

Transit Master Plan**Report Purpose**

To present the final Transit Master Plan to Council for approval.

Recommendation

THAT the Transit Master Plan, as set out in enclosure 2 of the February 26, 2019 Transit report, be approved.

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's first Transit Master Plan was approved in 2012, and since that time Transit has made significant progress in the implementation of the Transit Master Plan recommendations. To ensure that Transit's long-term plan aligns with the County's vision and strategic goals, and continues meeting the needs of the community, Transit has engaged Dillon Consulting to develop a new Transit Master Plan.

Throughout the process, a number of collaborative and interactive events, meetings and conversations about County transit services have taken place between the project team and a diverse range of stakeholders. These include focus group discussions and meetings with Council, advisory committees, County departments, transit staff, and various stakeholders. The project also included thirteen public engagement events, online surveys, and a number of supportive activities designed to generate interest, awareness, and meaningful conversations.

Based on community input, the County's strategic plan, an assessment of existing services, industry best practices, and identified future mobility needs, Dillon Consulting developed recommendations including a policy framework, strategic directions, an implementation and phasing plan, and a financial plan. These 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 Northern Alberta Institute of Technology (NAIT) connection, and optimization of resource allocation through integration of various mobility services offered in the community.

These recommendations received strong community support during the second phase of public engagement. Approximately 90 percent of online responses agreed or strongly agreed that the recommendations reasonably reflect their ideas of what the future of transit in the community should be. Feedback from these community engagement events was incorporated into the final Transit Master Plan.

Subject to Council approval, the Transit Master Plan will become Transit's strategic plan to provide direction on the planning and delivery of transit service for the next 10 years. Transit will then develop detailed business plans such as the introduction of Dynamic Transit and improvement of inter-municipal evening and weekend service for implementation through the annual business planning and budgeting process.

Council and Committee History

October 23, 2018	Transit presented draft recommendations to Priorities Committee
February 28 & March 2, 2018	Transit Master Plan Engagement sessions with members of Council
June 14, 2016	Transit presented an update on the 2012 Transit Master Plan.
March 27, 2012	Council approved the County's first 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**

Transit will communicate the Transit Master Plan final report to the public, customers, and internal and external stakeholders through media release and project website.

Enclosures

1	Transit Master Plan – Presentation (Document: 12912919)
2	Transit Master Plan – Final Report (Document: 12928059)