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Summary of Draft Recommendations



Study Overview

➤ Strathcona County Transit (SCT) is working to develop a Transit Master Plan (TMP) to:

- Develop a better transit system to fulfill community needs
- Provide a well-defined vision, strategic direction and guiding principles for the future of transit in Strathcona County
- Identify appropriate service design and service levels
- Provide future action plans and monitoring

➤ Strategic Direction

- Development of the Transit Master Plan is a STRATEGIC study
- Will provide GUIDANCE for the future of transit in Strathcona County
- Recommendations resulting from this study will each be subject to detailed planning and design at a later date to determine economic impact of implementation

Previous Work – Tasks Completed

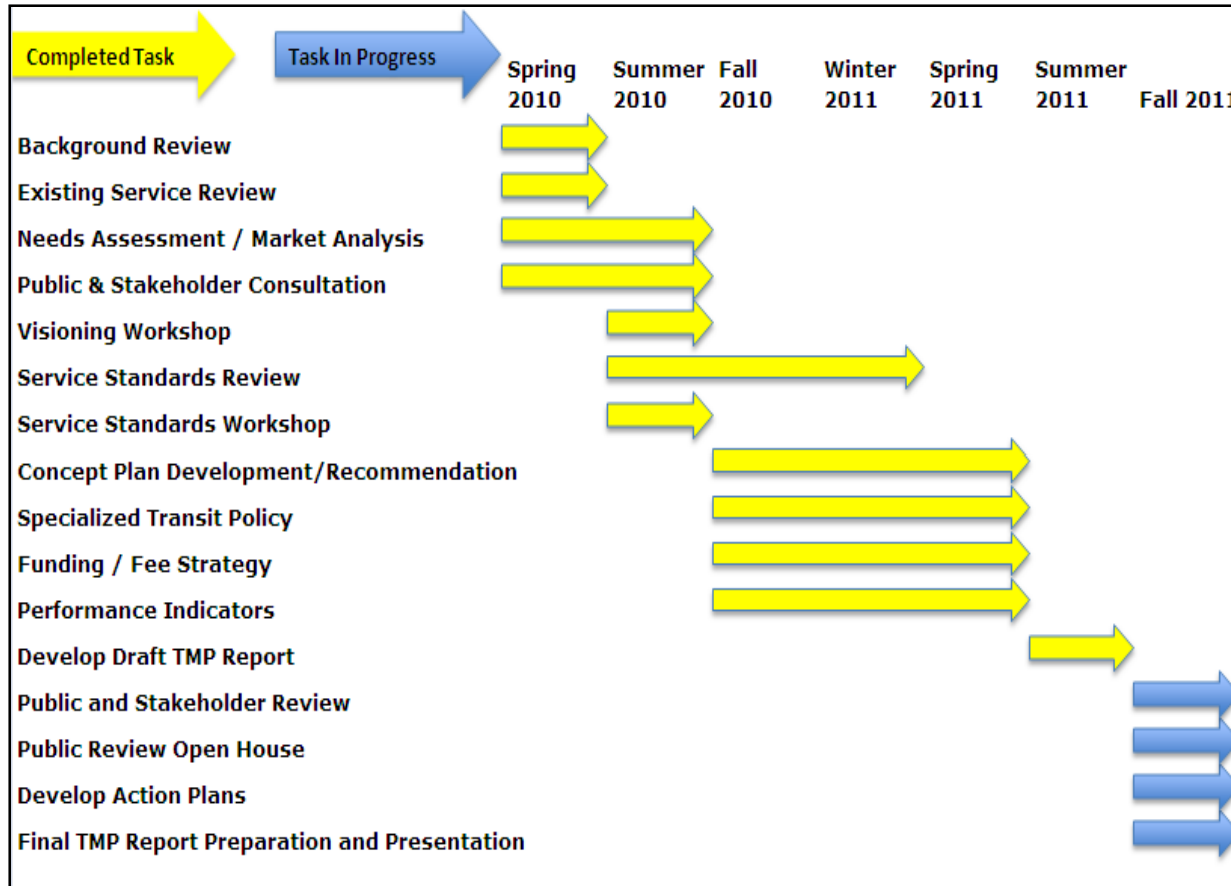
➤ Initial review:

- Demographic and travel behaviour review
- Existing service review of conventional (fixed-route) and specialized transit (SCAT)
- Extensive community consultation
- Identification of changing travel needs and key demographic markets
- Identification of needs and opportunities

➤ Development of recommendations for:

- Specialized transit (SCAT)
- Intermunicipal and local conventional service
- Park and Ride
- Rural service
- Fares
- Performance measures and planning process for continuous system improvement

Study Schedule



Next Steps

- Incorporate public comments into the Transit Master Plan
- Development of Action Plans to implement recommendations
- Draft Final Transit Master Plan to be reviewed by SCT
- Completion and submission of Final Transit Master Plan Report
- Council workshop and presentation

Summary of Consultation

- Extensive public and stakeholder consultation has been conducted during the course of this study, including:
 - Online survey (more than 700 respondents)
 - Four public open house presentations
 - Stakeholder meetings (approximately 50 meetings with groups or individuals)
 - Visioning workshop
 - Service standards workshop
- Helped identify issues, needs, goals, strategic direction and a vision for transit in Strathcona County
- Informed development of draft recommendations
- Continued consultation includes an online study review, a public open house, and various stakeholder meetings and presentations

Needs and Opportunities

- Based on background review and consultation, a range of needs and opportunities were identified, including:
- Local transit system should provide adequate service within the Urban Service Area of Sherwood Park
 - Consider expanding Park and Ride to reduce overcrowding at existing lots
 - Improve local feeder service to terminals
 - Improve services on evening and weekend during “off-peak” times
 - Expand high-ridership intermunicipal services to address crowding concerns on vehicles during rush-hours
 - Improve specialized transit service (SCAT) concerning coverage, hours of operation, destinations and trip purposes
 - Better integrate specialized services (SCAT) with conventional services and Disabled Adult Transit Service (DATS) in Edmonton
 - Potential for future service to rural Strathcona County and development of rural Park and Ride locations
 - Consider long-term potential for LRT or BRT services in Strathcona County

Recommended Vision for Transit

- Shared vision statement for transit in Strathcona County was determined in conjunction with community consultation:
 - *Strathcona County Transit strives to enhance the community's quality of life by increasing social, environmental and economic sustainability through transit services that are customer-focused, safe, and efficient*
- Transit Master Plan recommendations are consistent with other policy documents and the three pillars of sustainability for Strathcona County:
 - Social
 - Environmental
 - Economic

Recommendations - Specialized Transit (SCAT)

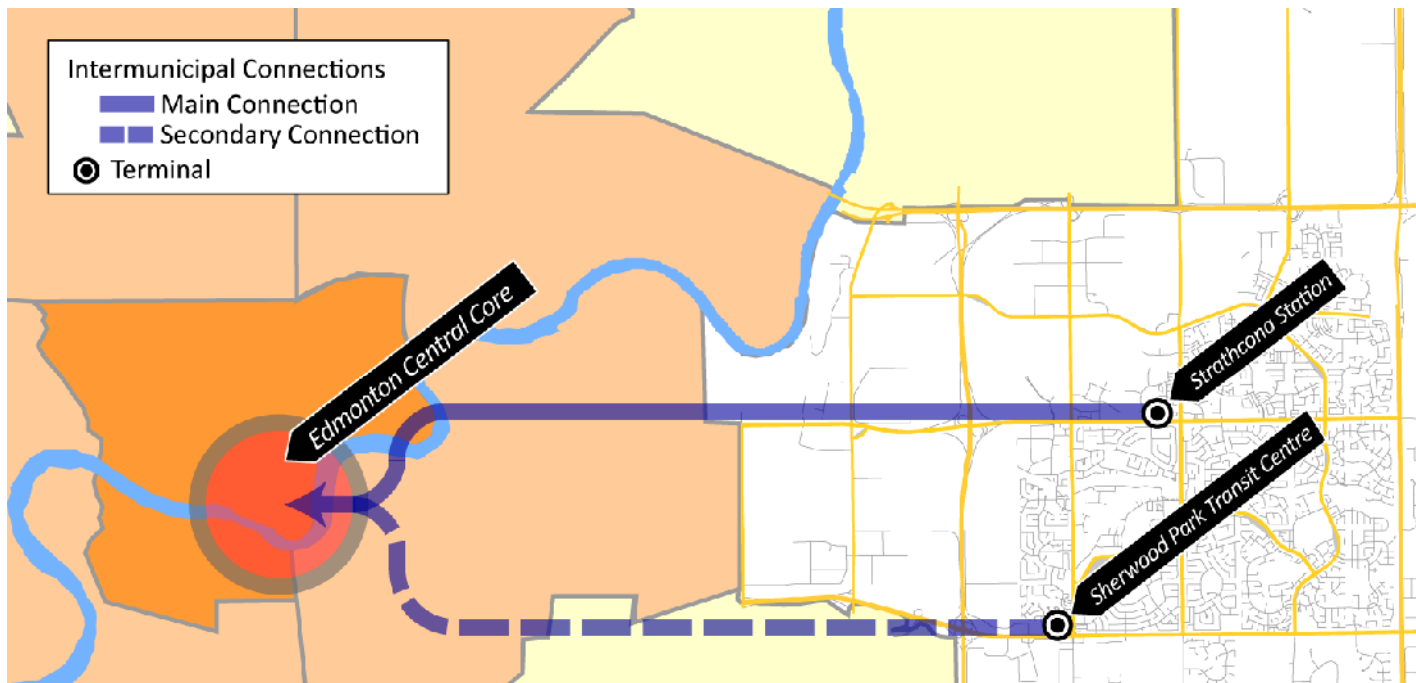
- Update eligibility criteria to ensure that specialized service (SCAT) is available to those who need it most
- In Sherwood Park and between Sherwood Park and Edmonton, open specialized service (SCAT) for all travel purposes, and operate the same days and hours of service as conventional service
- Where possible, encourage specialized transit users (SCAT) to use conventional services
- Strive to make conventional SCT services fully accessible, including vehicles and transit infrastructure
- Maintain Edmonton service to specific destinations including those served by conventional transit, key transfer points, and major medical facilities
- Continue to provide rural services for medical and social trips and introduce service to the hospital in Fort Saskatchewan

Recommendations - Intermunicipal Service

- Focus service to high-demand locations in Edmonton, including downtown and the University of Alberta
- To reduce service duplication, reevaluate SCT intermunicipal services to NAIT after the Edmonton Transit System LRT extension to NAIT has been completed
- Utilize low-floor, high capacity vehicles to improve system accessibility and increase passenger comfort
- Develop a new terminal and larger Park and Ride lot at the existing Strathcona Station site
- Utilize Wye Road Transit Centre as a secondary terminal with Park and Ride as well as peak-hour service downtown and to the University of Alberta
- Explore future potential for bus priority measures and light rail

Recommendations - Intermunicipal Service

➤ Recommended Intermunicipal Transit System Concept



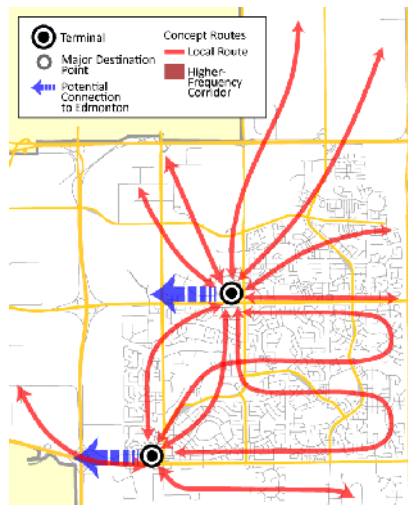
Recommendations - Local Service

- Develop an integrated feeder network that directly connects to neighbourhoods, major destinations within Sherwood Park and the intermunicipal terminals
- Improve local services to accommodate demand within Sherwood Park; consider a local express route in the future
- Expand local services to provide coverage to all neighbourhoods in Sherwood Park, including areas under development
- Prohibit parking in bus zones

Local Service - Concepts

➤ Recommended Local System Concepts

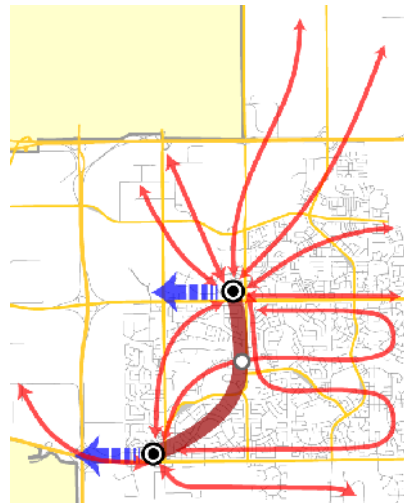
Short-term



Short-term

- Modest change to existing route structure
- Increased convergence of routes at Strathcona Station

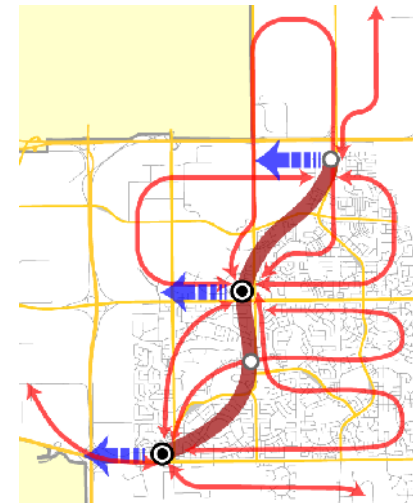
Medium-term



Medium-term

- Operate higher-frequency corridor between Strathcona Station, Centre in the Park and Sherwood Park Transit Centre

Long-term



Long-term

- Extend higher-frequency corridor to Emerald Hills development
- Restructure routes north of Baseline to connect to

Recommendations - Park and Ride

- Address crowding issues at the existing Park and Ride lots
- Expand parking at Strathcona Station
- Reduce Park and Ride demand by promoting alternative ways for passengers to access the terminals, including improved local service feeder buses, passenger drop-off facilities and better integration with active transportation modes
- Introduce a user fee for parking at Park and Ride lots; fee will help encourage use of local services and offset the cost of terminal expansion and upgrades
- Consider a pilot rural Park and Ride location near Ardrossan

Recommendations - Rural

- Continue to provide specialized service (SCAT) to rural areas of Strathcona County
- Consider specialized transit (SCAT) connections to the hospital in Fort Saskatchewan
- Consider demand-responsive service to rural areas (NOTE: demand-responsive service is similar to Dial-a-Bus)
- Consider a pilot rural Park and Ride location near Ardrossan
- If no rural Park and Ride lot is provided, allow rural residents who take intermunicipal services to park for free at the Park and Ride lots in Sherwood Park

Recommendations - Fares

- Balance equity between community support and user fares
- Streamline fare structure by consolidating similar fares and reducing the total number of fares to a more manageable number.
- Ensure all residents can afford transit – provide a fare discount to low-income residents
- Encourage youth to use transit more frequently
- Implement smart card technologies in conjunction with neighbouring municipalities
- Transition specialized (SCAT) fares to be equivalent to those of conventional transit in the long-term

Continuous Improvement Process

- It is recommended that SCT develop a process to monitor and assess the transit system, make continuous improvements, and promote ridership growth
- Performance Measures
 - Amount of Service - a minimum 1.5 vehicle hours per capita should be maintained to guide the provision of services
 - Service Utilization – a minimum target of 20 passengers per vehicle hour in the short-term, increasing to 25 passengers per vehicle hour in the long-term
 - Cost Recovery Ratio (R/C) - a range between 35 and 50 percent for combined intermunicipal and local services
- Planning Process
 - Service standards to assess new and existing services
 - Ongoing assessments of SCT routes
 - Data collection process that will support the review process
 - Comprehensive consultation process



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