

ETS Branch Highlights Report

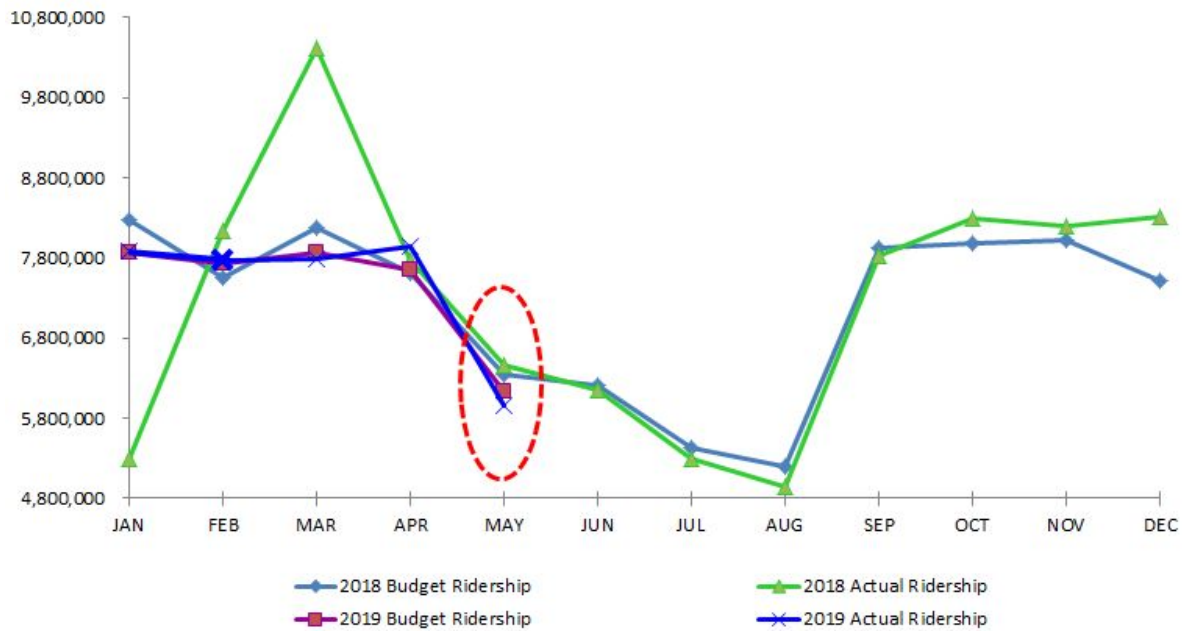
Date: July 29, 2019

1. RIDERSHIP

Bus and LRT Ridership – May 2019

	Month	Year to Date
2018 Actual	6,455,722	38,090,839
2019 Budget	6,127,120	37,237,563
2019 Actual	5,957,866	37,343,392

Monthly Ridership



2. ETS UPDATES

2019 Summer Family Day Pass pilot (June 28 - September 8, 2019)

On June 28, ETS launched a pilot for a Summer Family Day Pass that provides families of up to five people (maximum two adults 18+) with unlimited daily ETS travel for \$9.75. This pilot runs until September 8, 2019. This includes travel on ETS buses, LRT and on event shuttles for Edmonton Heritage Festival and Edmonton Folk Festival.

If customers want to buy a Summer Family Day Pass, it can be purchased at a retail outlet, the Edmonton Service Centre, the ETS Online Store, or fare vending machines at the LRT stations. If purchasing at a fare vending machine, the pass will be validated immediately for that same day. More information is available on the Summer Family Day Pass [here](#).

Additional ETS Security Staff

In the fall of 2018, City Council approved \$20 million to accelerate and enhance transit safety initiatives. As part of this funding, Council approved the hiring of 24 additional full-time ETS Inspectors, Superintendents and Control Centre support staff. To date, 20 have been hired and the remainder will be in place by Q1 2020. A breakdown of the positions for the 20 additional full-time employees is listed below, along with a short description of their role:

Transit Inspectors (10 total - 4 Foot Patrol Inspectors and 6 Control Room Inspectors)

- Foot Patrol Inspectors regularly interact with citizens, operators, Control Room staff and security personnel. Their primary focus is customer service, while supporting service delivery. As of late June, they started patrolling on board the buses and trains throughout their entire shift, and they respond to major incidents to ensure the safe delivery of transit services.
- Control Room Inspectors supervise transit services by monitoring and directing transit network activities, and deploying Road Inspectors to service-related issues, emergency situations and incident investigations.

Security Room Monitors (4 total)

- Security Room Monitors work in the Control Room and provide behind-the-scenes safety and security support.

LRT Inspectors (4 total)

- LRT Inspectors provide front-line management for the LRT system and ensure the delivery of high-quality service that is safe, reliable and on-time.

Road Superintendents (2 total)

- Road Superintendents manage a diverse group of inspectors in a mobile workforce environment. They regularly interact with inspectors, operators, Control Room staff, security personnel and the general public.

In addition to the 20 full-time employees, ETS also deployed security guards at 25 transit centres and LRT stations in November 2018, expanded and accelerated Operator training for dealing with difficult and dangerous situations, and will begin the full installation of bus operator shields later this summer. Thirteen additional Transit Peace Officers will also be deployed this fall.

What We Heard About Bus Network Redesign

The countdown is on for the launch of the proposed new bus network in late summer 2020, and ETS staff have been incorporating public feedback to finalize routes. A [*What We Did and Heard Highlights*](#) report has been released. In November 2019, ETS will be seeking approval from Council to proceed with the revised bus network.

The City of Edmonton will make route maps, route schedules and other materials available in spring 2020, so that customers can begin pre-planning their trips. ETS will also have extensive public engagement sessions in the summer of 2020 to help transit users plan their trips and become more familiar with the new network.

Paint the Rails Initiative

The latest addition of the [**Paint the Rails**](#) initiative, which is a collaboration between ETS and the John Humphrey Centre for Peace and Human Rights, was unveiled at the Corona LRT Station in late July. The [**mural**](#), titled “Strong as a Forest”, is the fourth of a series of murals being painted across Edmonton. This mural aims to tell untold stories and important moments in local Ukrainian, Métis and Francophone community history in Western Canada. These communities represent the diverse and long-standing relations that are important to Edmonton’s identity and our understanding of community belonging.

3. ETSAB INFORMATION REQUESTS

ETS Route Pamphlets

ETS is currently looking into a newly designed route pamphlets, which remain in high demand, despite the availability of online trip planning resources. The current pamphlets will continue to be used until the bus network redesign is complete, but new pamphlets will be required for the new bus network. This will allow ETS to update the pamphlets with the new routes and, potentially, a new look and additional features.

Designated Drop off Zones Pilot Project (South Campus & Lewis Farms)

New drop off zones are now in place at the South Campus and Lewis Farms transit centres. The drop off zones were put in place April 28, 2019 as a pilot project and were designed to industry best practices for similar properties elsewhere in North America. At each transit centre, there is a drop-off zone where customers can get off their bus, and the bus then proceeds to its assigned bay to pick up new customers.

The pilot is a joint initiative between ETS Planning and Scheduling and ETS Operations to help create efficiencies within the centres, and reduce congestion and overloading of stops. When it was first initiated, ETS staff and inspectors were assigned to the centres to help direct ETS Operators and customers.

ETS recently monitored the transit centres (on July 11) for feedback from Operators and patrons. This was an opportunity to monitor how operators and passengers have been adapting to the changes, and address any operational conflicts, safety concerns, or unforeseen issues. Identifying impacts to the service change and the effectiveness of recent communications efforts will assist in the implementation of additional drop-off zones at other transit centres in 2020. Overall, the feedback from customers and operators is positive.

4. ETS REPORT TRACKING - 2019

SIRE	Report Title	Meeting Date	Committee
7331	Options to Implement Communications Improvements Report Plan	September 3	UPC
7406	Update to Single Source - Installation of Transit Safety and Security Measures*	August 21	CPCS
6505	Safety of Future Transit Stations - Design Guidelines and Site Activation	September 3 (pending deferred date)	UPC
6999	Ride Transit Program Update	September 19	UPC
6417	Shift Flexibility for Staff with Young Children	September 30	Exec
6432	LRT Station Security Update	October 2	CPSC
7128	Ridership Recovery and Growth Strategy	October 15	UPC
7078	ETS Fare Policy	October 15	UPC
6854	Transit Service Standards Policy	November 19	UPC

6719	Bus Network Redesign 2020	November 19	UPC
6788	First KM/Last KM Community Solutions	November 19	UPC
7354	DATS 20 Minute Pick-Up Window	November 19	UPC
6778	Update on Bus Network Redesign	March 2020	TBD
7353	DATS Program Service Enhancements - Update and Next Steps	May 2020	TBD
5995	Regional Transit Commission*	TBD	TBD
6930	Drive Happiness Business Case*	October 2	CPSC
6931	Assisted Transportation - Program and Funding Solutions*	October 2	CPSC

*Not an ETS lead report

AC = Audit Committee; CC = City Council

CPSC = Community and Public Services Committee

Exec = Executive Committee

IRCD = Inter-municipal and Regional Development Committee

UPC = Urban Planning Committee