



# Serving Edmontonians

## *City Operations*

# Transit Ridership Recovery

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# Strategic Wayfinding

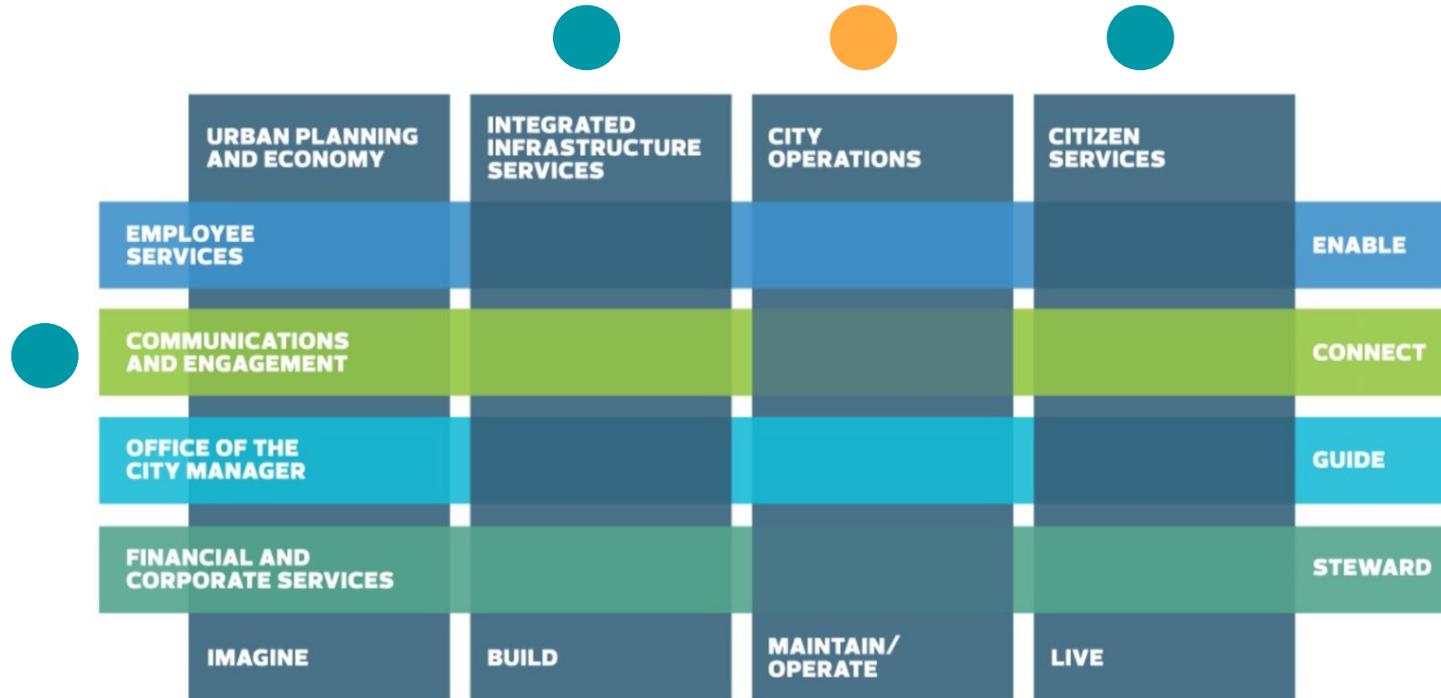


Statutory Plan / Bylaw Status



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



 = Lead Department(s)  = 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**



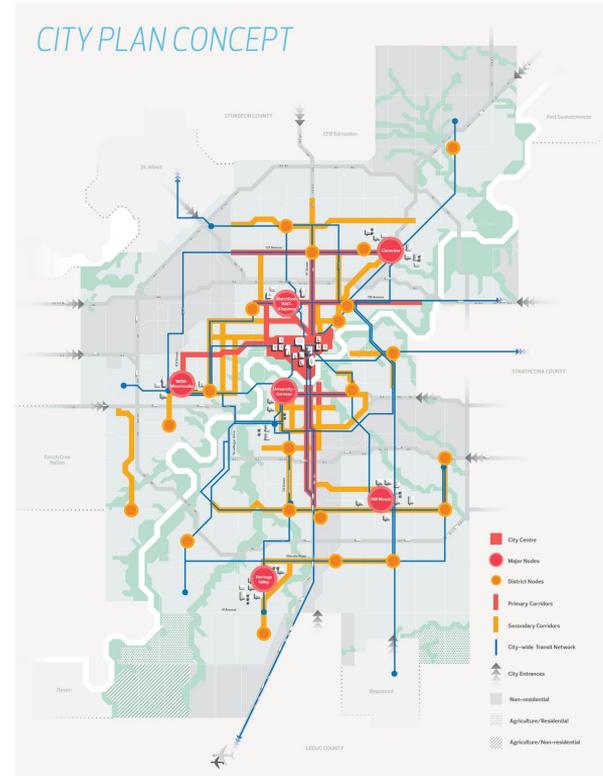
**Paratransit**



**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

