

Strathcona County Transit

NAIT Pilot results
Priorities Committee Meeting
June 17, 2025



Agenda

- Background
- Measuring success
- Customer satisfaction
- Next steps

Background

- In the fall of 2024, Strathcona County began a new pilot route with direct service to the Northern Alberta Institute of Technology (NAIT).
- Students attending NAIT had been requesting direct service for several years, including as part of the stakeholder engagement collected in 2018 during the last Transit Master Plan.
- Previously, Strathcona County Transit provided service to NAIT using a select number of Route 413 extension trips through downtown Edmonton, taking approximately 45 minutes. The new direct Route 415 takes approximately 25 minutes.

Measuring success

- The Transit Master Plan Service Standards indicate that a new route should operate for at least 12 months to allow for adjustment periods and accurate ridership assessments.
- Direct service to NAIT Route 415 ran for eight months from September 2024 to April 2025. At the same time, the NAIT extension trips on Route 413 were removed with the route terminating at Government Centre.
- Route 415 had been a success over the eight-month period. NAIT ridership from Route 413 not only transferred to Route 415, but overall boardings between the two routes increased by nine,169 with a total number of boardings of 23,983 for Route 415.

Customer satisfaction

- Ample feedback has been provided through County Connect on the new NAIT Route 415; it has been mostly positive and thankful for a direct route.
- Additional feedback has also included:
 - Improving morning service with an earlier run option around 6 a.m.
 - More frequent service in a.m. and p.m. peak hours.
 - Better alignment with classes ending in the p.m. peak.
 - Adding service over spring and summer for students still attending classes and the Royal Alexandra Hospital.

Next steps

- The service will resume in the fall of 2025, and the schedule will be adjusted for the fall based on customer feedback as well as utilization data, using existing budget.
- This includes an earlier run around 5:45 a.m. and adjustments to better align with classes ending in the p.m.
- Based on the information gathered, the new NAIT Route 415 appears to be a success; therefore, it will be brought forward as a permanent route in the 2026 budget.

Questions?