

2024/2025



CITY OPERATIONS

EDMONTON TRANSIT SERVICE

2024/2025 Annual Service Plan



LAND ACKNOWLEDGMENT

Edmonton Transit Service acknowledges that our City lies within the traditional land of Treaty 6 Territory. We acknowledge this land as the traditional territory of many First Nations such as, the Nehiyaw (Cree), Dene, Nakota Sioux (Stoney), Anishinaabe (Saulteaux) and Niitsitapi (Blackfoot). We also acknowledge this as the Métis homeland and the home of one of the largest communities of Inuit south of the 60th parallel.

The City of Edmonton owes its strength and vibrancy to these lands and the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory. Settlers from around the world continue to be welcomed here and call Edmonton home.

Together, we call upon all our collective honoured traditions and spirits to work in building a great city for today and future generations.

Artist: Lana Whiskeyjack



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Front and Back Cover Artwork: 2024 marks the final chapter for paper monthly passes on Edmonton Transit Service. This year’s Annual Service Plan cover pays homage to these familiar slips of paper, each carrying a silent narrative of Edmonton’s transit history. As we embrace the electronic fare products offered through Arc, we reflect on the millions of stories these passes represent.



1.0 INTRODUCTION

CITY OF EDMONTON STRATEGIC ALIGNMENT

This plan outlines priority actions that align with Edmonton's City Plan and help advance the four strategic goals of ConnectEdmonton, Edmonton's Strategic Plan 2019–2028, to achieve our vision of:



HEALTHY CITY

Edmonton is a neighbourly city with community and personal wellness that embodies and promotes equity for all Edmontonians.



REGIONAL PROSPERITY

Edmonton grows prosperity for our metro region by driving innovation, competitiveness and relevance for our businesses at the local and global level.



URBAN PLACES

Edmonton neighbourhoods are more vibrant as density increases, where people and businesses thrive and where housing and mobility options are plentiful.



CLIMATE RESILIENCE

Edmonton is a city transitioning to a low-carbon future, has clean air and water and is adapting to a changing climate.

We advance these goals through the three corporate objectives described in the 2023–2026 Corporate Business Plan:

Making Transformational Impacts.

We plan for opportunities that urban growth, a changing climate and prosperous region will bring.

Delivering Excellent Services.

We respond to the current needs of Edmontonians and the work we do allows people to live their best lives here.






Managing the Corporation.

We continuously pursue new ways of building our capabilities, knowledge, processes and procedures to provide excellent services and value for tax dollars. This important work ensures the City of Edmonton can meet the evolving needs of the people and communities we serve.

DEPARTMENT PRIORITIES

City Operations delivers a wide range of core services to help keep Edmontonians working, moving and thriving. The department's employees span four branches – Edmonton Transit Service; Fleet and Facility Services; Parks and Roads Services; and Waste Services. Staff are dedicated to delivering their best as they drive buses; collect waste; operate Eco Stations; clear snow; maintain roads and bike lanes; care for parks and trees; maintain City facilities; and service City vehicles, including buses, waste collection trucks, snow plows and emergency service vehicles.

City Operations has five priorities for 2025:

-  **1 | Improve safety in the spaces we operate and maintain**, which enables employees to deliver excellent services and helps Edmontonians feel secure.
-  **2 | Enhance public trust and confidence** through accountable, transparent communication and fiscally responsible service delivery.
-  **3 | Align service delivery to budget** to ensure effective asset management and financial sustainability.
-  **4 | Strengthen integrated relationships, actions and outcomes** to facilitate better service delivery.
-  **5 | Integrate changing climate conditions into service plans** to mitigate operational risks and help ensure long-term service sustainability.

We are committed to providing a safe and healthy workplace for employees and a safe experience for visitors, residents, volunteers and contractors. This means we value, respect and protect physical, mental and emotional well-being. Leadership plays a foundational role in safety culture while the responsibility for health, safety and wellness is shared by all employees.

This Annual Service Plan demonstrates our commitment to excellence as we maintain and operate City infrastructure, and provides you with insight on the important work our teams will deliver in 2025.

MESSAGE FROM THE BRANCH MANAGER



CARRIE HOTTON-MACDONALD
BRANCH MANAGER, EDMONTON TRANSIT SERVICE

I'm pleased to share this year's Annual Service Plan for Edmonton Transit Service (ETS). We have many exciting changes ahead to further improve the rider experience. We are excited to introduce:

- » New fare options for riders, including Arc multi-day passes and the ability to pay your fare at our Arc validators with physical or digital debit or credit cards. These changes are expected to be implemented in the first half of the year.
- » More bus service hours, responding to growing ridership demand, to serve new neighbourhoods and improve service in existing neighbourhoods starting with the April service change.
- » A new transit trip planner that will work with both Android and Apple devices and better support accessibility for all riders.
- » Transit priority measures on transit corridors to make our buses move more reliably and efficiently across the network. These improvements will be implemented throughout the year.
- » Increased collaboration with partners to further improve transit safety, including more rider engagement through projects like Auricle and by implementing infrastructure improvements.
- » More regional partnerships and collaboration to improve the rider experience in the Edmonton Metro Region.
- » A new online store to provide options for people to purchase transit-themed merchandise. We're targeting to launch the store in the second half of the year.

We have many capital projects in progress, including work related to service expansion for Valley Line West and Capital Line South Extension, as well as planning and design for Bus Rapid Transit. We are also advancing our procurement for Light Rail Vehicles, replacing aging buses and renewing infrastructure.

We reached new ridership milestones in 2024, with more than 61.6 million completed transit trips for the year and, in October 2024, a new monthly record of more than six million trips—growing by 12 per cent from the 2019 pre-pandemic levels. These trips connect people to school, childcare, work, recreation, social and essential services. I'm excited to track ridership levels throughout 2025 to see if we can break more records!

We have a lot to look forward to this year. Thank you for choosing transit!

EDMONTON TRANSIT SERVICE – SERVICE OBJECTIVES

In alignment with the City of Edmonton's Strategic Plan, ETS has defined four service objectives for 2024–25: safe, reliable, convenient and accessible and inclusive. These objectives guide ETS' commitment to providing high-quality transit service that meets the diverse needs of Edmontonians and contributes to a thriving and connected city. Each objective is measured against specific benchmarks to track progress and inform future service enhancements and infrastructure improvements.

CONVENIENT



Convenient means offering a rider-friendly and accessible transit service with well-planned routes and schedules, flexible fare payment methods, and easy-to-navigate transit spaces, making ETS a seamless and hassle-free travel choice for riders.

RELIABLE



Reliable means providing consistent, on-time service with minimal disruptions, ensuring predictable and dependable transportation for all riders.

SAFE



Safe means implementing and maintaining comprehensive safety protocols and security measures across all aspects of Edmonton's transit network, enabling the physical and psychological well-being of passengers and employees.

ACCESSIBLE AND INCLUSIVE



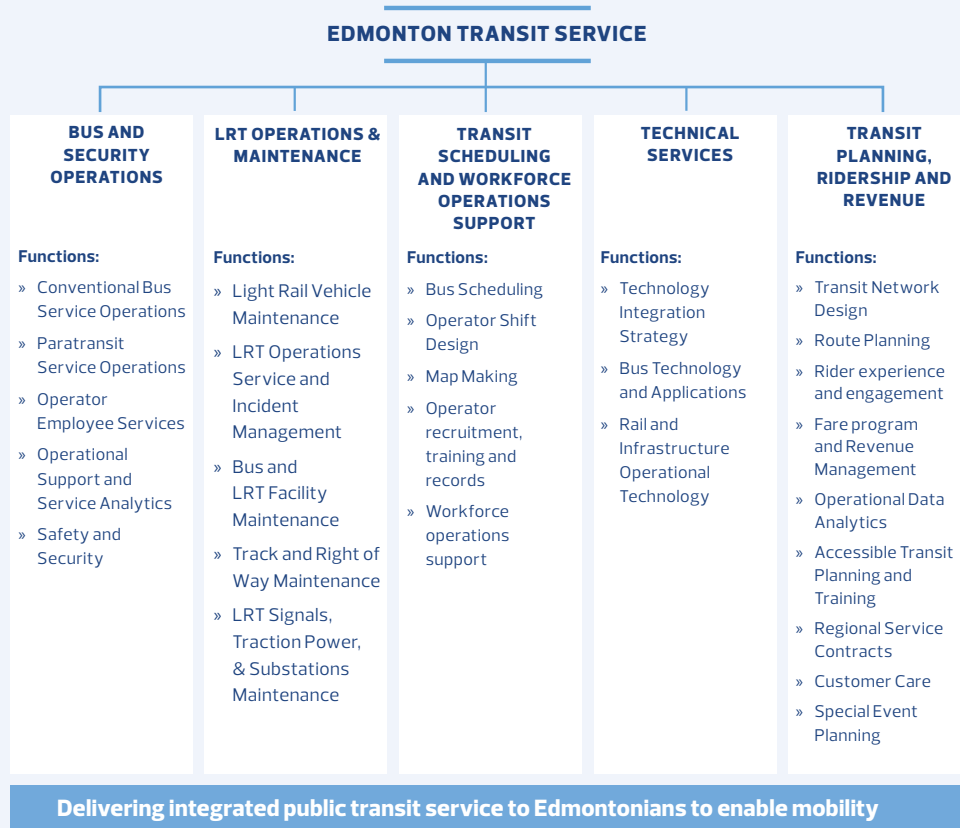
Accessible and inclusive means ensuring Edmonton's diverse communities have equitable and dignified access to transportation. This involves designing universally accessible services, vehicles and information, while meeting the individual needs of people with disabilities through reliable paratransit. It also means actively engaging the community to ensure ETS reflects and serves the needs of all Edmontonians.





BRANCH STRUCTURE

ETS is a branch within the City Operations department and delivers two sub-services, conventional transit (bus and LRT) and paratransit.



BRANCH BY THE NUMBERS



YEARS OF TRANSIT SERVICE AS OF 2024

(starting with street car service)



24 Transit centres



2,376 Bus shelters



29 LRT stops & stations



5,561 Bus stops in service

1,830 Transit Operator Full-Time Equivalents (FTEs)

(includes Conventional Transit, Community Service and DATS)

Bus Service




120 REGULAR BUS ROUTES

61 SCHOOL BUS ROUTES

891 40-foot buses (including 60 electric buses and 1 hydrogen-electric bus)

55 60-foot articulated buses

49 Community buses

995 
TOTAL BUS FLEET SIZE

LRT Service



94 CAPITAL LINE & METRO LINE LRT TRAINS

26 VALLEY LINE SOUTHEAST LRT TRAINS



40 KM LRT TRACK LENGTH

YEAR IN REVIEW 2024

Conventional Transit Service



61.6 MILLION

TOTAL BUS AND LRT RIDERSHIP

73%



satisfied ETS riders

55,155,463

BUS AND LRT
VEHICLE
KILOMETRES



2,171,646

BUS AND
LRT REVENUE
VEHICLE HOURS



On Demand Transit Service



56

number
of buses

63

communities
served

17

senior residences
served

4.7/5



average On Demand
Transit ride rating

694,046

On Demand Transit trips

Dedicated Accessible Transit Service (DATS)



104

DATS vehicles

13,700+

DATS registrants

930,597

DATS trips

87%

Satisfied DATS
riders

98%

DATS
accommodation
rate

391,042

DATS revenue vehicle hours
(includes City of Edmonton and contracted services)

Arc



19.9 MILLION
ARC TRIPS

206,598
ACTIVE ARC CARDS



Arc cardholder that completed at least one trip in 2024

Fare Assistance Programs

320,496

Ride Transit low income monthly transit passes sold and monthly fare caps reached



115,795

Transit tickets distributed to community organizations
(through Transit Access Grant – formerly Donate A Ride)

77

Transit Access Grant partner agencies

18,143



Monthly passes distributed to Edmontonians experiencing homelessness (PATH program)

6,436

Unique participants receiving monthly passes through the PATH program

44

PATH partner agencies

Safety and Security



7

Number of Community Outreach Transit Team (COTT) teams

5,023

Community Outreach Transit Team (COTT) engagements



COTT 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. COTT engagements are more involved interactions that result in a referral or other support based on identified needs including transportation support to a community organization.



30+

Agencies or services, including mental health resources, shelters, pharmacies and doctors COTT clients were physically connected to

98

Transit Peace Officers supporting the ETS network

21

Security guards/ comissionaires deployed



2.0 RESULTS IN 2024

Edmonton's transit ridership is experiencing significant growth, serving 61.6 million riders in 2024, a 15.2 per cent increase from 2023. This strong post-pandemic recovery is also evident in the October 2024 record of six million trips. There are several contributing factors that led to this increase, including:

- » Edmonton being one of the few cities in Canada with a high frequency transit grid in the core of the city, following implementation of the bus network redesign in 2021. This offers 15 minutes or better frequency every day of the week, most times of day.
 - Frequent transit routes, such as Routes 4, 8 and 9, have had very high levels of ridership.
- » The addition of 70,000 annual service hours to the bus network in February 2024 and Valley Line Southeast service completing its first full year of service. The new NAIT/Blatchford Market Station also opened in January 2024.
- » Improvements to transit safety and security with more security measures in place than in previous years.
- » Edmonton's population growth of 4.5 per cent in 2024.

ETS continues to regularly assess service needs, adjust service to meet growing demand and analyze performance and rider feedback to optimize service allocation.

SERVICE OBJECTIVE: CONVENIENT

To enhance the convenience of using ETS, several improvements were implemented in 2024, focusing on increased service frequency and streamlined fare payment options.

ACTIONS

Arc: The Edmonton Metro Regions' Electronic Fare Payment System

In 2024, the Arc implementation entered its final stages with the transition of the remaining fare groups to Arc, including:

Seniors

- » Arc became available to seniors in January 2024.
- » In-person presentations and drop-in sessions were offered to help seniors transition to Arc.
- » Seniors can now access various Arc products including pay-as-you-go with monthly and annual fare caps, and annual period passes for low-income seniors.

DATS

- » Arc became available to paratransit riders in May 2024 when DATS vehicles were equipped with hand-held Arc validators.
- » DATS riders now have the same Arc fare options as conventional transit riders.

Ride Transit Program Participants

- » Ride Transit Program participants began transitioning to Arc in July 2024.
- » Approximately 30,000 active Ride Transit program participants can now benefit from the combined benefits of the Ride Transit subsidy and the Arc pay-as-you-go model
- » ETS held in-person drop-in sessions with Ride Transit riders each month to assist riders with the transition to Arc.

Transit Access Grant (TAG)

- » The TAG program offers single-use Arc tickets and day passes to social agencies, enabling them to support vulnerable, low-income individuals with their transit needs.
- » ETS distributed 115,795 single-use Arc tickets and 1,814 day passes through TAG in 2024, ensuring more riders can access transit service.

Providing Accessible Transit Here (PATH)

- » To reduce barriers to transportation, ETS provides monthly transit passes and tickets to social agencies for distribution to houseless or precariously housed individuals.
- » ETS distributes approximately 2,000 pre-paid Arc cards and 3,500 single-use tickets through this program each month.

Phase-out of ETS Paper Products

- » As the final fare groups were onboarded to the Arc system, ETS stopped selling paper fare products in November 2024.
- » Paper tickets will remain valid until the end of 2025, providing an opportunity for those to use any existing tickets.
- » Cash and transfers will continue to be used and accepted as valid fare payment across the network indefinitely.



DATS Service Improvements

- » Additional Improvements to ETS' paratransit service, included:
 - Enhanced communication tools that provide riders with trip reminders and arrival updates.
 - A new scheduling algorithm to improve ride time accuracy and predictability, enhancing user satisfaction and operational efficiency.

Transit Service Improvements

- » The addition of 70,000 annual service hours to the bus network, in February 2024, expanded service throughout the bus network.
- » A new Route 926 was implemented to replace On Demand Transit and serve Stillwater, The Uplands and east Edgemont.
- » Additional service during peak periods on Routes 52, 107, 116, 509, 523, 901, 902, 903, 904, 916, 919 and 922.

NAIT/Blatchford Market LRT Station Opens

- » The new NAIT/Blatchford Market LRT Station opened, ahead of schedule and on budget, in January 2024.

- » The station provides central access to NAIT's Main Campus and can accommodate five-car trains to support future ridership.

- » The temporary NAIT Station has been decommissioned as a result.

ETS Special Events Support in 2024

- » Special events services transported approximately 1.6 million passengers in 2024, reducing event-related traffic congestion, improving citywide mobility and enhancing the perception of ETS service for frequent and infrequent transit riders.
- » ETS provided transportation for events like the Metallica and P!nk concerts, the Red Bull Soapbox Race, as well as Elks and Oilers games and other community events.
- » The Valley Line Southeast LRT was integrated into special events service adding new capacity to the transit system to support special events, particularly the Edmonton Folk Festival.
- » A transit fee for major events at Commonwealth Stadium was approved in 2024 for implementation in 2025 and beyond. This will allow tickets for some events to serve as ETS fare payment and encourage greater transit use.



PERFORMANCE MEASURES	MEASURE DESCRIPTION	ACTUAL RESULTS	TARGET
Rider Satisfaction with Arc	Measures proportion of transit riders satisfied with the Arc fare payment system.	70%	≥ 80%
Rider Satisfaction with Availability to Find Information to Complete trip	Measures proportion of transit riders satisfied with availability of information required to complete their transit trip.	77%	≥ 80%
DATS Accommodation Rate	DATS trip requests accommodated as a percentage of overall trip requests from DATS clients, where the trip can be accommodated within one hour of the initial requested pickup time. DATS attempts to accommodate as many trip requests as possible while also managing on-time performance.	98%	≥ 98%





SERVICE OBJECTIVE: RELIABLE

To ensure a reliable transit experience, ETS implemented improvements in 2024 focused on providing more consistent, on-time service with minimal disruptions.

ACTIONS

Conventional Service Adjustments

- » Articulated buses were deployed to Routes 8 and 500X to address growing ridership and recent overloads, improving capacity and reducing delays.
- » Route 910X was adjusted to reflect peak ridership patterns, improving service reliability and efficiency.

On Demand Transit Service

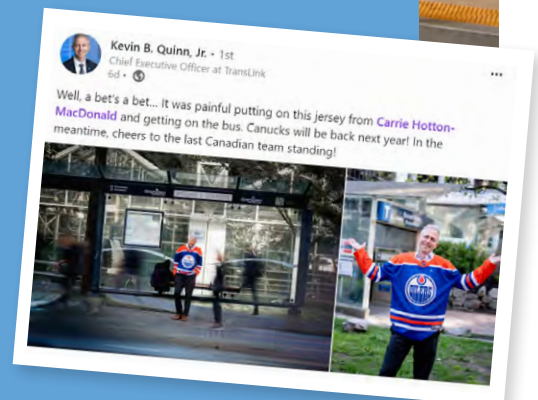
- » ETS adjusted its On Demand Transit service to improve performance and reliability, and introduced new service to:
 - Enoch Cree Nation, connecting residents to Lewis Farms Transit Centre,
 - Rundle Park, improving access to the ACT Aquatic and Recreation Centre and Family Centre.

PERFORMANCE MEASURES	MEASURE DESCRIPTION	ACTUAL RESULTS	TARGET
Rider Satisfaction with Bus/Train Arriving On-Time	Measures proportion of transit riders highly satisfied with the reliability of ETS (buses and trains arriving on-time). This indicator is gathered through the Conventional Transit Rider Satisfaction Survey.	76%	≥ 80%
Bus On-Time Performance	Percentage of bus trips departing from timing points no more than zero minutes early and five minutes late of scheduled departure time.	75%	≥ 90%
LRT On-Time Performance	Percentage of LRT trains departing from LRT station platforms no more than zero minutes early and five minutes late of scheduled departure time.	96%	≥ 90%
DATS On-Time Performance	Percentage of DATS trips arriving within the 30-minute time pick-up window provided to DATS clients.	90%	≥ 90%



Oilers Challenge

A friendly wager was initiated between Carrie Hotton-MacDonald, ETS Branch Manager, and Kevin Quinn, CEO of Vancouver's TransLink, as the Edmonton Oilers and Vancouver Canucks faced off in the 2024 Stanley Cup Playoffs Western Conference semi-final. The terms of the wager stipulated that the representative of the losing city would be required to wear the opposing team's jersey during their commute on transit in their city. As many of you may recall, the Oilers ultimately won the playoff series and Mr. Quinn upheld his commitment to wear an Oilers jersey.



SERVICE OBJECTIVE: SAFE

In prioritizing the safety of riders and employees, ETS implemented comprehensive safety and security enhancements across ETS facilities and vehicles in 2024.

ACTIONS

Enhanced Transit Safety Plan

- » More resources and safety measures were added, including Transit Peace Officers and surveillance cameras. Funded in part through the Alberta Transit System Cleaning Grant, ETS invested in infrastructure upgrades that resulted in better lighting, reinforced LRT facility doors and clearer sight lines to improve safety and security.
- » ETS continues to dedicate resources to more frequent cleaning and maintenance of transit vehicles and stations, to further enhance the rider experience.
- » ETS collaborates on an ongoing basis with social agencies to address the complex issues of homelessness, mental health and addiction that often intersect with transit.

Rider Engagement on Safety

- » The City's "Here to Help" campaign highlighted the role and visibility of safety/security personnel throughout the transit network, with a focus on engaging with riders and creating a safer transit environment. This campaign included collaboration between Transit Peace Officers, Edmonton Police Service, Community Outreach Transit Teams (COTT), Commissionaires and other security partners who operate adjacent to transit facilities.

- » ETS supported the annual "First Riders" event to help students learn how to use the transit service safely and effectively. This event is hosted by Edmonton Public and Catholic Schools every August to help students at all grade levels become familiar with using yellow bus and ETS in the fall.
- » To help students, ETS staff were present at select transit centres to provide trip planning assistance during the first week of classes. Staff also participated in several new student orientation events hosted by post secondary schools to help students new to ETS and/or Edmonton learn about public transit.

Safer Washroom Plan

- » Measures were implemented to create safer washroom spaces for riders, including adding sharps disposal containers, posters with community resource information for addictions and mental health support, and an emergency call button feature to connect with the ETS Control Centre.
- » In 2024, ETS tested the use of motion detection technology in washrooms. This technology alerts the ETS Control Centre of when movement has not been detected from a person inside the washroom, which could indicate a medical emergency and/or overdose in the space. The measures implemented have had a positive impact for riders and employees.



PERFORMANCE MEASURES	MEASURE DESCRIPTION	ACTUAL RESULTS	TARGET
Rider Perception of Safety	Measures proportion of transit riders who indicated they felt safe throughout their last transit trip.	61%	≥ 80%
Non-Criminal Incidents (% of Ridership)	Number of non-criminal occurrences investigated by Transit Peace Officers as a percentage of ridership. This refers to files that are not classified as criminal in nature as per the Criminal Code and also excludes fare evasion files.	0.048%	≤0.1%



ETS History Exhibit at KDays

ETS hosted an exhibit at KDays from July 19 to 28, celebrating the history of public transit in Edmonton. The 8,000 square foot exhibit, created in collaboration with the Edmonton Radial Railway Society, provided attendees with a nostalgic experience that highlighted key moments in ETS history. The exhibit featured a large wall display with photographs, news articles and historical trivia, as well as various ETS artifacts. To encourage more transit riders to adopt Arc, KDays attendees with Arc cards received free general admission on July 23. This initiative aimed to promote the use of Arc and connect Edmontonians with the KDays experience.

SERVICE OBJECTIVE: ACCESSIBLE AND INCLUSIVE

In 2024, ETS focused on making transit more accessible and inclusive by implementing universally accessible design, enhancing paratransit and actively engaging with Edmonton's diverse communities to further improve equitable access for all riders.

ACTIONS

Taking Action on the CNIB's "Get on Board" Campaign

- » ETS partnered with the Canadian National Institute for the Blind (CNIB) Foundation in 2024 to improve accessibility for riders with sight loss. Completed actions include:
 - Improving accessibility of emergency buttons on Light Rail Vehicles by adjusting the colour contrast.
 - Adding descriptive audio announcements on trains to explain safety features.
 - Engaging CNIB and other rider groups to get feedback on the design of new Light Rail Vehicles to review design options for improved accessibility.
 - Expanding the practice of painting transit centres curbs blue, which started at the Westmount Transit Centre, to create high contrast for persons with sight loss.
 - Modifying bus signage on the side of the bus to only display the route and destination, ensuring crucial route information is clear at all times.
 - Implementing an accessibility awareness workshop, in partnership with community groups, for the ETS leadership team. Workshops will be expanded to include more employees in 2025.
 - Implementing a rider respect marketing campaign across the transit network to promote inclusion and respect for riders with sight loss or other disabilities.

Implementation of SNIC Service Levels

- » The City of Edmonton activates its Snow and Ice Clearing (SNIC) service levels after a large snowfall. SNIC service levels were updated in 2024.
- » The road clearing and active transportation routes follow a priority system and this system ensures cleared routes for buses and access to transit properties.
- » ETS and Parks and Roads Services (PARS) work together to provide continued access for transit riders.

Travel Training

- » In 2024, ETS expanded its travel training program to increase Edmontonians' familiarity and comfort with public transit. Tailored information sessions were offered to diverse groups, including individuals with disabilities, newcomers, and seniors, providing customized support.
- » ETS also provided additional outreach to senior riders to assist in the transition to Arc as well as offerings hands-on learning opportunities for students to explore a charter bus.
- » The Travel training team has also partnered with organizations to provide customized training for people with disabilities.





PERFORMANCE MEASURES	MEASURE DESCRIPTION	ACTUAL RESULTS	TARGET
Rider satisfaction with accessibility of bus stop/LRT station for people of all abilities	Measures percentage of transit riders satisfied with accessibility of bus stops and LRT stations.	69%	≥ 80%
Perception of fare affordability for the low income transit pass	Measures the percentage of Ride Transit (low income transit pass) survey respondents who agreed the Ride Transit fare is affordable.	83%	≥ 80%
Percentage of ETS employees who have completed Indigenous Awareness training	Measures the proportion of ETS employees who have completed the Indigenous Awareness Training offered by the City of Edmonton. New hires in the last six months (July - December 2024) are excluded from the actual results as Indigenous Awareness training is only offered a few times a year.	66%	95%

Thank You from Boyle Street Education Centre

"...[We] would just like to say thank you so much for taking time out of your day to attend our service fair for our students. Every year, this event is a huge success, and it could not be done without your generosity and kindness. Our students this year were so engaged and really talked about some of these resources. It also gives our staff an opportunity to keep up to date with what supports are out there and what we can connect our youth to. Thank you again and we look forward to chatting next year!"



ETS Rider Research

The ETS Rider Research Program is a comprehensive program designed to collect meaningful rider insights from a broad range of transit riders who use bus, LRT, On Demand Transit, and paratransit, as well as people who do not use transit. The program provides insights on rider satisfaction levels and perceptions of various transit aspects, experiences, travel patterns and trip characteristics. Participants in the various research streams include a diverse representation of age groups, gender identities, income levels, employment status, student status, racialized/visible minorities, riders with dependents under 18 years, newcomers to Canada, persons with disabilities, 2SLGBTQIA+, neighbourhoods, frequent and occasional riders and purpose of transit usage.

In 2024, ETS research projects consisted of the following:

Transit Rider Satisfaction Survey

ETS collected approximately 3,000 responses from bus and LRT riders through the monthly transit rider satisfaction survey. Overall satisfaction was 73 per cent in 2024, consistent with 2023 levels. Riders were most satisfied with safe Operator driving, reaching their destination on-time and their ability to find information to complete their trip. Meanwhile,

areas of improvement included perception of safety, cleanliness of vehicles and transit centres/LRT stations, and availability of shelters/benches at bus stops and transit centres.

DATS (Paratransit) Satisfaction Survey

In 2024, 320 DATS riders and caregivers participated in the annual DATS Satisfaction Survey, increasing from 270 participants in 2023. Overall satisfaction with DATS was 87 per cent. Satisfaction was highest for aspects such as assistance from the DATS Operator, DATS service operating hours, booking processes, cleanliness of the vehicles, comfort and safety on-board. Areas of improvement included pick-up windows, on-time performance, trip duration and pick-up/drop-off notifications.

Non-Rider Survey

ETS conducts an annual survey with non-riders to understand reasons for non-transit usage, past satisfaction with ETS, perceptions of ETS and service enhancements that would increase their likelihood of using transit. In 2024, ETS collected feedback from 400 respondents who have not used transit or have used transit very infrequently in the past year. Top reasons for not using transit were that they only needed to use transit for a special circumstance,

personal safety concerns and a switch to driving. When asked about service enhancements that would increase their likelihood of using ETS again, the most frequently suggested enhancements were safety and security measures, reducing fares, more direct service to destinations, improved cleanliness and more routes that allow them to reach their destination faster.

Ride Transit Survey

ETS conducts an annual survey with Ride Transit Program participants to understand the impact of the program on participants and monitor if it is achieving its desired outcomes. In 2024, over 430 Ride Transit participants completed the survey. Survey data showed that perception of affordability of the Ride Transit fare, as well as its impact on household savings, remains high. In 2024, 83 per cent of respondents agreed the Ride Transit pass was affordable and 83 per cent of respondents also agreed it saves their household money. The majority of respondents also agreed the Ride Transit Program supports their household participation in health and social activities, such as medical appointments (78 per cent), going to different places in the city (75 per cent), visiting friends/family (73 per cent) and travelling to places together (65 per cent).

Youth on Transit Research

Youth riders are an important rider segment for ETS and represented the largest ridership group in 2023. Helping youth riders feel supported and safe can establish transit as a lifelong preferred travel mode. To further understand youth perceptions of transit, in 2024 ETS launched a youth in transit research project to understand the perceptions, motivations and barriers of transit use among youth ages 12–24. The project kicked-off with the qualitative research component, which involved focus groups and interviews with youth. Youth shared insights on their challenges using transit, including reliability, faring and safety concerns, as well as awareness of different ETS programs targeted at youth.



In 2025, ETS will be implementing the second phase of the research project which will include a survey to help confirm and quantify the findings from the qualitative research.

Regional Transit Experience Qualitative Research

Regional transit collaboration helps to ensure a coordinated and convenient public transit service across the Edmonton Metropolitan Region, and understanding the perceptions and barriers of regional riders helps ETS and regional partners improve their experiences. In 2024, ETS collaborated on a qualitative research project with regional transit partners, including City of Beaumont, City of Fort Saskatchewan, City of Leduc, Leduc County, Parkland County, City of Spruce Grove, City of St. Albert, Town of Stony Plain and Strathcona County. As part of the research, a limited number of participants took 10 regional trips and documented their experiences and perceptions along their transit journeys. Insights from the study will be used to support the Regional Transit Action Plan in 2025.

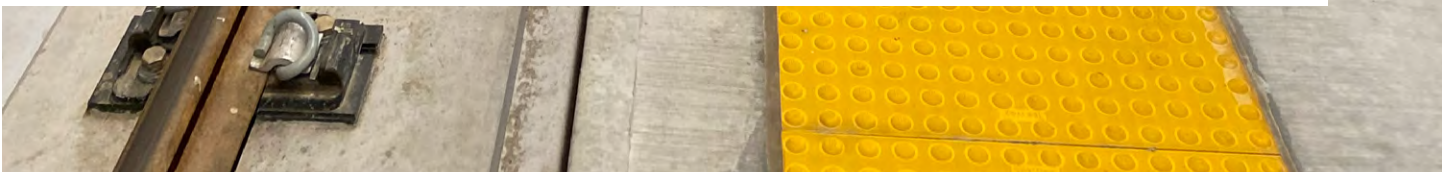
For more information on research projects in the coming year, see [Projects and Infrastructure 2025](#) below.



3.0 SERVICE PLAN 2025

Guided by the Transit Service Policy C539A and the accompanying Transit Service Standards Procedure, ETS has designed a transit network that allows riders to:

- » Travel efficiently across the city on frequent and rapid bus routes and the LRT network.
- » Move easily between commercial and community hubs outside the downtown core using crosstown routes.
- » Access local destinations at the neighbourhood or district level using local routes and On Demand Transit service.
- » Travel where they need to go, regardless of any physical or cognitive disability.





Managing Ridership Growth on our Transit Network

ETS has seen significant ridership growth in recent years, requiring service adjustments to meet evolving needs. These decisions are guided by the Transit Service Policy and Transit Service Standards Procedure, using data from performance reports and rider feedback to identify areas for improvement.

In 2025, ETS will add 20 buses to the bus network supported by 50,000 new annual service hours Council funded in the 2023 fall supplemental budget adjustment process. The additional service will help respond to growth in ridership demand and improve service reliability.

ETS garages are currently at full capacity, and the new Kennedale Satellite Garage will provide capacity to store 20 buses starting this year. Until the opening of the new Southeast Transit Garage, there will be limited opportunities to add more service in response to growing ridership.

Bus Service Changes

ETS uses Transit Service Standards to guide decisions about route planning and service adjustments. These standards set performance targets for bus boardings and other key metrics, helping to identify routes needing improvement or reallocation of resources. Decisions can include adding service to high-performing or overcrowded routes, adjusting service on lower-performing routes or even eliminating routes that fall below minimum thresholds for service.

Although overall ridership has increased, this growth has not been uniform across all routes, leading to route planning and scheduling challenges. Some routes face overcrowding, while others in rapidly growing areas are underserved. Increased rider volume, combined with traffic congestion, can reduce reliability and increase travel delays.

ETS monitors each bus route several times per year, evaluating ridership and performance to ensure adequate service capacity. Schedule adjustments are then made to address the most severe and frequent overloads and delays. Currently, ETS manages overcrowding by adding service, but resource limitations may restrict this strategy in the future. Overcrowding primarily occurs during peak service hours, though some crosstown routes experience overcrowding during off-peak times. While occasional overcrowding is expected, especially on frequent routes, ETS monitors these patterns to prioritize service additions.



In 2025, ETS is adding approximately 1,000 weekly hours to improve service. These investments are guided by route performance reviews, focusing on factors like boardings per hour, the number of passengers (passenger loads) and on-time performance, as outlined in the Transit Service Standards Procedure and summarized in the [ETS Route Report Card](#).

As a result of this analysis, the additional service hours will be allocated to address the following most pressing needs:

- » Transition one On Demand Transit service zone to conventional bus service. The On Demand zone serving Keswick and Glenridding Ravine was determined to be the area with greatest need to convert to conventional bus service. This shift will provide more consistent and reliable service in areas with increasing demand.
- » Improve reliability by addressing schedule adherence issues on routes experiencing the most significant and/or frequent delays. This will focus on improving on-time performance and reducing unpredictable wait times for riders.
- » Increase service frequency to provide more capacity on routes experiencing overloads and pass-ups, particularly on the busiest routes. Crosstown routes, which have seen significant ridership growth, require additional capacity to meet growing demand.

- » Improve service frequency on Route 747 to the Edmonton International Airport due to higher travel demand. This will address overcrowding and improve the rider experience for airport travellers.
- » Schedule first trips earlier and/or last trips later in the day on routes experiencing higher ridership due to changing travel patterns. This will cater to evolving commuter needs and provide greater flexibility for riders.
- » Provide additional service for students attending schools with the fastest growing enrolment. This will primarily benefit Elder Dr. Francis Whiskeyjack and Father Michael McCaffery schools, where enrolment is projected to nearly double in the coming year.

While the primary focus of service changes is on adding service, some routes will see minor reductions. These reductions adhere to the Transit Service Standards Procedure, which ensures a consistent, performance-based approach to service adjustments across the city.

The savings from these reductions will be reinvested to increase service levels and reduce travel times on busy routes experiencing overcrowding and delays, ultimately ensuring cost-effective service delivery.

The following service adjustments begin February 2025:

ROUTES	CHANGES
Routes 7, 55, 103, 124, 709, 900X & 915	Add service hours on several routes experiencing delays to improve schedule adherence and improve the rider experience.
Routes 504 and 526	Change from community bus (30-foot bus) to regular (40-foot) bus to better meet rider needs.

In addition, several schedule adjustments were made to a number of routes to reduce delays and help buses start and end their trips on time.

The following service adjustments begin April 2025:

ROUTES	CHANGES
Route 8	Change from regular 40-foot bus to articulated 60-foot bus on Saturday midday service.
Route 9	Extend extra trips to Eaux Claires Transit Centre that currently operate between Downtown and Northgate. Extend afternoon peak service later.
Route 54	Increase frequency on Saturday and Sunday midday and evening service. Start morning peak service earlier.
Route 56	Start Saturday morning service earlier. Increase frequency on Saturday midday, evening and late night service. Start Sunday morning service earlier and increase frequency on Sunday midday and late night service.
Route 119	Start weekday service earlier. Increase frequency on Saturday midday and evening service and on Sunday morning and evening service.
Route 121	Increase frequency on Saturday midday.
Route 122	Route changed to better serve the higher density residential and commercial areas along 167 Avenue and 82 Street.
Route 123	Increase frequency on Saturday and Sunday midday service.
Route 127	Griesbach loop removed due to low ridership. The time saved will allow Routes 127 and 128 to be scheduled to allow travel on the same bus without transferring between routes.
Route 500X	Start weekday morning service earlier. Add extra service during weekday afternoon peak times and expand service to end later.

ROUTES	CHANGES
Route 515	Increase frequency on Saturday and Sunday midday service.
Route 516	Increase frequency on Saturday and Sunday morning, midday and evening service.
Route 719	Replace short turn trips with more full trips during morning and afternoon peak times to better align with travel demand. Increase frequency on weekday midday and evening service.
Route 721	Replace short turn trips with more full trips during morning and afternoon peak times to better align with travel demand.
Route 722	Replace short turn trips with more full trips during morning and afternoon peak times to better align with travel demand.
Route 727	Change route to use newly completed Desrochers Boulevard.
Route 729 – new route	Transition weekday service from On Demand Transit to conventional bus service for Keswick and Glenriding neighbourhoods, providing riders access to Leger and Century Park transit centres. These neighbourhoods will continue to receive On Demand Transit service on Saturdays and Sundays. Route 729 will operate during morning peak, midday, afternoon peak and evenings, Monday to Friday.
Route 747	In agreement with regional partners, frequency of service will increase during the midday so service operates every 30 minutes from 6 a.m. to 8 p.m. to and from Century Park Transit Centre and the Edmonton International Airport, seven days a week.
Route 903	Increase frequency on Saturday midday service.
Route 920X	Expand morning service to end later. Expand afternoon service to start earlier.
Route 930X	Expand morning service to end later. Increased frequency on weekday afternoon peak times.
Stony Plain Road Shuttle (Route 999)	Stony Plain Road shuttle will be discontinued and replaced with On Demand Transit service to provide a larger span of service to meet rider needs.

The Stony Plain Road Shuttle (Route 999) was introduced in November 2022 to provide transit service during construction of the Stony Plain Road bridge. In April 2025, following the opening of the Stony Plain Road bridge across Groat Road, ETS will discontinue the shuttle service along this corridor. Since the shuttle was introduced, On Demand Transit service was added to the area and offers more service options for riders. Resources from the discontinued shuttle will be returned to DATS service.

Adjustments Planned for Later in 2025:

ROUTES	CHANGES
Route 110X	Adjust service throughout the weekday by slightly adjusting frequency during some intervals to better align with post-secondary travel.
Route 111	Replace the route with On Demand Transit service in the Riverdale neighbourhood. Extend route into Alberta Avenue and Chinatown.
Route 502	Expand morning service to end later and afternoon service to start earlier.
Route 507	Route change in Mill Woods to make travel more direct. Reduce travel time in north Mill Woods between Meadows, Millbourne and Southgate.
Route 508	Route change from Meadows to Mill Woods via Tamarack, Wildrose and Minchau.
Route 521	Increase frequency on weekday morning and afternoon peak service.
Route 527 – new route	Route split from Route 508 serving Millbourne area to Mill Woods Transit Centre
Route 709	Adjust service during the morning peak times by slightly adjusting frequency to better align with school travel demand.
Route 725	Route replaced with On Demand Transit service in the Lendrum and Malmo neighbourhoods.
Route 726	Route replaced with On Demand Transit service in Belgravia and Windsor Park neighbourhoods to provide an increased span of service.
School service	<p>Add trips to crowded school routes and schools encountering significant increase in student enrolment.</p> <p>Underperforming school routes that fall below the ridership standard for school service are being reviewed with school board partners. Some school routes that are not meeting service standards may have individual trips cancelled or consolidated where feasible. Some very low performing school routes with less than 15 riders will be cancelled and the service hours will be reallocated to serve higher demand areas of the network.</p> <p>ETS will share details of school route changes in the spring of 2025, before the end of the 2024–2025 school year, to help students and parents plan their travel.</p>



LRT Service Changes

118 Avenue Bridge Renewal service impacts

The 118 Avenue bridge supporting Coliseum LRT Station requires renewal to ensure its safety and extend its service life. This work, starting in late April until late September, will reduce Capital Line train frequencies between Churchill and Clareview Stations.

During this period, the southbound track will be closed and removed for bridge work, requiring trains to operate in both directions on the northbound track through Coliseum Station. This single-tracking will reduce train frequency between Clareview and Churchill Stations to 10 minutes (from the current six minutes) during peak hours.

Metro Line LRT service will also be affected. During peak hours on the weekday, Metro Line trains will operate the full route from NAIT/ Blatchford Market to Century Park Station, instead of ending the trip at Health Sciences Station and will run at a 10 minute frequency. During evenings and the weekends, Metro trains will be running their regular Nait to Health Sciences Station route. Train lengths on

both lines will be adjusted during this period. The 118 Avenue bridge renewal will continue over the next three summers, with the most significant service impacts occurring in 2025 and 2027. The 2027 service plan and impacts are expected to be very similar to those in 2025.

Other LRT service impacts:

In 2025, several short-term LRT renewal projects will also affect service. LRT crossings at University Avenue and 129 Avenue on the Capital Line, and 111 Avenue on the Metro Line, will be replaced. This work will necessitate road closures over the tracks, leading to LRT service stoppages or reduced train frequencies. Each crossing replacement is expected to take three-to-five days to complete and will be scheduled to minimize disruption for the majority of transit riders.

Valley Line Southeast will maintain current service in a continuation from the 2024 service plan, with adjustments as needed for special events.

On Demand Transit Service

This service provides first/last-kilometre connections in areas with insufficient ridership for traditional conventional bus service. On Demand Transit has experienced significant ridership growth, increasing by 25 per cent between September 2023 and September 2024. This growth has resulted in increased wait times and route deviations in high-demand areas, resulting in less consistent travel times in busy areas. Some neighbourhoods with On Demand Transit service have now reached ridership levels where conventional service is a more effective service delivery model.

As part of a 50,000 service hour expansion, ETS prioritized converting the On Demand Transit area with the highest ridership to conventional bus service. This marks the second such conversion, following the transition to conventional service of the Stillwater/The Uplands/East Edgemont On Demand Zone in 2024.

The following factors were then used to prioritize the neighbourhoods to receive conventional service:

- » Current ridership (number of passengers who would benefit from conventional service)
- » Average wait time (time between booking and pickup)
- » Seat unavailable rate (percentage of trip requests where no seats were available)
- » On Demand efficiency (number of vehicles required to meet current demand)
- » Population projections (growth over the next five years)
- » Cost projections (comparison of resources required for conventional bus service versus existing On Demand service)

Based on these factors, the following On Demand Transit neighbourhoods are now eligible for conventional bus service:

- » Big Lake/Winterburn/Kinokamau
- » Cavanagh/Cashman
- » Hills of Charlesworth
- » Keswick/Glenridding Ravine

Considering all of these factors through a data-drive analysis, ETS has determined that the Keswick/Glenridding Ravine neighbourhoods as the most critical for conversion to conventional service. Conventional bus service will be implemented during weekdays starting with the April service change. On Demand Transit service will continue to operate in these areas on the weekends.

New bus Route 729 will serve Glenridding Ravine and most of Keswick and will operate between Leger and Century Park on the weekdays with service every 20 minutes during peak hours and every 30 minutes during the midday and evening. On Demand Transit service will continue operating in these neighbourhoods during the weekends and will continue to serve the Keswick on the River community seven days-a-week.

On Demand Transit vehicles that currently serve Keswick and Glenridding Ravine will be redeployed to other high ridership areas including Hills of Charlesworth, Cavanagh and parts of Edgemont. On Demand Transit vehicles will also be shifted between areas as needed in response to changes in ridership patterns and wait times.

Routes 725 and 726 will be cancelled in the summer due to low ridership below service standard thresholds, and replaced with On Demand Transit service in the Belgravia, McKernan, Lendrum and Malmo neighbourhoods. On Demand Transit service will be provided to areas that are beyond 600 metres to conventional transit service.

On Demand Transit stops will be added to Stewart Greens, Rampart Industrial and Industrial Heights (66 Street) to extend transit service into areas that are beyond 600 metres to conventional transit service.

Similar to conventional service, On Demand Transit ridership is reviewed regularly and vehicles may be moved to different areas in response to changes in ridership patterns.



Dedicated Accessible Transit Service (DATS)

DATS will be celebrating its 50th anniversary on April 28, 2025. For half a century, DATS has provided door-to-door, shared-ride transportation for riders who cannot use conventional public transit. In 2024, DATS connected more than 930,000 riders to their communities and destinations.

In our commitment to continuous improvement, DATS continues to implement its multi-year Service Enhancement Plan, including:

- » Implementing appointment-based scheduling;
- » Exploring integration with taxi providers for real-time deployment of non-dedicated vehicles; and,
- » Promoting self-service technology upgrades, such as the online booking portal and interactive voice response features.

Additionally, DATS is implementing actions that respond to an audit report by the Office of the City Auditor in February 2025, including the following items:

- » Reviewing eligibility processes for consistency and industry best practice alignment;
- » Enhancing security protocols for personal information protection;
- » Improving documentation of contracted service monitoring for enhanced oversight;
- » Formalizing strategic planning documentation for goal alignment, risk mitigation and performance measurement;
- » Introducing data controls and validation processes for reporting accuracy; and,
- » Reviewing and updating training materials for office staff.



Regional Service Improvements: Route 747

ETS and our partners with the City of Leduc, Leduc County and the Edmonton International Airport have prioritized improvements to Route 747, the vital link between Edmonton and the Edmonton International Airport. Starting in spring 2025, riders will benefit from increased off-peak service to addressing overcrowding and the high demand for this route. These enhancements, using growth buses and temporary facilities, will accommodate rising demand and improve rider experience.

This initiative demonstrates a shared commitment to improving airport transit access and delivering high-quality regional transportation. By capitalizing on available resources, these adjustments will enhance service quality, reduce wait times and improve customer satisfaction, while maintaining fiscal responsibility.

Community Outreach

Each year, ETS actively engages in community outreach to build relationships and improve transit service for all Edmontonians. This year ETS:

- » Participated in various community events, like the Rider Appreciation Day and various summer festivals, including Edmonton International Fringe Theatre Festival, Edmonton Folk Music Festival and Edmonton Heritage Festival.
- » Partnered with Telus World of Science – Edmonton to promote the 'Our Climate Quest' exhibit to highlight transit as a sustainable transportation choice.
- » Hosted Holiday Lights Tours for the public and social agencies, better enabling them to share the holiday spirit and strengthen community partnerships.
- » Offered ETS 101, a school program teaching kids how to use transit and equipping them with transit safety and navigation skills.
- » Expanded the "Next Stop: Storytime" program with the Edmonton Public Library as an engaging way for young children to experience travelling on bus.
- » Participated in school outreach events and the "First Riders" event to offer an opportunity for families and students of all ages to learn about ETS.
- » Supported the Girl Guides of Canada (Edmonton Area) scavenger hunt and transit rally to encourage transit use and build confidence among young riders.



Mass Transit Integration and Transit Priority Measures

Edmonton's Mass Transit Plan, approved by Council in 2022, identified Bus Rapid Transit (BRT) and Transit Priority Measures (TPM) as critical for the transit network to accommodate a population of 1.25 million. During the 2023–2026 budget deliberations, Council approved funding for the planning and design of two BRT routes, as well as the planning, design and construction of Transit Priority Measures.

The Mass Transit project is advancing the planning and design of BRT routes B1 and B2. The B1 BRT route will create a key north–south connection between Castle Downs and Century Park transit centres via Downtown, while the B2 route will create a key east–west connection between the West Edmonton Mall Transit Centre and the Bonnie Doon stop via the University of Alberta station.

As a first step, the City of Edmonton focused on determining strategy–level recommended alignments for the B1 and B2 routes. These recommended alignments were developed through a decision–making framework that considered the policies in The City Plan, the mass transit implementation principles, technical considerations and public engagement. Technical considerations included: connection to surrounding land uses, integration with other modes of transportation, equity considerations and impacts to bus operations and vehicular traffic.

In 2025, the City of Edmonton will advance concept planning for these two BRT routes. This work

represents a significant step forward in The City Plan implementation and will help further guide the future planning for the BRT routes and other district bus–based mass transit.

The Transit Priority Measures project includes planning, design, and implementation along the following corridors:

- » Jasper Avenue (95 Street to 109 Street)
- » 101 Street (Kingsway to Jasper Avenue)
- » 97 Avenue (105 Street to 109 Street)
- » 97 Street (107 Avenue to 118 Avenue)
- » Hewes Way (23 Avenue to 28 Avenue)
- » 118 Avenue at 80 Street
- » Whyte Avenue (109 Street to 99 Street)

The concept phase, which was completed in 2024, evaluated and recommended measures for implementation and developed concept plans. The recommended measures include signal re–timing, queue jumps, parking restrictions, intersection improvements (such as curb extensions) and the addition of transit lanes at various locations along the selected corridors.

The design phase is underway, and the measures continue to be refined. Design for traffic signal–related measures for the 97 Street and 118 Avenue corridors is progressing and is anticipated to be implemented in the first quarter of 2025. Implementation of the remaining measures will be completed in 2025 and 2026.

ETS and the Wildfire Response

The severe wildfire in Jasper National Park, fueled by dry conditions and strong winds, prompted the evacuation of residents and tourists. The City of Edmonton responded by establishing the Rapid Emergency Support Terminal (REST) to provide assistance to 2,856 evacuees. To aid evacuees, the City provided free transit to those displaced by the wildfire. Evacuees registered at the Emergency Support Response Team (ESRT) were issued wristbands that served as valid fare on ETS and regional transit partners such as Strathcona County, St. Albert, Fort Saskatchewan, Leduc and Spruce Grove. The City of Edmonton remains committed to supporting the recovery and rebuilding efforts of the Jasper community.

4.0 PROJECTS AND INFRASTRUCTURE 2025

ETS is dedicated to continuous improvement and innovation to meet the evolving needs of Edmontonians. Various projects are undertaken to support ETS operations and service delivery, ensuring riders have access to efficient and reliable public transportation. These projects encompass infrastructure upgrades, technology implementations, and process enhancements, all of which contribute to maintaining and strengthening transit service in Edmonton.

SERVICE OBJECTIVE: CONVENIENT

OBJECTIVE

Offer a rider-friendly and accessible transit service with well-planned routes and schedules, flexible fare payment methods and easy-to-navigate transit spaces, making ETS a seamless and hassle-free travel choice for riders.

ACTIONS

- » New Fare Options for Riders
 - Arc Multi-day Passes
 - Arc Open Payment Options
 - Integrated transit fare with Commonwealth Stadium major event tickets
- » Upgraded DATS Online Booking Tool
- » Updated ETS Trip Planner
- » Regional Transit Improvements
- » Mobility Hubs

PERFORMANCE MEASURES

TARGETS

Rider Satisfaction with Arc	≥ 80%
Rider Satisfaction with Availability to Find information to Complete Trip	≥ 80%
Rider Satisfaction with Number of Transfers Required to Reach Final Destination	≥ 80%
DATS Accommodation Rate	≥ 98%



Fare Changes

Arc Multi-day Passes

Starting February 1, ETS launched two Arc multi-day Arc pass options, offering three- and five-day unlimited travel passes. These passes provide a convenient and cost-effective fare option for both residents and visitors, particularly those traveling to Edmonton for work or leisure. The Arc multi-day pass expands fare choices and provides a convenient fare option for those exploring Edmonton.

Arc Open Payment Options

Open payment is the last stage of the Arc implementation and is set to launch in 2025. This will allow riders to pay their fare by tapping physical or digital credit or debit cards on the Arc fare validators.

Integrated transit fares for Commonwealth Stadium Major Events

In 2025, ETS will add a \$1.50 transit fare surcharge to event tickets for major events held at the Commonwealth Stadium to further improve the transit experience for event attendees. This surcharge will cover the cost of transit service to and from the event, eliminating the need for separate fares.

Upgraded DATS Online Booking Tool

In early 2025, DATS launched a new and improved online booking tool to enhance the rider experience. This self-serve tool increases convenience and directly addresses rider feedback. New features include live estimates for pickup and drop-off times, a live map for

upcoming trips, the ability to request subscription trips, an enhanced user experience across multiple devices and browsers and an open address search function for pickup and drop-off locations.

ETS Trip Planner

In 2025, ETS will launch a new online trip planner accessible on desktop and mobile devices, including both Android and Apple devices. This trip planner will be more inclusive, addressing gaps identified through the Canadian National Institute for the Blind's (CNIB) "Get on Board" campaign. It will also allow riders to plan trips, view schedules and alerts and access current transit information across Edmonton and the surrounding regions, including St. Albert, Strathcona County, Fort Saskatchewan, Beaumont and Spruce Grove.

Mobility Hubs

The City Plan emphasizes the importance of mobility hubs—places where people can seamlessly transition between different travel options. To advance this concept, the City is focusing on integrating transit with active transportation options, particularly with the rising popularity of shared micromobility programs, like e-scooters and e-bikes.

In 2024, dedicated corrals for shared micromobility were established at several LRT stations and transit centres. Building on this success, ETS is planning to work with micromobility providers to expand these corrals in 2025, further enhancing connectivity and convenience for riders.

Updated User Fee Schedule

In February 2025, ETS implemented fare adjustments, which will generate additional fare revenue. The updated fee schedule aligns with City Policy C451H – Edmonton Transit Service Fare Policy and City Policy C624 – Fiscal Policy for Revenue Generation, ensuring transit fees remain comparable to those of similar-sized transit services in Canada.

Cash Fare:

Increased from \$3.50 to \$3.75.

Flat-Rate Fare (Pay-as-You-Go Rate):

Increased from \$2.75 to \$3.00.

90-minute Ticket:

Increased from \$3.50 to \$3.75.

24-hour Cap:

Increased from \$10.25 to \$10.50.

Youth Cap:

Decreased from \$73.00 to \$66.00.

Adult Cap:

Increased from \$100.00 to \$102.00.

Senior Cap:

Increased from \$35.00 to \$36.00.

Subsidized Caps: Increased by \$1.00 across all tiers.

Senior Annual Cap: Increased from \$385.00 to \$396.00.

Low-Income Senior Annual Pass:

Remains free for Base and Tier 1; increased from \$139.00 to \$140.00 for Tier 2.

Charter Rates:

Increased from \$154.00 to \$157.00.

ETS Stuff a Bus – 30 Years of Supporting our Community

Since 1995, the ETS Stuff a Bus campaign has collected over 625,893 kilograms of food and approximately \$536,000 in cash donations for Edmonton's Food Bank. In 2024 alone, the campaign gathered 24,843 kg of food and over \$20,000 in cash.

Each year, ETS partners with Save-On-Foods and Strathcona County Transit to collect food and cash donations for food banks in their respective communities. ETS also places a bus in Spruce Grove to collect donations for the Parkland Food Bank.

In 2024, to celebrate the campaign's 30th year, ETS visited six schools, giving students the opportunity to "stuff a bus" with donations collected during their school food drives.





SERVICE OBJECTIVE: RELIABLE

OBJECTIVE

Provide consistent, on-time service with minimal disruptions, ensuring predictable and dependable transportation for all riders.

ACTIONS

- Infrastructure Improvements
 - » Southeast Transit Garage
 - » Kennedale Satellite Garage
 - » LRT Train Replacement
 - » Capital Line Extension
 - » Valley Line West Construction

PERFORMANCE MEASURES

TARGETS

Rider Satisfaction with Bus/Train Arriving On-Time	≥ 80%
Bus On-Time Performance	≥ 90%
LRT On-Time Performance	≥ 90%
DATS On-Time Performance	≥ 90%

Infrastructure Improvements

Garage Expansions and ETS Bus Fleet Growth

To accommodate Edmonton's growing population and the resulting need for expanded transit service, the City is building two key facilities:

Southeast Transit Garage

This new transit facility, identified in the ETS Fleet Storage and Maintenance Facility Strategy approved by Council in 2022, will support future service expansion in support of mass transit for a city of 2 million people and incorporate zero emission buses. It will be the first growth transit garage since the construction of Centennial garage in 2010.

Kennedale Satellite Garage

To address immediate needs for increased bus service capacity, ETS has repurposed an existing facility in the Kennedale Industrial area into a small satellite transit garage. This project, funded through the fall 2023 supplemental budget adjustment process, will allow ETS to add 20 buses to its fleet and increase service hours by 50,000 annually.

LRT Train Replacement

As part of Budget 2023–2026, City Council approved \$240.5 million in capital funding for the replacement of 37 light rail vehicles (LRVs) which have exceeded their 30-year lifecycle. To ensure the new LRVs meet the needs of LRT riders, in March 2024, ETS conducted public engagement to support the decision on the seating layout for the new LRVs.

Planning for the replacement of 37 aging "U2" LRVs is under way, with procurement, selection and ordering continuing through 2025. The new LRVs are anticipated to be built, delivered, tested and operational by late 2028, ensuring LRT service remains efficient and reliable. The year 2028 also marks a significant year for ETS as it is the 120th anniversary of transit service in Edmonton and the 50th anniversary for LRT service.

Capital Line Extension and New LRT Operations and Maintenance Facility

The Capital Line South Extension will expand the LRT network further into Edmonton's fast-growing south. The extension will grow the Capital Line from Century Park to just north of Ellerslie Road at the Heritage Valley Park & Ride – a distance of 4.5 kilometres. This extension also includes:

- » A new operations and maintenance facility south of Anthony Henday Drive
- » A neighbourhood LRT station at Twin Brooks
- » A multi-modal LRT station connecting to the Heritage Valley Transit Centre and Park & Ride at Ellerslie Road

The new Operations and Maintenance Facility will be the first facility to be added to Edmonton's high-floor LRT network since the opening D.L. MacDonald Yard in 1983. This facility is necessary to support the expansion of the Capital Line high-floor trains.

Capital Line Design-Build Ltd. has been awarded the Design-Build contract for Phase 1 of the Capital Line South Extension project. This team is currently working on detailed design, with major construction along 111 Street anticipated to begin in spring 2025. Major construction is anticipated to take four-to-five years to complete, followed by testing and commissioning.

Valley Line West Construction

Construction of the Valley Line West LRT by Marigold Infrastructure Partners continues through 2025, with an anticipated completion date of 2028. This 14-kilometre extension will add 16 new stations to the Valley Line, running from downtown to Lewis Farms. The West component will connect with the existing Valley Line Southeast and will feature low-floor urban-style trains. The line will be primarily at-grade with some elevated sections. ETS is involved in ongoing discussions and will begin planning for the opening of the Valley Line West LRT. This planning includes assessing impacts to conventional bus routes and schedules, and aligning transfers to the new line.

SERVICE OBJECTIVE: SAFE

OBJECTIVE

Continue to implement and maintain comprehensive safety protocols and security measures across all aspects of Edmonton's transit network, enabling the physical and psychological wellbeing of riders and employees.

ACTIONS

- Enhanced Transit Safety Plan Projects
 - » Cellular Access in LRT Tunnels
 - » Auricle Wellbeing and Wellness Project (Phase 2)
 - » Exploring alternative safety measures for LRT stations

PERFORMANCE MEASURES

TARGETS

Rider Perceptions of Safety Satisfaction

≥ 80%

Non-Criminal Incidents (% of Ridership)

≤ 0.1%

DATS turns 50 and the Legacy of Percy Wickman

This year, DATS will be celebrating a remarkable milestone—its 50th anniversary. This achievement provides an opportunity to highlight one of DATS' most passionate advocates, Percy Wickman.

A wheelchair user himself, Wickman possessed a deep understanding of the challenges faced by people with disabilities. Throughout his distinguished 25-year political career as both a provincial MLA and an Edmonton City Councillor, he dedicated himself to improving their lives.

Though he passed away in 2004 at the age of 63, his legacy lives on. The Percy Wickman Garage, located at 5610 86 Street, stands as a testament to his tireless work and unwavering commitment to accessibility. This facility, which bears his name, serves as a lasting reminder of his contributions to DATS and the community it serves.



The Percy Wickman Garage with ETS Manager of Paratransit, Paul Schmold

Enhanced Transit Safety Plan Projects

Cellular Access in Tunnels

To enhance the ETS rider experience, the City in partnership with a cellular network provider is working to build the necessary infrastructure to expand cellular coverage within Edmonton's LRT tunnels. This initiative aims to provide continuous communication capabilities for riders traveling underground, enabling access to emergency services, real-time information and social connectivity. The project is anticipated to be completed in 2026.

Auricle (Phase 2) – Wellbeing and Wellness

The Auricle project explores factors influencing wellbeing in transit spaces by gathering stories from transit riders. Phase 1 involved local listeners collecting stories at Clareview and Churchill LRT Stations, and Jasper Place transit centres, focusing on the social aspects contributing to safety and community beyond traditional security measures.

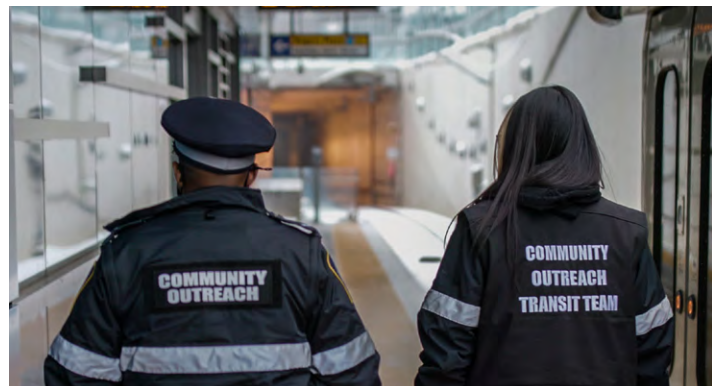
Phase 2, launching in early 2025, will expand to new transit spaces to increase the rider diversity and reach. A key focus will be amplifying these stories so other riders can learn about the positive experiences within transit spaces and feel inspired to create their own stories.

Exploring Alternative Safety Measures for LRT Stations

In March, Administration will bring forward a report to Council exploring additional measures that could be incorporated to make further improvements for LRT safety and security. This report may lead to further measures being added to the network. Details will be communicated following the discussion.

Online Merchandise Store

In 2025, ETS plans to launch an online store offering ETS-branded merchandise. The store responds to demand from transit enthusiasts and riders who want to show their pride and interest in public transit. More information will be shared upon completion of a Request for Proposal (RFP) procurement process to select a retail partner.





SERVICE OBJECTIVE: ACCESSIBLE AND INCLUSIVE

OBJECTIVE

Accessible and inclusive mean ensuring Edmonton's diverse communities have equitable and dignified access to transportation. This involves designing universally accessible services, vehicles and information, while meeting the individual needs of people with disabilities through reliable paratransit. It also means actively engaging the community to ensure the transit system reflects and serves the needs of all Edmontonians.

ACTIONS

- » Corporate Accessibility Action Plan
- » Indigenous Bus Wrap
- » Post-Secondary Student Research

PERFORMANCE MEASURES

TARGETS

Rider satisfaction with accessibility of bus stop/LRT station for people of all abilities	≥ 80%
Perception of fare affordability for the low income transit pass	≥80%
Percentage of ETS employees who have completed Indigenous Awareness training	≥95%

Corporate Accessibility Action Plan

ETS is working to implement the City of Edmonton's Accessibility Action Plan. As a public facing service that transports thousands of people a day, there are a number of actions outlined in the plan that relate to ETS and the service we provide. Some of these actions have already been identified by ETS in partnership with the Canadian National Institute for the Blind (CNIB), while others highlight existing gaps that require additional solutions.

Indigenous Bus Wrap

ETS actively collaborates with local Indigenous artists to incorporate Indigenous art into its transit system. A notable example of this initiative was the 2022 creation of a bus wrap, designed in partnership with community members, to promote the Indigenous Framework. This visually striking design continues to be displayed on the exterior

of a conventional bus. ETS has also incorporated Indigenous murals into LRT stations, including those along the Valley Line Southeast route. Looking ahead, ETS is continuing this commitment by partnering with Indigenous artists to develop a second bus wrap, slated for unveiling in 2025.

Post-Secondary Student Research

In recognition of the importance of post-secondary students as a key rider segment, ETS has partnered with the Edmonton Student Alliance to conduct research and engagement with this demographic. The goal is to understand the unique experiences and travel patterns of post-secondary students on public transit. This research will inform recommendations to further support these riders and encourage continued transit use as they transition into the workforce. The project will include focus groups and a post-secondary student survey in fall 2025.

APPENDIX A: FINANCIAL SUMMARY

2025 BUDGET SUMMARY (000s)

Expenses	\$468,571
Revenue	(\$156,286)
Net Position	\$312,285

SERVICES

2025 Budget (000s)	Expenses	Revenue	Net
Bus and LRT	\$436,605	(\$156,200)	\$280,405
DATS	\$31,966	(\$86)	\$31,880
Total	\$468,571	(\$156,286)	\$312,285

APPENDIX B: ETS ROUTE REPORT CARDS

Route Report Cards provide a comprehensive evaluation of each bus route in Edmonton, measuring performance based on factors like on-time performance, ridership, and service frequency related to transit service standards. [Click here](#) to view the Route Report Card.



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