

Edmonton Transit Service

CO02506 - Implementation of Transit Revenue Actions

**Executive Committee
August 28, 2024**

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Carrie Hotton-MacDonald, Branch Manager, Edmonton Transit Service
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Online Store

- Transit services offering online stores to promote and enhance a **positive image in the community**, and provide additional revenue stream
- Positive reception from public since idea was shared
- **Request for proposal** process to engage a store vendor



Enhance Fare Collection for Special Events at Commonwealth Stadium



Commonwealth Ticket Facility Use Fee

- Multiple approaches used to support special event fare collection
- Commonwealth facility use fee has **several benefits:**
 - ◆ Reduces potential for lost revenue
 - ◆ Convenience for event goers and encourages increased transit use
 - ◆ Reduces administrative burden
 - ◆ Facilitates movement of riders
- Process initiated in 2025, for future events

Thank you. Questions?