

GBA+ Analysis

Application of a GBA+ analysis to the delivery of on-demand transit service entails applying diverse perspectives to all aspects of the service. These perspectives include the experience of gender, age, ability, race/ethnicity, income and religion. Administration analyzed options using a GBA+ process and considered public feedback shared during two rounds of public engagement in 2019, including a series of workshops and surveys. Additional public feedback received during the Urban Planning Committee meeting on November 19, 2019 was also considered. The following summarizes key findings from the analysis and action items to address the findings.

Finding #1: Community members have concerns with safety using on-demand service

- Safety is one of the City of Edmonton’s cultural commitments and a customer commitment in Edmonton’s Transit Strategy. Administration has been implementing several public transit safety and security-related changes to improve safety for customers, employees and communities in Edmonton. These changes are foundational to supporting an accessible and safe city.
- While safety and security are important to all transit customers, the perspective of women and girls bring a critical lens to this topic. Demand for transit services are typically higher among women. For women taking transit, issues of convenience and comfort are linked to issues of access, safety, and reliability. For example, women make complex trips often with connections, or with children, on the way home from work or saving errands to do all at once on the weekend.
- An on-demand transit service would need to meet the Provincial safety requirements associated with driver’s licensing.
- If the service were performed by a contractor, it would be governed by a detailed contract for service that would be monitored and evaluated for compliance with City standards.
- The City would expect the contractor to have robust safety policies and procedures and to comply with Edmonton Transit policies when required.
- All Operators would complete a comprehensive orientation and training program which would include components on safety, security, code of conduct and respectful workplace.

Finding #2: Public engagement revealed that pursuing either a shared passenger van or fixed route solution would provide a greater sense of personal security than rideshare or taxi models. No strong trend was apparent when reviewing responses by gender or age.

- Under both the contracted service and publicly operated model, all

- Operators would have an Edmonton Transit Service ID badge and vehicles would display the appropriate City branding. This would enhance security through the application of the safe person/safe place model.
- Operators would be required to complete a criminal record check and vulnerable sector record check.
 - All vehicles will be equipped with cameras.
 - Customers would use a similar process should they perceive an unsafe situation. The customer would notify the Operator, who would notify their on-road supervisor and/or Edmonton Police Service.
 - Another important security feature in the conventional transit service is “request a stop”, which allows customers to get off the bus between designated stops after 6 pm. This same model would be applied to the on-demand service.
 - Administration and EPS have worked together to integrate critical components of safety and security. The integrated plan included enhancements to security at transit stations (security guards, emergency phones, lighting improvements) that will support greater security for all customers.

Finding #3: Accessibility of on-demand service for persons with limited mobility needs to meet the same standard as conventional fixed route service.

- Both the public and contracted service model would include vehicles with wheelchair lifts and space for other mobility devices. The costing provided in this report for both the contracted and public delivery models assumes all vehicles are equipped with a wheelchair lift.
- Administration gathered data on the number of wheelchair deployments for each community that currently has fixed route service which will inform program delivery.
- All customers should be guaranteed the same minimum service frequency as they would experience on the fixed route service. In the event of overcapacity, trips would be planned on a first come first served basis, similar to wheelchair accessibility on the conventional transit fleet. Capacity will be closely monitored so that additional services can be offered in areas that continuously experience higher demand/over capacity, with a particular focus on capacity for mobility aids.
- On-demand trip booking would need to accommodate group trip booking to allow for accompaniment. Trip booking would also need to allow customers to indicate any mobility devices they are bringing, such as wheelchairs, scooters or walkers.
- On-demand service would need to permit service animals, as required by law.
- Similar to conventional transit, customers using mobility devices would be required to make their way to/from designated pick up/drop off locations.

- Customers requiring door-to-door service would be directed to paratransit.
- Pickup points can change over time and can be located on local roads closer to customers' homes. As a result, the roads and sidewalks adjacent to pick up points would not necessarily receive priority snow clearing.

Finding #4: Accessibility of on-demand service for children and youth needs to meet the same standard as conventional fixed route service.

- Individuals travelling with young children would require space for strollers, booster seats and car seats.
- Administration has integrated the space requirements for strollers by planning for some excess capacity in vehicles.
- On-demand trip booking would have to allow for group trip booking to accommodate family or adult/child trips. Trip booking would also need to allow customers to indicate any mobility devices they are bringing, such as strollers.
- Unlike conventional service, children may be required to travel in a car seat or booster seat, rather than remaining in a stroller. Administration will explore options to accommodate childrens' travel.
- Children under the age of 12 may be required to travel with an adult.
- As the communities under consideration for on-demand service will not have fixed route school service, older youth may wish to use the on-demand service to support school travel. Their experience would be the same as youth in neighbourhoods with conventional service. They could expect to travel in a safe, reliable and convenient service to a transit hub, where they would transfer to routes destined for their school.

Finding #5: There are varying levels of comfort with the on-demand model for different user groups.

- Outreach, orientation and awareness activities are needed to support access by diverse user groups, including seniors, women, persons with language barriers and newcomers.
- Some individuals, such as seniors and low income individuals, may not have ready access to computers or smartphone apps, all customers would have access to trip booking by landline phone.

Finding #6: On-demand service should be affordable for all users.

- Administration has proposed full fare integration of the on-demand service. This means that no additional fare would be charged, and all discounted fare categories would apply, and all valid fare media would be accepted.