

# Transit Master Plan Update

## Priorities Committee Meeting

September 12, 2023

# Project Background

- Previous Transit Master Plan (TMP) was adopted in 2019
- COVID-19 Pandemic has caused significant disruption
  - Work patterns and commuting
  - Lifestyle choices and priorities
  - Residential locations
- Mid-Term review of the 2019 TMP
  - Relevance of recommendations in “new normal”
  - On-Demand evening and weekend service is now established
  - Evolution of Edmonton services
  - Growth area infrastructure and services
  - Zero emission transition
- 10-20 year horizon

# Dillion Consulting

- Dillion Consulting has been retained to work as the lead consultant for the project with the assistance of several sub-consultants.
- Dillion's resource qualifications include Transit Planning and engagement specialists



# Sub-Consultants

- Leading Mobility Consulting
  - Post-Pandemic recovery
  - Regional services
- Trestle Consulting
  - Mobility Bus (accessible transit)
- Chris MacIsaac Consulting
  - On-Demand
  - Integrated Mobility

# Project Overview

- Background Review Report
- Analysis & Recommendations Report
  - Service Standards
  - Commuter Service
  - Local Service
  - Mobility Bus
  - Rural Transit
  - Growth Areas
  - Infrastructure
  - Fleet (including zero emission)
  - Integrated Mobility
- Implementation Report
- Final Updated TMP

# Project Engagement Approach

<p><b>ROUND 1</b> September/October 2023</p>	<p><b>PURPOSE:</b></p> <p>To identify:</p> <p>How the Pandemic has changed how people ride transit in the County – what needs to be shifted to accommodate these changes</p> <p>What residents, stakeholders, riders want to see improved/changed</p> <p>What is working well</p> <p>What people want to see from transit in the future</p>
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# Project Engagement Approach

<p><b>ROUND 2</b> February/March 2024</p>	<p><b>PURPOSE:</b></p> <p>Communicate with the results of the background review and technical analysis that helped shape the recommendations.</p> <p>Confirm the draft TMP recommendations will meet the needs of the public and stakeholders.</p>
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# Project Engagement Approach

<p><b>ROUND 3</b> May/June 2024</p>	<p><b>PURPOSE:</b></p> <p>To present the draft TMP</p> <p>To allow for the public and stakeholders to learn about what is proposed and ask questions</p>
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# Engagement Techniques

<b>R1, R2</b>	<b>External Stakeholder Workshops</b> (presentation and facilitated workshop) <ul style="list-style-type: none"> <li>- In-person</li> <li>- Virtual</li> </ul>
<b>R1, R2</b>	<b>Staff Engagement</b> <ul style="list-style-type: none"> <li>- In-person drop-in with Operations at the Drivers Lounge</li> <li>- Virtual check in meetings with inspections/drivers/other transit staff</li> </ul>
<b>R2</b>	<b>Transit Station Intercept</b>
<b>R1, R2, R3</b>	<b>Online Engagement</b> <ul style="list-style-type: none"> <li>- County Voice</li> <li>- Public Survey</li> </ul>
<b>Key Project Milestones</b>	<b>Technical Committee Meetings</b>

# Feedback Mechanisms

<b>Workshops, Meetings Intercepts</b>	Dillon note taking, comment cards, feedback forms  Identification of key themes and response trends
<b>Survey</b>	Survey data collected, response trends and key themes identified
<b>Email Inquiries</b>	Added to the key themes

# Analysis and Reporting



## What We Heard Reporting

- Overview of communication and engagement activities (what we did)
- Engagement feedback
- Engagement outcomes
  - Number of workshop participants
  - Number of completed surveys
  - Activity/interaction with the County Voice platform (summary of engagement HQ reports)
- Analysis of engagement feedback
  - Identification of key themes through survey analysis and analysis of workshop feedback
- Next steps & lessons learned

# Communication Tools



Email Invitations to Workshops (Key Stakeholders)

Email Invitations to Meetings (Internal Staff, Technical Committee)

County Voice

Social Media - Facebook, X (Twitter)

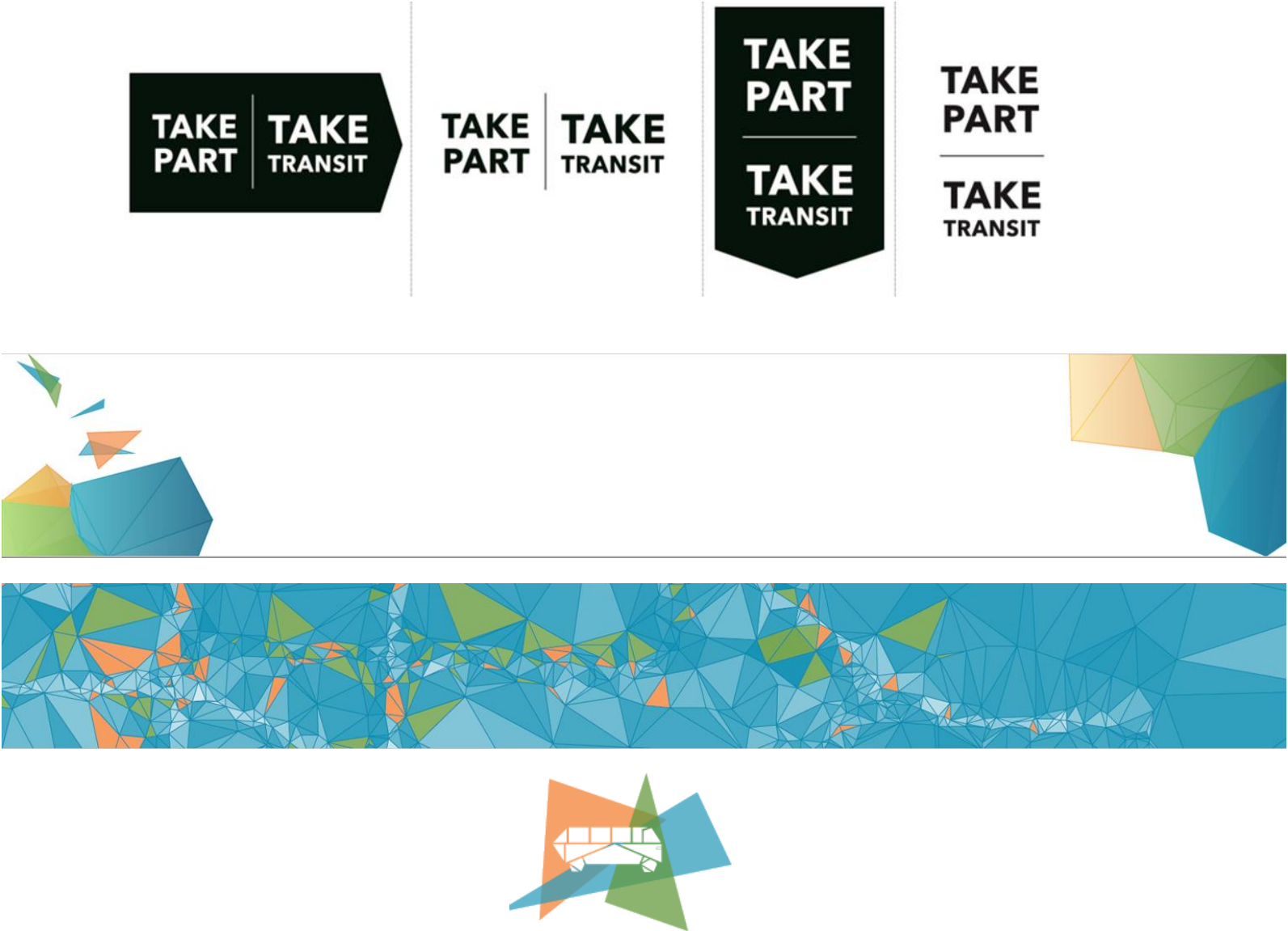
Media Release

Transit Terminal Ads

Newspaper Ads

Digital Screens

# Project Branding and Slogan



# Questions?

