

## Branch - Edmonton Transit

**Program - Bus and LRT  
Title - First Km/Last Km Transit Service Pilot  
(MicroTransit Service)**

**New or Enhanced Service  
Unfunded  
Multi-Year**

### Results to be Achieved

On a 24 month pilot basis, provide an innovative on-demand service delivery option for areas of Edmonton that are challenging to serve with conventional fixed route transit service. The full peak and off-peak service to be provided to communities that currently have conventional service, but will not have service in the redesigned bus network; communities that currently do not have conventional service but meet the guideline for new on-demand services. In addition to these areas, the on-demand weekday midday and weekend service would be provided discrete limited mobility residences which are currently served by Community Bus Routes and will not be served directly by a bus route on the redesigned network.

The pilot service is to be provided through a contract service delivery model.

### Description

Delivery of on demand microtransit service to 30 communities and specific residences for people with limited mobility not currently served in the new bus network. The pilot on-demand service will be delivered under contract by a service provider. Customers will book a trip using a phone app, online web portal or a phone call. Dynamic scheduling software will calculate the most efficient route to pick-up passengers for designated stops within the community and take them to the transit centre designated for that community. The return trip would work the same with a trip being booked for pick-up at the transit centre designated for that community and drop-off at designated stops within the community.

A contracted service model offers two main benefits: flexibility and speed of deployment. A contracted model enables the City to pilot on-demand service with no upfront commitment of capital, technology and labour. Within the 24-month pilot, Administration will conduct a formal program evaluation of the on-demand service and contracted service model to guide the service design and delivery model of a permanent service.

### Justification

Deployment of a innovative on-demand micro-transit service pilot will connect communities that would not receive public transit services to the broader transit network. The pilot will provide valuable insights into how riders will adopt this service and how well it fulfills their transportation needs. Use of the contracted service model enables faster service deployment and more flexible service design, and complements the redesigned bus network.

The service design and delivery have been tailored to the anticipated peak and off-peak demand, and the contracted service provider will be required to provide reporting on number of passengers, capacity utilization, total ridership, service reliability (total trip, wait and delay times, missed trips) and customer satisfaction. In addition, the contract management process will hold the contractor accountable to the same service quality, safety and productivity metrics as a publicly operated service.

incremental (\$000)	2020				2021				2022			
	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs
Annualization	-	-	-	-	-	-	-	-	-	-	-	-
New Budget	\$3,675	-	\$3,675	0.7	\$6,732	-	\$6,732	0.3	(\$3,484)	-	(\$3,484)	(0.3)
<b>Total</b>	<b>\$3,675</b>	<b>-</b>	<b>\$3,675</b>	<b>0.7</b>	<b>\$6,732</b>	<b>-</b>	<b>\$6,732</b>	<b>0.3</b>	<b>(\$3,484)</b>	<b>-</b>	<b>(\$3,484)</b>	<b>(0.3)</b>