

ETS Branch Highlights Report

Date: March 27, 2017

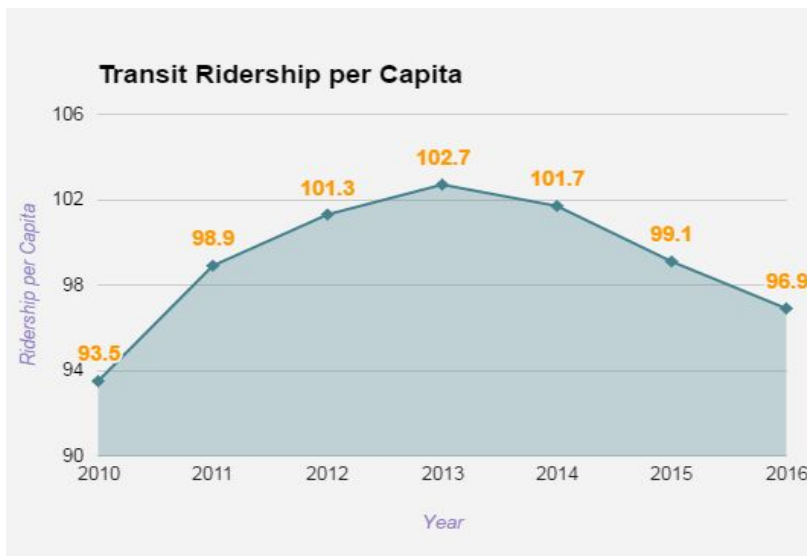
1. TRANSIT STATISTICS

Edmonton Transit Service (ETS) follows the City of Edmonton’s “The Way Ahead Plan” and the Branch goals and outcomes to guide its strategic direction and day to day operations. The Branch has created a performance measures framework to track its progress towards achieving goals and outcomes. The Branch monitors key performance measures periodically and strives to make changes to its operations to improve results. The following are some key performance measures that the Branch uses to monitor its progress. Some of these measures are also published in [Citizen Dashboard](#) as part of the City’s ongoing effort to improve transparency in municipal administration.

Measure Name	2010	2011	2012	2013	2014	2015	2016
Transit ridership per capita	93.5	98.9	101.3	102.7	101.7	99.1	96.9
DATS ride accommodation rate	98.7%	98.5%	98.9%	99.0%	99.0%	99.0%	99.0%
ETS security disorder rate per 100,000 boardings	4.7	5.3	6.4	7.4	7.7	7.62	8.79
Annual bus service hours per capita	N/A	2.59	2.59	2.51	2.44	2.39	2.40
Subsidy per capita	189.7	205.7	214.5	205.3	207.7	194.4	201.3
Overall customer satisfaction with ETS	90%*	92%*	92%*	NA	78%**	77%	76%

* - pre-2014: proportion of respondents who rated aspect of service as 4 or greater

** - The updated ETS Customer Satisfaction Survey started in 2014 Q4. Scores are based on proportion of respondents who rated aspect of service as 7 or greater

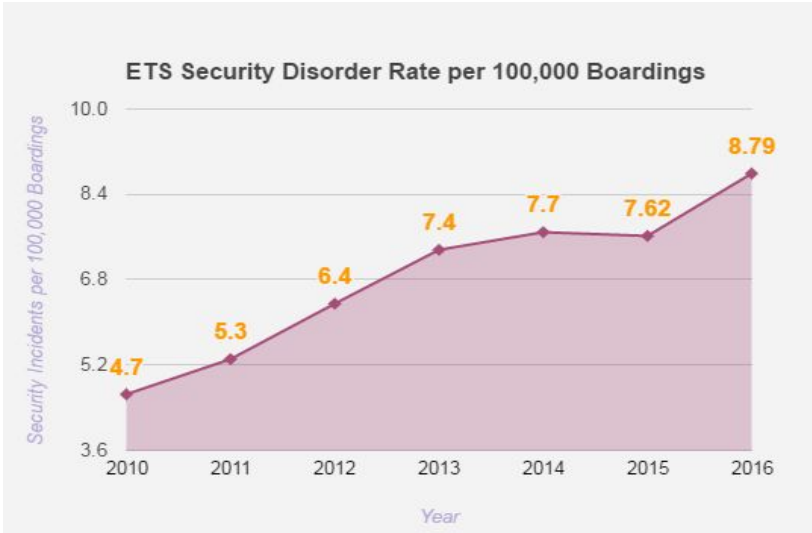


Ridership per capita is an indication of Edmonton’s public transit use. It is measured as total ridership / Edmonton population. Increasing transit ridership per capita means more people are taking transit.



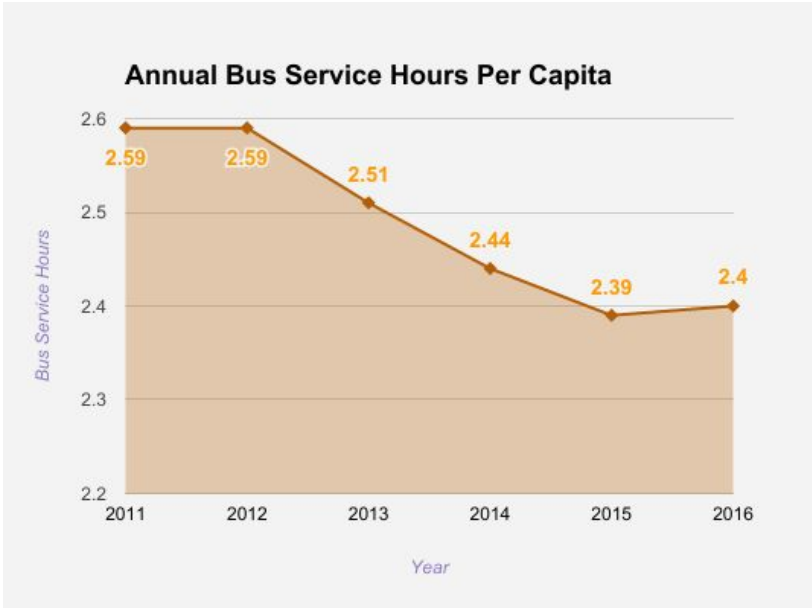
DATS ride accommodation rate

indicates DATS' ability to deliver requested rides. It is measured as the number of rides delivered by DATS / number of rides requested. Maintaining a high ride accommodation rate means that DATS can almost always provide service upon request.



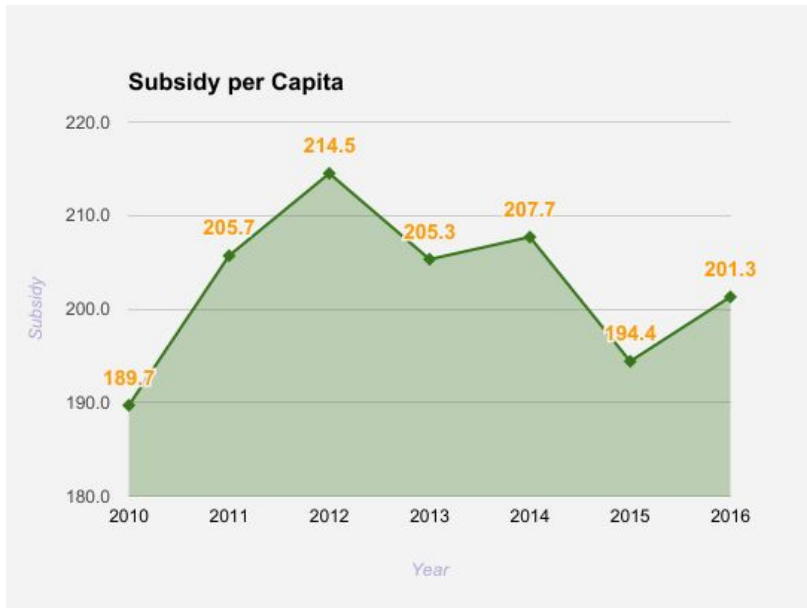
ETS security disorder rate per 100,000 boardings

is measured as the number of security incidents reported on transit or transit stations per 100,000 transit rides. Actual and perceived security are key factors that influence transit ridership. Improving transit safety could lead to more people taking transit. Multiple factors impact these measures, including the increased presence of Transit Peace Officers.

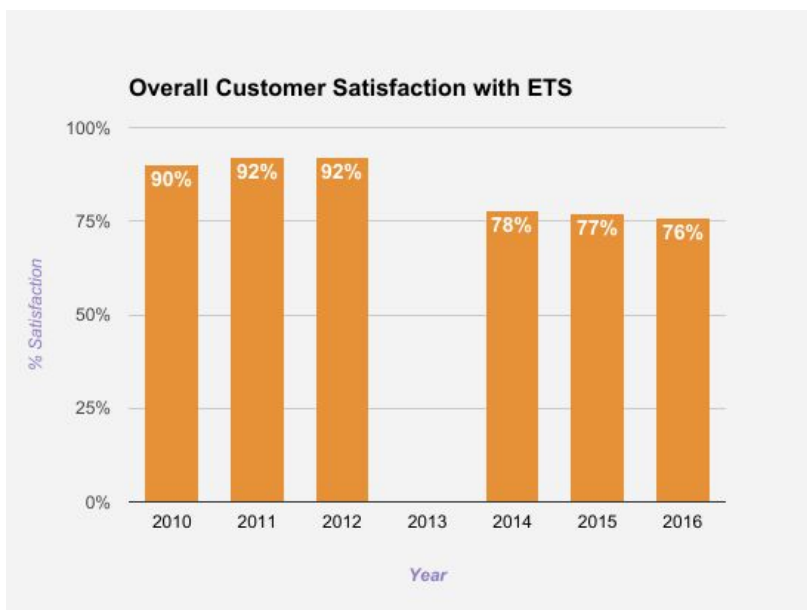


Annual bus service hours per capita

is measured as the amount of transit service hours provided / Edmonton population.



Subsidy per capita is a financial measure that shows the amount of tax dollars spent on transit per capita annually. It's measured as ETS Net Tax Levy / Population. Reducing or maintaining this measure indicates ETS' ability to be sustainable.



Overall customer satisfaction with ETS shows how satisfied customers are with ETS services. Higher customer satisfaction could lead to more people taking transit.

Note: The City of Edmonton website also provides [Transit Ridership/Capita](#).

2. ETS UPDATES

Edmonton Transit Service Name Change:

ETS is in the process of phase one for our [It's More than a Name Change campaign](#).

Through a strong internal strategy, ETS is engaging and encouraging dialogue with our staff on the intent behind the name change. It's also an opportunity for staff to "Ask Eddie" on anything related to the direction of the organization or any other concerns and comments.

We have now received over 100 comments and questions from staff. We are going through these to provide answers. The second part of phase one will include an open town hall style event and a

roadshow at each garage to encourage two way communication between Eddie and staff. During these open dialogue session, major issues as seen from the “Ask Eddie” exercise will be explored further. The goal of this is to be more transparent with staff, and over-manage the relationship across all levels of the organization. We want our staff to be and feel more engaged as we move forward.

Canada 150 Legacy Project - “Paint the Rails”

“Paint the Rails” is a partnered project involving ETS, local artists, the John Humphrey Centre for Peace and Human Rights and the Edmonton Heritage Council. The goal is to “paint the rails” throughout Edmonton, turning Edmonton’s LRT stations into works of art that express the diverse histories of Canada and Edmonton. This will actively engage the public during the live creation of art at LRT stations and will stimulate important conversations around reconciliation and history.

The project was submitted in the fall of 2016 for the City’s “Light a Candle for Canada” fundraising campaign. The purpose of the campaign is to stimulate community involvement and commitment to leave memorable legacy projects in Edmonton as a means of commemorating the 150th anniversary of Confederacy. In March 2016, “Paint the Rails” was selected as one of the top three Canada 150 Legacy Projects.

The first project meeting is scheduled for the second week of April, where stakeholders and the Edmonton Arts Council will conceptualize the art and installations.

Public Transit Infrastructure Fund (PTIF) Projects

This is the [approved list of PTIF projects for ETS](#).

All PTIF projects are approved with the exception of the Lakewood Transit Centre busway renewal which is awaiting Treasury Board approval (required because it is located in Minister Sohi’s riding).

3. ETS REPORT TRACKING

Report	Committee	Date
ETSAB: Transit Review - Implementation and Timelines	Community and Public Services	May 26, 2017
Transit Smart Fare System Project	Urban Planning	June 7, 2017
Enhanced Express Bus Strategy - Century Park and Heritage Valley Park and Ride	Community and Public Services	Waiting for revised date