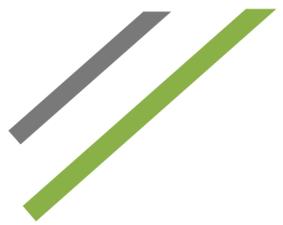




Transit Master Plan Update – Draft Recommendations

Priorities Committee – October 23, 2018



PRESENTATION OUTLINE

- Study Objectives and Process
- Background Information
- What We Learned
- Policy Framework
- Draft Recommendations
- Next Steps



STUDY OBJECTIVES

- Understand the views on transit from both transit customers and residents that do not take transit through a comprehensive engagement strategy
- Assess performance of existing transit services and opportunity to service new markets
- Develop a policy framework defined through a vision, mission and goals, and service standards
- Develop a plan that will provide direction to the County on the delivery of transit service over a ten year period

PROJECT PROCESS

TAKE PART
TAKE TRANSIT



COMMUNITY ENGAGEMENT



BACKGROUND INFORMATION

- Updated County's Strategic Plan
- Updated Municipal Development Plan (MDP)
- Existing Integrated Transportation Master Plan (ITMP)
- Future growth
- Industry trends
- Regional Transit Services Commission

Our prioritized strategic goals



Goal 1

Build strong communities to support the diverse needs of residents



Goal 5

Foster collaboration through regional, community and governmental partnerships



Goal 2

Manage, invest and plan for sustainable municipal infrastructure



Goal 6

Provide facilities and services that are available and accessible to residents



Goal 3

Cultivate economic diversification, within the petro-chemical industry and beyond, through a business-friendly environment



Goal 7

Provide opportunities for public engagement and communication



Goal 4

Ensure effective stewardship of water, land, air and energy resources



Goal 8

Foster an environment for safe communities

WHAT WE LEARNED

- Transit has strong support by the community
- Increasing population; transit ridership growth important to achieve broader municipal objectives
- Inter-municipal service
 - Parking issues at terminals
 - Evening / weekend improvements
 - Service to NAIT
 - Service to OTC
 - Transfers can deter ridership
 - Traffic delays and priority opportunities
 - Need to expand with population growth

WHAT WE LEARNED

- Local service
 - Challenges with service on evenings / weekends
 - Long travel times due to urban form
 - Efficiency / effectiveness
 - Route structure – challenge with service to local destinations
- Rural areas
 - Mobility Bus expansion opportunities
 - Service to Ardrossan
 - Challenges in providing mobility (high cost)
- Mobility Bus
 - Population growth and an aging population
 - Ridership growth with fare parity
 - Continue to improve accessibility and equity
 - Industry trend – integration

POLICY FRAMEWORK – THE ROLE OF SCT

Meet the mobility needs of the residents and businesses in the community and provide a service that supports:

- **Equity** – Available and affordable for all residents regardless of their age, ability, or means;
- **Economic Opportunity** – Provides access to employment and education within the community and regionally;
- **Environmental Sustainability** – Provides a convenient alternative to driving that reduces emissions and congestion.

POLICY FRAMEWORK – VISION AND MISSION

Vision

Provide access opportunities for all residents and businesses in the community through the provision of sustainable mobility services.

Mission

Strathcona County Transit provides sustainable mobility services for the community that are Customer-focused, Accessible, Reliable, Efficient and Safe (CARES).

POLICY FRAMEWORK – SERVICE STANDARDS

Service Design Standards

- Eligibility
- Hours of Service
- Headway (frequency)
- Trip Booking Window
- Travel Time (directness of service)
- Proximity to Service
- Bus Stops
- Accessibility

Performance Standards

- Trip Denial/Missed Trips
- Customer Comfort / Vehicle Occupancy
- Service Reliability
- Service Utilization
- Modifications to Existing Services
- Introduction of Service to New Areas

STRATEGIC DIRECTIONS – OVERVIEW

- Improve service quality, efficiency and effectiveness through integrated mobility and optimized resource allocation
- Rethink local service strategy
- Continue improving inter-municipal services
- Expand service in new development areas
- Assess service to the rural areas
- Continue implementing / expanding technology application including assessment of alternative fuel technology

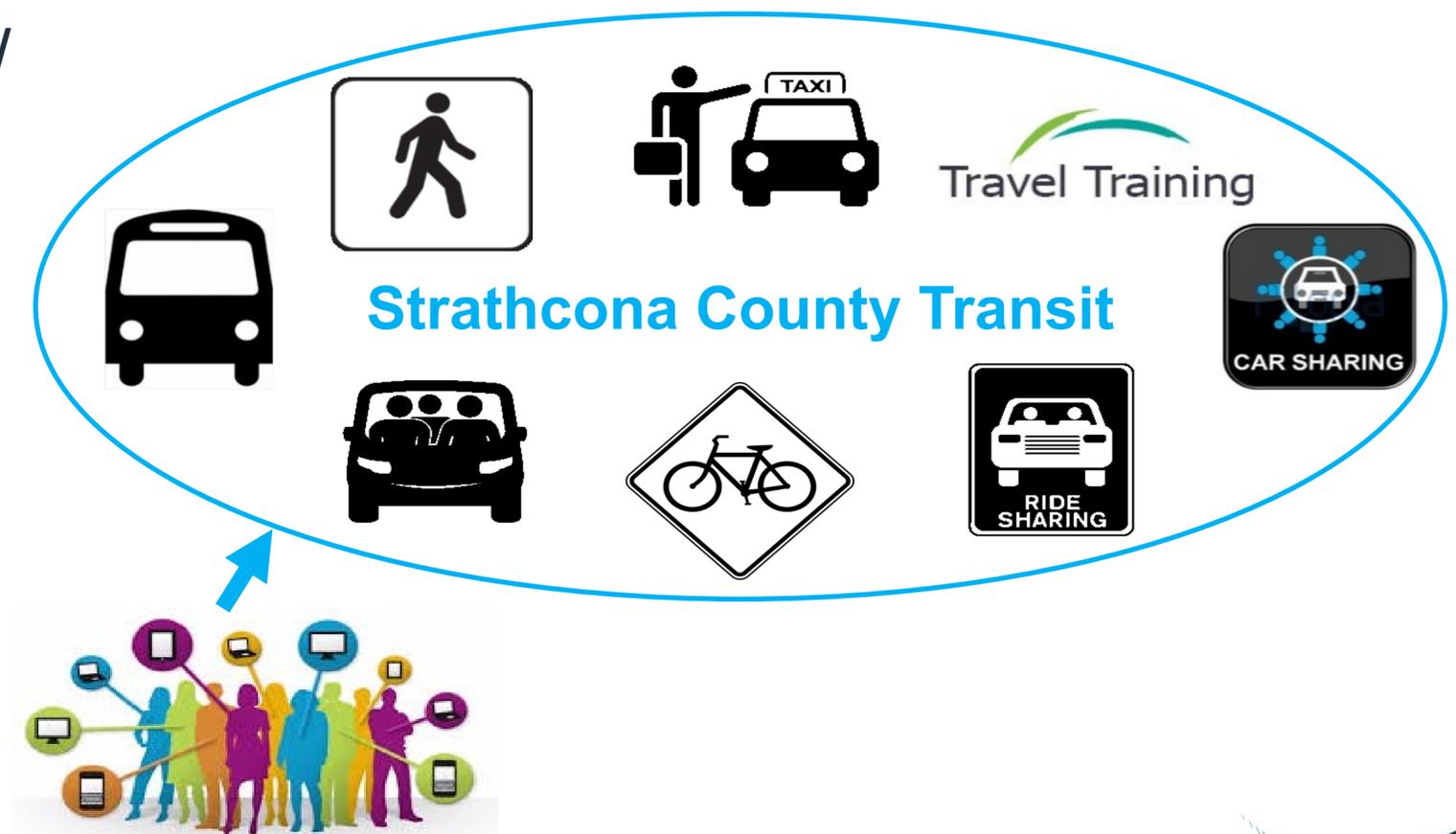


STRATEGIC DIRECTIONS – MOBILITY MANAGEMENT

- Introduction of Dynamic Transit
- Family of services / integration of mobility services
- Travel Demand Management (TDM) / travel training
- Partnership with other mobility providers and community agencies
- Mobility Bus eligibility process / attendants ride free

Mobility Management

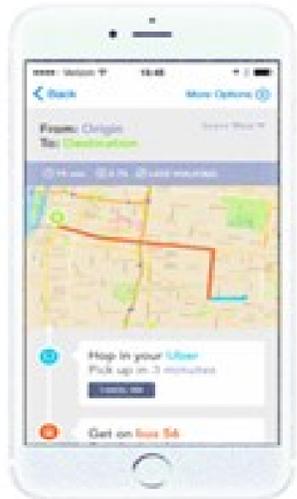
Coordination and optimization of all modes of transportation to enable ease of travel in urban areas.



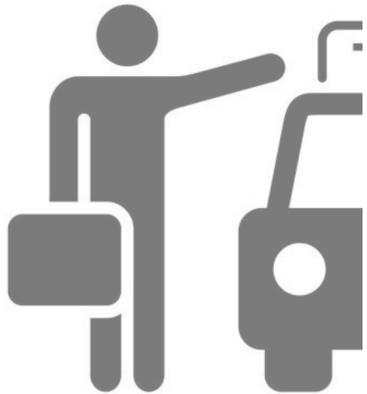
HOW TO USE DYNAMIC TRANSIT



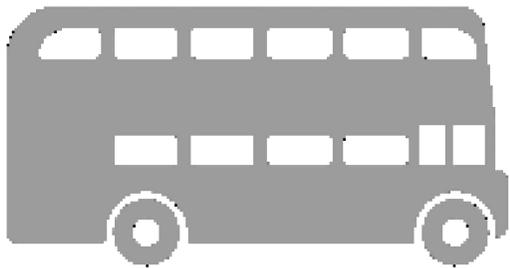
A resident who lives in Sherwood Park wants to go to Edmonton on a Saturday



Resident books trip via smartphone app / phone call to connect the commuter service at Bethel Transit Terminal



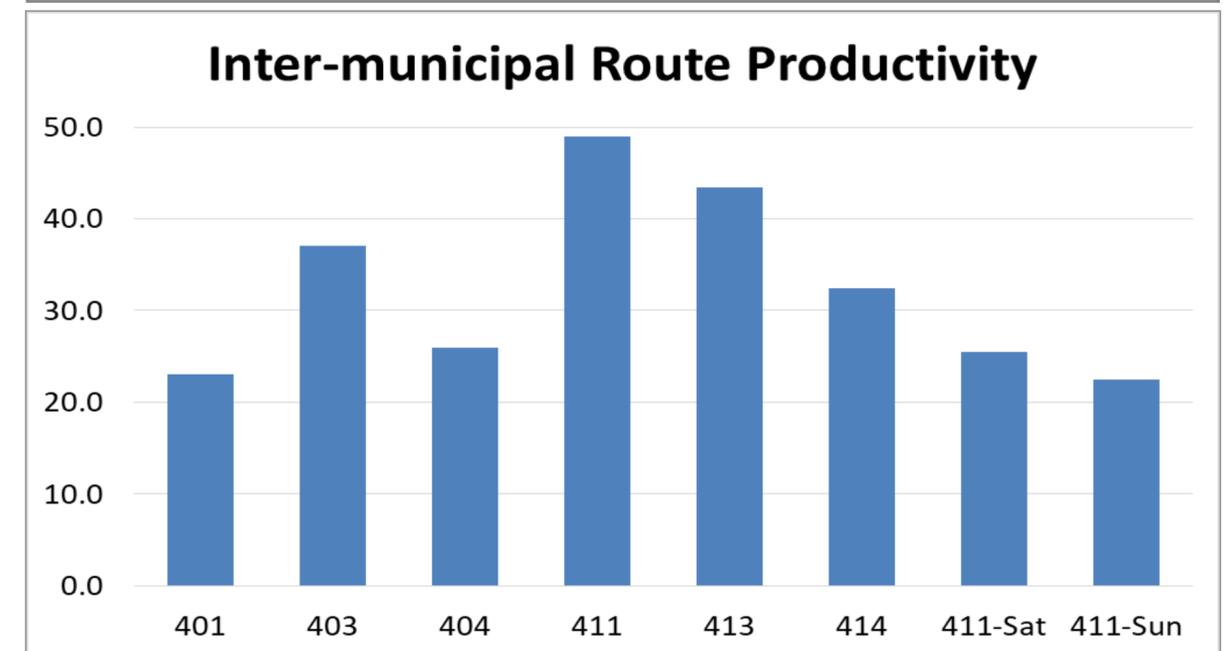
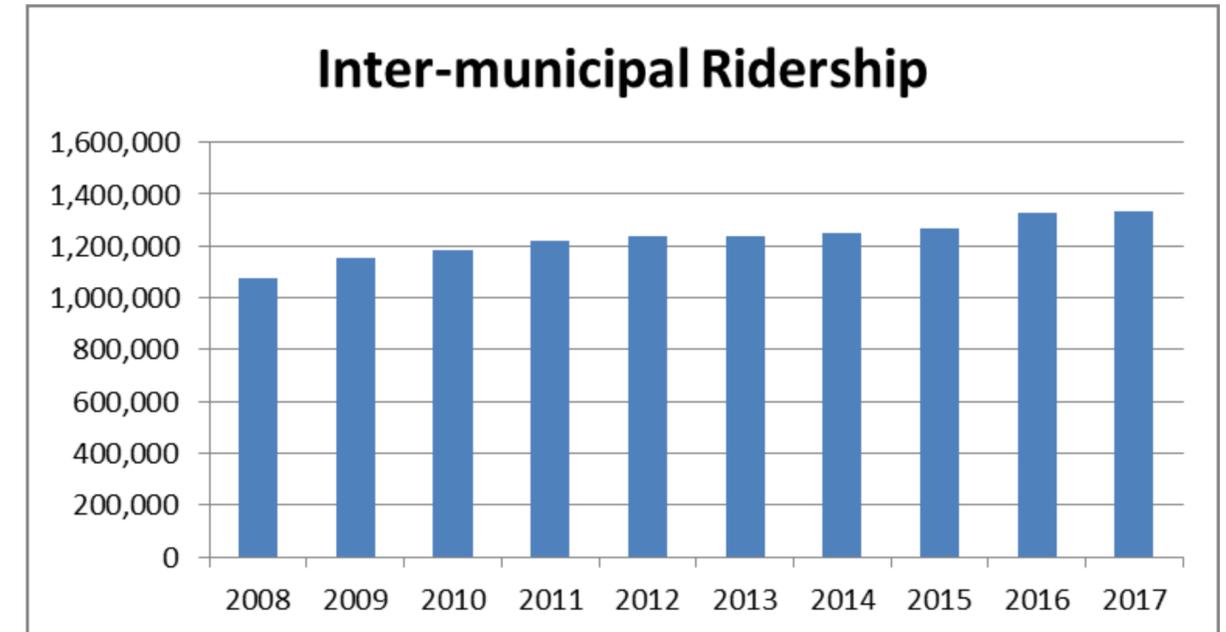
Service provider (e.g. taxi) picks up customer from designated stop near to his / her location



Customer connects with the commuter bus with less than 5 minute wait

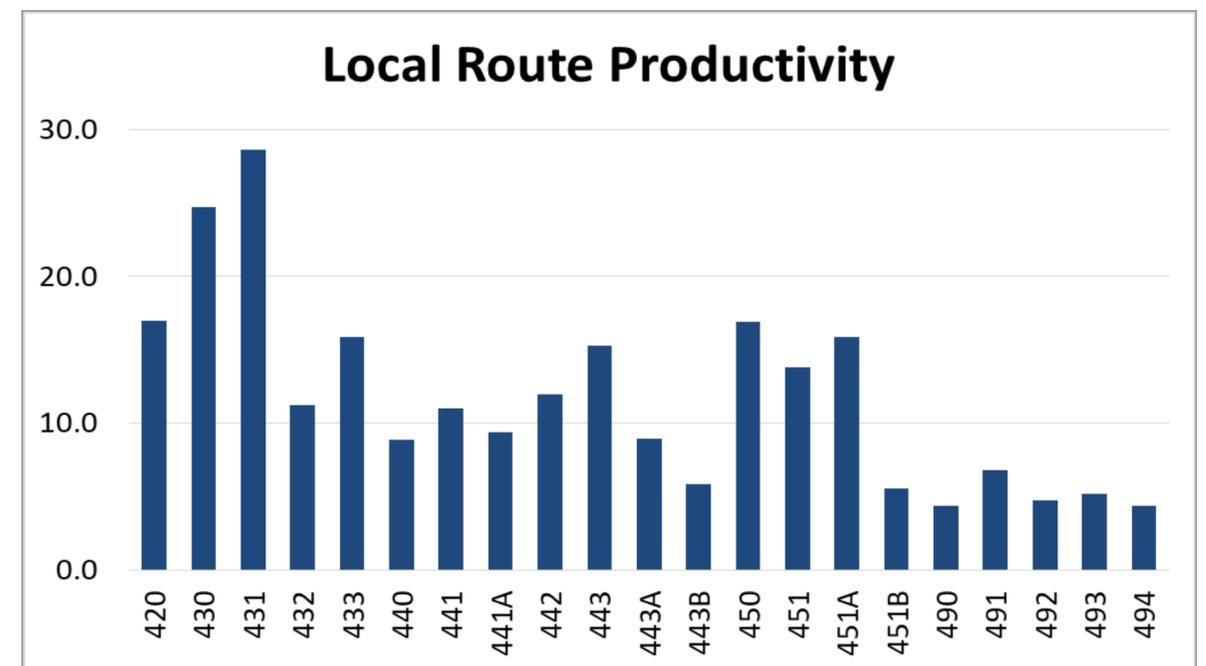
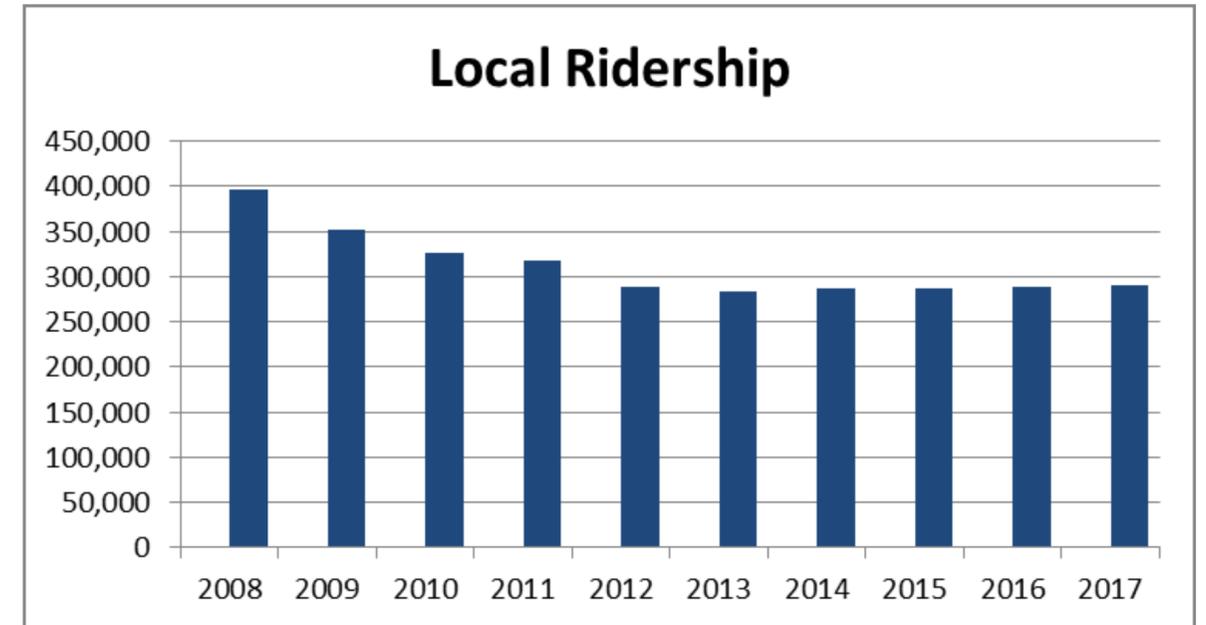
STRATEGIC DIRECTIONS – INTER-MUNICIPAL

- Continue providing accessible, reliable, efficient, and safe commuter service
- Explore integration opportunities with Edmonton Transit Service (ETS)
- Improve evening / weekend service
- Improve connections to NAIT
- Expand service to increase ridership
- Integrate with Mobility Bus
- Protect for Transit Priority and Rapid Transit



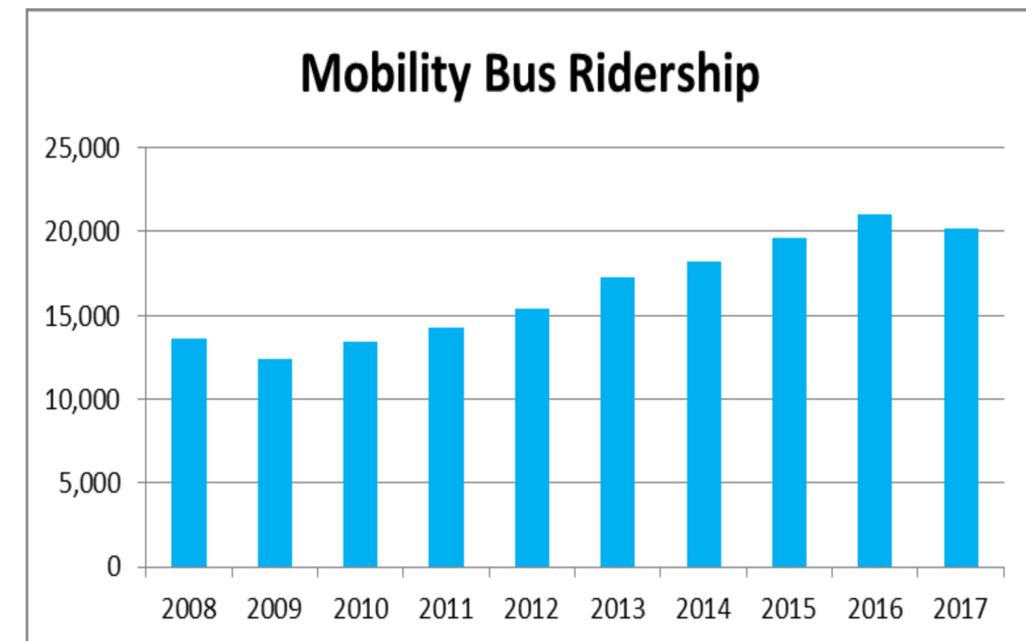
STRATEGIC DIRECTIONS – LOCAL

- Pilot and implement Dynamic Transit for evening and weekend service
- Pilot and implement Dynamic Transit to replace low-productivity fixed-routes for service to BTT and possibly other key local destinations
- Improve local fixed-route network and integrate with Dynamic Transit
- Introduce service to new areas
- Expand Mobility Bus and optimize resource allocation
- Continue improving service accessibility



STRATEGIC DIRECTIONS – RURAL

- Service to Ardrossan (demand warrants)
- Develop a detailed cost / benefit assessment to expand rural Mobility Bus service
- Develop a detailed cost / benefit assessment for servicing all rural residents

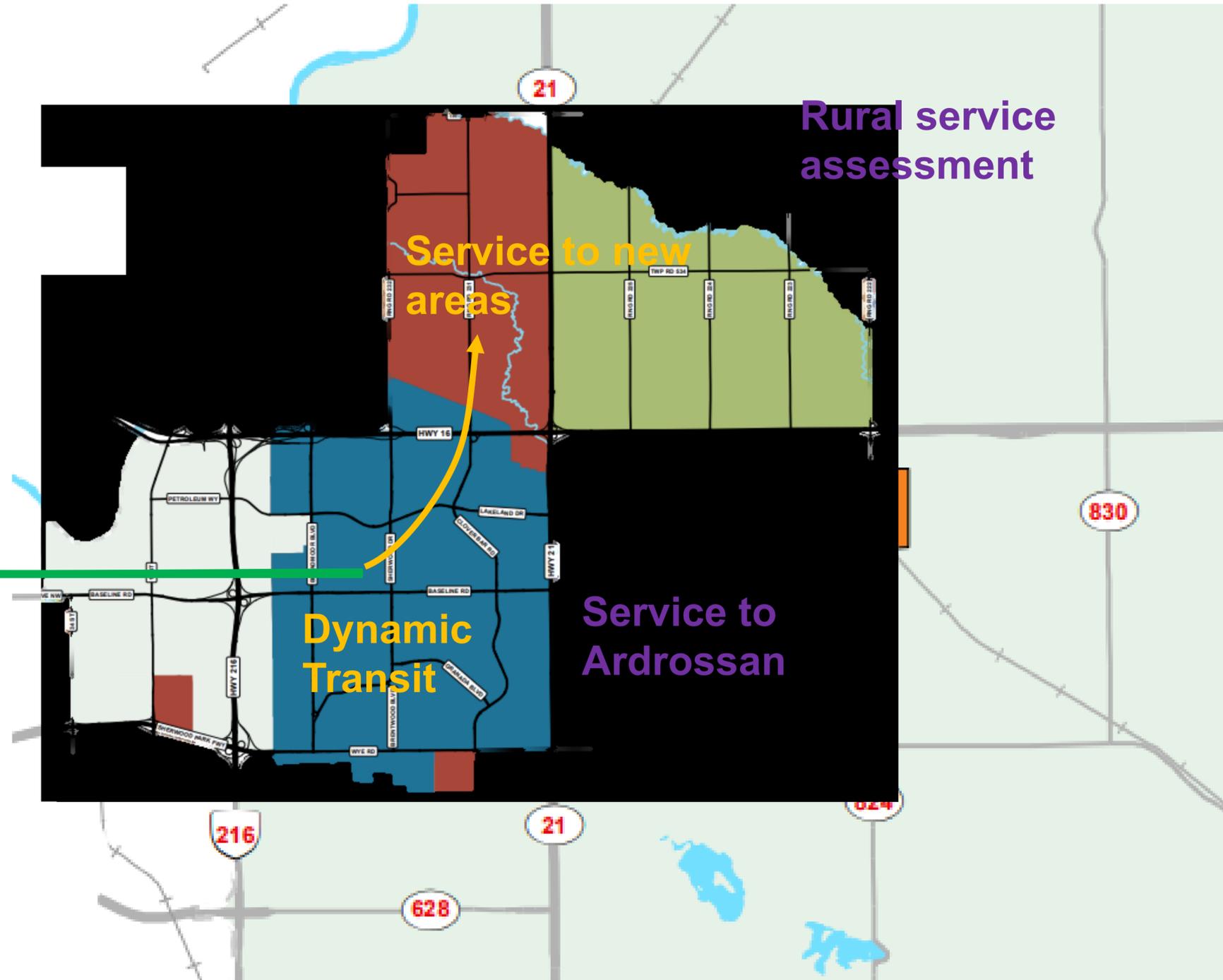


SUMMARY

Improve Service to NAIT

Improve evening/weekend Transit Priorities / Rapid Transit

Integrated Mobility!



NEXT STEPS

- Community Engagement – October/November
 - *Environmental Advisory Committee (complete)*
 - *Community Living Advisory Committee (complete)*
 - *Focus group / stakeholders*
 - *Public Open Houses*
 - *Online survey*
- Finalize recommendations and develop implementation and financial plan – early December 2018
- Final Report – December 2018
- Council approval – early 2019
- Detailed plans for implementation – Spring / Summer 2019

QUESTIONS?

