

Priorities Committee Meeting_Oct23_2018

STRATEGIC INITIATIVE AND UPDATE

Transit Master Plan Draft Recommendations

Report Purpose

To provide Priorities Committee an overview of Transit Master Plan (TMP) draft recommendations as part of the public engagement.

Our Prioritized Strategic Goals

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 2 - Manage, invest and plan for sustainable municipal infrastructure

Goal 6 - Provide facilities and services that are available and accessible to residents

Report

Strathcona County Transit (SCT)'s first TMP was adopted in 2012 and since that time, SCT has made significant progress in the implementation of the 2012 TMP recommendations. To ensure that SCT's long-term plan aligns with the County's vision and strategic goals, and continues to meet the needs of the community, SCT has engaged Dillon Consulting to update the 2012 TMP. As part of this project, in February and March of 2018, SCT staff and Dillon Consulting engaged the community to share their ideas and feedback for an updated vision, strategic directions, and future services. As a result of the community engagement:

- We spoke with more than 250 individuals at seven open houses in both rural and urban areas
- We hosted multiple stakeholder meetings including residents, community groups, County staff and members of Council
- We conducted an online survey that reached more than 1,000 individuals

Based on the community input, County's strategic plan, an assessment of existing services, industry best practices, and identified future mobility needs, Dillon Consulting developed draft recommendations including a policy framework and strategic directions. These draft recommendations look at the future of transit services, including the introduction of Dynamic Transit service, improvement of inter-municipal service (such as University of Alberta evening service and NAIT connection), and optimization of resource allocation through integration of various mobility services offered in the community.

It should be noted that these recommendations were developed to address the mobility needs of the community regardless of the future governance structure of transit services in the region. As an active participant in the ongoing discussion of the Regional Transit Services Commission, SCT will work closely with other transit systems in the region to advise Council the most suitable governance structure that would serve the best interests of the County.

SCT is planning for another series of public engagement activities to present these draft recommendations and gather feedback from the community. The proposed engagement activities include:

- Environmental Advisory Committee – October 1
- Community Living Advisory Committee – October 11
- Priorities Committee meeting – October 23

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- County staff and other stakeholder meetings – October 23-25
- Public open houses – October 24-29
- An online survey – October 23 to November 19

Our TMP consultants will then incorporate feedback from the community and complete the TMP update by the end of 2018. SCT is planning to present the final TMP to Council early 2019. Subject to Council approval, SCT will prepare detailed business plans for implementation through the annual business planning and budgeting process.

Council and Committee History

June 14, 2016 Transit presented an update to the Priorities Committee on the 2012 Transit Master Plan.

March 27, 2012 Council approved the Transit Master Plan.

Other Impacts

Policy: N/A

Legislative/Legal: N/A

Interdepartmental: Fleet Services, Transportation Planning and Engineering, and Planning and Development Services.

Master Plan/Framework: 2012 Transit Master Plan

Communication Plan

As part of the public engagement plan, SCT is planning to communicate the TMP draft recommendations to the public, customers, and other stakeholders through the following means of communication:

- Media release, newspaper advertising, project website, and digital screens (both info screens and movie throughout county)
- Onboard posters and post cards hand-out
- Presentations, meetings, focus group, and open houses
- An online survey using both SCOOP and gizmo

Enclosures

- 1 Transit Master Plan Update – Draft Recommendations Presentation (Document 12448579)
- 2 Transit Master Plan Update – Draft Policy Framework and Strategic Directions Working Paper (Document 12442122)