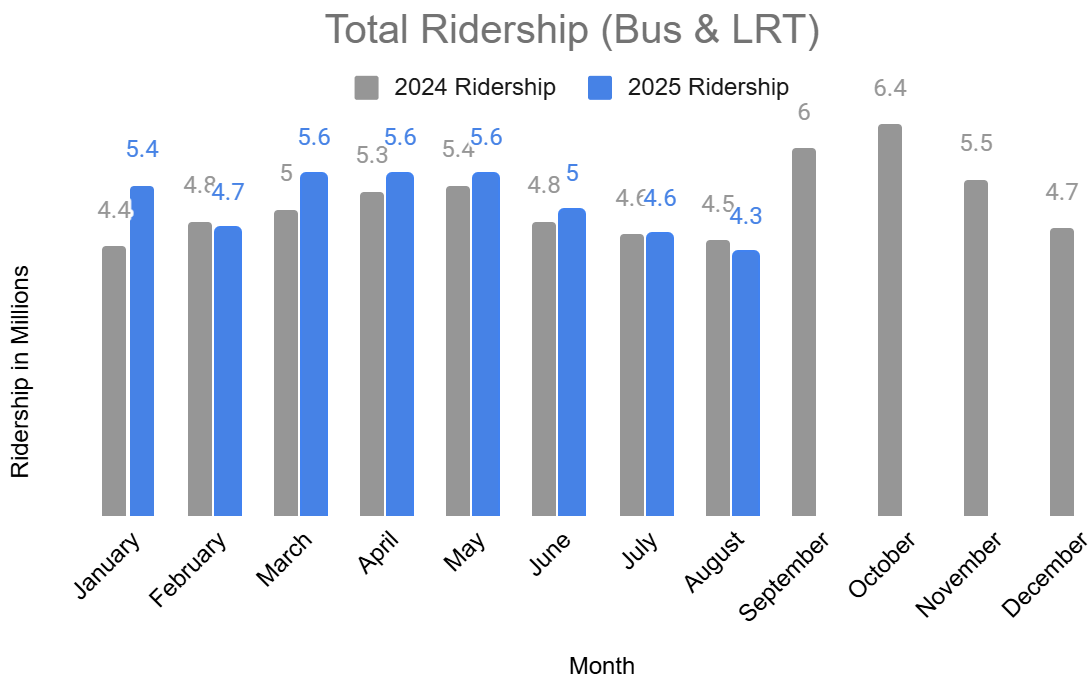


# ETS Branch Highlights Report

Date: September 22, 2025

## 1. RIDERSHIP



In August 2025, total ridership was 4.34 million, a 4 per cent decrease from 4.54 million in August 2024. Bus ridership saw a 10 per cent decrease, from 3.29 million to 2.95 million year-over-year. ETS is currently analysing factors that are contributing to this trend, considering factors such as weather patterns, timing of special events, and timing of the school year.

The Capital and Metro Lines continue to show strong performance with a 13 per cent increase in August 2025, with 1.13 million riders compared to the roughly 996,000 in August 2024. The Valley Line Southeast also maintained its consistent performance, with roughly 255,000 riders, nearly matching its August 2024 numbers.

ETS will continue to monitor ridership patterns as the weather begins to cool and students return to school in the fall.

## 2. ETS UPDATES

### Rider Engagement

#### *Back to School Outreach*

While much of ETS' back to school outreach is detailed in the [August ETSAB Branch Highlights Report](#), ETS was invited to participate in Allendale School's *Meet the Teacher* night. Staff hosted a table to talk to families about their experiences using transit in the first couple of weeks of school, as well as answer questions about trip planning, Arc and safety on transit.

#### *ETS 101 Grade 6 Travel Training Program*

Schools are encouraged to sign up their grade 6 classes for the ETS 101 travel training program. The program consists of a short in-class presentation followed by a ride on a chartered ETS bus to a nearby transit centre for a short tour. The program aims to introduce grade 6 students to transit before they transition away from yellow bus service in grade 7, and provide them the skills and confidence they need to ride transit. Several schools that previously participated have already signed up their classes for this year's program.

#### *Kaleido Family Arts Festival*

For the third year in a row, ETS supported the Kaleido Family Arts Festival (September 5-7) by providing free transit access to festival volunteers and staff.

This annual event celebrates local artists and brings together the Alberta Avenue community for a weekend-long block party on 118

Avenue. The ETS Pride bus made an appearance, and festival-goers had an opportunity to explore the inside of the bus. The ETS Rider Engagement team was on site to provide transit information and answer questions.



#### *AsiaFest YEG*

For the first time, ETS was invited to participate in the annual AsiaFest YEG festival (September 12-14). This event aims to recreate some of the popular Asian night markets right here in Edmonton at the Currents of Windermere shopping area. AsiaFest hosted ETS in a pop up tent to talk to festival goers, provide transit information and answer their questions.

#### *Indigenous Bus Wrap*

An ETS bus has a new art wrap through a collaboration with the Edmonton Aboriginal Seniors Centre (EASC) and its members. The design was inspired by multiple conversations with

Indigenous seniors, as well as EASC staff, as they shared their values and experiences. The bus was publicly unveiled on Wednesday, September 17.

The outside of the bus features vibrant colours and images of teepees, sweetgrass and gathering places, each representing knowledge and teachings. Inside the bus, riders will find information about the EASC and the culturally-guided and accessible services they provide to support the wellbeing of Indigenous seniors.

This bus has entered regular ETS service and will serve routes across the city, and be available for community charters. The bus complements the sweetgrass-themed bus wrap launched in 2022 as a result of a partnership with iHuman and Indigenous youth. The culmination of work represents a welcoming space for Indigenous Peoples and inspires thoughts and discussion among non-Indigenous and Indigenous people about reconciliation and our treaty relationship.



#### *Old Strathcona Farmers' Market*

On Saturday, September 27, the Old Strathcona Farmers' Market hosted one of ETS' historic trolley buses. The ETS Rider Engagement team was there to show people around the bus and provide transit information.

The appearance marked a full circle for ETS: The market building has been part of ETS' history since 1908, when it served as a streetcar barn. In 1951, it was rebuilt as a trolley bus garage. In 1986, the garage closed and the market moved into the space in 1990.

#### **Valley Line South East Temporary Closure**

On Sunday, September 21, the entire Valley Line Southeast (VLSE) LRT was closed for planned inspections, maintenance, and repairs. Regular train service resumed first thing in the morning on Monday, September 22. A bus replacement service was offered between Mill Woods and downtown Edmonton for the day. This work did not affect other bus routes, the Capital/Metro LRT lines, or general traffic.

#### **Coliseum Station Southbound Track Replacement**

On September 21, the new Southbound track through Coliseum Station was reopened. Over the summer months, crews worked on repairing the bridge girders and bridge deck, replaced the water proof membrane, and upgraded the track structure from tie and ballast to direct fixation. This work will extend the life of the bridge and track structure to keep the LRT system operating reliably in this area for years to come. On Monday, September 22, the Capital and Metro LRT lines resumed normal weekday service.

### 3. ETS COUNCIL REPORT TRACKING - 2025/2026

Report Number	Report Name	Committee / Council	Council / Committee Meeting Date
CO02980	Advancing Bus Rapid Transit and Transit Priority Measures	UPC	Q1 2026

*Note: New reports will be added once a report number has been assigned.*

\*Subject to change

CC = City Council

CPSC = Community and Public Services Committee

Exec = Executive Committee

UPC = Urban Planning Committee

Audit = Audit Committee