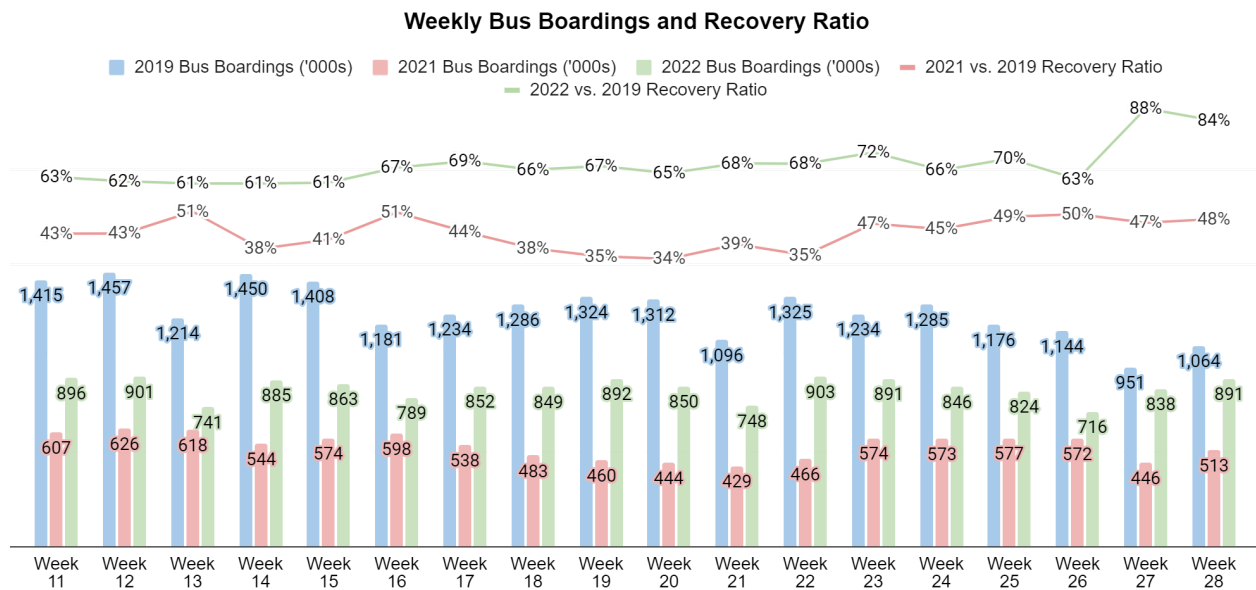


ETS Branch Highlights Report

Date: July 25, 2022

1. RIDERSHIP



Note: Ridership on weekends and statutory holidays has been excluded.
 * Week 11: March 10, 2019 to March 16, 2019 / March 7, 2021 to March 13, 2021 / March 13, 2022 to March 19, 2022
 * Week 27: June 30, 2019 to July 6, 2019 / June 27, 2021 to July 3, 2021 / July 3, 2022 to July 9, 2022
 * Week 28: July 7, 2019 to July 13, 2019 / July 4, 2021 to July 10, 2021 / July 10, 2022 to July 16, 2022

Weekly bus boardings (excluding weekends and statutory holidays) peaked at 84% of pre-pandemic levels for the week of July 10-16, with a total of 891,000 in bus boardings. While the previous week (July 3-9) saw a higher ridership recovery rate at 88% of pre-pandemic levels, this may have been attributed to differences in the week Canada Day fell in 2019 compared to 2022. Week 27 in 2019 accounted for only four days of ridership as it coincided with a statutory holiday, while week 27 in 2022 included five days of ridership.

The increase in ridership is attributed to a variety of factors. In addition to people returning to pre-pandemic routines, many festivals and special events have returned during the summer driving more Edmontonians to use public transit. ETS also continues to make improvements to safety and security within the transit system.

2. ETS UPDATES

Rediscover ETS Street Team Update

Since the end of May, the ETS Street Team has engaged with transit riders at transit stations, and represented ETS at events held by partners of the Rediscover ETS campaign. The team promotes the campaign, answers riders' transit-related questions, helps riders with their trip planning and collects their feedback. Some of the partners include Art Gallery of Alberta, Telus World of Science, Old Strathcona Farmers' Market and U-Fest. For the remainder of the summer, the team will continue attending special events like K-Days, Taste of Edmonton, Heritage Festival and Edmonton International Fringe Festival. The Street Team is tracking the high level themes of their conversations, which are being shared around ETS for further tracking and evaluation purposes.



Back To School Events

ETS will be planning outreach activities at post secondary institutions and selected transit spaces at the start of the fall school year. These outreach activities will provide support to students and riders to become more familiar with transit and to provide any assistance around planning their transit journey and answer any transit related questions.

Bus Service Adjustments

Starting July 3, ETS implemented bus service adjustments to reflect typical summer ridership patterns. In addition to bus schedule and frequency changes of several routes, the changes include:

- Cancellation of public/catholic school routes/trips until school starts on August 31-September 2.
- Bus schedule adjustments to routes 512, 513, 516 and 906 to allow for better connections with other bus routes.
- Route adjustments due to turning issues for routes 508 and 524.
- Starting August 22, bus routes 2 and 101 will start a long-term detour due to Latta Bridge Replacement and Kinnaird Bridge Rehabilitation.
 - ETS will run a new shuttle, route 998, that will run a loop between the east side of Stadium Station and Jasper Avenue/90 Street until this work is completed. The destination sign on the shuttle will read "Stadium Shuttle".
- Capital/Metro Line LRT frequency was changed to accommodate platform renovation and platform warning tile replacement work at Century Park Station.

Additional Transit Peace Officers

On July 12, Administration held a graduation ceremony at City Hall for 18 new Peace Officers, including nine who will be dedicated to transit. The Peace Officers receive standard seven-week training regulated by the Ministry of Justice and Solicitor General of Alberta. Peace Officers are trained in Indigenous awareness, mental health awareness, de-escalation techniques and how best to work with youth and Edmontonians experiencing homelessness.

The nine new Transit Peace Officers (TPOs) increase the total number of TPOs to approximately 90, contributing to a more visible presence within the transit system. Additionally, other TPOs will be shifted from other roles to have seven Community Outreach Transit Teams by the end of the summer.



Community Peace Officer graduates with dignitaries, City Hall, Edmonton, July 12, 2022

Valley Line Southeast LRT Update

The 13-km Valley Line Southeast LRT, from Mill Woods to downtown, is currently in the testing and commissioning phase. Before opening the new LRT line to passengers, TransEd needs to ensure all aspects of the LRT system are safe and reliable. TransEd is currently conducting signal integration testing at intersections to ensure the trains and signaling system are functional properly. After all intersections are tested, TransEd will begin testing the entire 13-km line with more and more trains, minus the passengers. TransEd continues to make progress on testing, and anticipates the line will open later this summer.

ETS Support For Papal Mass

Pope Francis will make a pastoral visit to Canada from July 24 to 29. His visit will provide a unique opportunity to listen and dialogue with Indigenous Peoples, to express his heartfelt closeness and to address the impact of colonization and the participation of the Catholic Church in the operation of residential schools throughout Canada.

In support of the Papal Mass at Commonwealth Stadium on July 26, ETS will provide free Park & Ride service between Commonwealth Stadium and six Park & Ride locations across the city for the Papal Mass beginning at 7 a.m. Transit fare is included with each Papal Mass ticket. ETS staff will be positioned at high-volume LRT stations and Park & Ride locations to assist with fare-related questions and directions to the mass. After the mass, staff will be on location within and near the Stadium LRT station to assist with guiding movement of people for the takeaway service. Transit Peace Officers will be present at select locations to support security. ETS expects to help move over 60,000 guests attending the Holy Mass at Commonwealth Stadium through our transit network.

3. ETSAB INFORMATION REQUESTS

Bus Rapid Transit - Queue jumping lanes/technology

IBI Group completed a Transit Priority Measures Study for the City in December 2019. The study looked at multiple options for transit priority, including physical measures such as dedicated bus lanes and queue jumps. Although physical measures can be very effective, they cost more than other measures (such as signal priority) and reallocating space from general traffic to buses can be controversial.

The study identified two locations that could benefit from queue jumps: 97 St northbound approaching 118 Ave, and 97 Ave westbound approaching 97 St. As the study was completed just before the pandemic, current traffic conditions will need to be reviewed before implementing the recommendations.

Rediscover ETS Budget

The City of Edmonton, in collaboration with local partners, is running the Rediscover ETS campaign to help boost transit ridership, support downtown vibrancy and encourage Edmontonians to visit local attractions and events across the city.



The campaign is primarily funded by in-kind contributions, estimated at a value of \$800,000, from our nearly 20 local partners. These partners are Edmonton businesses, attractions and events, and are supporting the campaign by extending the reach of the campaign's advertising materials, as well as donating prizes or offering discounts if patrons show a valid ETS fare product (for example, a ticket or monthly pass). Our partners are also promoting the campaign and Edmonton Transit on their communication

channels, and highlighting the many exciting activities and sights in Edmonton. The City of Edmonton will not be reimbursing partners for their contributions. More information about our partners can be found at edmonton.ca/RediscoverETS.

The City expenses related to the Rediscover ETS campaign total approximately \$100,000, which is primarily to cover the budget of the ETS Street Team (temporary positions filled by student staff for the summer). The Street Team play an important role in the campaign by being onsite at various locations and events throughout the city, connecting with Edmontonians to promote public transit and assisting riders on their journeys.

Conduct of Transit Passengers Bylaw Amendment - COTT impacts

Recognizing that building relationships and trust between Transit Peace Officers and individuals in need of services takes time, the Community Outreach Transit Team (COTT) has not observed any impact from the amendments to date as it does not engage in enforcement.

COTT's primary role is to use a trauma-informed and human centered approach to connect people who have a higher need for access to services to community resources. Since the program's inception in September 2021, COTT has had (up to June 30, 2022):

- More than 2,500 general interactions - Interactions are instances where COTT connects with Edmontonians, including transit riders and other community members to check-in and/or share information about the program.
- More than 290 engagements - Engagements are more involved interactions that result in a referral or other support based on identified needs including transportation support to a community organization.
- Connected individuals to more than 30 agencies or services, including mental health resources, shelters, pharmacies and doctors.
- The most telling marker of COTT's success is that some individuals who have received support from COTT have recommended the program to their friends.

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	Sept 7, 2022	Exec
CO00576	Transit Fare Fines - Repayment Options	Oct 26, 2022	Exec
CO01192	Ride Transit and Leisure Access Programs	Oct 26, 2022	Exec
TBD	Evaluation of On Demand Transit service delivery	Fall 2022	Exec
Other upcoming reports of interest:			
OCM01136	Amendments to Bylaw 8353 Conduct of Transit Passengers	Aug 22, 2022	CPSC
FCS01246	Revenue Source for Transit - Potential, Risk and Implementation and Intergovernmental Advocacy	Aug 24, 2022	Exec
CS00751	Amendments to Bylaw 14614 Public Places Bylaw - Restorative Justice Practices	Nov 28, 2022	CPSC

*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