

ETS Branch Highlights Report

Date: August 29, 2022

1. RIDERSHIP

Ridership calculations are currently under review. The information is temporarily unavailable for this month.

2. ETS UPDATES

Rediscover ETS Street Team Update

In the final month of the Rediscover ETS campaign, the ETS Street Team and campaign partners attended several community events. The campaign partners included the Heritage Festival, Edmonton International Fringe Festival, Old Strathcona Farmers' Market, Downtown Edmonton Farmers' Market and the Telus World of Science. At all of these events, the street team is having conversations about ETS, answering transit questions and helping people plan their trips. The ETS Street Team is also tracking high-level themes of their conversations to measure what people are interested in.

Participation in the Rediscover ETS social media campaign has been positive and winners are enjoying their experiences. Each prize includes an ETS Family/Day Pass so families can travel together to take advantage of the experiences. The social media campaign also helps to promote this fare product.



Fall Bus Service Adjustments

Starting September 4, fall service adjustments will be implemented to reflect ridership trends as schools and post-secondary institutions start up again. Annually, September is ETS' most significant service change. Some of the changes riders will see include:

- Route 73 will replace Route 510X to provide high frequency express service between Mill Woods and downtown. Between midnight and 3am when Route 73 does not operate, new Owl Route 511 will provide service between Mill Woods and downtown.

- The new Davies Transit Centre will be opening, replacing the Millgate Transit Centre which closes permanently at the end of service on September 3.
- ETS adjusted and refined service schedules to provide increased service off-peak periods that are cost neutral and in compliance with ETS service standards.
- Students in the southwest will now be served by three new school special routes (routes 657, 665 and 667).
- Regular Capital/Metro Line LRT service will resume with increased frequency.

On Demand Transit

On Demand Transit continues to evolve to include more neighbourhoods within its allocated budget. Starting September 4, On Demand Transit will be available in Blackburne, and to maintain a connection to Lewis Farms Transit Centre, for the Westview Village neighbourhood. On Demand Transit will also provide service from Laurier Heights/Edmonton Valley Zoo to South Campus and West Edmonton Mall transit centres.

Prior to September 4, Blackburne residents only received transit service during weekday peak hours on Route 713, which is now being removed from Blackburne. With On Demand Transit, residents will have access to transit seven days a week.

Valley Line Southeast LRT Update

On August 10, TransEd announced the Valley Line Southeast (VLSE) will not be opening this summer due to substantial cracks in some of the infrastructure on the line. TransEd has indicated that as many as 18 of the concrete pillars may need repairing along the 13 km LRT line. TransEd is currently working on a plan to address the issues and will provide an update on their plan within the next few weeks.

ETS will continue to deliver excellent transit service while the VLSE is being built to expand our LRT network. As part of regular fall service changes, starting September 4, Route 73 will be launched (to replace Route 510X) that will provide high frequency express service between Mill Woods and Downtown. Route 73 will connect to the new Davies Transit Centre instead of Route 510X that is currently running through Millgate Transit Centre. Davies Transit Centre has 1,200 Park & Ride stalls, ample waiting areas, more convenient washroom facilities and better security, which will lead to a better experience for riders. This route change was planned to take place independent of the status of the Valley Line, and was not impacted by the delay.

Hydrogen Bus Pilot

As part of our commitment to the Alberta Zero Emission Hydrogen Transit (AZEHT) initiative, a hydrogen bus will be added to the ETS fleet in the fall. The initiative will see the hydrogen bus tested in real world conditions to compare its performance against diesel and electric buses.

Similar to an electric bus, a hydrogen bus is powered by a battery. Instead of charging the battery with electricity via an overhead pantograph system, hydrogen bus batteries are charged using a hydrogen fuel cell. The fuel cell produces electricity from the chemical reaction of the hydrogen with oxygen from the air. Hydrogen buses align with the City Plan and ConnectEdmonton's

strategic goal of climate resilience and will support the City in lowering the City’s greenhouse gas (GHG) emissions in the future.

The cost of a hydrogen bus is similar to the cost of an electric bus. A portion of the acquisition costs of hydrogen buses and related infrastructure will be covered through grant funding from Emissions Reduction Alberta.

ETS is currently preparing for the launch of the hydrogen bus pilot program. The bus is expected to be showcased at the Electric Vehicle Expo on September 24-25.

Edmonton Metropolitan Transit Services Commission Phase One Plan

The Edmonton Metropolitan Transit Services Commission has been preparing an opening day service plan in order to start operations in April 2023. In response to a Council motion from the February 19, 2020 City Council meeting, City administration has prepared a report for the September 7 Executive Committee meeting. The report provides an operational analysis of the plan, including implications for the ETS transit network, ridership, workforce, fleet and other assets. This report will be published the week of August 29 and will be shared with the Board.

3. ETSAB INFORMATION REQUESTS

ETS Support To Heritage Festival

On July 30 - August 1, ETS provided Park & Ride shuttle service to and from the Heritage Festival in Hawrelak Park. Park & Ride service was available at 10 locations and shuttles ran every 10 minutes from 8:30am until 8:30pm on all three days. Park & Ride costs \$6 for the two-way fare or two bus tickets.

The pandemic continues to impact attendance at many community events. In 2022, over 58,100 individuals were transported by ETS into Heritage Festival for a total number of 116,000 one-way trips. The highest total number of riders transported was in 2019, when ETS transported 125,000 individuals into the festival for a total of 250,000 one-way trips. While this year was lower than pre-pandemic levels, we are pleased to see that special events service has returned for summer events and are proud of our successes in transporting riders to these events.

Edmonton Heritage Festival
ETS Park & Ride July 30 - August 1, 2022

CONTINUOUS SERVICE FROM ALL SITES ALL THREE DAYS
July 30 9:30a.m. - 9:30p.m. July 31 9:30a.m. - 9:30p.m. August 1 9:30a.m. - 8:30p.m.

<p>ETS PARK & RIDE LOCATIONS</p> <ul style="list-style-type: none"> Davies City Lot 61 Ave & 86 St Eaux Claires Transit Centre 157 Ave & 97 St Health Sciences LRT Station 114 St & 84 Ave SB Heritage Valley Transit Centre Ellerslie Rd & 127 St NEW Lewis Farms Transit Centre via Callingwood (Begins at Webber Greens Dr & 199 St travels to select stops in Callingwood then to Hawrelak Park) MacEwan University 109 St & 104 Ave SB Meadows Transit Centre 17 St & Tamarack Way Naki Transit Centre (St.Albert) 15520 Campbell Rd South Campus Transit Centre 115a St & 68 Ave Windsor Car Park 116 St & 92 Ave 	<p>NEIGHBOURHOOD FEEDER ROUTE Riverbend to South Campus (Includes a stop on 23 Ave EB across from Leger TC) <i>*This feeder is a complementary ETS shuttle service through Riverbend to South Campus.</i></p> <p>SPECIAL EVENT TWO WAY FARE IN EFFECT</p> <ul style="list-style-type: none"> •\$6 cash or two bus tickets •Valid ETS transfer plus S3 •Validated LRT ticket plus S3 •Family/Day Pass (pre purchase required) •12 and under ride for free •Monthly and Seniors passes accepted (including St. Albert and Strathcona County passes)
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Check edmonton.ca/heritagefestivaltransit for more information

Edmonton Transit Service

Smart Fare Update

Testing on Arc is ongoing, and we continue to make progress in preparing Arc for the remaining fare groups, in phases.

The City launched Arc to student U-Pass holders in the fall of 2021. Students at post-secondary institutions that participate in the U-Pass program are the largest fare group, followed by the Standard Adult fare group.

Pilot testing for the Standard Adult fare group began in January 2022. We are grateful to the participants who provided valuable feedback over the course of the pilot. We continue to learn, adjust and make system improvements before we formally open Arc to the next fare group.

Arc will continue to be rolled out in phases across the region. Once testing is complete, Arc will be rolled out to the Standard Adult fare group across the seven participating regions. The City anticipates Arc will be rolled out to other fare groups, such as riders who use senior, student or youth passes, or those eligible for low income passes in 2023.

4. ETS COUNCIL REPORT TRACKING - 2022

Report #	Report Title	Meeting Date*	Committee*
Upcoming reports being led by ETS:			
CO01179	Edmonton Metropolitan Transit Services Commission - Phase One Service Plan Implications	Sep 7, 2022	Exec
CO01444	Extension of Sole Source Transit Agreement	Sep 28, 2022	Exec
CO01450	Transit Network Equity Analysis	Oct 11, 2022	UPC
CO01320	On Demand Transit - Service Delivery Model	Oct 14, 2022	Exec
CO00576	Transit Fare Fines - Repayment Options	Oct 26, 2022	Exec
CO01192	Ride Transit and Leisure Access Programs	Oct 26, 2022	Exec
Other upcoming reports of interest:			
CS00751	Amendments to Bylaw 14614 Public Places Bylaw - Restorative Justice Practices	Aug 22, 2022	CPSC
OCM01136	Amendments to Bylaw 8353 Conduct of Transit Passengers	Fall 2022	CPSC
FCS01246	Revenue Source for Transit - Potential, Risk and Implementation and Intergovernmental Advocacy	Q1 2023	Exec

*Subject to change

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