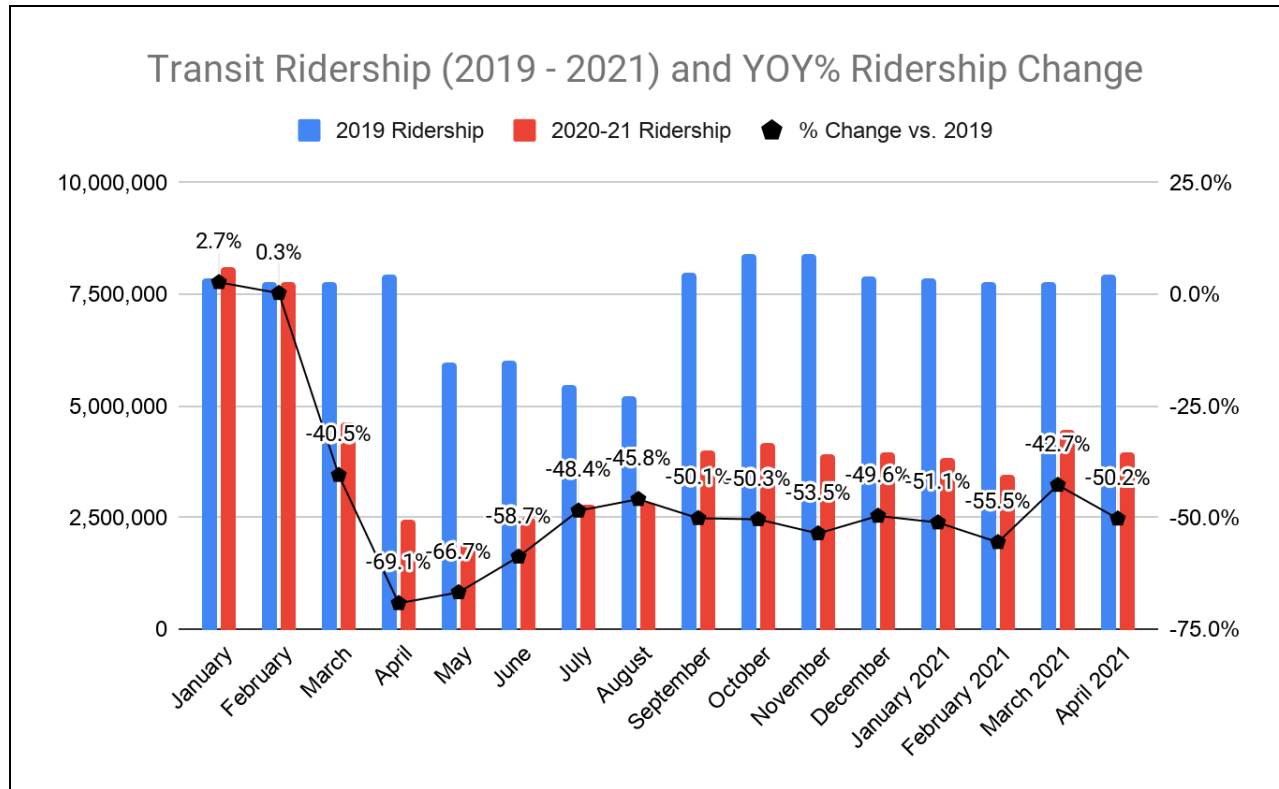


ETS Branch Highlights Report

Date: May 31 , 2021

1. RIDERSHIP



Ridership has decreased slightly through April in comparison to March. The decrease may be due to the increase in Covid-19 case numbers and subsequent public health restrictions as well as some seasonal fluctuations that do occur in the spring.

2. ETS UPDATES

BNR Rollout

The much anticipated launch of the Bus Network Redesign occurred on April 25, 2021. That morning, buses lit up their new routes for the first time and set out from their garages to pick up passengers.

For the first week of the BNR, ETS staff participated in numerous in-person outreach events at LRT stations and transit centres throughout the city. Staff across all levels of the branch handed out route brochures and network wide maps, as well as helped customers with their trip planning. Demand for new route brochures was so high that a second printing run was needed the first week. Customers were also encouraged to provide specific feedback about the new routes to 311 or fill out an online feedback form. The ETS Planning and Scheduling team will look for trends in the comments when they make future adjustments. ETS' customer research is also working to identify perceptions of the new network (see further below).



Despite some technical glitches with the Google trip planning tools, the overall operational implementation was smooth and ETS is assembling a route scorecard to rank each route among a number of performance factors. Transit app is also providing monthly updates on the most popular new routes.

On Demand Transit Launch

ETS, with our partners PWTransit and Via, successfully launched the largest on-demand transit pilot in Canada on April 25, 2021 to complement our new bus network. City Council approved this additional layer of service to provide transit in neighbourhoods with low ridership that would not have had a bus route in the new network, as well as in newer neighbourhoods that previously never had transit service.

ETS is pleased to offer On Demand Transit in 37 neighbourhoods and industrial areas, as well as 16 large senior residences to connect customers to nearby transit hubs. Customers can book rides seven days per week using the Edmonton On Demand Transit app, online at edmonton.ca/ondemandtransit, or by phoning the Call Centre at 780-496 2400. During peak hours, customers can expect to be picked up within 30 minutes of booking their ride, and 60 minutes during off peak. In practice, ETS has found that most customers have a ride within 10 minutes. After their trip, customers using the app are asked to provide a rating (out of 5 stars). On average,

the rating has been around 4.8 with "comfy ride", "great driver" and "quick pickup" being the main reasons for the high ranking.

Despite provincial pandemic restrictions reducing customer transit demand across the city, ETS is pleased with the On Demand Transit use so far. Our busiest day saw 251 customers carried, with 4,240 total rides being completed between April 24 and May 20. On any given day, approximately 90% of rides are repeat customers. ETS expects demand to increase in the coming weeks as restrictions lessene and customers adapt to their new travel options..

Customer Research for Bus Network Launch

ETS launched a new customer research tool following the launch of the new bus network. The tool is operated by a company called **Indeemo** in partnership with ETS' current customers research provider, Pivotal Research Inc. The tool was deployed in mid-May to gather initial impressions of the new network, as well as broader customer perceptions of transit. Unlike the customer satisfaction survey that is completed by ETS on a monthly basis, Indeemo is a qualitative research exercise so it is less focused on percentages of satisfaction on various service features and more interested in the reasons for customer satisfaction.

Through the City of Edmonton's Insight Community, 25 current transit users from diverse backgrounds were recruited to participate in the Indeemo exercise. Participants were asked to complete a regular transit trip that they would normally take and they were assigned nine tasks to complete through an app on their phone. The tasks aligned with the customer journey as shown in the picture to the right. Through the app, they could record video, photos, mobile screen recordings, or enter in text based responses to the tasks.

- 1. Intro Selfie Video
- 2. My Trip Details
- 3. Planning my Trip
- 4. Booking On Demand Services
- 5. Travelling to my First Stop or Station
- 6. Waiting to Board my First Transit Vehicle
- 7. Onboard Experience
- 8. Transfer Experience
- 9. Travelling to my final destination
- 10. Overall Experience

For instance, participants were asked to record their phone screen while they planned their trip and to explain verbally what they used, why they liked it, and what could be improved. This allows ETS to see first hand how customers use the various trip planning apps and find potential solutions to address issues in their experience. In total, 250 data points were collected during the exercise and ETS plans to use the tool again with the launch of Smart Fare electronic fare payment system this fall.

3. ETSAB INFORMATION REQUESTS

None.

4. ETS COUNCIL REPORT TRACKING - 2020-21

SIRE	Report Title	Meeting Date	Committee
EXT00489	Edmonton Transit Advisory Board: Inclusive Transit	June 15	UPC
COXXXX	Administration Response: Inclusive Transit	June 15	UPC
COxxxx	DATS Program Service Enhancements Update	June	TBD
CO00575	Amendment to the Conduct of Transit Passengers Bylaw 8353, to reduce the current fine amount for fare evasion	June 30	CPSC
COxxxx	Transit Safety and Security Annual Update	October	TBD
CR 8198	Bus Network and On Demand Service Implementation Update	2022 Q1	CPSC

*Not an ETS lead report

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