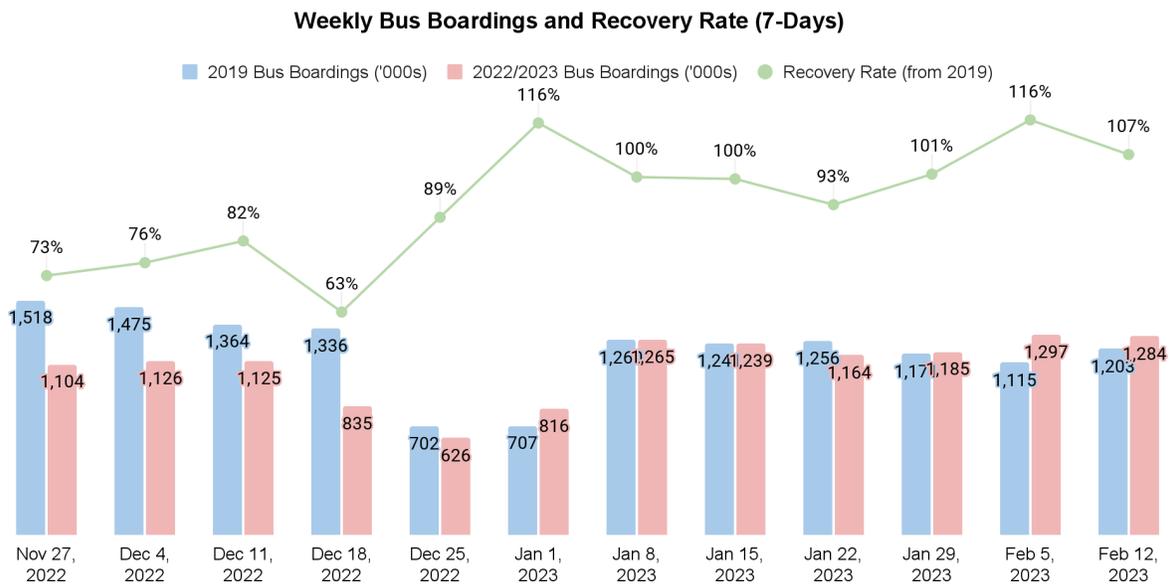


ETS Branch Highlights Report

Date: February 28, 2023

1. RIDERSHIP



ETS is pleased to announce that as of January 2023, weekly bus ridership has fully recovered to 2019 levels. This represents a substantial increase from December 2022 performance, where weekly bus ridership recovery averaged at 78% of 2019 levels. Since the week of January 8-21, bus boardings have averaged at 1,239,000 per week, peaking during the week of February 5-11 with over 1,297,000 weekly bus boardings. The week of February 5-11 represented a 16% growth over 2019 bus boardings while the week of February 12-18 represented a 7% growth over 2019 bus boardings.

Transit continues to enable mobility for thousands of riders each day. To support ridership growth and mode shift goals, major initiatives were implemented since the COVID-19 pandemic, including the Bus Network Redesign and On Demand Transit service in 2021, safety and security enhancements and the launch of the Arc electronic fare payment system in November 2022. The increase in ridership recovery over the past few weeks is also driven by the surge in downtown visitorship volumes. According to the Avison Young Vitality Index¹, weekly downtown visitor volumes in Edmonton have reached 142% of pre-pandemic levels. While there may be some fluctuations in ridership in the coming months, ridership patterns

¹ [AVANT](#) by Avison Young, Orbital Insight, 2022

will continue to be monitored and service improvements will be implemented to provide a more convenient and reliable service for transit riders.

2. ETS UPDATES

Bystander Awareness Campaign

The Bystander Awareness campaign will be launching in March 2023 to promote safe intervention by bystanders in transit spaces when they see an individual being targeted for inappropriate or threatening behaviour. The Bystander Awareness campaign emerged as one of the recommendations from the Safe City report in 2017 and builds on the experiences and perspectives of diverse intersectional transit riders. The initiative aims to educate bystanders and provide them with tools that empower them to make a positive impact on the safety of other riders.

School Open House Events

From mid-February until approximately mid-March, ETS is participating in junior and senior high school open house events. ETS representatives answer students and parents' questions about how to use ETS to get from home to school and back, as well as general questions about transit. For the first time this year, Transit Peace Officers are joining ETS representatives (when available) to answer questions about safety and security on transit. To date, 21 schools invited ETS to participate in their open house events.

ETS Special Events Service

Silver Skate Festival

ETS provided Special Events service for the Silver Skate Festival at Hawrelak Park on the weekends of February 11-12 and 18-20. Free shuttle service was offered from noon until 9:15 pm each day with shuttles running every 15 minutes to and from pick-up and drop-off locations at University Transit Centre, University of Alberta, and two bus stop locations on 87 Avenue. Estimated attendance at Silver Skate Festival was close to pre-pandemic levels with approximately 100,000 visitors over the 10- day period.

2023 JUNO Awards

The JUNO Awards are returning to Edmonton for the 52nd annual celebration of Canada's top musicians, singers, songwriters, producers and more. From March 10-13, several events will be taking place leading up to the awards. ETS will be activating Special Events service on March 11 for the JUNO Opening Night Awards at the Edmonton Convention Centre. Hotel shuttles will be provided to and from the Fairmont Hotel Macdonald, the Westin, Delta, and JW Marriott hotels.

2022-23 Annual Service Plan Launch

The 2022-2023 ETS Annual Service Plan will launch in April 2023, highlighting ETS' achievements in 2022, upcoming service improvements and projects being advanced to improve transit service for Edmontonians. The Annual Service Plan outlines some of the key service adjustments planned for 2023 in response to rider feedback, operational performance, and ridership patterns. These include adding more service hours and expanding On Demand Transit service approved as part of the 2023-2026 Council budget deliberations. Projects currently underway include, but are not limited to, implementing transit facility improvements; next phases of the Arc fare payment system; enhancements with partners on safety and security on transit; equity improvements, such as a reducing barriers to accessing low-income fare programs and LRT expansions.

3. ETS COUNCIL REPORT TRACKING - 2023

Report #	Report Title	Meeting Date*	Committee*
Upcoming reports being led by ETS:			
EXT01719	ETSAB Report: Youth and Their Perception of Safety on ETS	Mar 21, 2023	UPC
CO01725	Administration Response: ETSAB Youth and Their Perception of Safety on ETS	Mar 21, 2023	UPC
CO01765	Satellite Transit Facility	Apr 12, 2023	CC
CO01562	Bus Service for Youth After School Hours - Approach and Work Plan	Jun 20, 2023	Exec
CO01337	Edmonton Transit Services in Newer Developing/Developed Communities	Jun 20, 2023	UPC
CO01551	Developer-funded Transit Service Options to Support Early Adoption of Transit in New Neighbourhoods	Jun 20, 2023	UPC
CO01552	Commingle Paratransit and On Demand Services	Nov 28, 2023	UPC
CO01632	Direct Downtown to Airport Bus Route	Dec 6, 2023	CC
CO01580	Fare Policy Amendment - Children Under 12	TBD	CC
Other upcoming reports of interest:			
OCM01136	Amendments to Bylaw 8353 Conduct of Transit Passengers	TBD	CPSC
FCS01246	Revenue Source for Transit - Potential, Risk and Implementation and Intergovernmental Advocacy	TBD	Exec
CS01566	Community Outreach Transit Team	Mar 20, 2023	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