

Edmonton Transit On Demand

Ontario Smart Mobility Readiness Forum

July 8, 2021

Sarah Feldman, Director Business Integration & Workforce Development,
ETS

Edmonton's On Demand Transit Service

- Two major transit projects launched **April 25, 2021**
- **New bus network** better connects Edmontonians through more direct and frequent routes
- **On Demand Transit** complements regular bus service (37 neighborhoods where regular bus service doesn't make as much sense)



Outline

- Why On Demand Transit?
- Gaining Support
- Communications & Marketing
- Questions / Discussion



Why On Demand Transit?

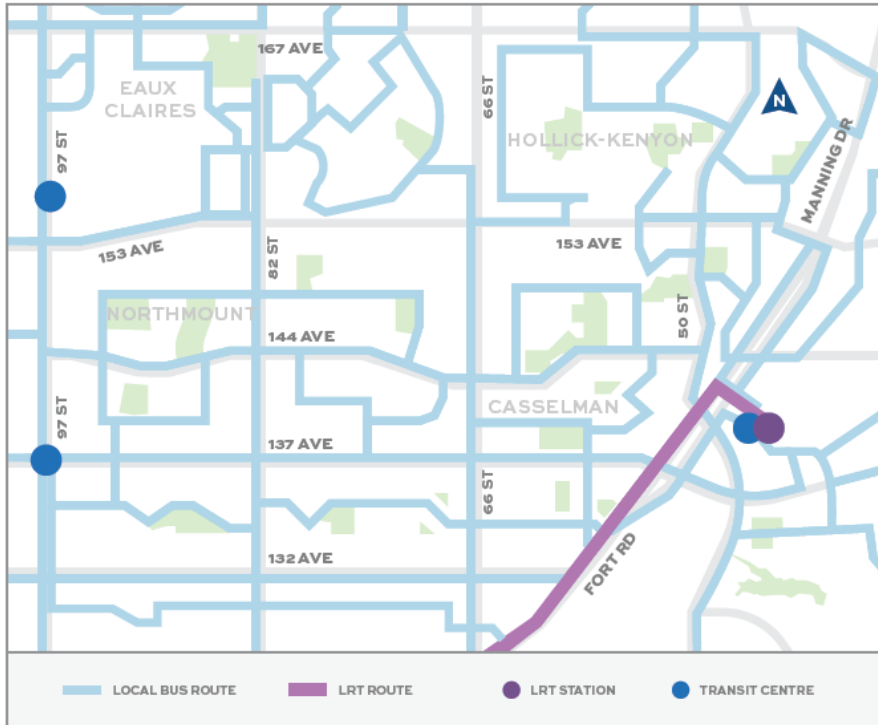
Edmonton's Transit Strategy

- **Immediate redesign of the bus network**, including...
 - Detailed design and staged implementation for the bus network plan;
 - Review and update of the Transit Service Policy and
 - Service branding plan for the redesigned bus network...
 - Explore options for alternative transit

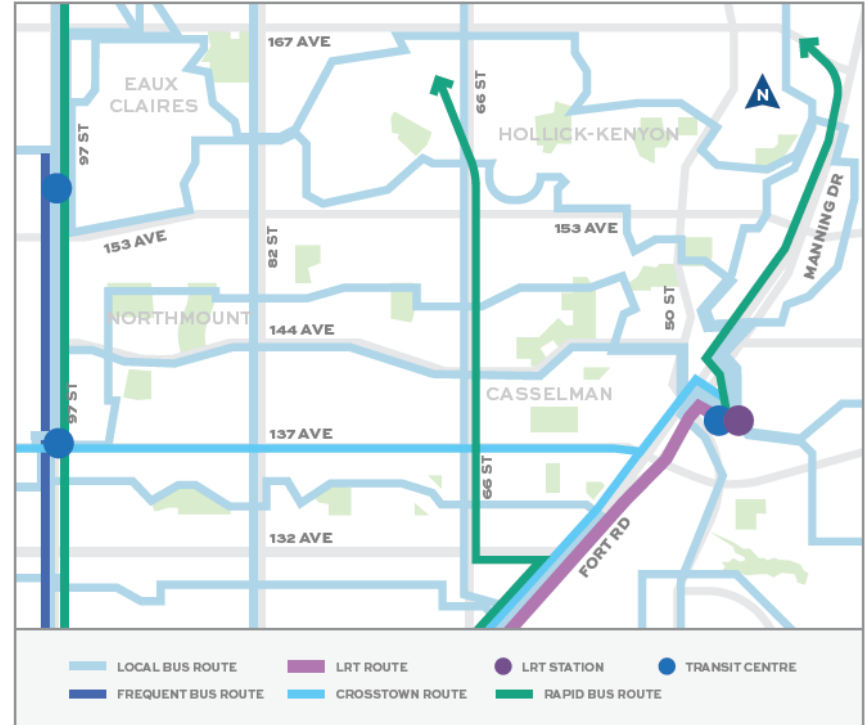


Redesigned Bus Network

Direct local service; minimize travel times, not walking distances



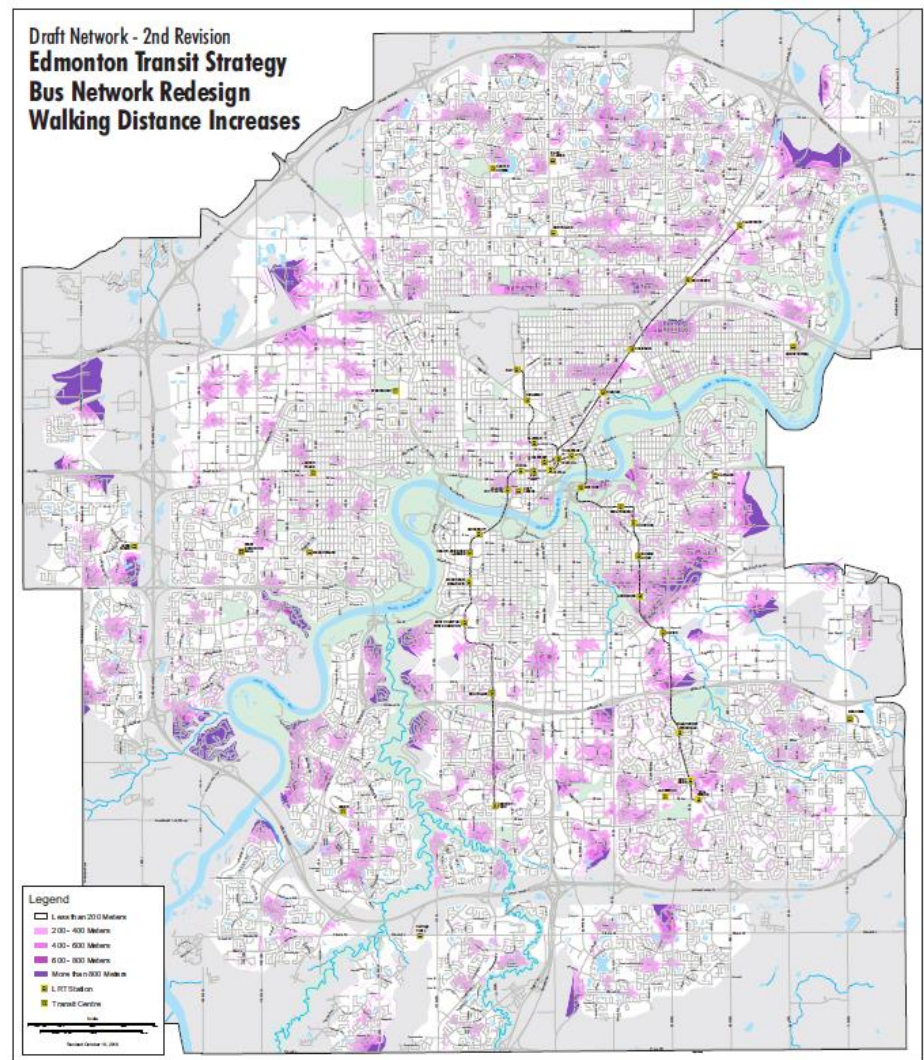
Existing Network



Strategy Concept

Why On Demand Transit?

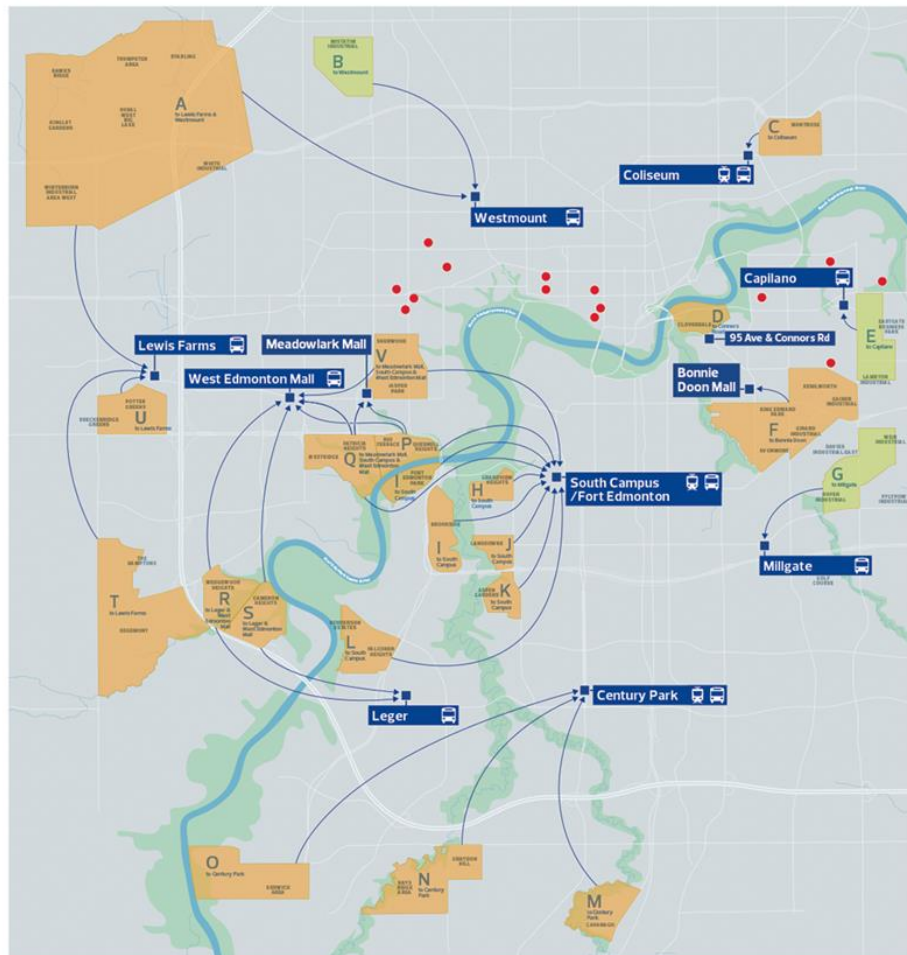
- Increased walking distance
- Some areas are without regular bus service
- On Demand transit is a solution to continue connecting these areas with transit



On Demand Transit

- New layer in our transit network
- Bring transit earlier to new neighbourhoods
- Better solution for neighbourhoods that can't support a big bus
- Better service for those areas (more frequent, longer hours)
- Brings riders to the main routes





On Demand Transit

Service Area	Hub
A	Lewis Farms Transit Centre, Westmount
B	Westmount Transit Centre
C	Coliseum Transit Centre/LRT Station
D	Connors Road/95 Ave
E	Capilano Transit Centre
F	Bonnie Doon Shopping Centre
G	Millgate Transit Centre
H, I, J, K, L	South Campus Transit Centre/LRT Station
M, N, O	Century Park Transit Centre/LRT Station
P, Q	Meadowlark Mall, South Campus Transit Centre/LRT Station, West Edmonton Mall
R, S	Leger Transit Centre, West Edmonton Mall
T, U	Lewis Farms Transit Centre
V	Meadowlark Mall, South Campus Transit Centre, West Edmonton Mall

Legend

- Residential
- Industrial
- Seniors' Residences

Contracted vs. In-House Operations

- City of Edmonton's decision based on:
 - Timeframe – desire to be operational quickly
 - Limited duration pilot/testing phase
 - Lack of available garage space
 - Cost



Gaining Support

Edmonton's Context

- Interdependency with bus network redesign
- Limited infrastructure to grow conventional service
- Limited time to implement
- Precedent for contracted model with paratransit
- Council open to change



Gaining support for on demand

- Research
- Public engagement
- GBA+
- Doing the math



GBA+

- Safety
- Security
- Accessibility
 - Persons with limited mobility
 - Children, youth and families
- Affordability



Service Level Options

					On-Demand Options ¹			Fixed-Route
	Existing Areas		New Areas		Passenger Van	Ride Hail	Taxi	Current Level
	Peak	Off-peak	Peak	Off-peak	Annual Cost	Annual Cost	Annual Cost	Annual Cost
Tier 1 - Maintaining Service								
Option 1	Yes	No	No	No	\$3,148,000	\$4,005,000	\$5,851,000	\$3,154,000
Option 2	Yes	Partial ²	No	No	\$5,194,000	\$5,177,000	\$7,849,000	\$5,516,000
Tier 2 - Expanding to all areas warranting service								
Option 3	Yes	No	Yes	No	\$4,853,000	\$6,012,000	\$8,451,000	\$5,507,000
Option 4	Yes	Partial	Yes	No	\$6,693,000	\$7,110,000	\$10,347,000	\$7,584,000
Option 5	Yes	Partial	Yes	Partial	\$7,263,000	\$7,420,000	\$10,842,000	\$8,259,000
Option 6	Yes	Yes	Yes	Partial	\$9,133,000	\$8,333,000	\$12,469,000	\$10,827,000
Option 7	Yes	Yes	Yes	Yes	\$10,267,000	\$9,027,000	\$13,534,000	\$12,517,000

Communications & Marketing

An integrated approach

Supporting change through awareness and education

- Prepare customers
- Build confidence
- Empathize
- Support staff

How we communicate

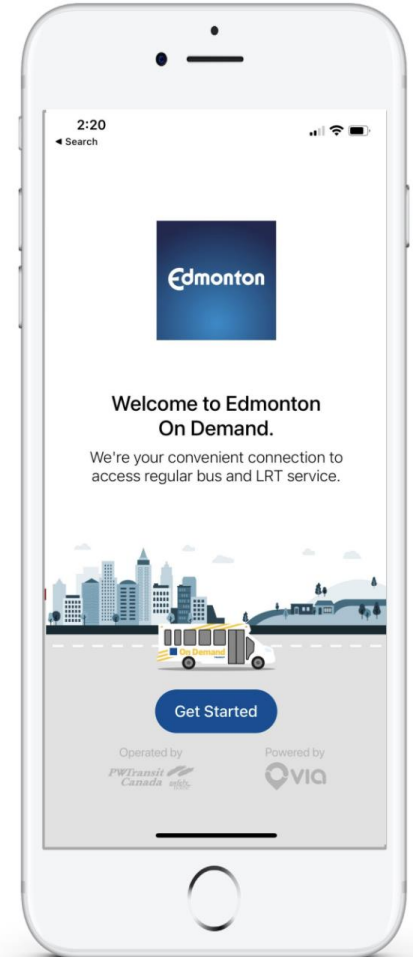
- Significant change requires robust mix of marketing and communications tactics
- Different approaches for different audiences (external and internal)
- Focused on accessibility

Tactics

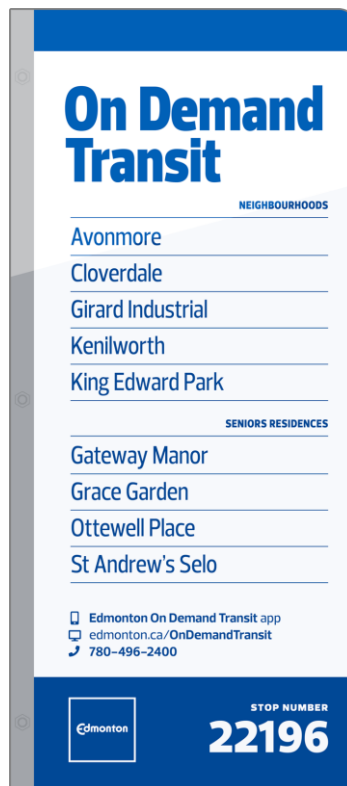
- Transit property
- Robust website
- Multimedia (videos)
- Virtual presentations (external and internal)
- In-person outreach (external and internal)
- Earned media
- Social media promotion
- Targeted approach to On Demand communities
- Paid advertising
 - Digital
 - Traditional



Service Branding



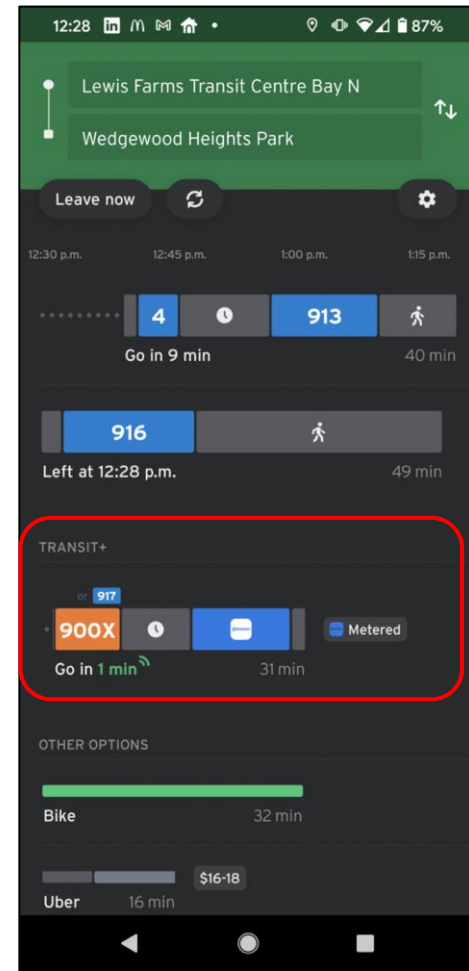
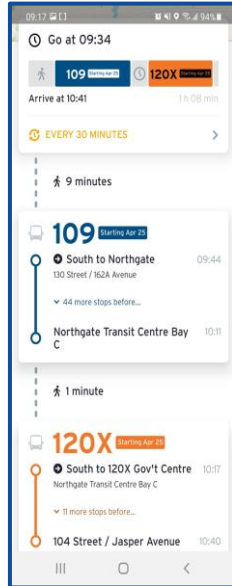
On Demand Transit Pick Up/Drop Off Signs



Trip planning



Use the third-party Transit app, Google Maps or the ETS trip planner to plan a trip in the new network.



Edmonton

On Demand Transit Web Tools

On Demand Transit Options and Transit Hubs Look up Tool

Please note: Customers can book a trip up to 1 hour in advance. Once their request to book a trip is received, they can expect to wait up to 30 minutes to be picked up. They will also be given time to meet the shuttle at a designated location.

Type: *

Neighbourhood

Name: *

Aspen Gardens

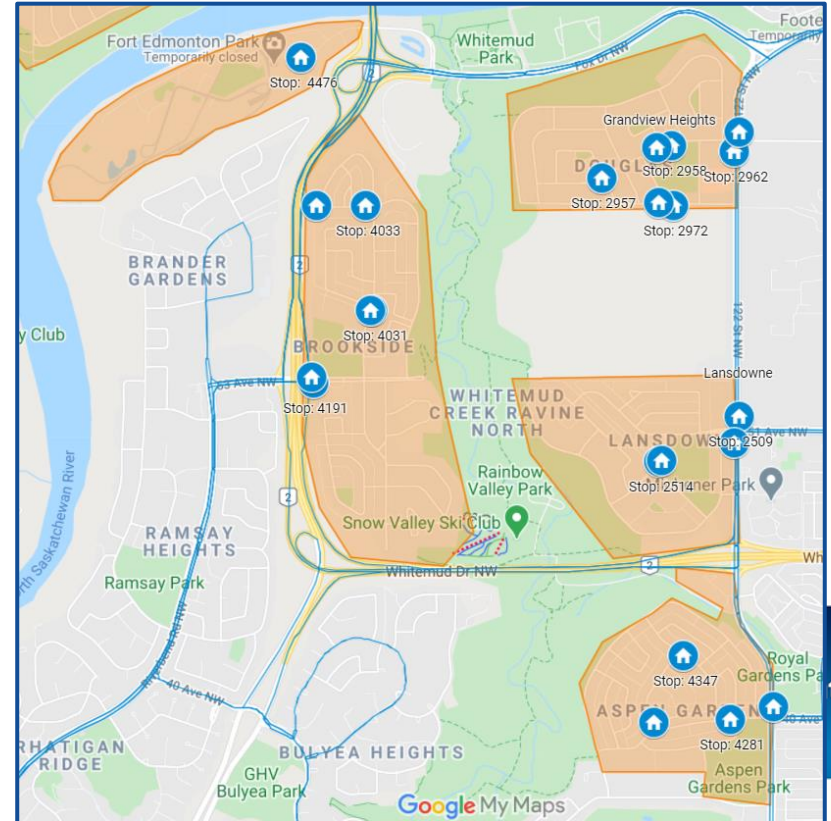
Search

Name

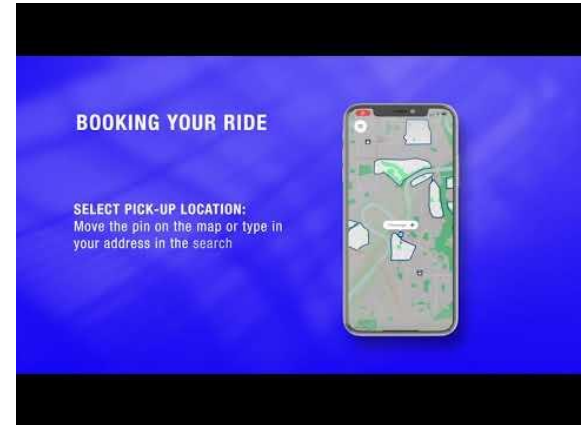
Transit Hub

Aspen Gardens

South Campus Transit Centre



Downloadable Guides + How To Videos



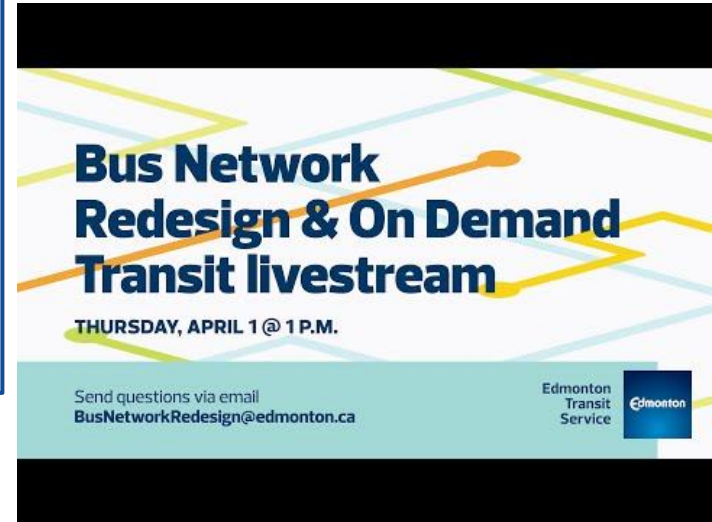
Edmonton On Demand Transit app
'how to' video



Edmonton

Social Media Strategy

- Comprehensive social media calendar planned for the duration of the campaign
- Responded to customer questions and comments, corrected misinformation
- Provided custom trip plans for customers
- Hosted a livestream for customers to ask ETS anything they wanted



Livestream: 1100+ views

Edmonton

Targeted Advertising



On Demand Transit is coming
APRIL 25

Cameron Heights, Wedgewood Heights
 connecting to **Leger Transit Centre and**
West Edmonton Mall Transit Centre

Edgemont, The Hamptons (Hope Road area)
 connecting to **Lewis Farms Transit Centre**

A shuttle bus will pick you up from select pick up spots in your neighbourhood and take you to/from transit hubs where you can transfer to/from the regular transit network.

See your community's pick up spots on reverse side.

Three ways to book:

- Edmonton On Demand Transit app
- edmonton.ca/ondemandtransit
- 780-496-2400

To learn more, visit
edmonton.ca/OnDemandTransit

Edmonton Transit Service

On Demand Transit Pick Up Spot

Edgemont
 connecting to Lewis Farms Transit Centre

The Hamptons (Hope Road area)
 connecting to Lewis Farms Transit Centre

Cameron Heights and Wedgewood Heights
 connecting to Leger Transit Centre and
 West Edmonton Mall Transit Centre

Questions / Discussion

edmonton.ca/OnDemandTransit

Contact:

sarah.feldman@edmonton.ca

