

City Operations
Edmonton Transit Service

Edmonton

CO02060 Administration Response - ETSAB: Ridership Improvement Strategies

Urban Planning Committee - December 5, 2023

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Safety & Security, Cleaning & On-Time Reliability



Safety & Security

Aligned with CUTA Transit Safety Task Force recommendations

Regular Council updates



Cleaning

Cleaning standards meet industry best practices

Enhanced cleaning since 2020



On-Time Reliability

City Policy C539A - Transit Service Policy

Changes made five times per year

October 11 Council reports

Ridership and DATS



DATS Program Enhancements Plan

Launched in 2019 outlining key actions to improve DATS

Focused on trip planning, rider information, ride times, on-time performance and service delivery

25 key actions implemented, with additional 5 actions in 2024



DATS RIDERSHIP



17,600 trips per week
September 2023

ACCOMMODATION RATE



98% of trip requests
September 2023

OVERALL SATISFACTION



93% of DATS riders
September 2023

Other Strategies: Transit Rider Research Program



Audience

Frequent riders
Occasional riders
Paratransit riders
Non-riders



Research Tools

Online and telephone surveys
Mobile ethnography
Focus groups
QR code survey



Holistic Approach

Actionable and meaningful insights
Adaptable to evolving transit environment

Other Strategies: Transit Rider Incentives



- Rediscover ETS
- On-site activations
- Partnerships
- Social media contests



- Continued community partnerships
- Experiential initiatives
- Art activations



- Events and festivals
- Gamification
- Further opportunities

Thank you. Questions?