

## Communications Success - Research

September research:

Serena - I focused on how ETS was communicating with their users on a street level basis (what information I could gather as I take transit or look up on my own). I also looked at other Albertan transit system social media pages such as Lethbridge, Calgary, and St. Albert.

### Edmonton

Social media accounts: Twitter, website, Instagram, Facebook

Frequency of Covid19 safety posts: weekly. Twitter account (@takeetsalert) mainly used for automatic alert posts

Website information:

- Quick drop-down information (Stay Safe and healthy on Transit & Cleaning and Disinfecting)
- Transit COVID-19 Updates dedicated page; information has most recent update date attached

Twitter posts:

With [#BacktoSchool](#), we anticipate an uptick in ridership. While it may be challenging on [#yegtransit](#), please practice physical distancing where possible.

Reminder: Masks/face coverings are mandatory on transit/transit centres/LRT platforms [#WearAMaskYEG](#)

Let's keep working together to keep [#yeg](#) safe and lower the spread of COVID-19. Wash your hands frequently, wear a mask/face covering and maintain physical distance as much as possible. [#yegtransit](#)  
[#WearAMaskYEG](#)

[#BacktoSchool](#) is next week & we appreciate some may have concerns about safety on [#yegtransit](#).

Through daily cleaning/disinfecting protocols ([bit.ly/2Z8Vh4Y](http://bit.ly/2Z8Vh4Y)), we do our best to help keep everyone safe.

#BacktoSchool is next week & we appreciate some may have concerns about safety on #yegtransit.

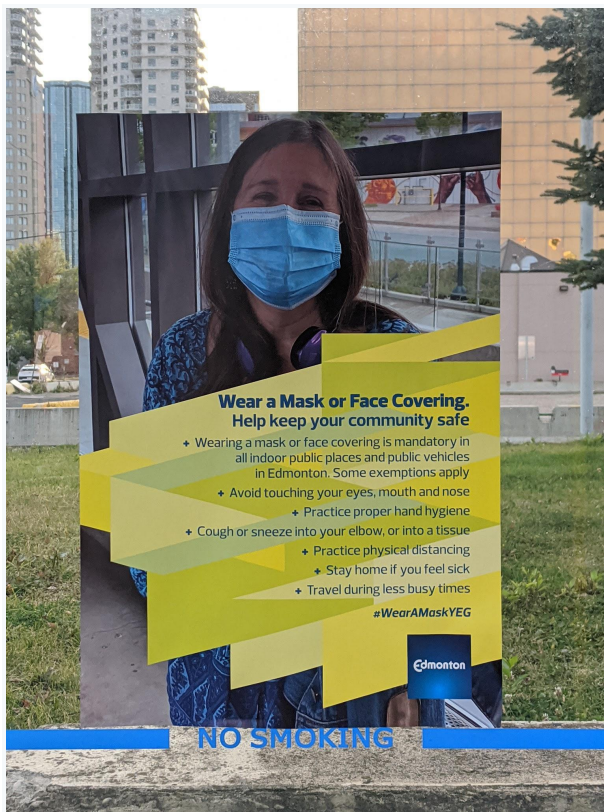
Through daily cleaning/disinfecting protocols ([bit.ly/2Z8Vh4Y](http://bit.ly/2Z8Vh4Y)), we do our best to help keep everyone safe.

Facebook post:

September 4 with video

<https://www.facebook.com/takeETS/posts/3220269034693472>

Street level information:



The above image was seen in numerous bus shelters, on buses, and in the digital billboards in the LRT stations.



The above image was taken at South Campus LRT station, showing an example of temporary LRT news for users. This style of notice is the most commonly seen at station platforms, and sometimes at bus stop shelters.



The above image is a decal found on operator doors about how the shield offers separation between the operator and users to keep them safe.

## Calgary

Social media accounts: Twitter, website

Website information: no safety information directly on transit website, but has dedicated Covid-19 information on city website

Frequency of Covid19 safety posts: daily

Twitter posts:



We have returned to full seated capacity on our buses and CTrains. Please remember that wearing a face covering is mandatory while riding with us, which helps protect customers when it's difficult to maintain distance from others. Info: [calgarytransit.com/safety](https://calgarytransit.com/safety)



9:01 AM · Sep 21, 2020 · Hootsuite Inc.

Image text: We have returned to full seated capacity on our buses and CTrains. Please remember that wearing a face covering is mandatory while riding with us, which helps protect customers when it's difficult to maintain distance from others. Info: [calgarytransit.com/safety](https://calgarytransit.com/safety)





Image text: Thank you #CTRiders for keeping our transit system and your fellow riders safe. We have seen 95% of customers wearing a face covering while on transit. Way to go! #teamwork

## Red Deer

Not much information found. They had a post about transit going back to the regular schedule for October, but no information about transit health and safety.

## Lethbridge

Not much information found. Some transit updates on their City of Lethbridge twitter page, but no specific information or messaging on their dedicated transit page.

## St. Albert

One post on the transit website “Mandatory Face Coverings” also included additional health and safety recommendations when taking transit.

<https://stalbert.ca/city/transit/guide/mandatory-face-coverings/>