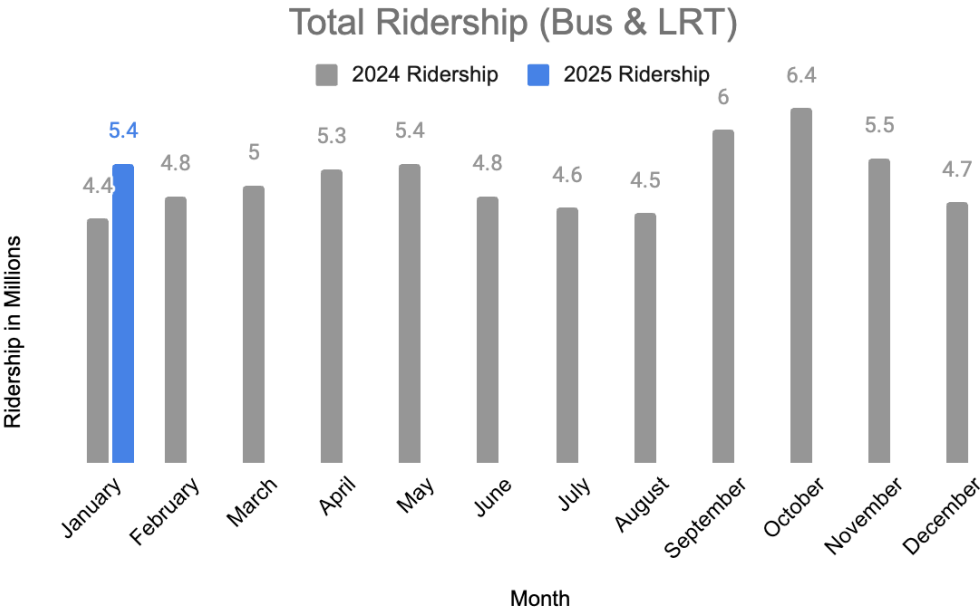


ETS Branch Highlights Report

Date: February 24, 2025

1. RIDERSHIP



ETS experienced a significant surge in ridership this January, with a total of 5.4 million rides taken. This figure represents a 23 per cent increase compared to January 2024, when ridership stood at 4.4 million. VLSE saw almost 255,00 rides completed in January 2025, marking a 75 per cent increase from 2024 (145,000 rides completed). Contributing factors to the growth in ridership from December 2024 is the return of commuters and students back to school after December holidays as well as increasing Valley Line Southeast usage.

2. ETS UPDATES

2025 Greater Edmonton Teachers' Convention

ETS will participate in the annual Greater Edmonton Teachers' Convention on February 27 and 28 to promote transit education programs and initiatives for students. These include the ETS 101 travel training program for Grade 6 students, the successful expansion of the Stuff a Bus campaign to include schools, specialized travel training for students who have special needs and other supports for teachers.

2024-2025 Annual Service Plan

The ETS Annual Service Plan is a yearly document outlining operational plans and priorities. It details past achievements, planned service changes and improvements (like new routes or increased frequency), infrastructure projects (such as station upgrades or expansion), and overall goals and objectives for the upcoming year. This plan provides valuable insight into the future of Edmonton's public transit system and how ETS intends to serve its riders. ETS plans to release the 2024-25 Annual Service Plan in early March on the ETS website along with the annual Route Report Cards.

Public Spaces Bylaw Update

On February 10, 2025, the Community and Public Services Committee reviewed the revised Public Spaces Bylaw (20700) following public consultation. The Committee approved six amendments, and the bylaw will be supported by officer training and public education. This revision responds to a February 14, 2024, Council motion directing City Administration to further research, including a GBA+ analysis, climate review, and permit requirement evaluation. City Administration will present a final draft at the February 25-26, 2025, [City Council meeting for approval](#).

February Council Reports

Administration Response to Dedicated Accessible Transit Service (DATS) Audit

On February 18, the Office of the City Auditor (OCA) presented its DATS Audit report, along with the Administration's response. The audit identified areas for improvement within the Dedicated Accessible Transit Service (DATS), including outdated guidelines, weak privacy controls, and insufficient contract enforcement, and recommended eight key improvements to enhance efficiency and service quality. The Administration's response outlines actions and timelines for addressing each recommendation.

Transportation Projects Traffic Management

The Q1 2025 Transportation Projects Traffic Management report will be presented to Council on February 25. This report provides an update on the status of ongoing or imminent major capital construction projects, including roads, bridges, transit infrastructure (e.g. bus stops)

and LRT projects such as Valley Line West and Capital Line South. It provides traffic management plans and disruptions, project progress, and mitigation strategies.

March Council Report

[Increasing Efficiency of Top Bus Routes](#)

On March 4, ETS will present report CO02673 to Urban Planning Committee, responding to this motion: *That Administration provide a report outlining low cost opportunities to increase the efficiency of the top bus routes that consistently exceed productivity standards for bus boardings during peak hours as defined through the Transit Service Policy, which could include creating bus lanes, adjustments to parking, inclusion of tow-away zones.*

One of the most cost effective strategies to improve the transit network is to implement transit priority measures, which give priority to the movement of buses over other types of traffic. Implementing transit priority measures, such as bus lanes, can help improve operational efficiency, make transit service more reliable and help reduce travel time for transit riders.

In considering this motion, Administration has developed a new metric to identify locations in the ETS bus network where riders spend the most time sitting in traffic. This metric is better suited for prioritizing areas in the bus network that need measures to improve efficiency instead of productivity standards, and can inform future identification of locations warranting transit priority measures. A map indicating the top corridors and bus routes affected is attached to the report.

As a next step, Administration will create a formal transit priority measures program to provide a strategic and sustainable approach to improve bus network efficiency.

3. ETSAB INFORMATION REQUESTS

ETS Ongoing Research Streams

The ETS Rider Research Program is a comprehensive program designed to collect meaningful rider insights from a broad range of conventional transit riders who use bus, LRT and On Demand Transit, as well as paratransit riders and 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.

ETS ONGOING RESEARCH STREAMS



Transit Riders: ETS conventional rider survey collects data from conventional transit riders monthly. The survey gathers information on riders travel patterns, trip characteristics and gauges their satisfaction along various touchpoints in their transit journey. The survey also explores perceptions of safety and security, riders' likelihood to recommend ETS to others and projected use of ETS in the next three months.

Paratransit (DATS): ETS collects survey data for the Dedicated Accessible Transit Service (DATS) annually. The survey invites feedback from DATS riders and their caregivers, including parents and guardians. The study assessed satisfaction across key touchpoints during their most recent DATS experience and explored travel and trip booking behaviours, including fare product purchases, and anticipated future use of DATS, among others. Survey questions also focused on riders' awareness of On Demand Transit shuttle buses and whether they live in areas served by this service.

Non-Riders: ETS conducts an annual survey to understand why individuals stop using transit and to identify service enhancements that could encourage their return. This year's report continues this investigation, incorporating updated insights and tracking year-over-year changes.

Qualitative Research: ETS typically conducts two qualitative studies per year involving the use of mobile ethnography tools or focus groups. Past topics include trip chaining, youth on transit, regional transit and user safety.

Insight Community: The Edmonton Insight Community is an online platform where residents can share their opinions and feedback with the City of Edmonton. Members participate in surveys and discussions to help shape city decisions on various topics. ETS uses insight communities on an ad hoc basis for in-house research projects.

Ride Transit Participants: 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.

4. ETS COUNCIL REPORT TRACKING - 2025

Report Number	Report Name	Committee / Council	Council / Committee Meeting Date
CO02673	Increasing Efficiency of the Top Bus Routes	UPC	March 4, 2025
EXT02558	Edmonton Transit Service Advisory Board: Perception of LRT Safety	UPC	March 4, 2025
CO02559	Administration Response: ETSAB Perception of LRT Safety	UPC	March 4, 2025
CO02718	Options to Further Enhance LRT Safety	CC	March 18, 2025
Other reports of interest:			
IIS02750	Transportation Projects Traffic Management (Q1 2025)	CC	February 25, 2025
ELS02103rev	Bylaw 20700 - Public Spaces Bylaw - Additional Information	CC	February 25, 2025
CS02082	Violence Prevention Action Plan	CPSC	March 3, 2025

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