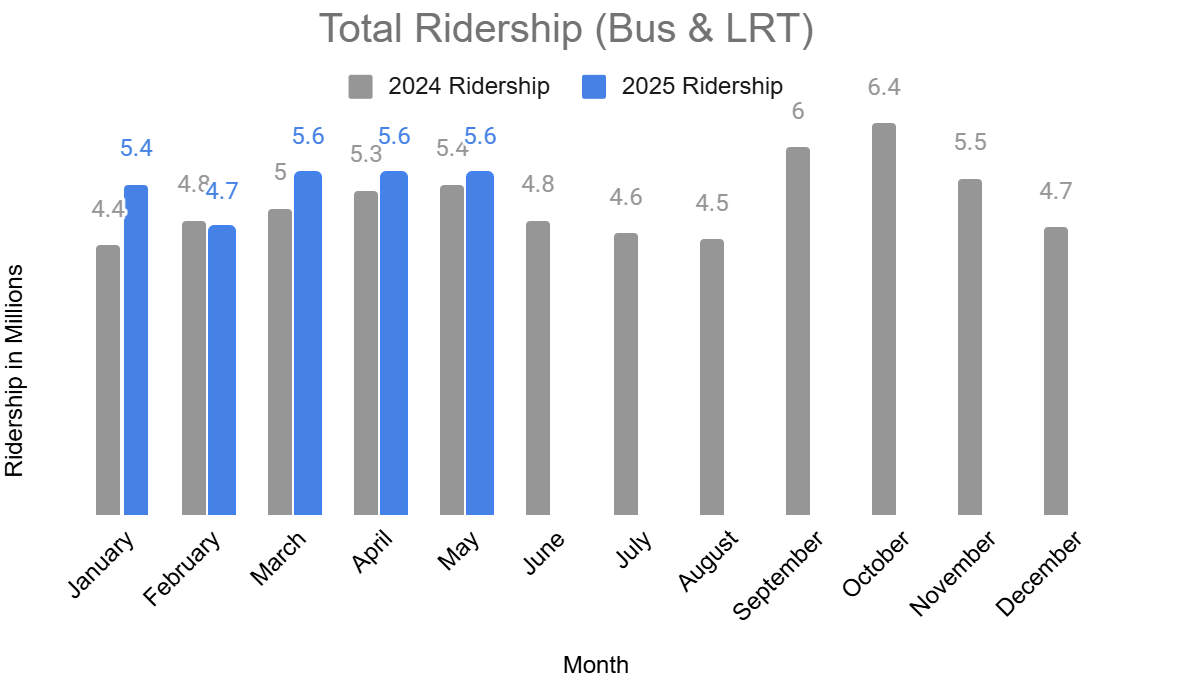


ETS Branch Highlights Report

Date: June 23, 2025

1. RIDERSHIP



In May 2025, ETS ridership increased three per cent from May 2024, with approximately 5.6 million rides compared to 5.3 million. Valley Line Southeast (VLSE) LRT ridership also saw a considerable 10 per cent increase year-over-year in May 2025, with 268,767 rides compared to roughly 244,295 rides in May 2024. Overall LRT ridership also increased significantly by 16 per cent in May 2025 with over 1.7 million rides, compared to 1.5 million in May 2024. ETS ridership has remained consistent between April and May 2025.

2. ETS UPDATES

Rider Engagement

Summer Festival Season

ETS is once again supporting several festivals around the city. Through formal partnerships, festivals are provided with free transit access for their volunteers, staff and artists, as well as promotional support. In exchange, ETS has the opportunity to be onsite at the event venue to promote transit to festival goers, in addition to advertising on the festival's ads and promotional materials. In June, ETS supported Leagues on the Line, Van bLoc, Alberta Circus Arts Festival and The Works Art & Design Festival.



Next Stop: Storytime EPL Partnership

For the third year in a row, ETS is partnering with Edmonton Public Library (EPL) to offer the Next Stop: Storytime program. Throughout the summer, ETS will take EPL's storytime, offered in many of its branches, on the road to a nearby park. For many participating families, this is their first time riding an ETS bus. Local librarians lead the children through a sing-a-long on the bus and read stories in the park. Interested families can register for the program through epl.ca.

Heritage Fleet Display at KDays

Following a successful heritage fleet display at KDays in 2024, ETS will be back this year. While much of the exhibit will look familiar, ETS is working on showcasing different heritage fleet, bus pass artwork from past years and a look into the future with LRT expansion underway. July 22 is Transit Tuesday at KDays, which means all guests presenting a plastic Arc card get free admission to KDays. The Edmonton Radial Railway Society is partnering with ETS again to talk about ETS' early history.



Seniors' Week

As part of Seniors' Week, ETS was invited to participate in SAGE Seniors Association and GEF Seniors Housing events at Montgomery Legion (June 3) and Westlawn Court (June 4). ETS Travel Training hosted an ETS booth to connect with seniors and to also answer questions and provide transit rider information.

Electrician Apprenticeship Students Tour at D.L. MacDonald Garage

Just over one dozen students interested in a career in the electrical trade from Queen Elizabeth School recently toured the D.L. MacDonald Garage, the maintenance facility for Capital Line and Metro Line. The visit provided students with a valuable first-hand look at the maintenance operations of LRT trains and various systems required to keep the LRT System

operating. The students are part of a special program, as part of Campus EPSB, designed to prepare them for a career in the trade and help them earn high school credits and industry credentials. Students in the program work alongside industry professionals as they begin their technical training component of the electrician apprenticeship. During the tour, students had the opportunity to observe the work being done and ask questions to ETS staff.

ETS Trip Planner Update Launch

ETS introduced its updated trip planner on June 18. Through the updated trip planner - available at triplanner.edmonton.ca - riders will have access to transit alerts, real-time bus tracking and scheduling information. Along with detailed information for all ETS routes, the planner will now also offer route information from our regional transit partners - Strathcona County, Fort Saskatchewan, St. Albert, Beaumont, Leduc, and Spruce Grove. On Demand Transit will not be reflected in this version but is a consideration for a future update. The updated planner is available via web browser and can be accessed on mobile (iOS and Android) and desktop.

The updated ETS trip planner will replace the previous system, ETS Live, the corresponding ETS Live Bus Finder, and the existing trip planner on edmonton.ca. Visitors to the ETS Live webpage will be automatically redirected to the updated trip planner.

Third-party applications, such as Google Maps and Transit App, will remain valid options for trip planning. In some instances, third-party apps can experience a delay in displaying route and schedule changes. This will not be the case for the updated ETS tool, as it is City-owned (first-party) and directly connects to the ETS' system, providing the most up to date information for riders. Riders will be encouraged to share their feedback on the updated trip planner tool through 311 or in the tool itself by selecting the Help/Feedback button.

Auricle Project Update

Through the Auricle project, which has been ongoing over the past two years, the City of Edmonton has supported a new model for engaging with Edmontonians as they use city services. On June 17, the Auricle team provided the ETS extended leadership team with a comprehensive overview of the outputs of the Auricle project, which included hundreds of transit riders' stories to more deeply understand well-being and how people interact with transit service.

Work will continue on how Auricle's insights can directly support ETS's rider experience initiatives. The aim is to leverage the qualitative data to understand and enhance aspects that contribute to positive transit journeys, as part of the ETS rider research program.

Transit Roadeo

On June 14 and 15, ETS held the Transit Operator Skills "Roadeo" at the Exhibition Lands (formerly Northlands) and at D.L. MacDonald Garage. This is the first year that Transit Roadeo included LRT events. This year, Operators and fleet maintenance staff competed in seven transit categories, including Conventional Transit Operator, Community Service

Operator, DATS, Transit Fleet Maintenance, and LRT Competition (A2, A3, A6). The roadeo provides staff with the opportunity to demonstrate their technical proficiency in operating the fleet, including specific technical skills. The top performer for the conventional operator competition will be eligible to represent ETS at the International Bus Roadeo.

Quick Response to LRT Service Disruptions

On May 28, during the afternoon rush hour, a Capital Line LRT service disruption occurred between South Campus and Southgate Stations due to an overhead power system failure, stranding two trains. Multiple teams, including Edmonton Fire Rescue Services, ETS bus replacement services, and LRT repair teams, responded swiftly to assist. Partial service was restored within 1.5 hours, and full service was safely and efficiently reinstated in just over 4 hours, showcasing the teams' exceptional skill and communication in resolving a highly stressful situation.

DATS Rider Research

In 2025, ETS is continuing its efforts to understand the experiences and needs of DATS riders through a dedicated research project. This research aims to gain an in-depth understanding of the onboard experience of DATS riders, as well as their perceptions of potential service enhancements. Research will be conducted via focus groups and interviews in July. The insights gained from this research will inform evidence-based decisions to enhance DATS and improve the overall experience for DATS riders.

Upcoming ETS Council Reports

There are no further scheduled Council reports in 2025 from ETS.