Edmonton Transit Service

CO02506 - Implementation of Transit Revenue Actions

Executive Committee August 28, 2024

Craig McKeown, Deputy City Manager, City Operations
Carrie Hotton-MacDonald, Branch Manager, Edmonton Transit Service
Sarah Feldman, Director, Transit Planning, Ridership and Revenue,
Edmonton Transit Service



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

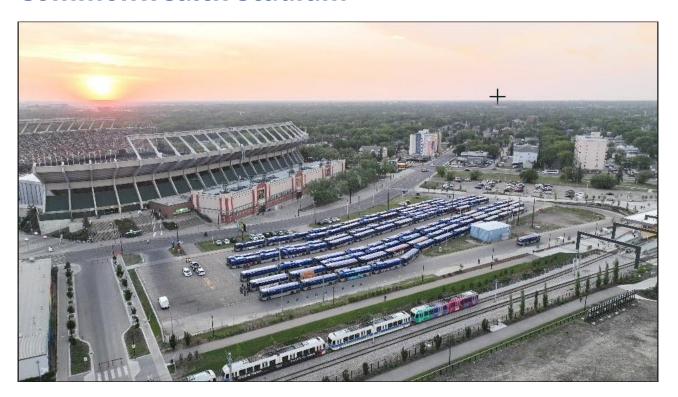






Edmonton

Enhance Fare Collection for Special Events at Commonwealth Stadium



Edmonton

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?

