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

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

### 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

<table>
<thead>
<tr>
<th>Existing Areas</th>
<th>New Areas</th>
<th>On-Demand Options¹</th>
<th>Fixed-Route</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Passenger Van</td>
<td>Ride Hail</td>
<td>Taxi</td>
<td>Current Level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peak</td>
<td>Off-peak</td>
<td>Annual Cost</td>
<td>Annual Cost</td>
<td>Annual Cost</td>
<td>Annual Cost</td>
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<tr>
<td>Peak</td>
<td>Off-peak</td>
<td>$3,148,000</td>
<td>$4,005,000</td>
<td>$5,851,000</td>
<td>$3,154,000</td>
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<tr>
<td>Tier 1 - Maintaining Service</td>
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<td>Option 1</td>
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<td>No</td>
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<td>Option 2</td>
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<td>Partial²</td>
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<td>No</td>
<td>$6,693,000</td>
<td>$7,110,000</td>
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<tr>
<td>Tier 2 - Expanding to all areas warranting service</td>
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<tr>
<td>Option 3</td>
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<td>Yes</td>
<td>No</td>
<td>$7,263,000</td>
<td>$7,420,000</td>
<td>$10,842,000</td>
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<tr>
<td>Option 4</td>
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<td>$9,133,000</td>
<td>$8,333,000</td>
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<tr>
<td>Option 5</td>
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<td>Partial</td>
<td>Yes</td>
<td>Partial</td>
<td>$10,267,000</td>
<td>$9,027,000</td>
<td>$13,534,000</td>
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</tbody>
</table>

¹ On-Demand Options include Passenger Van, Ride Hail, and Taxi services.
² Partial availability in New Areas.
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
Trip planning

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Transit Hub</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspen Gardens</td>
<td>South Campus Transit Centre</td>
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</table>
Downloadable Guides + How To Videos

Edmonton On Demand Transit app ‘how to’ video
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
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

Edmonton
Questions / Discussion

edmonton.ca/OnDemandTransit

Contact:
sarahr.feldman@edmonton.ca