



Serving Edmontonians *City Operations*



Edmonton

Transit Ridership Recovery

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November 3, 2021

Strategic Wayfinding

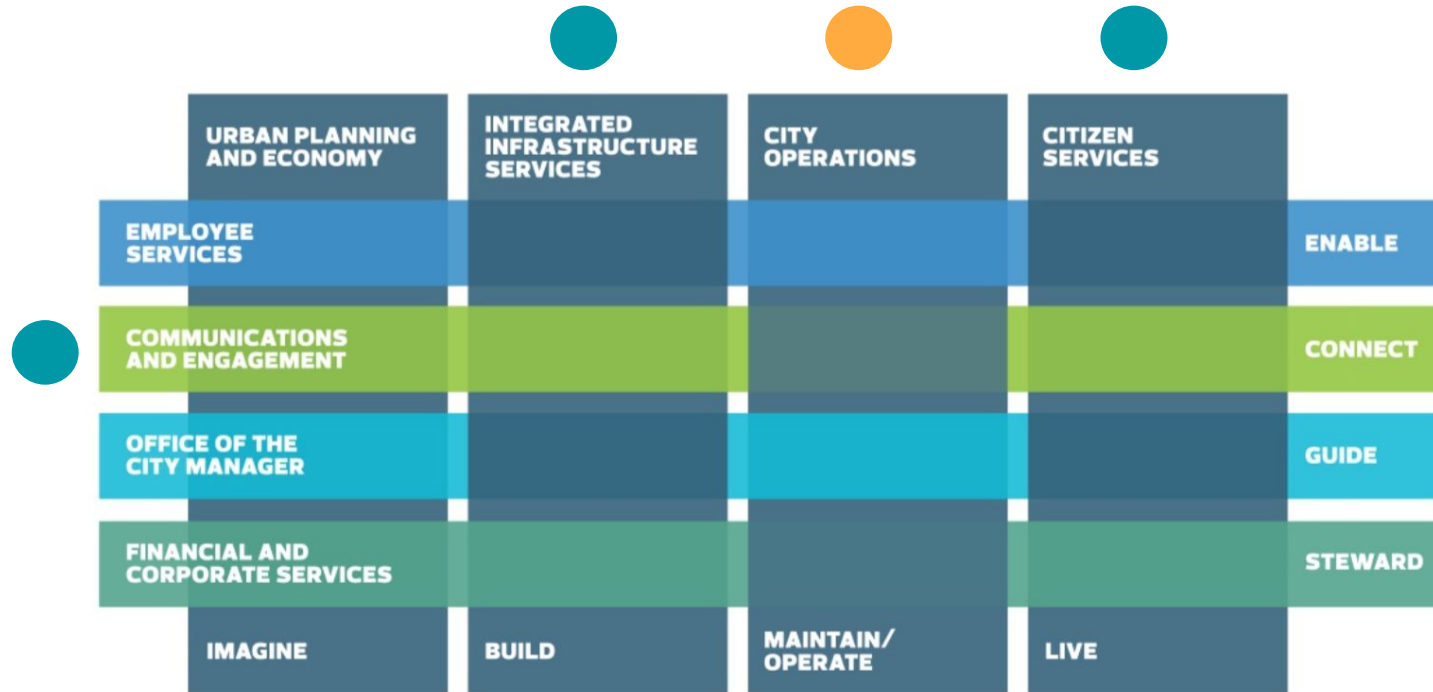


Statutory Plan / Bylaw Status



Delivering a safe, convenient, reliable, accessible transit service is a key component of The City Plan and is a service area in the Corporate Business Plan.

Corporate Wayfinding



Orange circle = Lead Department(s) Teal circle = Supporting Department(s)

The next 90 days of Edmonton Transit Service

- In the next 30 days...
 - Fall SOBA/SCBA will be presented to Council and non-statutory budget public hearing.
- In the next 60 days...
 - Council deliberation on the 2022 budget.
- In the next 90 days...
 - Council reports will be brought forward in Q1 2022 related to service, equity and inclusion, and sustainable funding.

Edmonton Transit Branch Overview



**Conventional
Bus Service**



**LRT
Service**



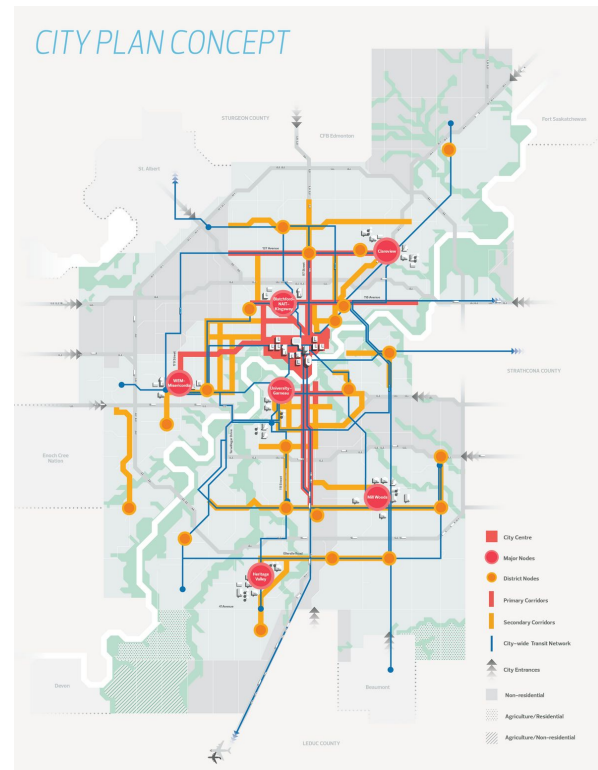
Paratransit



**On Demand
Service**

The City Plan and Transit

- The City Plan guides how we shape our spaces and places and **how we move** around the city.
- Transit enables the City Plan to create a community of communities.
- Targets:
 - 50% of trips are made by transit and active transportation; 15-minute districts that allow people to easily complete their daily needs

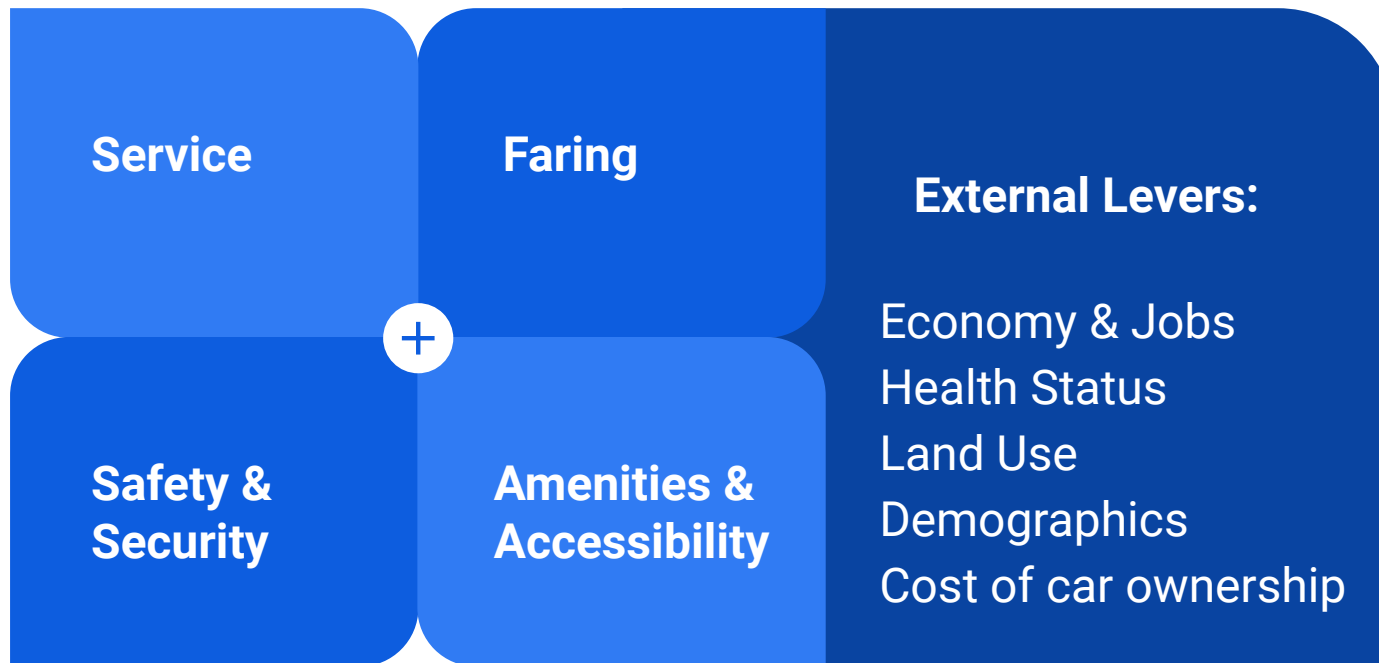


Equity & Inclusion



- GBA+ analysis
- Customer journey mapping; who uses transit?
- Government Centre LRT Station
- In progress:
 - Anti-racism review of low income fare programs
 - Improving safety and security with focus on marginalized communities
 - Increasing diversity in transit workforce
 - Implementing Indigenous Framework Action Plan
 - Equity analysis of transit network

Transit Ridership



Service Lever



**LRT Expansion &
Service
Improvements**



**Zero Emissions
Fleet**



**Bus Network
Redesign &
Annual Service
Plans**



**On Demand
Transit**



Transit Fare Policy Lever



Fare Free Transit for Seniors experiencing low income

Sliding scale for above LICO.



Ride Transit low income transit pass program

Includes AISH & sliding scale model.
Co-funded by Government of Alberta.



PATH Program

Free monthly pass for individuals experiencing houselessness or at-risk.
2,000+ passes / month



Regional Smart Fare

Phased Implementation of Smart Fare

Health, Safety and Security Lever

- Physical, social and operational improvements
- Collaborating with community partners, social agencies & EPS
- Compassion & equity; GBA+; alignment with UN Safe Cities
- Actions:
 - Community Outreach Transit Team
 - Enhanced security resources
 - Transit Watch text reporting
 - Bystander awareness
 - Root cause analysis
 - Health measures



Summary

- Ridership is key component of climate, economic, health, equity & social outcomes
- Transit ridership will recover
- Several Council reports coming forward in first quarter
- Delivering safe, convenient, reliable, accessible transit to enable mobility for Edmontonians

