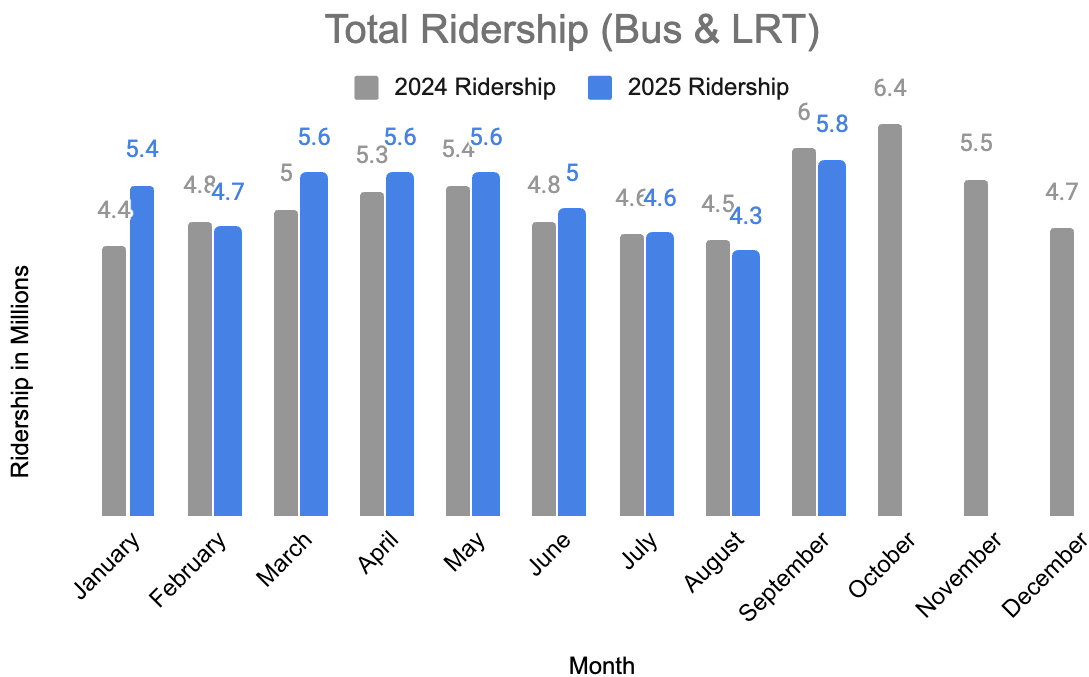


ETS Branch Highlights Report

Date: October 27, 2025

1. RIDERSHIP



In September 2025, ETS saw 5.85 million riders, marking a 4 per cent decrease September 2024. Bus ridership also saw a 4 per cent decrease from 4.20 million in 2024 to 4.03 million in 2025. Valley Line Southeast maintained its consistent growth, recording roughly 288,000 riders, a 3 per cent increase from the 279,000 riders it carried in September 2024. Total ridership for YTD (January-September) in 2025 is 46.8 million, a 4 per cent increase from the 44.9 million seen in the previous year. ETS will continue to monitor ridership patterns as the weather begins to cool and the impact of the ongoing teachers strike on ridership.

2. ETS UPDATES

Rider Engagement

Sage Community Resource Fair

In early October, ETS participated in a community resource fair hosted by the Sage Seniors Association at the Edmonton Public Library's Whitemud Crossing branch. This fair provided an opportunity to answer questions from seniors who are considering ETS as an option, or who are already using transit. Information about income-based fares was also provided for seniors who need assistance covering their fares.

Winterval

On Saturday, November 22, ETS will participate in Winterval, an annual event hosted by the Downtown Business Association. This one-day event on 104 Street at Jasper Avenue is an unofficial kickoff to the holiday season where participants can engage in family friendly activities, support local businesses and add to downtown vibrancy. ETS will be on site to display the new Indigenous bus, as well as talk to attendees about transit.

Stuff a Bus

The annual ETS Stuff a Bus campaign is back November 26 to 30. All Edmontonians are encouraged to participate in the campaign by making a donation in support of Edmonton's Food Bank. Transit Peace Officers will set up for a few hours during the day at Save On Foods stores in Namao, Magrath and Stadium November 26-28. On November 29, ETS buses will be at every Save On Foods store in Edmonton and Spruce Grove, where shoppers will be invited to fill them full of food (donations collected in Spruce Grove will support the Parkland Food Bank). An LRT car will be parked at Century Park station on November 29 and Clareview station on November 30. For the first time, our partners at TransEd will participate in Stuff a Bus by parking an LRT car at Mill Woods stop on November 30.

Post-Secondary Student Research

ETS has partnered with the Edmonton Student Alliance on a post-secondary student research project. Phase 1 included focus groups and interviews with post-secondary students completed in April, and Phase 2 is the ETS Post-Secondary Student Survey launching on November 10 until December 5. Building on the qualitative insights from Phase 1, the survey aims to gather feedback on how and when students use transit, barriers, and service improvements to help make transit even better for students.

The survey will be open to students at post-secondary institutions that are part of the Edmonton Student Alliance, including the University of Alberta, MacEwan University, NAIT, Concordia University of Edmonton, The King's University and NorQuest College. From November 13 - 21, ETS will be attending participating post-secondary institutions to spread awareness of the survey.

2025 ETS Transit Operator Recruitment

ETS is gearing up for its 2025 Transit Operator recruitment. ETS is looking to hire 130 Transit Operators who have a passion for operating both conventional buses and paratransit vehicles. The job posting will be live on the City job site between October 27 and November 15. Benefits of a career with ETS include competitive pay, a pension plan, health benefits, three weeks of paid vacation, job stability, and paid on-the-job training. ETS will host in-person and online information sessions October 15-25. More information can be found on the [ETS recruitment page](#).

Alberta Teacher Strike Service Disruptions

ETS responded to the Alberta Teachers' Association strike by cancelling the majority of its school special bus routes (600-series), as these services were dependent on school operations. Regular ETS routes and the LRT continued to operate on their normal schedules. ETS will maintain a close working relationship with both the Edmonton Public and Edmonton Catholic school boards throughout the action. As a result of this strike, transit ridership in both the adult and youth categories will decline temporarily.

3. ETSAB INFORMATION REQUESTS

American Sign Language and the Canada Public Transit Fund

The Canadian Public Transit Fund (CPTF) is a federal program primarily focused on large-scale capital investments to expand, renew, and maintain public transit infrastructure. The ETS-related capital projects that are included in the CPTF submission, like major fleet updates and system expansion, will include all standard accessibility features.

The City's overall commitment to accessibility is managed through our policies and standards. To support accessibility for individuals who are deaf or hard of hearing, ETS buses are equipped with Variable Messaging Systems (VMS) that provide visible information about upcoming stop locations and general bus operations.

Public Engagement on Accessibility/Design of ETS Facilities

Public engagement is a requirement for the design of Edmonton's major transit facilities, including LRT stations and Park & Ride locations. For the Valley Line LRT – Stage 1, extensive public engagement was conducted prior to the award of the contract, with public feedback directly informing the design guide for stops and stations.

The City's public engagement process ensures that we're hearing from historically marginalized and equity-deserving groups. For ETS facility design, organizations that support people with physical and cognitive disabilities are engaged on how the space is designed.

This, along with the City's [Accessibility for People with Disabilities Policy C602](#), ensures that all facilities are built in alignment with accessibility standards and best practices.

4. ETS COUNCIL REPORT TRACKING - 2025/2026

Report Number	Report Name	Committee / Council	Council / Committee Meeting Date
CO02980	Advancing Bus Rapid Transit and Transit Priority Measures	UPC	Q1 2026

Note: New reports will be added once a report number has been assigned.

*Subject to change

CC = City Council

CPSC = Community and Public Services Committee

Exec = Executive Committee

UPC = Urban Planning Committee

Audit = Audit Committee