

ETS Branch Highlights Report

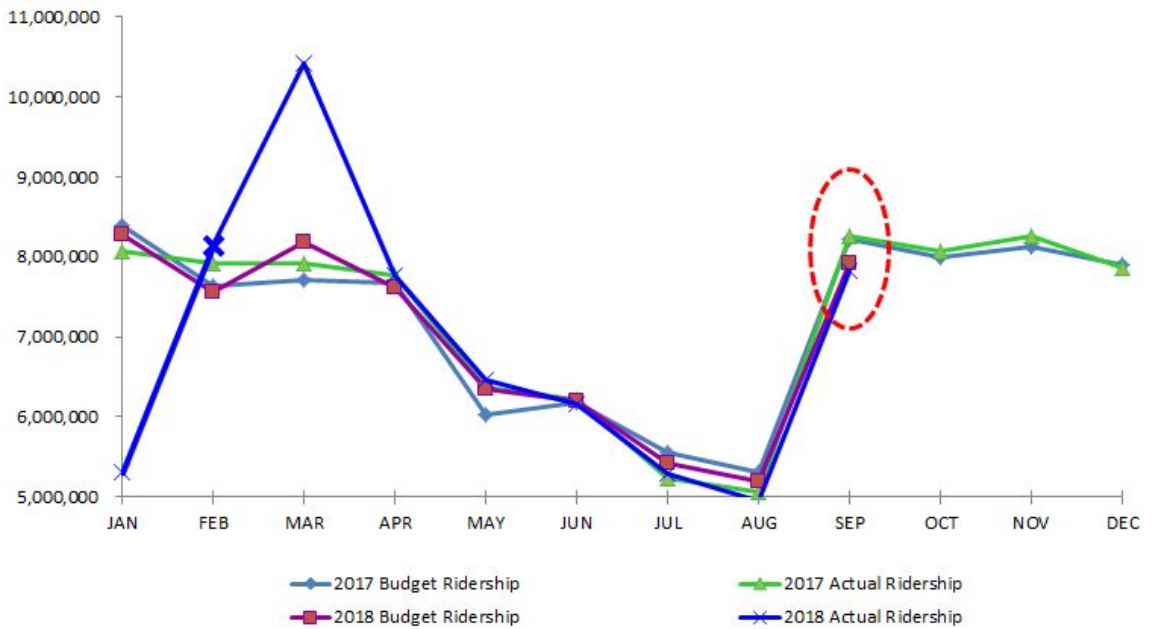
Date: November 26, 2018

1. RIDERSHIP

Bus and LRT Ridership – September 2018

	Month	Year to Date
2017 Actual	8,264,526	62,804,607
2018 Budget	7,923,308	62,713,266
2018 Actual	7,833,331	62,309,322

Monthly Ridership



2. ETS UPDATES

Bus Network Redesign Project Status Update

From October 25 to December 9, 2018, 13 public workshops and an online survey will be conducted. The completed workshops have attracted about 50 per cent more participants than the spring engagement sessions. This is likely due to increased customer awareness and the Bus Network Redesign team participating in four [Engage Edmonton](#) events. The online survey received over 2,000 responses in two weeks. The updated [bus network maps](#) are posted online (edmonton.ca/newbusroutes).

First KM/Last KM Report

ETS' First/Last KM report to the Urban Planning Committee was rescheduled from November 13, 2018 to the first quarter of 2019. As part of the Bus Network Redesign, Administration has identified several neighbourhoods that could potentially benefit from First/Last KM solutions. Some communities in southwest Edmonton are especially concerned about a proposed loss of service in their neighbourhoods. Three special community sessions are scheduled in November to discuss future transit options in these areas, including possible First/Last KM solutions.

Edmonton Tourism Collaboration

ETS Administration met with Edmonton Tourism to discuss supporting their efforts to attract conferences and events to the City. ETS is exploring ways to offer a temporary pass for their conference and event participants. It will be built into their proposals as they respond to opportunities. More details will be shared as they become available.

City of Edmonton Budget

ETS Administration has been very busy supporting the City's budget process, preparing materials for Councillor deliberations and responding to Councillor questions. Council begins budget deliberations on November 28.

3. ETSAB INFORMATION REQUESTS

Social Media Guidelines and Terms of Engagement

The management and use of the City of Edmonton's social media is governed under the [City's Communications Administrative Directive](#) and [Procedure, Social Media Guidelines](#) and [Social Media Terms of Engagement](#). Communications staff monitor social media during business hours (8:00 a.m. - 4:30 p.m.) and are responsible for managing and responding to select inquiries. The City of Edmonton uses the aforementioned documents to guide when and how to respond to inquiries. ETS' Twitter profile (@takeETSalert) encourages citizens to contact 311 for immediate situations, service-related issues and weekend or evening concerns. The [Social Media Terms of Engagement](#) is a guideline for the types of comments and questions that will receive a response.

If a question is received that requires additional support, communications staff will ask for help from subject matter experts throughout the City. If finding an answer will take extended amount of time, communications staff will let the individual know that the information will be shared as soon as possible. The preferred approach is to do the necessary research to determine the right answer, rather than to immediately post something potentially inaccurate.

ETSAB Recruitment Campaigns and ETS Social Media

It is standard practice to post ETSAB recruitment campaigns on takeETS.com. To date, promoting the campaigns on social media has not occurred, however if requested, ETS may post ETSAB's recruitment campaign to social media as well.

4. ETS REPORT TRACKING - 2018

SIRE	Report Title	Meeting Date	Committee
6556	DATS Service Levels - Increased Demand and Alternative Service Providers	Nov 28, 2018	City Council
5804	Permanent Ride Transit Program - Transition	Nov 28, 2018	City Council
5931	Fare Policy	Nov 28, 2018	City Council
6614	Transit Ridership Recovery and Growth	Jan 29, 2019	UPC
6505	Future Transit stations - Facility Design and Activation for Safety	Mar 2019	TBD
6432	LRT Station Security Update	Sept 2019	TBD
6417	Shift Flexibility for Staff with Young Children	Sept 2019	TBD
5353	First KM/Last KM Transit Challenge	Mar 19, 2019	UPC
6537	Principles of Services for DATS - Contracted Service, Pickup Time and Impact of Snow and Ice Policy	June 24, 2019	Exec
6126	Gondola Feasibility Study* (moved to come forward at the same time as the Rosedale Business Advisory report)	Mar 19, 2019	UPC

*Not an ETS report

- CC = City Council
- CPSC = Community and Public Services Committee
- Exec = Executive Committee
- IRCD = Inter-municipal and Regional Development Committee
- UPC = Urban Planning Committee