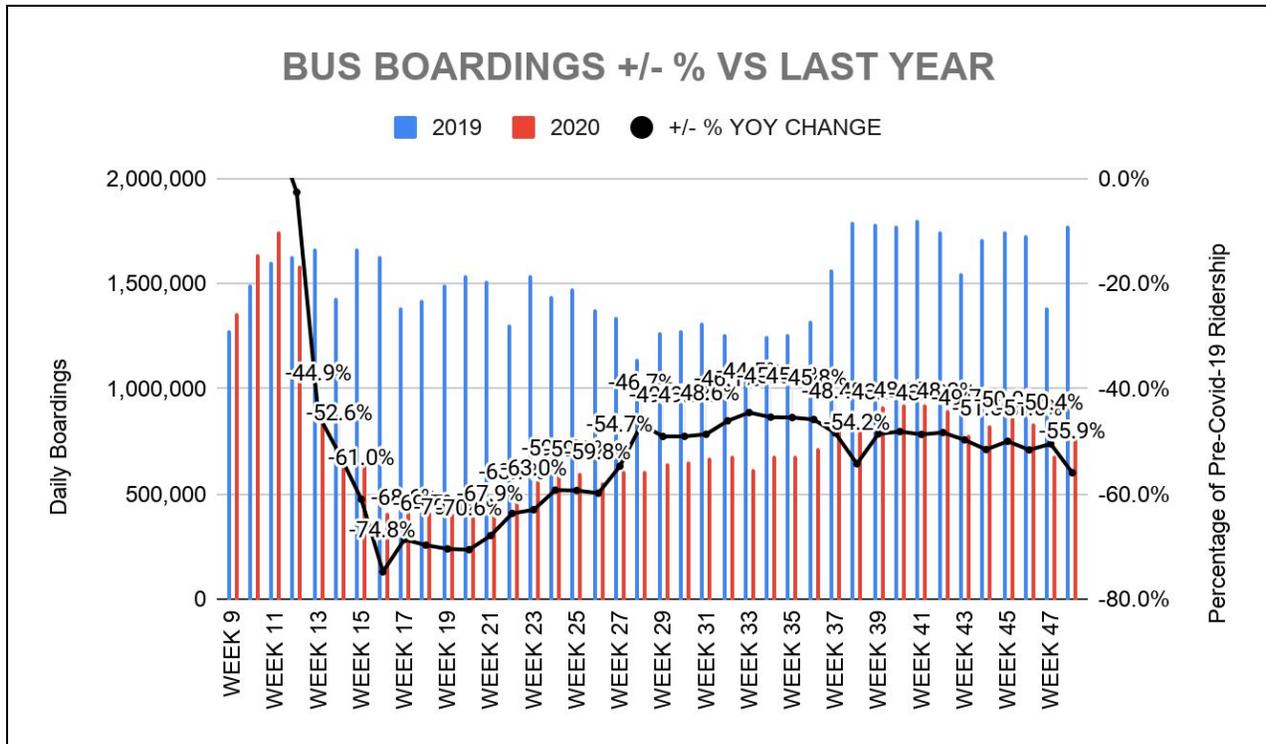


ETS Branch Highlights Report

Date: November 30, 2020

1. RIDERSHIP



Ridership continues to hover near 50% of YOY ridership though there has been a recent slide towards a 45% of YOY in the past month, which may be attributed to the rising COVID-19 case numbers in Edmonton and Alberta.

2. ETS UPDATES

Bus Network Redesign Communications Update

The marketing and communications plan for the BNR includes a comprehensive mix of communications channels including, print media, multimedia, social media, outreach activities, traditional media (i.e. pattison ads, transit shelter ads, roadside signs), and community based conversations with individual stakeholder groups. Over the last few months, in light of the COVID-19 pandemic, staff have adjusted this plan for rolling out the new bus network and on demand service. Changes include enhancing digital communications strategies and reducing the emphasis on face to face outreach with citizens. Enhanced digital strategies include development

of a digital assistant tool for transit information on the City of Edmonton website, as well as more digital based education solutions such as webinars and facebook live events. In addition, the plan includes developing instructional videos for trip planning and understanding the new network.. ETS is still planning some face to face outreach that will be used in the weeks preceding and immediately after April 25 launch date.

Reaching diverse demographic groups is an important component of the BNR Outreach Plan. This includes direct engagement with vulnerable transit user groups, as well as “train the trainer” approaches. In October, a short survey was sent to a variety of organizations serving seniors, people with disabilities, newcomers and other groups to understand how they would like to engage and receive information in light of the pandemic. Preliminary results indicate that many organizations are adapting to on-line delivery of programs, with some offering both on-line and in-person options. Over the next month, the targeted outreach plan is being updated to reflect this feedback. Targeted outreach will begin in Q1 2021.

Fall Supplemental Operating and Capital Budget Adjustments

As part of preparing for the fall budget adjustment process, all branches across the City contributed budget reduction proposals to help a 0% tax levy for 2021. The overall budget reports have been released and can be found [linked](#) to the agenda of the November 16th/18th City Council meeting:

The largest portions of ETS’ operating budget relate to personnel, fuel and power expenditures to deliver transit service. As a result, ETS reviewed its budget line-by-line to identify savings opportunities and proposed the following adjustments for Council’s consideration:

- Reduction in workforce travel and recognition budget
- Reduction of conventional transit service hours, decreasing the frequency of service in the new bus network by 3-5 minutes on some peak and rapid frequency routes. These adjustments equal approximately 25,000 service hours and represent 1% of service hours. Two examples of the proposed changes are:
 - Decreased frequency on Route 107 (travelling from Belvedere to Clareview) from every 12 minutes to every 15 minutes.
 - Decreased frequency on Route 518 (travelling from Century Park to Mill Woods) from every 10 minutes to every 12 minutes.

In addition, ETS updated its budget projections for 2021 assessing the on-going impact of COVID-19. That information will be shared in a budget update presented to Council on December 7th. ETS’ largest negative impact relates to fare revenues; based on current projections there will be a significant reduction in revenues next year as COVID continues to impact our communities and ridership remains well below normal expected levels.

To share feedback about budget proposals put forward by City Administration, a public hearing has been scheduled for December 3rd. Council will debate the proposed budget adjustments between December 9-11th.

U-Pass Measures for Winter Term

ETS presented a Council report recommending extension of the temporary measures to accommodate students impacted by the temporary pause on U-Pass due to COVID-19. Council approved the recommendation on Monday, November 16th without debate. The temporary measures include opening up the low income Ride Transitpass program to eligible students, as well as extending all youth fare products to affected students. To date approximately 1,200 students have enrolled in the Ride Transit program.

ETS Receives CUTA Corporate Leadership Award

At the Canadian Urban Transit Association's fall conference in November, ETS was a recipient of a Corporate Leadership Award in the area of Environmental Sustainability for the Kathleen Andrews Transit Garage. The nomination was led by an external stakeholder and included the following background information:

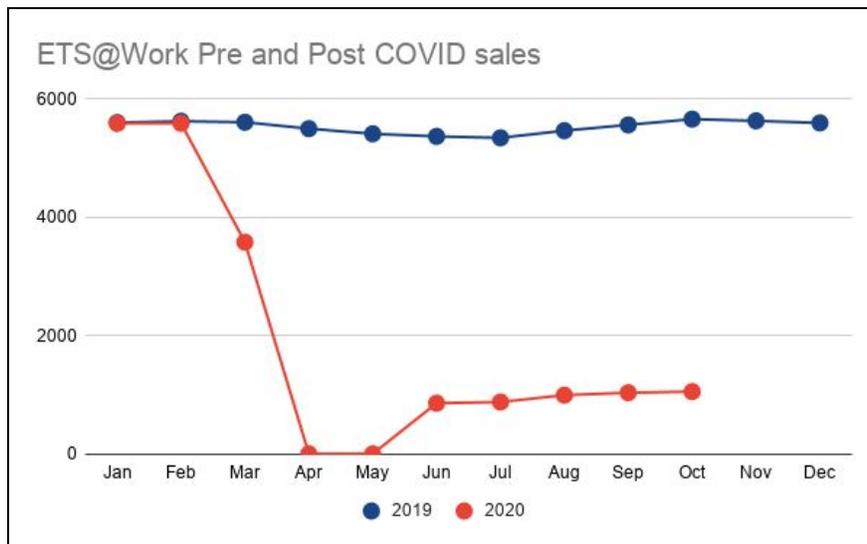
"Edmonton Transit Service's (ETS) single purchase of 40 electric buses made Canadian history. The new Kathleen Andrews Transit Garage with its specialized infrastructure, will be the main hub for the electric fleet. The innovative and environmentally sustainable features of this 50,000m² transit garage, with 35 maintenance bays and 28 charging stations, make it one of North America's leading transit facilities. Designed to LEED Silver standards, it has a reinforced roof to support the future installation of solar panels, LED lighting throughout, an underground parkade, and a 1.5 million litre cistern with recycled rainwater for bus washing. ETS is the first transit agency in North America to have overhead chargers inside its transit facilities. The deployment of electric buses and the LEED Silver KATG are significant milestones in the City's efforts to operate a cleaner fleet, reduce operating costs, and modernize service with cutting-edge vehicle technology and infrastructure."

It's very fitting that this award is in recognition of being a trailblazer of electrification programs for the transit fleet, as it's named after our own trailblazer- Kathleen Andrews. Kathleen was the first woman to work as a Transit Operator with ETS; the garage is named in her honour.

3. ETSAB INFORMATION REQUESTS

ETS@Work - The ETS@Work program offers a group purchasing discount for organizations and businesses which is passed onto their employees. ETS provides a 12% discount to participating organizations, which must be (at least) matched; organizations can provide a larger discount or free passes for their employees. Orders are processed through an online account and shipped directly to the organization. Each individual organization can have different internal policies and procedures to manage the program. Other program details can be found at the [ETS@Work program webpage](#).

ETS@Work sales have been consistently less than 20% of pre-COVID levels (Oct 2019 = 5,662, Oct 2020 = 1053).



As part of ETS' Customer Research Program during Covid-19, ETS conducted a survey of Edmonton based businesses and organizations and surveyed ETS@Work participants in August 2020. 54% of these organizations shifted to some level of remote work in March 2020. In terms of continued remote work, there is a range of different paths program participants have taken:

- some returning to the workplace (33%)
- preparing to return (18%)
- developing a plan to return (18%)
- no plan to return (5%)

Post-pandemic, there are also a range of responses to the extent to which the workforces will return to the office from

- 50% of employees working remotely (23%)
- 26-50% working remotely (18%)
- 10-25% working remotely (15%)
- less than 10% (23%)
- none (5%)

At the time of the survey, 23% of businesses or organizations indicated that they did not know what their post-pandemic workplace would look like.

Wear a Mask Bus Decals - The public facing decals that appear along operator cabin walls in the buses support the overall [Wear a Mask](#) communications on transit. The intention is to have this information available to support any inquiries that may arise around when an operator does or does not need to wear a mask within the operator cabin. There are some limitations around the placement of the decal (lower part of the cabin wall) to ensure the view of the driver is not obstructed, which could have visibility challenges for some individuals. There are also differences between the different types of buses in the ETS fleet which could change the placement of the decals.

311 App Statistics for ETS - The 311 App allows individuals to report graffiti or vandalism on transit infrastructure, late bus service, or general feedback (cleanliness, driving concerns or operator behaviour). Below is a table based on the 'tickets' received through the 311 app since

transit options were included on the platform in November 2019. Reports related to cleanliness and garbage make up close to 65% of all incidents. The “Other” category includes tickets related to COVID concerns, construction noise, ticket validators, and Park and Ride information. None of the other categories exceed 20 total tickets.

Transit Tickets through the 311 Mobile App	2019			2020												Grand Total	% of Total
	November	December	2019 Total	January	February	March	April	May	June	July	August	September	October	November	2020 Total		
Cleanliness	49	35	84	26	47	39	32	65	44	69	39	66	57	31	515	599	33.9%
Garbage (overflow, cleaning)	22	34	56	28	34	23	60	79	46	47	36	55	35	36	479	535	30.3%
Maintenance/Damage	16	13	29	3	6	9	13	25	10	7	10	29	21	9	142	171	9.7%
Customer Service or Operator Complaint	5	0	5	0	2	3	4	1	6	14	20	15	22	19	106	111	6.3%
Other	10	10	20	4	4	17	4	8	32	45	26	38	85	68	331	351	19.9%
Total	102	92	194	61	93	91	113	178	138	182	131	203	220	163	1573	1767	

4. ETS COUNCIL REPORT TRACKING - 2020-21

Report #	Report Title	Anticipated Meeting Date	Committee
C000177	In-Private: Technology Update	December 7	CC
7813	Transit Fare Fines	March 2021	CPSC
8217	Transit Tickets and No Fixed Address*	2021	CPSC
6778	Update on the Bus Network Redesign	Spring 2021	CC

*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