

ETS Branch Highlights Report

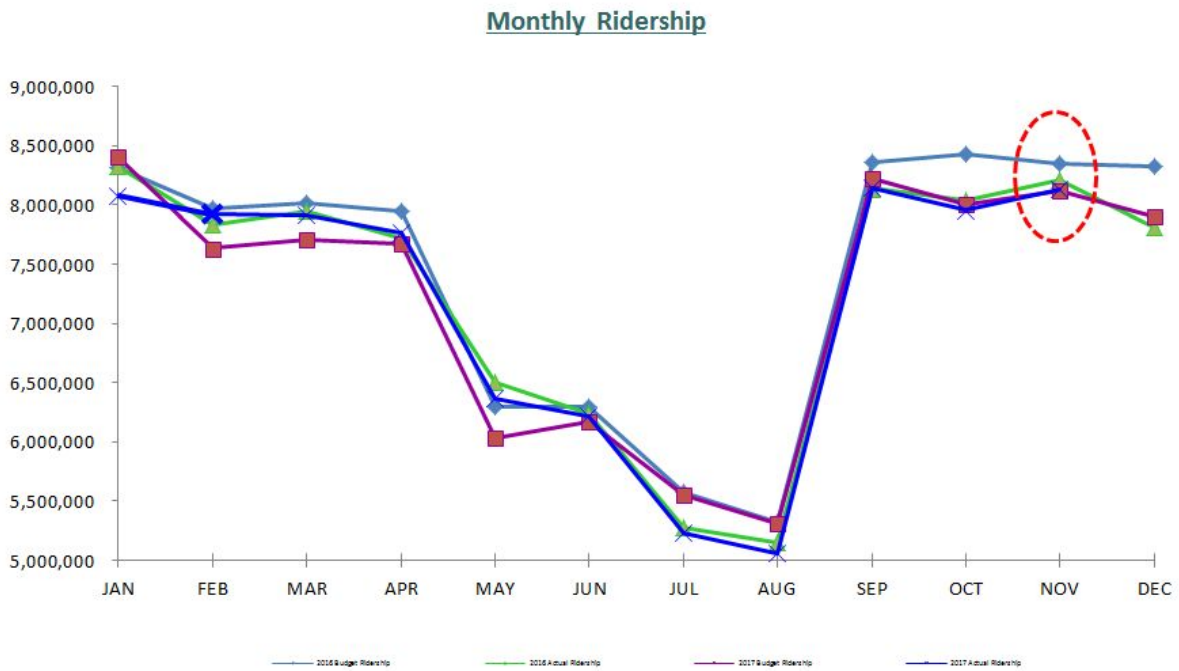
Date: January 29, 2018

1. RIDERSHIP

Bus and LRT Ridership - November

	Month	Year to Date
2016 Actual	8,208,592	79,370,809
2017 Budget	8,122,883	78,828,773
2017 Actual	8,133,008	78,771,327

2017 Bus and LRT Monthly Ridership



2. ETS UPDATES

Fares 2018 - February 1

Starting February 1, ETS is adjusting fares by approximately three per cent for adult, post-secondary, youth and seniors' monthly passes and tickets. The new fares are part of the three-year City Council approved budget cycle. Cash fares, Ride Transit Program subsidized monthly transit pass, Route 747 monthly transit pass, and the Universal transit pass (U-Pass) for eligible post-secondary students are exempt.

Thales Update

At the beginning of December 2017, City Council provided explicit direction that Thales has until April 30, 2018 to deliver Plan A for the Metro Line. The motion also included direction for administration to prepare a "Plan C," which could include alternatives to the Communication Based Train Control Signaling (CBTC) system. Eddie Robar, ETS Branch Manager has been seconded to the Thales Plan A project to support the efforts to reach the project goals by the specified deadline. Phil Herritt, Director of Transit Operations has been assigned to the role of Acting Branch Manager during this time. Ryan Birch is the Acting Director for Transit Bus & LRT Operations.

CACTIS Dashboard/Heatmap

The aim of the new CACTIS dashboard under development will be to uncover the hidden insights in customer complaints and enhance data-driven decision making. The dashboard will provide insights such as geographic location of incidents including hotspots in the city, time of the day/ routes in which incidents happen, trends in complaints over a period of time, time to process complaints, etc. The dashboard will be one of the many tools that ETS will reference during the redesign of the bus network through implementation of the Transit Strategy, functioning as the voice of the customer during transit centre/LRT station redesign, and other related projects.

Paint the Rails

The first mural has been completed at Churchill station. The large, three-part mural at Churchill Station called "Returning Home" is intended to gently honour Canada's Missing and Murdered Indigenous Women. It also aligns with the City of Edmonton's commitment to addressing gender-based violence and ETS' Let's Keep Each Other Safe campaign. Work on the second mural begins this week at University Station.

3. ETSAB INFORMATION REQUESTS

ETS Alerts - Limited two-way twitter started January 19, 2017 during business hours. We continue to provide on-call support 24/7 for major delays/disruptions in ETS service in real-time outside of business hours. The process is currently being reviewed to assess what the Smart Bus operating system can push out related to real-time alerts.

Route 747

Fares are council approved. Service levels staying the same are committed through Q1 based on the current situation. A regional approach continues to be explored. ETS will allow riders to use Route 747 with a combination of current fare products as of Feb 1, 2018:

- \$10 one way (Note: this will include a transfer to another ETS bus or LRT service when travelling from the airport to Edmonton).
- Four ETS Adult tickets one way
- \$100 monthly pass
- Valid ETS transfer or ETS bus pass pay \$7.50 or three ETS transit tickets

4. ETS REPORT TRACKING

SIRE	Report Title	Council Meeting Date
CR_5173	Improving Tourists' Experience on Edmonton Transit System	May 1/18 (UPC)
CR_4503	ETS Administration's Response to ETSAB (User Experience) Recommendations	Feb. 20/18 (UPC)
CR_4704	Sliding Scale Model - Integration of a Low Income Transit Pass Program	Mar 14/18 (CPSC)
CR_5411	Transit Smart Fare System Project Update	Feb. 20/18 (CC)
CR_5409	Ride Transit Pilot Update	Feb 21/18 (CC)
CR_5389	Integrated Option with Airport Accord	Mar. 14/18 (CPSC)
CR_5433	Seniors Transit Fees	Mar. 14/18 (CPSC)
CR_5353	First/Last KM Transit Challenge	Apr 17/18 (UPC)
CR_5435	Emerging Mass Transportation Technology	Jun 19/18 (UPC)