



Transit Master Plan – Final Report

Council – February 26, 2019



PRESENTATION OUTLINE

- Study Objectives and Process
- Background Information
- What we Learned
- Policy Framework
- Strategic Directions and Implementation Plan
- Community Response
- Financial Plan



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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

TAKE
PART

TAKE
TRANSIT

PROJECT PROCESS



COMMUNITY
ENGAGEMENT

ESTABLISHING
NEEDS

SETTING THE POLICY
FRAMEWORK

DEVELOPING
STRATEGIC
DIRECTIONS &
PLANS

FINALIZING THE PLAN &
RECOMMENDATIONS



PHASE 1

Winter 2018
Public Open House
Advisory Committee Meeting
Survey

PHASE 2

Fall 2018
Policy Framework Workshop

PHASE 3

Fall 2018
Draft Plan Workshop
Advisory Committee Meeting
Survey
Public Open Houses

PHASE 4

Winter 2019
Presentation to Council



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BACKGROUND INFORMATION

Our prioritized strategic goals



Goal 1

Build strong communities to support the diverse needs of residents



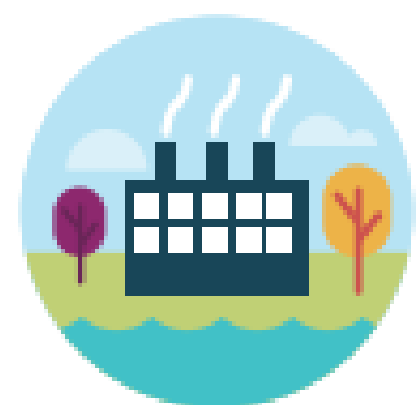
Goal 2

Manage, invest and plan for sustainable municipal infrastructure



Goal 3

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



Goal 4

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



Goal 5

Foster collaboration through regional, community and governmental partnerships



Goal 6

Provide facilities and services that are available and accessible to residents



Goal 7

Provide opportunities for public engagement and communication



Goal 8

Foster an environment for safe communities

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



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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

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Vision

Provide access to 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

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Service Design Standards

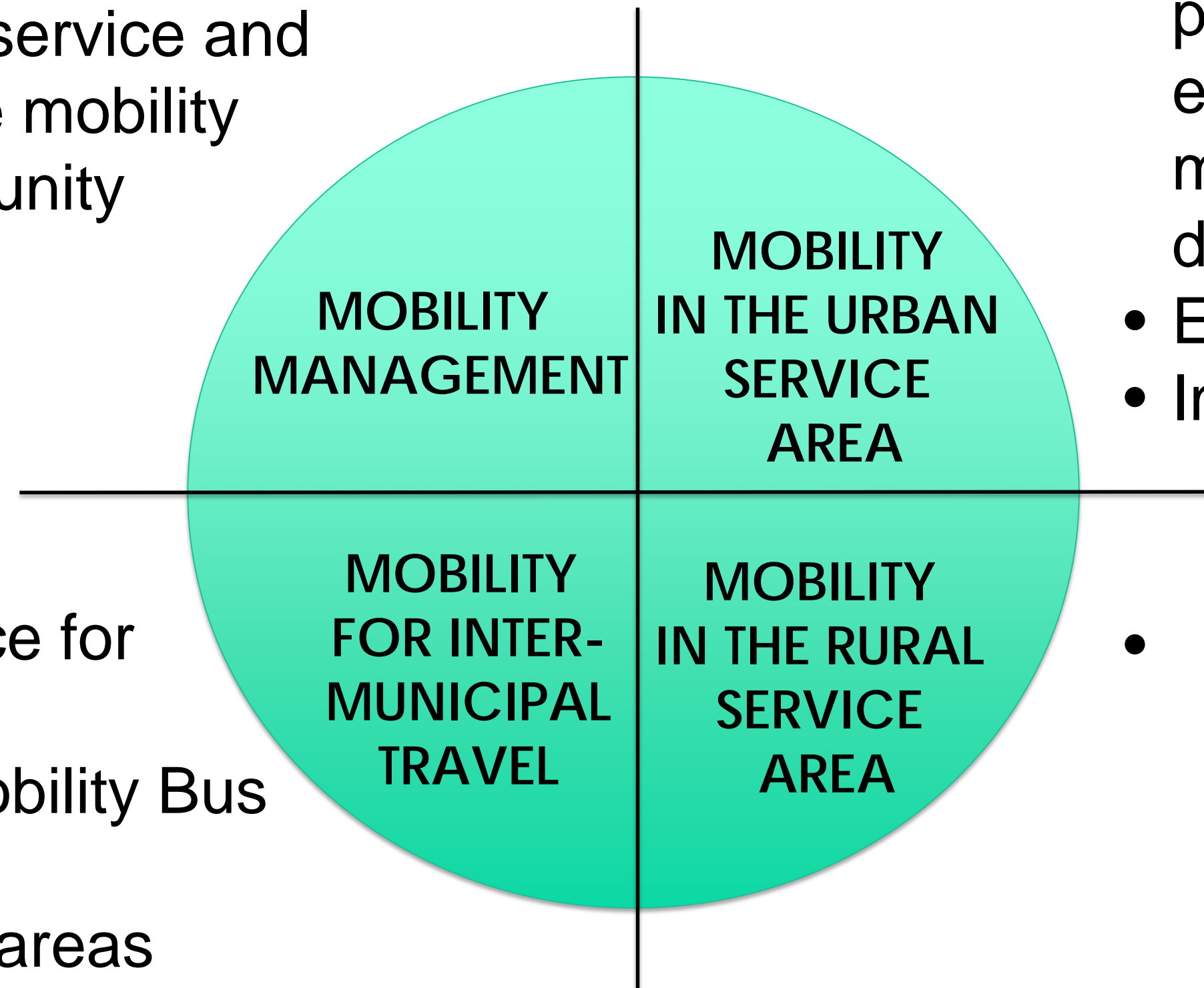
- Eligibility
- Hours of Service
- Headway (frequency)
- Trip Booking Window
- Travel Time (directness of service)
- Proximity to Service
- Bus Stops
- Accessibility

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

- Think beyond the primary role of providing public transit service and become the sustainable mobility integrator for the community



- Improve off-peak service for customers
- better integrate with Mobility Bus service
- Expand to new growth areas
- increase service levels to move towards the mode share targets

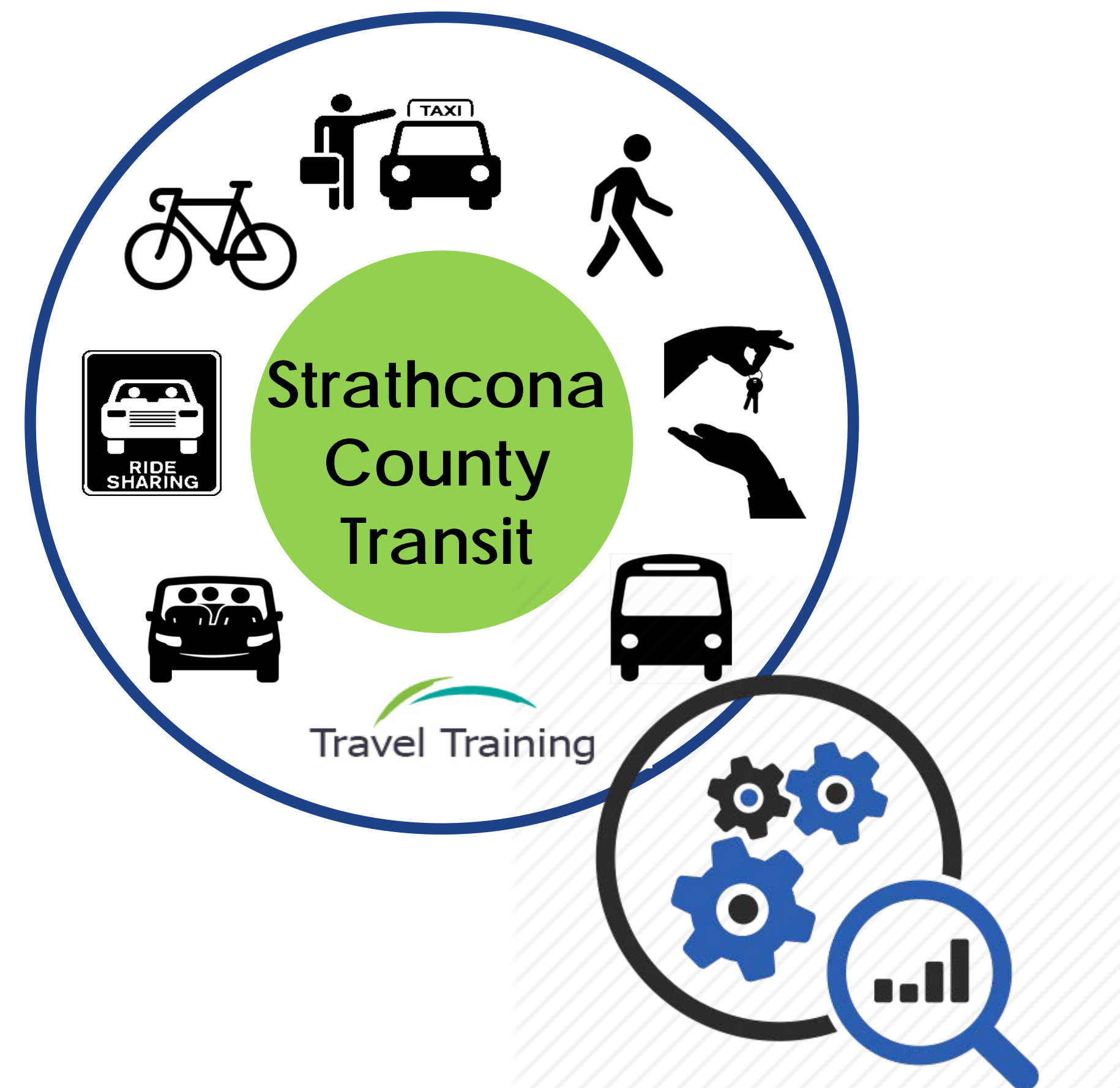
- Rethink the local service strategy and provide a better and more cost effective service to connect to inter-municipal service as well as local destinations
- Expand service to new growth areas
- Improve accessibility

- Identify cost effective opportunities to improve mobility for residents in the Rural Service Area

IMMEDIATE-TERM PLAN (2019)

MOBILITY MANAGEMENT

- Explore the Introduction of Dynamic Transit Services through a business case process
- Initiate a Mobility Management Business Plan to explore partnerships with other mobility providers and community agencies
- Develop a new travel training program
- Allow Mobility Bus attendants to ride conventional services for free



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term



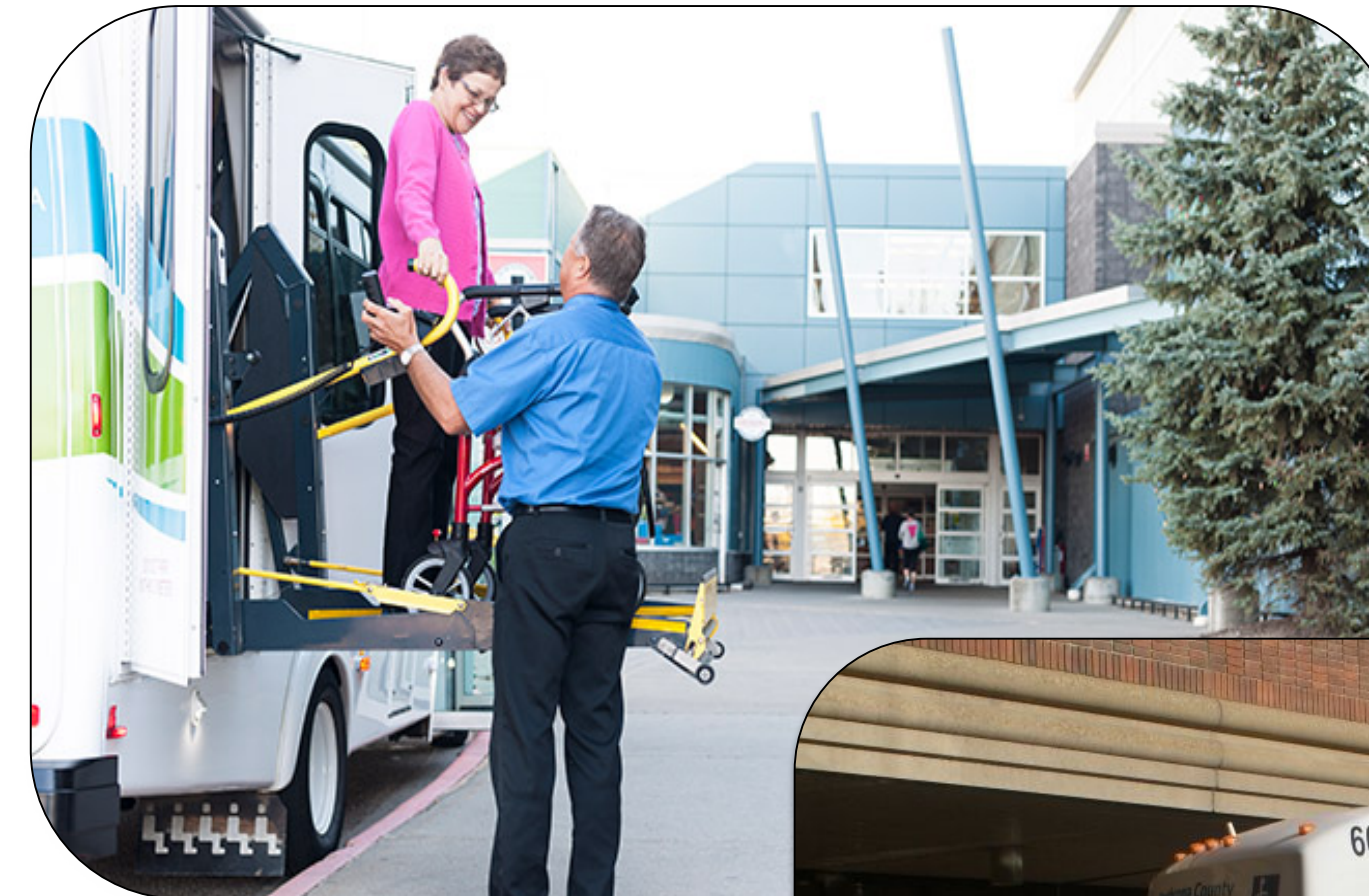
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IMMEDIATE-TERM PLAN (2019)

MOBILITY IN THE URBAN SERVICE AREA

- Continue to expand Mobility Bus service to accommodate growing passengers (due to fare parity and population growth)
- Continue with implementation of specialized transit software and discussions with accessible taxi operators



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term

SHORT-TERM PLAN (2020)

MOBILITY MANAGEMENT

- Initiate a parking study to explore the effects of expanding the paid parking program at Bethel and Ordze
- Identify and implement a new application and more accurate eligibility process for Mobility Bus service based on a Family of Services approach



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term



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SHORT-TERM PLAN (2020)

MOBILITY IN THE URBAN SERVICE AREA

- Initiate a one-year Dynamic Transit pilot for evening and weekend service
- Integrate Mobility Bus service delivery, where possible, with Dynamic Transit Services



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term

SHORT-TERM PLAN (2020)

MOBILITY FOR INTER-MUNICIPAL TRAVEL

- Ensure Inter-municipal Routes from Ordze Transit Centre connect to the Valley Line LRT
- Modify Inter-municipal service to UofA to accommodate last class time and initiate a more detailed service plan to improve evening and Saturday service (e.g. half hour headways)
- Assess options for NAIT service improvements
- Identify options to better connect Mobility Bus clients to other Edmonton hospitals through the Family of Services approach



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term

SHORT-TERM PLAN (2020)

MOBILITY IN THE RURAL SERVICE AREA

- Assess mobility options to provide Mobility Bus service in the Rural Service Area on weekends



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term

MEDIUM-TERM PLAN (2021-2023)

MOBILITY MANAGEMENT

- Establish permanent travel training program and better tie in with conditional eligibility
- Implement parking solution at Bethel Transit Terminal and/or Ordze Transit Centre
- Transition to full Family of Services approach (modification of Mobility Bus application to include 'conditional eligibility' based on travel training)
- Integrate Dynamic Transit Service with Mobility Bus service to the extent feasible




Travel Training

2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term



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MEDIUM-TERM PLAN (2021-2023)

URBAN SERVICE AREA

- Pilot weekday day-time Dynamic Transit Service on certain Local Routes for a one-year period
- Initiate an operational review of existing daytime services in the Urban Service Area and recommend an appropriate structure
- Implement an all-day Dynamic Transit Service within Cambrian Crossing, with connections to Sherwood Park as population grows. Transition to a Local Route if ridership warrants



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term



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MEDIUM-TERM PLAN (2021-2023)

URBAN SERVICE AREA

- Continue to expand service for Mobility Bus registrants as ridership grows
- Identify improvements to policies, procedures, information, training and infrastructure to achieve a more fully accessible transit service



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term

MEDIUM-TERM PLAN (2021-2023)

MOBILITY FOR INTER-MUNICIPAL TRAVEL

- Increase daytime service frequency on Sundays based on service utilization
- Implement an improved connection to NAIT
- Provide Inter-municipal service to Cambrian Crossing through Bethel Transit Terminal
- Initiate a transit priority study on the Baseline Road corridor



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term

LONG-TERM PLAN (2024-2028)

MOBILITY IN THE URBAN SERVICE AREA

- Expand Service to Cambrian Crossing and Bremner (Local Route or Dynamic Transit Service)
- Continue to monitor growth and add Mobility Bus and contracted taxi resources as required



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term



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LONG-TERM PLAN (2024-2028)

MOBILITY FOR INTER-MUNICIPAL TRAVEL

- Extend service to Bremner following a similar phasing plan as Cambrian Crossing
- Increase weekday peak period headway on existing routes from Bethel Transit Terminal to Edmonton as ridership growth occurs
- Identify and protect for a future rapid transit corridor on Baseline Road in updates to existing planning documents
- Work with our regional partners to implement transit priority measures in the Baseline Road / 98 Avenue corridor



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term



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LONG-TERM PLAN (2024-2028)

MOBILITY IN THE RURAL SERVICE AREA

- Implement a local fixed-route peak service between Ardrossan and Bethel Transit Terminal based on population growth targets being achieved
- Undertake further cost-benefit analysis of implementing Dynamic Transit service in the Rural Service Area



2019 Immediate-Term

2020 Short-Term

2021-2023 Medium-Term

2024-2028 Long-Term



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COMMUNITY RESPONSE

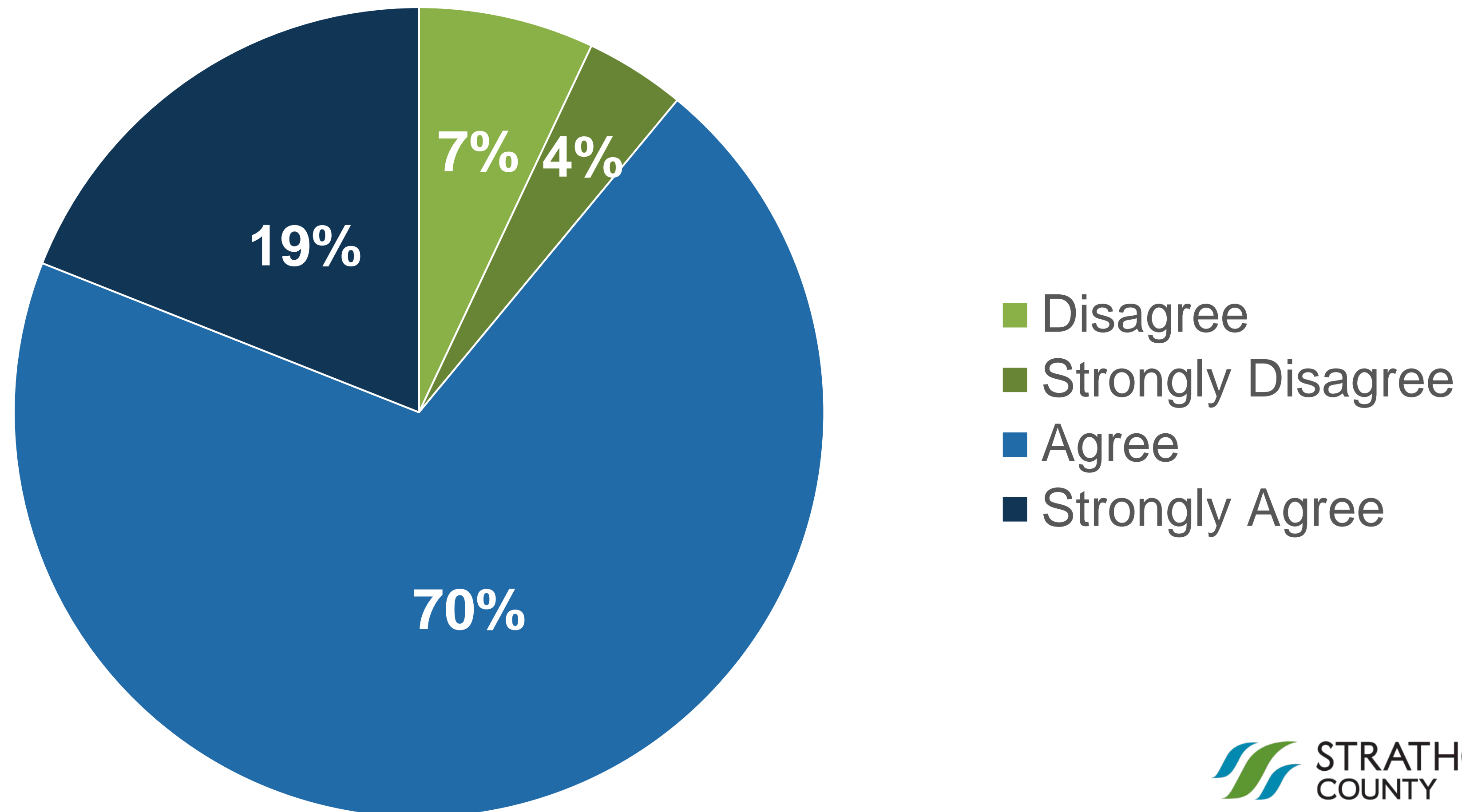
Engagement Activity: Between October 23 and November 19

- Internal team workshops and presentations
- Presentation to Council Priorities Committee and advisory committees
- Stakeholder workshop / focus group
- Strathcona County Transit staff open house and presentations
- Six public open houses
- On-line survey



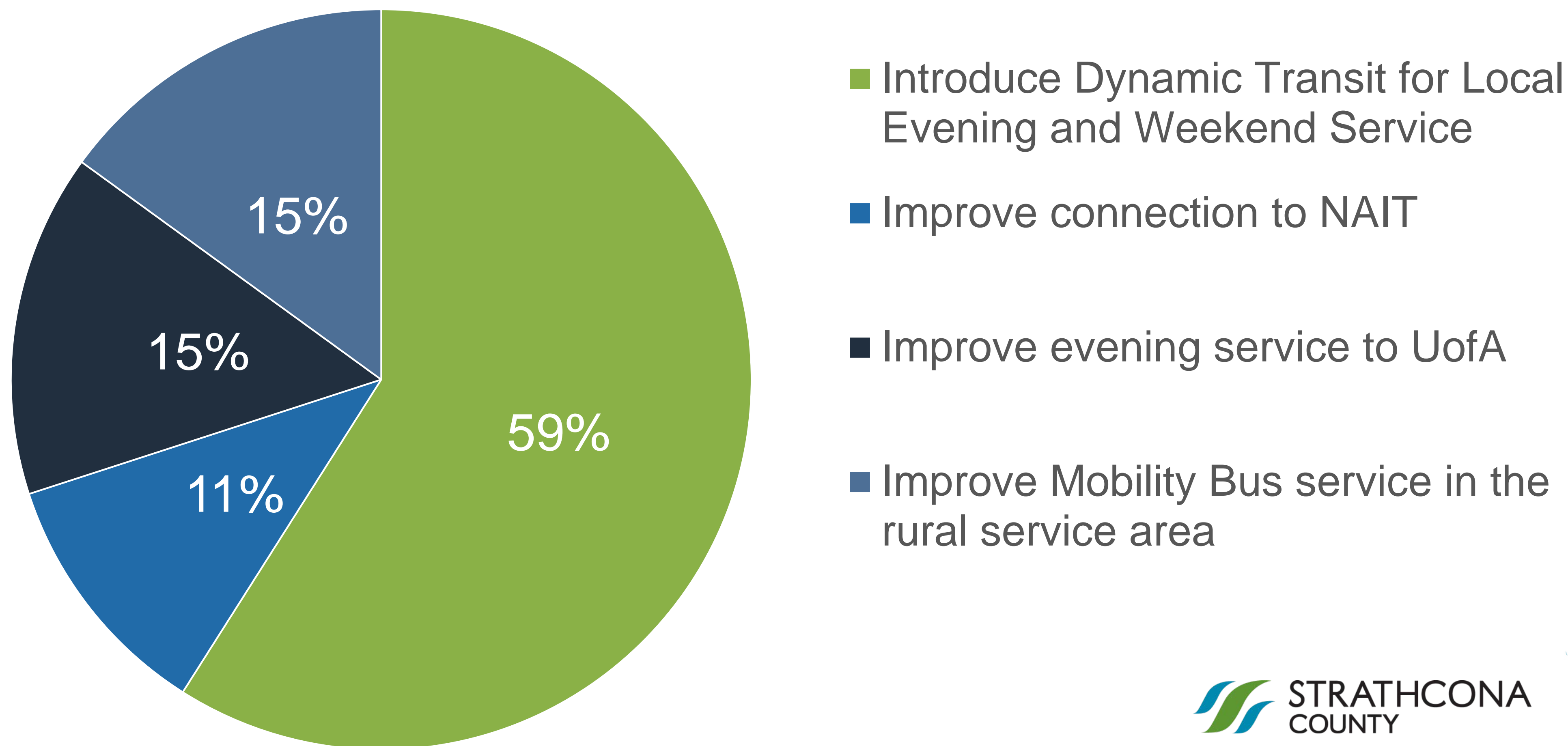
COMMUNITY RESPONSE

To what extent do you agree that the recommendations reasonably reflect your ideas of what the future of transit in our community should be?

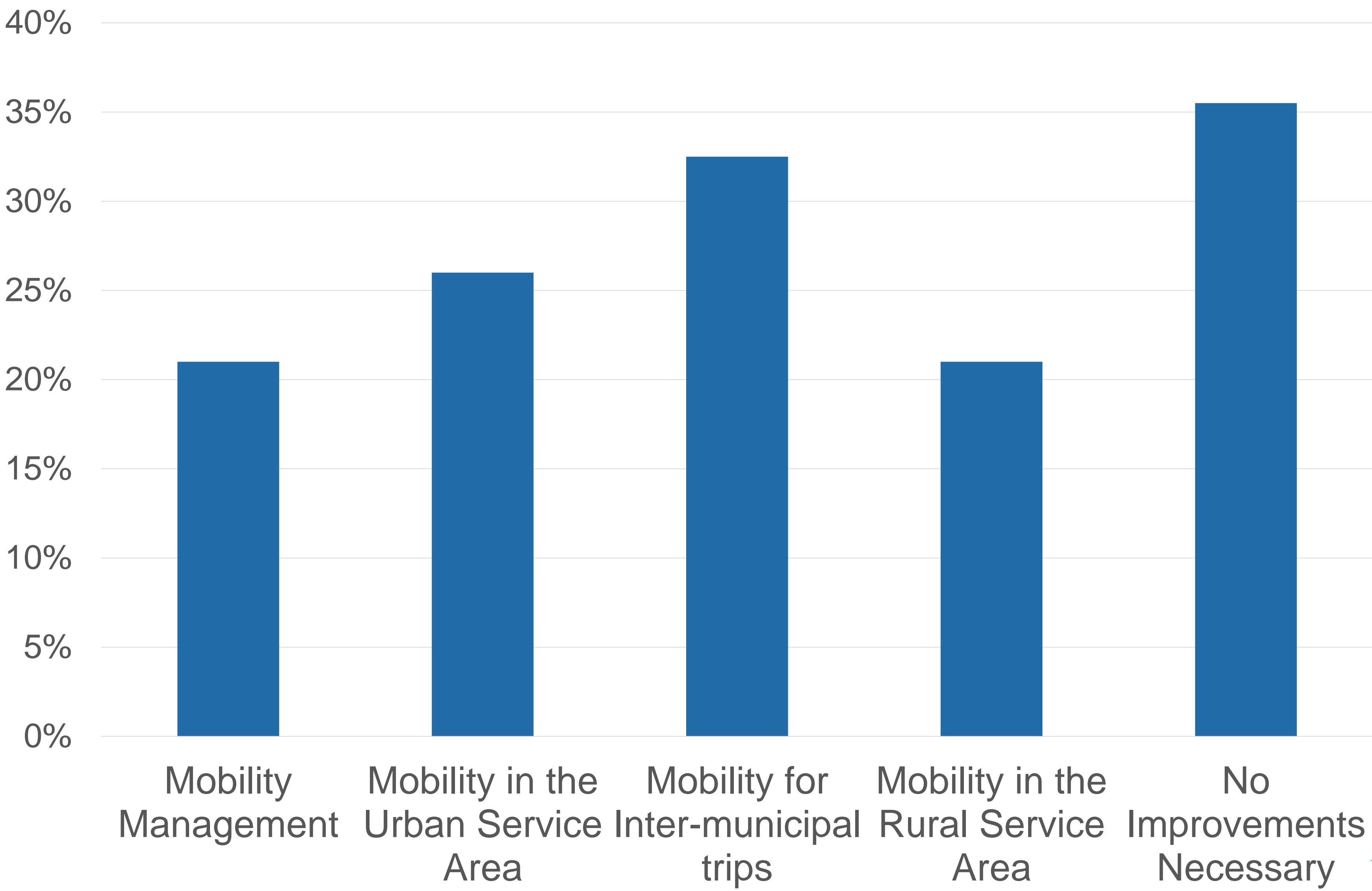


COMMUNITY RESPONSE - SUPPORT

Recognizing that there will be a cost to implement any of the recommendations, which recommendation should we focus on first as a community?



COMMUNITY RESPONSE – FURTHER IMPROVEMENT



What area(s) of the service recommendations presented do you feel could be improved?



PROJECT TEAM RESPONSE

Feedback from the public engagement process was reviewed and incorporated into the final report. Examples include:

- Prioritized improvements to evening Inter-municipal Service to UofA
- More emphasis placed on improving Inter-municipal service based on service utilization standards being reached
- Paid parking program at transit terminals to be determined through more detailed study – start with expansion of Advantage Parking program
- Dynamic Transit pilots phased in over time to help gauge community response
- Mobility Bus attendants riding free on conventional transit phased in as a immediate-term priority

FINANCIAL PLAN SUMMARY

	2019	2020	2021-2023	2024-2028
Operating Costs*	\$0	\$117,000 - \$161,000	\$976,000 - \$1,551,000	\$2,448,000 - \$4,329,000
Capital Costs	\$0	\$0	\$1,350,000 - \$4,825,000	\$3,455,000 - \$7,195,000

**Note: Operating cost estimates are annual and do not include passenger revenue.*

ANNUAL OPERATING COSTS

Strategic Direction	2020	2021-2023 (annual)	2024-2028 (annual)
MM3 - Community Partnerships	\$25,000	\$25,000	\$25,000
MM4 - Travel Training	-	\$10,000 - \$15,000	\$10,000 - \$15,000
MM6 - Mobility Bus Eligibility	\$15,000 - \$30,000	\$15,000 - \$30,000	\$15,000 - \$30,000
US4 - Service to New Area	-	\$344,000 - \$460,000	\$918,000 – \$1,377,000
US5 - Mobility Bus Growth	-	\$112,000 - \$215,000	\$261,000 - \$500,000
IM2 - UofA Evening Improvement	\$15,000 - \$23,000	\$15,000 - \$32,000	\$15,000 - \$32,000
IM3 - Weekend Service Improvement	\$35,000	\$35,000 - \$89,000	\$35,000 - \$89,000
IM4 - NAIT Connection Improvement	-	\$10,000 - \$60,000	\$10,000 - \$60,000
IM5 - Ridership Growth	-	\$383,000 - \$577,000	\$1,004,000 - \$1,876,000
RS1 - Rural Mobility Bus Improvement	\$27,000 - \$48,000	\$27,000 - \$48,000	\$27,000 - \$48,000
RS2 - Service to Ardrossan	-	-	\$128,000 - \$277,000
Total	\$117,000 - \$161,000	\$976,000 - \$1,551,000	\$2,448,000 - \$4,329,000

CAPTIAL COSTS

Strategic Direction	2021-2023	2024-2028
US4 - Expand Service to Cambrian Crossing and Bremner (40' buses)	\$0 - \$670,000	\$0 – \$1,340,000
US5 - Expand Service for Mobility Bus Registrants (Mobility Bus vehicles)	\$0 - \$405,000	\$135,000
IM4 - Improve Connections to NAIT (double-decker vehicle)	\$0 - \$1,200,000	-
IM5 - Expand Service to Grow Ridership (double decker vehicles)	\$1,200,000 - \$2,400,000	\$2,400,000 – \$4,800,000
US6: Improve Accessibility of Services (budgeted for accessibility improvements)	\$150,000	\$250,000
RS2 - Expand Service to Ardrossan (40' buses)	-	\$670,000
Total	\$1,350,000 - \$4,825,000	\$3,455,000 - \$7,195,000

QUESTIONS?



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