

# Bus Transit Service 3-year Pilot Project

## Recommendation:

That the November 15, 2011, Transportation Services report 2011TS1269 be received for information.

## Report Summary

**This report provides information on a pilot bus service proposal between City of Edmonton and Edmonton International Airport.**

## Previous Council/Committee Action

At the September 14, 2011, City Council meeting, the following motion was passed:

1. That Administration negotiate with the Edmonton Airports Authority for a 3-year pilot project to provide bus transit service based on criteria outlined in Attachments 2 and 3 of the September 6, 2011, Transportation Services report 2011TS6819, between the City of Edmonton and Edmonton International Airport and return through Transportation and Infrastructure Committee for public input, and to City Council for approval.
2. That the September 6, 2011, Transportation Services report 2011TS6819 remain private pursuant to section 25 of the *Freedom of Information and Protection of Privacy Act*.

## Report

ETS and Edmonton International Airport have agreed to a pilot project pending City Council approval, for the

introduction of bus service between Century Park LRT Station and Edmonton International Airport. Key features of the route and agreement include:

- Provide bus service seven days per week, with a 30-minute frequency in peak-periods (5 a.m. to 9 a.m. and 3 p.m. to 7:30 p.m.) and 60-minute frequency in off-peak periods until 12:30 a.m.
- Fares would be \$5 cash for a one-way trip with a \$100 monthly pass available. There would be no fare transferability between this service to the airport and regular ETS service within the city.
- Regular ETS low-floor buses would be used, with modifications (eg. luggage racks) appropriate to the type of service that would be operating.
- Edmonton International Airport would provide an annual subsidy of \$500,000 to offset costs to operate the route.
- The agreement would cover up to three years of operation, with provisions to extend the arrangement for two additional years.
- ETS and Edmonton International Airport would develop a joint marketing and communications programs, including but not limited to promotion of the service, vinyl wrapping buses and providing Wi-Fi on buses. Costs incurred by Edmonton International Airport to undertake these initiatives would not be covered within the above noted subsidy.

A summary of costs, revenues and City of Edmonton financial contribution is

provided in Attachment 1. Revenue estimates are based on the service attracting an average of 10 passengers per one-way trip, with the majority of passengers being Airport workers who purchase monthly passes (80% of riders would board using a monthly pass). The operating subsidy required in 2012 would be \$150,000 (service beginning May 2012), with further annualization and inflation in subsequent years.

A review of the service performance, and revenue and costs, could be conducted prior to the end of each of the three years. This information would be provided to Council with recommendations on any modifications that might be required.

The City of Edmonton contribution would vary depending on the farebox revenue. This information would be provided each year.

Implementation of the service is subject to:

- Council approval; there is an unfunded service package titled "New Service to Edmonton International Airport" in the 2012 Operating Budget
- Service agreement approval between City of Edmonton and Edmonton International Airport
- Obtaining necessary approvals to operate the service from the Province of Alberta

### **Corporate Outcomes**

- Shift Edmonton's Transportation Mode – Transit and active modes of transportation are preferred. -Transit and active transportation are preferred by citizens. Citizens choose public transit and transit

ridership grows as city population grows.

- Conditions of Success (Well-Managed City) – Complementary policies and planning created through strong regional partnerships:
  - by working with our neighbours, we can effectively achieve a number of strategic goals in the Way Ahead including, Transform Edmonton's Urban Form and Shift Edmonton's Transportation Mode

### **Legal Implications**

The City of Edmonton would require an Operating Authority Certificate from Alberta Transportation in order to operate this bus service. The City of Edmonton would have to comply with applicable provincial Commercial Vehicle Safety Regulations.

### **Attachments**

1. Summary of Cost, Revenues and Tax Levy Requirements