

Ridership Improvement Strategies at Edmonton Transit Service

A presentation by the Edmonton Transit Service
Advisory Board

Presentation Overview

- Why this report and why now
- Report Summary
- A different kind of satisfaction survey
- What ETS has done well
- Takeaways

Why a Report on Improving Ridership?

- **City in crisis**: mental health, substance abuse, homelessness, uptick in crimes and violence
- Timely
- Growing city – in line with the City Plan and population increasing to 2 million

Report Summary

Based on ETS and DATS Satisfaction Surveys

Ridership challenges can be pinpointed

Sensible, practical, feasible solutions

Report Summary (continued)

Edmonton Transit Service (ETS)

Factors impeding rider satisfaction:

- Safety and Security
- Cleaning
- Service Reliability

Report Summary (continued)

Recommendations:

Factor	Recommendation
Safety and Security	1. Integration <ul style="list-style-type: none">• Large, diverse networks and collaborative dialogue• Advisory Board or Council
	2. Improve Perception of Safety <ul style="list-style-type: none">• Gauge rider sentiment• Better feedback• Consistent physical presence in ETS spaces

Report Summary (continued)

Recommendations:

Factor	Recommendation
Cleaning	1. New, full-time, dedicated cleaning team
	2. Cleaning Standard (enforceable); Hire a Director of Cleaning
	3. Accountability: put responsibility on the riders
	4. Vehicle design to minimize and manage refuse

Report Summary (continued)

Recommendations:

Factor	Recommendation
Service Reliability	1. Continue and increase use of On-Demand transit
	2. Better planning and drilldown on specific routes; feedback
	3. Consider implementing new and innovative transit strategies; global leader of municipalities

Report Summary (continued)

Dedicated Accessible Transit Service (DATS)

Factors impeding rider satisfaction:

- Consistency of service
- Ride-time
- Contractor relationships

Report Summary (continued)

Recommendations:

Factor	Recommendation
Service Reliability	1. Improve consistency of service
	2. More capacity needed; concerns with on-time performance metric
	3. Rollout of online booking system

Report Summary (continued)

Recommendations:

Factor	Recommendation
Contractor Relationship	1. More salaried workers
	2. Be vigilant with management of DATS contractors
	3. Don't underestimate the value of salaried DATS full-time staff: consistency, commitment

A Survey Like You've
Never Seen Before...

Our version of the ETS Satisfaction Survey

Fresh insights

Focus on user experience

Interface directly with riders

Accurate, authentic feedback

Our version of the ETS Satisfaction Survey

- Open-ended questions: dialogue with ridership
- More focus needed on climate consciousness
- Goal: make the satisfaction survey an experience (e.g. incorporate virtual reality)
- Advertising and awareness (annually)
- Opportunity to implement focus groups and town hall sessions

ETS Has Done Many Things Well

- Electric/hydrogen bus fleet
- ARC program
- COTT initiative
- Commitment to improving
- Culture and Brand

Takeaways

- Focus on the user experience
- Climate and environmental sustainability
- Remember those with mobility/accessibility challenges
- Leverage strengths – brand and corporate culture
- Tell the ridership what's in the pipeline
- Be visionary – plan now

Questions

