

Priorities Committee Meeting_Mar30_2021

STRATEGIC INITIATIVE AND UPDATE

Transit- Department Business Plan Update

Report Purpose

To provide Priorities Committee with an update on Transit's 2021-2024 Business Plan.

Our Prioritized Strategic Goals

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

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

Report

Strathcona County Transit (SCT) provides four core functions that enhance the mobility of the community:

- Inter-municipal
- Local
- Specialized (Mobility Bus)
- Special events

These services help build a strong community to support the diverse needs of residents for an affordable transportation option within an efficient and effective multi-modal transportation network. This is needed to enable residents to have access to the many opportunities within our community such as education, employment, health care and social activities. The services Transit provides can be life changing for our customers as it may provide their only access to these opportunities.

Progress that has occurred over the past year on the core functions:

Inter-municipal Conventional Transit

Inter-municipal transit services and park and ride provide access to major regional destinations, such as downtown Edmonton and the University of Alberta. Further work is being done on recommendations coming out of the Transit Master Plan such as improved service to NAIT.

Local Conventional Transit

Local transit services are provided within Sherwood Park through a hub and spoke network with the Bethel Transit Terminal as the primary terminal, and the Ordze Transit Centre as a secondary location. Further work is being done on recommendations coming out of the Transit Master Plan such as Dynamic Transit, an on demand deliver option for evenings/weekends and holidays. A priority change request was approved where the first local buses arrive at the Transit terminals at 6:15 am rather than 6:00 am.

Specialized Transit (Mobility Bus)

Mobility Bus is a door-to-door service for people with mobility limitations that is provided County wide. New scheduling software was implemented in July 2019 and the final module was implemented in early 2021. Extending rural Mobility Bus service to weekends and holidays was implemented in February 2020. Further work is being done on recommendations coming out of the Transit Master Plan to update the eligibility

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requirements and on the development of a travel training program to help assist clients who could take some of their trips on the conventional service.

Special Events

Special events services provide access to annual festivals and events throughout the region, including Heritage Days, Canada Day, New Year's Eve, and other community events. Due to COVID, this service was only used for the Birkie Ski Festival in 2020. Transit also participated in the 2020 Santa Convoy.

Smart Bus/Smart Fare Project

Regional Smart Bus technology was installed on all County buses in late 2019 with implementation scheduled for 2021. This will provide enhanced, customer-focused technology through real time information that customers can access through their electronic devices such as smart phones. Furthermore, the Smart Bus technology contains the necessary telecommunications and infrastructure for Smart Fare.

We continue to work with our regional partners on the Regional Smart Fare system which is scheduled for implementation in 2021. In the first phase, passengers will be able to load value into a special account and use a transit smart card to "tap on/off" any transit system in the region. Riders can take advantage of fare capping, where transit trips are paid for one trip at a time; up to a monthly maximum amount. If riders lose their Smart Fare card, they can replace it without losing their account credit or fare purchase. In later phases, riders will be able to take advantage of "open payments" using their credit card, debit card or compatible device to "tap on/off" the transit systems in the Edmonton metropolitan region.

Council and Committee History

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| March 10, 2020 | Transit provided Priorities Committee with an update on their 2020-2023 Business Plan. |
| October 22, 2019 | Transit provided Priorities Committee with an update on their 2019-2022 Business Plan. |
| February 26, 2019 | Council approved the new Transit Master Plan. |

Other Impacts

Policy: N/A

Legislative/Legal: N/A

Interdepartmental: A Regional Smart Fare System may impact Information Technology Services and Financial Services.

Master Plan/Framework: Transit Master Plan

Enclosure

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| 1 | 2021 Transit Business Plan Update Presentation |
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