# BOW VALLEY REGIONAL TRANSIT SERVICES COMMISSION REGULAR MEETING

via: Zoom Video Meeting

## **AGENDA**

December 10<sup>th</sup>, 2021 2:00-3:30pm

- 1. Call to Order
- 2. Approval of the Agenda
- 3. Minutes
  - Approval of the November 10, 2021 Regular Meeting Minutes (attached)
- 4. Old Business (including Standing Items)
  - a) CAO's Monthly Report (For Information)
  - b) Bring Forward List of Pending Items (For Information)
  - c) Transit Service Monthly Statistics (For Information)
- 5. New Business
  - a) Presentation of Reservation System Trial Report for 2021
- 6. Adjournment



# BOW VALLEY REGIONAL TRANSIT SERVICES COMMISSION REGULAR MEETING

via: Zoom Video Meeting

## **MINUTES**

November 10th, 2021, 2:00-3:30pm

## **BOARD MEMBERS PRESENT**

Tanya Foubert, Town of Canmore
Davina Bernard, ID#9 – Vice Chair
Corrie DiManno, Town of Banff
Joanna McCallum, Town of Canmore - Chair
Dave Schebek, ID#9
Grant Canning, Town of Banff

## **BOARD MEMBERS ABSENT**

## **BVRTSC ADMINISTRATION PRESENT**

Martin Bean, Chief Administrative Officer Steve Nelson, Manager Operations Mel Booth, Financial Controller

## **ADMINISTRATION PRESENT**

Danielle Morine, ID9
Alex Kolesch, Parks Canada
Daniella Rubeling, Parks Canada
Andy Esarte, Town of Canmore
Adrian Field, Town of Banff

#### **ADMINISTRATION ABSENT**

## **Members of the Public**

1. Call to Order

Joanna McCallum calls the meeting to order at 2:05PM

2. Approval of the Agenda

#### **BVRTSC21-125** Dave Schebek moves to approve the Agenda as presented.

#### **CARRIED UNANIMOUSLY**

## **3.** Minutes

- Approval of the October 13<sup>th</sup>, 2021, Regular Meeting Minutes (attached)
- **BVRTSC21-126** Davina Bernard moves to approve the October 13<sup>th</sup>, 2021, Regular Meeting Minutes as presented.

## **CARRIED UNANIMOUSLY**

- Approval of the October 13<sup>th</sup>, 2021, Annual Organizational Meeting Minutes (attached)
- **BVRTSC21-127** Grant Canning moves to approve the October 13<sup>th</sup>, 2021, Annual Organizational Meeting Minutes as presented.

#### **CARRIED UNANIMOUSLY**

- 4. Old Business (including Standing Items)
  - a) CAO's Monthly Report (For Information)
  - b) Bring Forward List of Pending Items (For Information)
    - Davina Bernard suggests that the motion made at October 2021 Commission meeting regarding the CAO adding employee compensation review to the Bring Forward List of Pending Items.
  - c) Transit Service Monthly Statistics (For Information)
    - Google Sheet link to be shared with all new Commission members.
    - Administration to add a line representing 2019 boarding data.

## 5. New Business

- a) Presentation of Quarter 3 Financial results (For Information Only)
  - Commission asks to include 2019 data to quarterly KPIs for comparison purposes.
- b) Board Orientation Presentation (Martin Bean) (For Information Only)
- c) Appointment of Chair and Vice Chair of the BVRTSC for 2021 (Request for Decision)
  - Joanna McCallum calls for nominations for Commission Chair:

**BVRTSC21-128** Davina Bernard moves to nominate Joanna McCallum as Chair.

Nomination Accepted by Joanna McCallum.

Joanna McCallum is acclaimed as Chair.

• Joanna McCallum calls for nominations for Vice Chair.

**BVRTSC21-129** Joanna McCallum moves to nominate Davina Bernard as Vice Chair.

Nomination Accepted by Davina Bernard.

Davina Bernard acclaimed as Vice Chair.

- d) Confirmation of meeting dates and times for 2021/2022 (For Information Only)
  - CAO recommends we look to January 2022 to return to in-person Commission meetings with an option for "Zoom" attendance.
  - Regular meetings will be scheduled for the 2<sup>nd</sup> Wednesday of each month at 2PM. With the exception of the next meeting, which is to be moved to Friday December 10<sup>th</sup>, 2021.

BVRTSC21-130 Joanna McCallum moves to appoint Davina Bernard, Joanna McCallum and Corrie DiManno for the CAO Performance Review Committee.

**CARRIED UNANIMOUSLY** 

**6.** Adjournment

**BVRTSC21-131** Joanna McCallum moves to adjourn the meeting at 3:37 PM.

**CARRIED UNANIMOUSLY** 

Next Meeting – via Zoom – Friday December 10th, 2021, at 2PM.





## **CAO REPORT**



## CAO Update - December 2021

## Financial:

The auditors for the BVRTSC, Avail Partners, have been in contact to set up a kickoff meeting for their audit of our 2021 financial results and activities. As part of their audit, they will be analyzing our policy compliance, record keeping and ensuring that we have the proper controls in place and that they are being adhered to. The audit will be primarily online again this year, with documentation being shared electronically both before and during the week of the audit, which will be the week beginning March 14<sup>th</sup>. The plan currently is for one of the partners at Avail, Calvin Scott, to present the audit results to the Board at the April 13<sup>th</sup> Commission meeting.

## **Transit Service Updates:**

- Administration has been working on New Service Level Requests for additional transit asks in both Banff and Canmore.
  - In Banff, New Service Level requests for additional winter service on both Route 1 and 2, as well as free transit for locals has been approved to move forward to the next step, which will be Service Review scheduled for December 13<sup>th</sup>.
    - Currently we operate one bus on each route, enabling a 40-minute service. Should the additional service achieve final approval, Roam will be able to operate on a 20-minute frequency throughout the winter months. Additionally, this will allow the flexibility to operate into the industrial compound on Route 1, increasing the ability for workers to use Roam for getting to and from work and appointments.
    - Free transit for locals will assist in encouraging use of transit in the town rather than vehicles and will help to build lifelong transit users.
  - o In Canmore, additional service on Sundays as well as filling in the hours during the day that a second bus is operating on weekdays have both been approved at the Finance Committee. The next step will be to go to the final budget approval, which is scheduled in December.



- Currently Roam operates one bus on Sundays, resulting in a 70-minute frequency and low ridership. This addition of a second bus on Sundays will allow user to plan their trips throughout the town with more convenience.
- On weekdays, local Route 5 operates with two buses in the am and pm peaks but only one bus between the hours of 10am and 3pm. This NSL will allow for consistent and frequent transit service within Canmore and facilitate better connections with Route 3 for traveling between Canmore and Banff.
- Roam Challenges have been encountered over the last number of weeks on the Banff to Lake Louise service (Route 8X), due to the rain and heavy snow that has been encountered. Drivers have been using additional caution on the road up to the lake and dispatch has been forced to cancel a couple of runs on occasion. Administration is continually working with Parks staff to ensure the road and parking lot are both cleared as soon as they are able.

## **General/Health and Safety**

- On this past Saturday, Roam hosted the new Environment Minister, Steven Guilbeaullt, at the new transit facility, along with the Parks Canada representatives that were accompanying him. It was a great opportunity for administration to be able to showcase the new building and highlight our electric buses and our move towards zero emission. Minister Guilbeault was especially interested in having an opportunity to drive our simulator. His visit was short but very informative and gave him a good insight into Roam Transit and the Commission.
  - o <a href="https://pm.gc.ca/en/cabinet/honourable-steven-guilbeault">https://pm.gc.ca/en/cabinet/honourable-steven-guilbeault</a>
- Administration attended a ground-breaking ceremony for the new Nancy Pauw bridge on Tuesday December 10<sup>th</sup>. This project is funded jointly through the Town of Banff, the Government of Canada, and the Pauw Foundation. The BVRTSC applied for funding to make this project possible through the federal Investing in Infrastructure Program (ICIP) as a transit connection bridge, encouraging transit use and alternate methods of movement on both sides of the river.



- The Roam Team will be having their Holiday party in mid-January to avoid the Christmas rush. Our plan is to have an outdoor event arranged through Mystery Town Tours (clue solving around Banff) and then a reception at a local venue for staff and families.
- Hiring is currently being finalized for our new Human Resources position to start in the new year, as well as a replacement dispatching role and a part time Digital Content Specialist to assist in our communications and marketing efforts.
- o The BVRTSC is still involved in the Alberta Zero Emission Hydrogen Transit (AZEHT) project that will be demonstrating the use of two hydrogen fuel cell electric buses in Edmonton and Strathcona. Following the demonstration in Edmonton and Strathcona, phase two of the project is planned to be in Calgary and the Bow Valley. Currently I sit on the steering committee that meets every two weeks online. The following link connects to Emissions Reduction Alberta's website and provides more information on the project:

**ERA - AZEHT Project** 

O Documentation received from the Provincial Government outlines some recent changes to legislation governing Regional Services Commissions. To be in compliance with the new legislation requirements, a few updates are required to the BVRTSC bylaws. These include a few updates to the wording of our current bylaws plus adopting new bylaws to the address disposal of assets, and terms for disestablishment of the Commission. Administration is currently reviewing the bylaws of the newly established Edmonton Metropolitan Transit Services Commission to help address the new sections. A report will be brought back to the Board with our recommended revisions for the February 2022 meeting.

# Bow Valley Regional Transit Services Commission



## **BRING FORWARD LIST**

## **BRING FORWARD LIST OF ITEMS PENDING (as of October 2021)**

ITEM	Date Initiated	Pending Date	Responsible for Completion	Comments:
<b>BVRTSC21-76</b> Chip Olver moves to request Administration to continue to research air purification systems and report back to the Commission at a future meeting.	March 17 <sup>th</sup> , 2021	January 2022	Admin	Will follow what larger transit agencies are doing with trials and report at a later date
BVRTSC21-101 Vi Sandford moves that the Commission direct administration to report back to the Board with a compensation policy for staff, considering recommendations contained within the compensation review, by February of 2022.	August 11, 2021	February 2022	Admin (Mel)	
BVRTSC21-83 Davina Bernard moves that the Commission direct Administration to pilot an online reservation system through Betterez for the Route 9 (Johnston Canyon) and Route 8S (Lake Louise Scenic) transit offerings for the summer of 2021.	October 13, 2021	Dec 2021	Admin (Martin)	Report back on the success of the summer pilot program
BVRTSC21-117  Davina Bernard moves that the subcommittee of the CAO performance review committee focuses on the following three topics in 2022.  1. CAO updated Contract 2. CAO performance pay structure update 3. CAO performance review structure update.			Board (Joanna, Davina, Corrie)	

# Bow Valley Regional Transit Services Commission Ridership Statistics







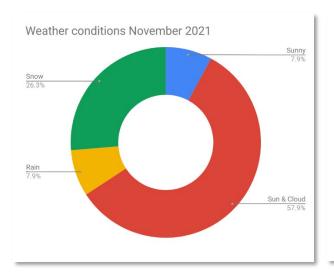


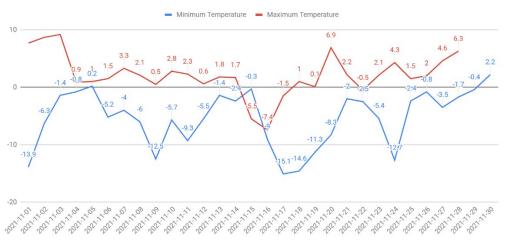
Month	Туре	Banff Local	Canmore Local	Canmore - Banff Regional	Lake Louise - Banff Regional
November 2021	Bikes	9	53	96	47
	Strollers	20	61	20	1
	Winter Sports	206	62	329	28

## November 2021

Route	Monthly Ridership Change 2020/2021	Comments
Route 1	+99%	November 2021 to November 2020 (Pandemic)
Route 2	+121%	November 2021 to November 2020 (Pandemic)
Route 3	+64%	November 2021 to November 2020 (Pandemic)
Route 5	+33%	November 2021 to November 2020 (Pandemic)
Route 8X	+142%	November 2021 to November 2020 (Pandemic)

## Weather for November 2021

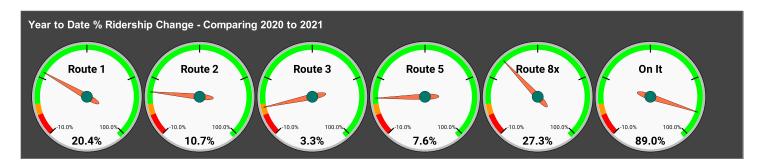


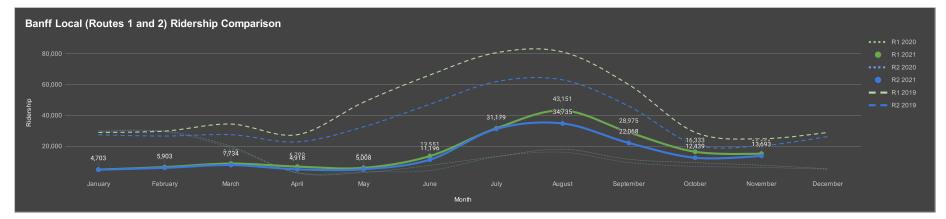


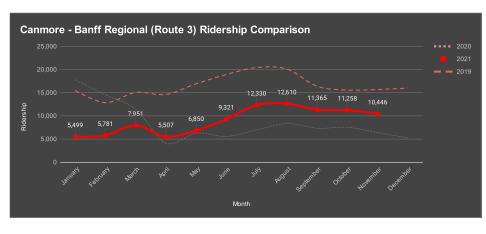
	Route 1 (Inns of Banff/ Gondola) Route 2 (Tunnel Mtn / Banff Springs Hotel)						Route 3 (Canmore-Banff Regional)					Banff Loc	al Combi	ned Total:	s (Rout	Train Station Park & Ride								
Month	2019	2020	2020 YTD	2021	% Change	2019	2020 2	020 YTD	2021	% Change	2019	2020	2020 YTD	2021	% Change	2019	2020	2020 YTD	2021	% Change	2020	2020 YTD	2021	% Change
January	28,912	29,158	29,158	4,761	-83.7%	27,358	30,240	30,240	4,703	-84.4%	15,486	17,784	17,784	5,499	-69.1%	56,270	59,398	59,398	9,464	-84.07%			0	
February	29,757	29,827	29,827	6,370	-78.6%	26,543	29,325	29,325	5,903	-79.9%	12,849	14,547	14,547	5,781	-60.3%	56,300	59,152	59,152	12,273	-79.25%				
March	34,329	19,875	19,875	8,668	-56.4%	27,413	18,828	18,828	7,734	-58.9%	15,057	11,410	11,410	7,951	-30.3%	61,742	38,703	38,703	16,402	-57.62%				
April	27,420	2,557	2,557	6,709	162.4%	22,763	2,791	2,791	4,918	76.2%	14,618	4,106	4,106	5,507	34.1%	50,183	5,348	5,348	11,627	117.41%				
May	48,522	2,856	2,856	5,901	106.6%	32,526	3,386	3,386	5,008	47.9%	16,925	6,279	6,279	6,850	9.1%	82,195	6,242	6,242	10,969	75.73%				
June	66,195	7,508	7,508	13,551	80.5%	47,222	4,137	4,137	11,196	170.6%	18,924	5,552	5,552	9,321	67.9%	117,419	11,706	11,706	25,282	115.97%	0	0	378	0.0%
July	80,651	13,296	13,296	31,554	137.3%	61,895	13,110	13,110	31,179	137.8%	20,422	6,973	6,973	12,330	76.8%	149,250	26,952	26,952	65,486	142.97%	0	0	1713	0.0%
August	81,196	18,048	18,048	43,151	139.1%	63,073	16,072	16,072	34,735	116.1%	20,105	8,331	8,331	12,610	51.4%	151,601	35,139	35,139	81,324	131.44%	0	0	1512	0.0%
September	59,934	11,450	11,450	28,975	153.1%	45,951	9,328	9,328	22,068	136.6%	16,379	7,335	7,335	11,365	54.9%	109,031	21,104	21,766	52,752	142.36%	0	0	662	0.0%
October	28,982	9,269	9,269	16,333	76.2%	21,044	6,834	6,834	12,439	82.0%	15,563	7,535	7,535	11,258	49.4%	50,026	16,103	16,103	28,772	78.67%				
November	24,776	7,597	7,597	15,151	99.4%	20,300	6,190	6,190	13,693	121.2%	15,682	6,388	6,388	10,446	63.5%	45,076	13,787			0.00%				
December	28,935	5,293	1,378	2,808	103.8%	26,238	5,011	1,158	2,895	150.0%	15,994	5,246	1,328	1,915	44.2%	55,173	10,304	2,536	5,703	124.88%				
YTD	539,609	156,734	152,819	183,932	20.4%	422,326	145,252	141,399	156,471	10.7%	198,004	101,486	97,568	100,833	3.3%	984,266	303,938	283,045	320,054	13.1%	0	0	4,265	0.0%

		Pout	e 5 Canm	nore		Route 4 Cave and Basin					Route 8X (Express Lake Louise - Banff Regional)					Roam TOTAL Ridership (Not incl. Onlt or Parking Shuttles)					On-It (Calgary Regional)				
Month	2019		020 YTD		% Change	2019		2020 YTD		% Change	2019	2020	2020 YTD		% Change	2019		2020 YTD 20		ann	2019	2020	2020 YTD	2021	% Change
				-	·	2010		2020 110		70 Onlange					_					<u> </u>	2013	2020	2020 110	2021	70 Onlange
January	10,225	14,620	14,620	6,204	-57.6%						4,053	7,617	7,617	1,117	-85.34%	86,034	99,419	99,419 22	,284 -77	.6%					
February	8,913	14,327	14,327	6,700	-53.2%						2,920	5,913	5,913	1,017	-82.80%	80,982	93,939	93,939 25	,771 -72	.6%					
March	9,759	9,323	9,323	8,650	-7.2%						3,310	4,187	4,187	1,438	-65.66%	89,868	63,623	63,623 34	,441 -45	.9%					
April	9,144	2,506	2,506	7,360	193.7%						2,926	1,088	1,187	1,146	-3.45%	76,871	13,048	13,147 25	,640 95	.0%					
May	10,769	3,322	3,322	6,760	103.5%	1,147	0	0	60	0.0%	5,634	1,585	1,585	1,516	-4.35%	120,779	17,428	18,378 26	,654 45	.0%	1,271				0.0%
June	12,852	3,619	3,619	8,250	128.0%	4,002	61	61	535	777.0%	15,224	1,446	1,446	3,454	138.87%	180,155	22,567	27,597 50	,097 81	.5%	3,846	244	244	930	281.1%
July	14,183	5,726	5,726	7,581	32.4%	6,704	546	546	2,753	404.2%	24,544	4,150	4,150	10,637	156.31%	232,511	45,366	49,290 104	,883 112	.8%	4,847	1565	1,565	2,483	58.7%
August	13,675	6,447	6,447	8,345	29.4%	7,332	1,019	1,019	3,438	237.4%	24,743	7,462	7,462	15,688	110.24%	237,528	59,513	63,205 129	,985 105	.7%	6,282	2134	2,134	3,623	69.8%
September	12,348	6,119	6,119	8,621	40.9%	3,146	326	326	1,709	424.2%	15,154	3,961	3,961	8728	120.35%	165,538	41,963	42,222 87	,042 106	.2%	4,017	981	981	2,272	131.6%
October	14,180	7,839	7,839	9,215	17.6%						5,581	1,747	1,747	3709	112.31%	86,305	34,179	34,616 52	,954 53	.0%					
November	13,841	7,303	7,303	9,685	32.6%						4,715	1,155	1,155	2798	142.25%	79,314	28,633	28,633 51	,773 80	.8%					
December	13,526	5,592	1,410	1,503	6.6%						6,645	1,010	234	505	115.81%	91,338	22,152	5,508	,626 74	.8%					
YTD	143,415	86,743	82,561	88,874	7.6%	22,331	1,953	1,952	8,495	335.2%	115,449	41,321	40,644	51,753	27.33%	1,527,223	541,830	539,576 621	,151 15.	12%	20,263	4,924	4,924	9,308	89.0%

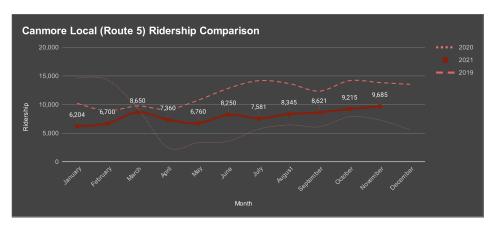
		Rout	te 6 (Minne	wanka)		Route	8S (Scenic Banff Re		ouise -	Rou	ıte 9 (John	ston Ca	nvon)	Route 10 (Moraine Lake)				
Month	2019 2020 2020 YTD 2021 % Change				2019	2020 YTD		% Chang€		2020 YTD		% Change		2020 YTD		% Change		
January																		
February																		
March																		
April																		
May	3985	0	) (	559	0.0%			97				853						
June	9966	0	) (	2,857	0.0%	795	5 0	862	8.4%	1,129	9 0	4412	290.79%					
July	11801	0	) (	6,367	0.0%	3,521	1 0	1,313	-62.7%	3,943	3 0	4176	5.91%					
August	12802	0	) (	8,396	0.0%	4,058	3 0	2,000	-50.7%	4,262	2 0	3826	-10.23%					
September	4184	0	) (	3,303	0.0%	303	3 0	757	149.8%	1,659	9 0	1448	-12.72%	2,463	3 2,463	1,498	-39.2%	
October												419	0.00%	955	955	973	1.9%	
November																		
December																		
YTD	42,738	0	) (	21,482	0.0%	8,677	7 0	5,029	0.0%	10,99	3 0	15,134	-100.00%	3,418	3,418	2,471	-27.7%	

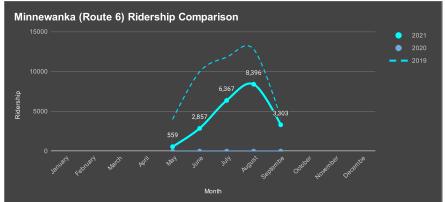


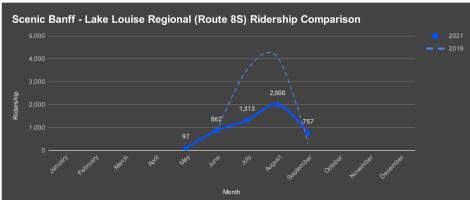


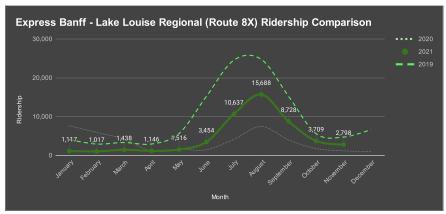


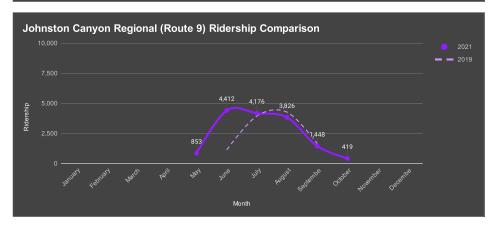


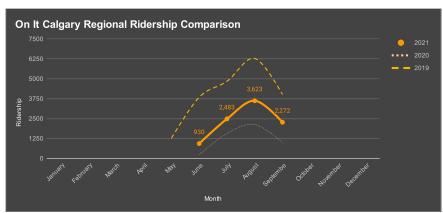


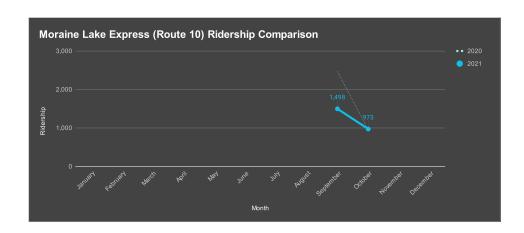












# Bow Valley Regional Transit Services Commission



**NEW BUSINESS** 

# Bow Valley Regional Transit Services Commission



## **Reservation System**

Report 2021-11.03 Reservation System Update

December 08, 2021

## **SUMMARY/ISSUE**

In April of 2021, the BVRTSC Board directed Administration to pilot a reservation system on designated routes for the summer of 2021. Administration subsequently signed on with Betterez to provide a new ticket reservation system for its customers. The third-party ticket reservation platform allows customers to purchase their ticket in advance on the Route 9 - Johnston Canyon and Route 8S - Lake Louise Scenic services during the summer to guarantee them a seat to these busy destinations.

## PREVIOUS COMMISSION DIRECTION/POLICY

The Commission has requested an update on the effectiveness of the reservation system.

Administration Recommendation:

That the Commission:

• Approve administration to continue to utilize a reservation system going forward on routes where limited capacity and ridership warrant its' use.

#### **INVESTIGATION**

The new reservation system gives people the confidence that they have a booked seat and creates awareness amongst customers that specific departures may be full, thereby assisting their traveling decisions. The system implemented also allowed a percentage of seats to be allocated for walk ups as well as anyone not 'connected' with internet payment/ticketing. Administration's hope was that it would also reduce potential conflict between drivers and customers who have been "waiting and now the bus is full!"

After researching multiple reservation systems BVRTSC decided to go with Betterez who offered a simple web-based platform with minimal start up expenses and a low fee per ticket for their third-party involvement.

A brief overview of how the system works:

- Roam customers follow the link provided on our website and
- Choose either the Route 9 Bus only or Bike & Bus or Route 8S Bus only or Bike & Bus service they wish to reserve and follow the prompts to make the reservation on the date and time they would like to travel.
- Minimal details are required, and they can pay with credit card online.
- Customers could also call or visit our Customer Service Office where an agent could assist them with their reservation.
- The customer receives a QR code ticket via email which they presented to the Roam Driver for scanning.

Report 2021-11.03 Reservation System Update

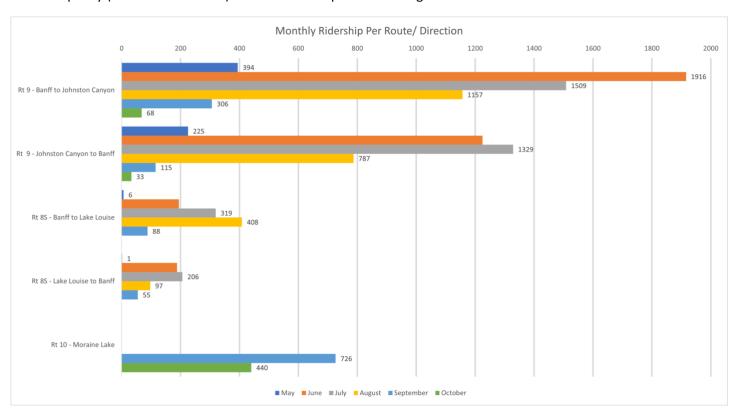
December 08, 2021

 The Roam driver confirms the validity of the ticket by scanning it with a tablet and Betterez scanning app.

## **IMPLICATIONS:**

## Usage

Uptake of the new service increased quickly as the messaging and marketing of the new service made its way to our passengers. With Park Canada reopening the Bow Valley Parkway to cars June 30<sup>th</sup> from the Castle Mountain end, the ridership declined with a number of customers requesting a refund as they could now drive to the Johnston Canyon location. This was addressed by providing a refund with a \$0.50 charge per ticket. Through out the rest of the Summer the ridership leveled out with services reaching capacity (28 reservable seats) on numerous departures during the busier months.

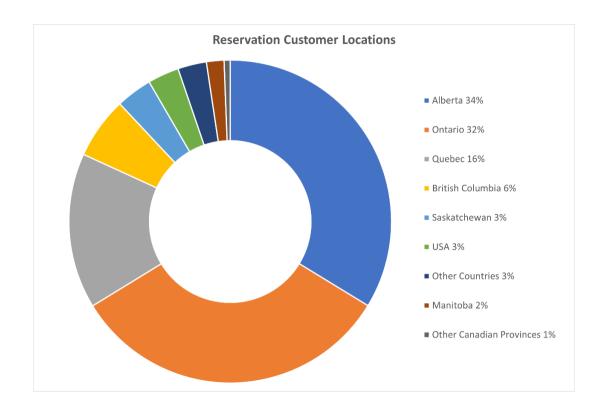


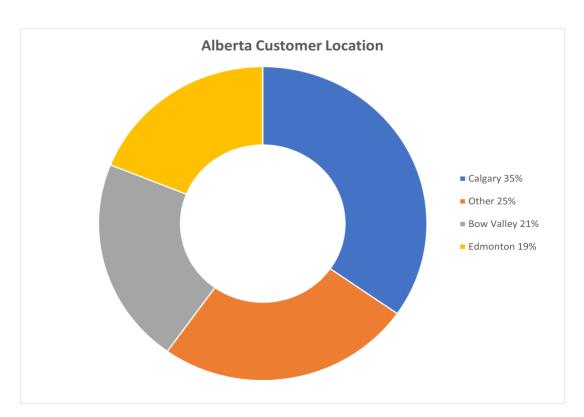
Through demographic information collected and shared by Betterez, the charts below demonstrate that although a large portion of our customers are from Alberta, most users are from out of province and with COVID restrictions on international travel we did not see a high volume of international users this year.

The charts below are based on the rider inputting their address during the ticket purchase. It is assumed that some addresses that are registered outside of Alberta could in fact be locals who continue to use their out of province address, however most users appear to be visitors not local commuters.

Report 2021-11.03 Reservation System Update

December 08, 2021





Report 2021-11.03 Reservation System Update

December 08, 2021

## Driver/Ambassador Feedback

- Customers seemed happy with the reservation system and process involved
- The scanning app did not always work well
- Tight schedules made it difficult if there were a lot of customers to scan. Having Transit ambassadors who were available to help scan customers tickets in advance was a great support and allowed smooth/seamless boarding.

## **Customer Feedback**

To date, the feedback received from customers using the reservation system has been positive:

- Most customers enjoyed the process/experience
- The \$0.50 cancellation fee was very reasonable
- Ambassadors were extremely helpful with information, pre-scanning and assisting customers who did not understand how to reserve tickets

## Challenges

The main challenges have been:

- The ability for drivers to scan all tickets before departure time: this was helped by having Transit Ambassadors stationed at key locations to assist with ticket scanning prior to the service arriving.
- The Tablets with ticket scanning app. do not always work for the drivers due to remote locations of some stops. This was addressed at one location Johnston Canyon by asking to partner with the Johnston Canyon lodge and Bungalows Wi-Fi access.
- Customers not receiving their tickets; sometimes they have gone into customer junk mailboxes.

## **Future**

Administration made the decision to extend the Route 9 service until Oct 11<sup>th</sup> as well as adding the Moraine Lake Route 10 service from September 20<sup>th</sup> to October 11<sup>th</sup>, 2021.

Roam is now offering a winter Lake Louise Regional (Route 8X) reservation system which has the option for local commuter customers to purchase 10-ride and monthly passes.

## **BUSINESS PLAN/ BUDGET IMPLICATIONS**

When a customer makes a reservation through Betterez we are charged \$0.25 per ticket, Betterez invoice us monthly for the fee to provide the service.

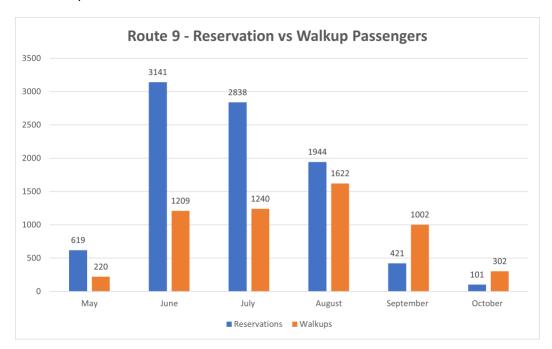
To date, participation in the pilot program has resulted in the following:

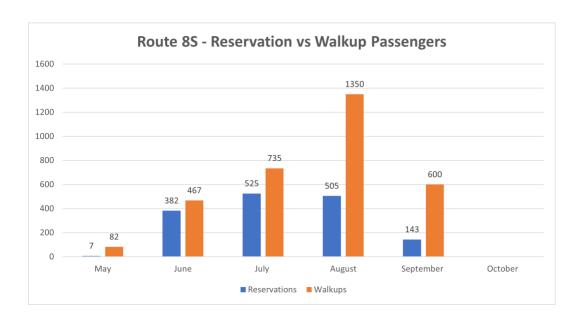
- Gross Sales: \$ 86,669.51
- Fees payable to Betterez: \$4467.25
- Setup costs: \$1900 which includes: tablets, Moneris set up, Betterez set up fee, website updates covered 2/3 by GreenTRIP mobile ticketing grant.
- Moneris fee: \$3140 approx. 3.5% on transactions

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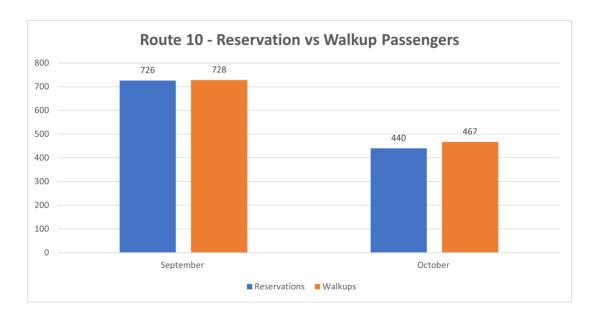
- Number of unique Betterez customers to date = 3750
- Tickets sold: 18500Redemptions: 11773
- Unredeemed tickets: 6727 (this may be due to missed departures, passenger did not use ticket, or the driver did not scan ticket due to tablet issues).
- Refund/Voucher issued: 763





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## **BRAND IMPACT:**



The reservation system uses a simple theme with the Roam Logo which is directly linked via our
website to create a seamless transition from our website to their third-party platform, creating
strong brand identity.

## **RISKS:**

Based on the first 6 months of the pilot program, Administration does not believe there are any risks in continuing with Betterez.

Administration plans to continue with the service during the winter with Route 8X – Lake Louise Express service and additionally hopes to offer reservations for multiple 2022 Summer services.

## **ATTACHMENTS**

None