time frame to upgrade all machines as the software needs to be individually installed on each machine. There are 67 fare machines on the system.

20 Ticket Pack

In mid-November, ETS will pilot a new "20-Ticket Pack" fare product. We expect the 20-Pack to fill a gap in our product offering, aligning us more closely to customer needs. It also rewards increased ride frequency with a further discount, matching discounts more effectively with the costs of providing transit service. If sales patterns support such a move it may also be an opportunity to reduce the number of fare product types, as the discount offered approaches the Youth/Senior ticket price. The ticket is identical to our current design, and will be priced at \$42.00. This is a further savings of \$3.60 compared with two Adult 10-Packs which sell for \$22.80 each. During the pilot, the 20-Ticket Pack will only be available through our Online Web Store. We will be monitoring our online sales and surveying purchasers determine if this product moves some customers up from a ten ticket purchase. If it accomplishes our goals without any significant impact to our monthly pass sales or revenue, it could become a regular product.

FCM Recommends Dedicated Transit Funding in Infrastructure Submission

The Federation of Canadian Municipalities (FCM) released its submission to the federal government for Canada's Long Term Infrastructure Plan (LTIP), including

the concept of a Core Economic Infrastructure Fund (CEIF) of \$2.5 billion per year, \$1 billion of which would be dedicated to public transit. When combined with investments in transit and reducing traffic congestion made through the Gas Tax Fund, the Building Canada Fund and the rest of CEIF, LTIP would invest a total of \$2 billion annually in transit, on top of new and ongoing provincial and territorial investments. This represents a strong commitment from the FCM and its Big City Mayors' Caucus, recognizing the diversity of transit governance, particularly regional arrangements, in major centres. Past federal transit investments have been allocated on combinations of population and transit ridership to ensure funding is allocated according to need. This approach should be continued and expanded to include metrics related to cutting commute times and local mobility targets. Consideration must also be given to ridership growth forecasts so that this funding can be used to build new transit that encourages new ridership. These FCM recommendations are entirely consistent with CUTA's recommendations in its submission to the LTIP process, delivered to Minister Lebel in Ottawa last month. (Source: CUTA)

The ETS Way to Stuff a Bus

Help feed Edmontonians in need by joining the ETS Stuff a Bus campaign from November 28 to December 1. Last year you helped ETS and our partners Edmonton Sun, Global TV, JOE FM and Save-On-Foods to stuff 14 regular 40 foot buses with enough non-perishable items to feed over 500 families for one month. That's quite a feat. And we're looking for your help to do it again. ETS volunteers will be on site collecting food donations on November 28 at Clareview Transit Centre (6 a.m. – 10 a.m.) and Londonderry Save-On-Foods (10 a.m. – 7 p.m.). On November 29 we're at Century Park Transit Centre (6 a.m. – 10 a.m.) and Calgary Trail Save-On-Foods (10 a.m. – 7 p.m.). On November 30 we're at Namao Save-On-Foods (9 a.m. – 7 p.m.).

Saturday, December 1, ETS buses and volunteers will be at all Edmonton Save-On-Foods from 8 a.m. – 4 p.m.

Check www.takeETS.com/StuffaBus for details on the campaigns in Edmonton, plus Sherwood Park and Spruce Grove.

Winter Service Changes

There will be minor changes to ETS service starting Sunday, December 2 as we make adjustments to improve connections between routes and service reliability. New Route 380 will provide community bus service during weekday peak hours from Clareview Transit Centre to the Quarry Ridge neighbourhood. Route 192 has extended service into the Brintnell neighbourhood.

The Every Day Way to Get Transit Information

With cold weather fast approaching, we thought now might be a good time to remind customers about our self serve transit information options that could reduce those chilly wait times at the bus stop.

ETS Text Messaging: text the bus stop # or bus stop # [space] bus route to 31100. A customized option is also available.

ETS To Go: use takeETS.com/ETSToGo on your mobile device. Our full ETS Trip Planner (optimized for desktops) is also available.

BusLink: call 780-496-1600 for automated service information.

ETS Subscribe for Alerts: subscribe for ETS email alerts that affect your route/bus stop at takeETS.com

@takeETSalert Twitter Feed: follow @takeETSalert for planned detours and bus stop closures.

ETS Facebook Fan page: “Like” ETS at facebook.com/takETS to find out the latest ETS-related news, offers, contests and special events. Get ETS trip tools at takeETS.com/ETSTripTools.

Snow Valley Shuttle Returns

Route599, the ETS Snow Valley Shuttle is back in service for another season – as soon as the snow arrives. Traveling from Century Park Transit Centre to Snow Valley and return, the service runs on Friday evenings and holidays on a 30 minute schedule from 4 p.m. to 9:30 p.m. For service details see www.takeETS.com.

New Poems for Take the Poetry Route

Since 1999, poets of all ages and from all walks of life have seen their poems on ETS buses as part of Take the Poetry Route.

Urban Beats is the theme for the latest series of poems featuring work from local inner-city voices; writers from outside the mainstream who don’t always have the means or opportunity to showcase their creativity. Marginalized voices: the homeless, the incarcerated, the mentally ill. The poems chosen for this flight are The Kiss of Auditory Hallucinations by Michael Serhan; Loneliness by Kevan Lyons; Love, Dad by Nicolas Crier; and How the Creator Listens by Vanessa Isadore.

Take LRT to City Market Downtown

With winter just around the corner, the City Market Downtown has returned to its winter home in City Hall.

Get to your weekly market fix on the LRT. It’s quick, easy and basically weather-proof.

Trains run from Clareview in the northeast to Century Park in the south on a 10 minute frequency every Saturday. There’s plenty of free parking beside Century Park, Clareview, Belvedere and Stadium stations.

Once you’re on the train, you don’t need to go outside again to get to City Market Downtown. It’s a short walk from Churchill Station through the pedway into City Hall, to your favourite vendor’s stall. City Market Downtown at City Hall is open Saturdays until May 2013. Hours are 10 a.m. to 3 p.m.

2. DATS NEWS

Chrysalis Annual Achievement Awards

Several DATS City and contractor operators and office staff were awarded the Chrysalis Annual Achievement Awards this year. The awardees are Gary Brown, Laura Scinta, Laurie DeBlieck, Natalie Lytle, Michelle Cumming, Nola Mandryk, Mary Sopka, Richard Simpson, Arlene Wicentowich, Joe Aboughoushe and Ali Shamseldin.

Everyone at DATS is proud of this achievement of our colleagues.

Transit 101 for DATS staff

Many members of DATS staff signed up and completed the Transit 101 travel training course in order to see first-hand what information ETS customers are given about the accessibility features of the Edmonton Transit vehicles and facilities.

DATS on-time performance

The Citizen Dashboard available online now tracks, among other things, the most recent data on DATS on-time performance. The tool promotes openness and accountability between the City and the public.

International Day of Persons with Disabilities (Dec. 3rd)

DATS is actively promoting the International Day of Persons with Disabilities on board its buses. DATS will also have an information booth at the event to be held at the Edmonton Expo Centre.

Smart Bus Automated Stop Announcement stakeholder session

A special session on the automated stop announcement feature of the Smart Bus project will be held on Dec. 4th at DATS.

3. MINUTES FROM COUNCIL AND COMMITTEES OF COUNCIL:

TRANSPORTATION AND INFRASTRUCTURE COMMITTEE
AGENDA – November 21, 2012

6.1 Hawking Contracts Update Located on Edmonton Transit Property

(Report No. 2012TS6949 is attached to the Manager's Report)

4. OTHER INFORMATION

Transit Ridership Information for OCTOBER 2012	
Ridership	Total Year to Date
2011	65,013,153
2012	66,875,250
Change from 2011 to 2012	1,862,097
Percentage Change	2.86