

# Edmonton Transit Strategy Workshop

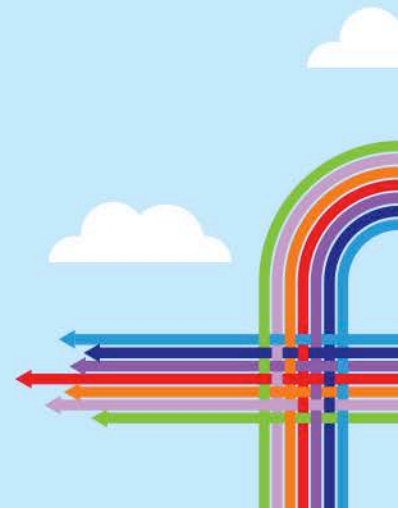
- *Prioritize Ideas*

Nov-Dec 2015



# Agenda

- Introductions
- About the Edmonton Transit Strategy
- The Value of a Great Transit System
- Elements of a Great Future Transit System
- Future Transit Customer Experience
- What Matters for Future LRT
- Closing Thoughts



# Introductions

How often do you use transit?



# What is the Transit Strategy?

Vision & direction for transit system over the next 25 years.

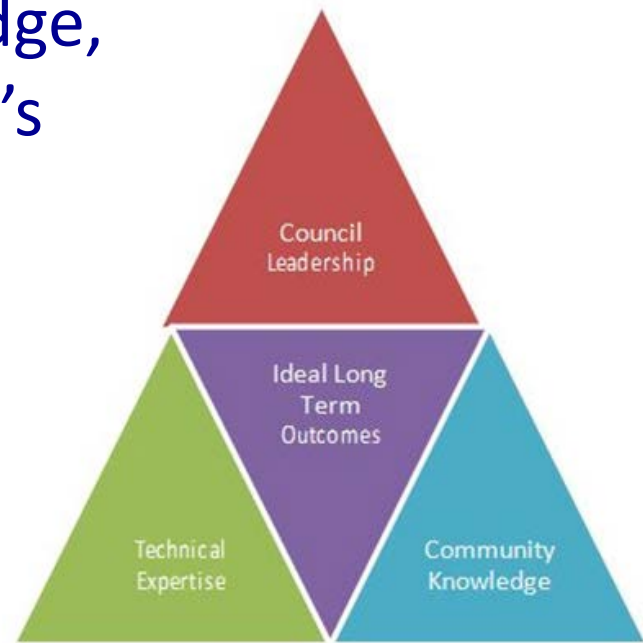
What do we need to do to get there?

May need to make tradeoffs to have a strategy we can make work.



# What is the Transit Strategy?

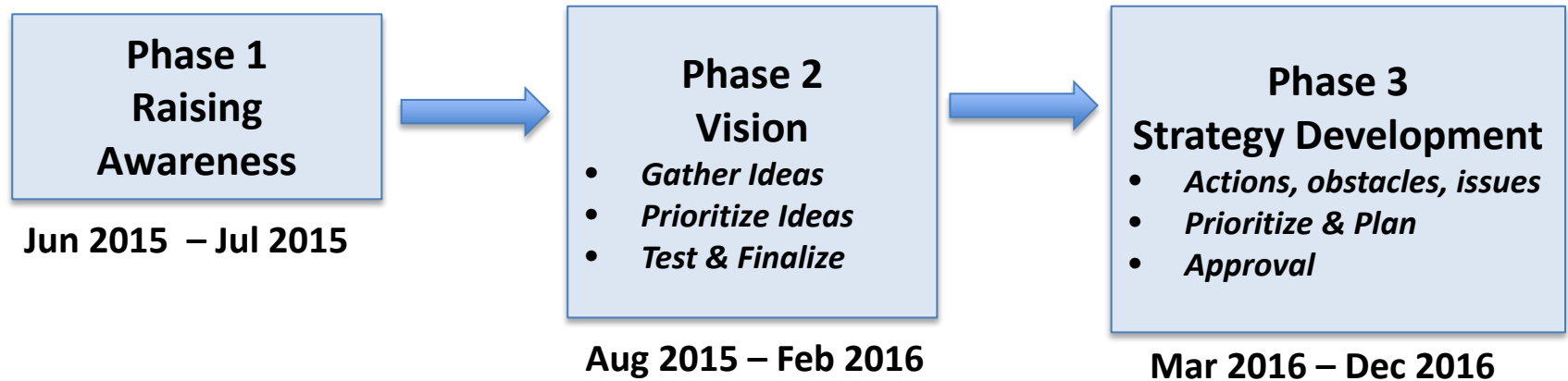
Balance of community knowledge, technical expertise and Council's leadership in decision-making.



# What is transit?



# What is the Transit Strategy?



# Other projects

Some other current projects on related topics:

- Household Travel Survey
- Smart Bus and Smart Fare
- Low income transit fare
- Study with St. Albert –  
“Moving Integrated Transit Forward”
- Procurement for Valley Line P3
- LRT Prioritization





# LRT for the future

We're also working to figure out the order of construction of the future LRT network.

This project is tied closely to Transit Strategy.

We want to know what matters to Edmontonians about transit in general, and specifically about the future construction of LRT.



# Why are we here today?

- We're working on the vision for transit and the future construction of LRT, and we want to hear your ideas.
- You bring an important stakeholder perspective to the process.



# Why are we here today?

- We're also talking to the public in other ways.
- We're trying to build as inclusive transit system as possible.



# Why are we here today?

- We are starting to work with the public to prioritize the themes we heard.
- We also want to hear now about what matters to the public about the future growth of the LRT.
- We'll then work with the public to write a vision and guiding principles.



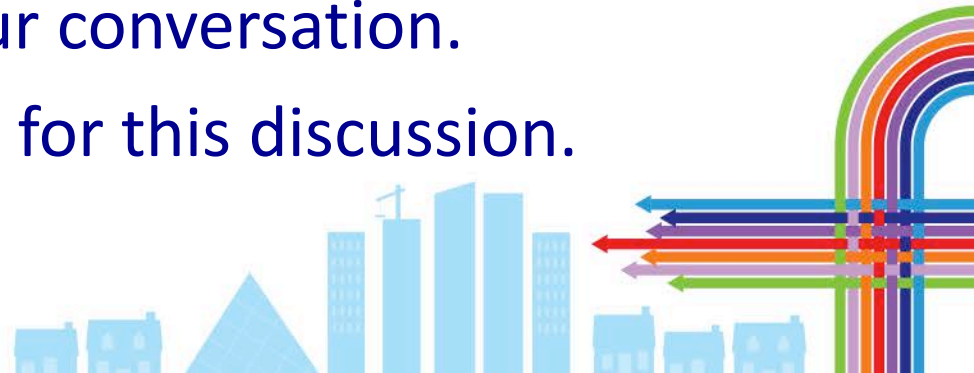
# What we've heard

- We had over 4800 people participate in the first phase – gather ideas. We've taken all of the results and looked at the common themes.
- Today you'll see the main themes that emerged from those ideas.
- If you think we've missed anything, there is always an opportunity to include new themes.



# The value of a great transit system

- We want to understand why transit matters to you and to Edmonton.
- Discuss with your table mates what your **top 3 most important values** of a great transit system are.
- Place your top 3 on the sheet provided and write any key notes about your conversation.
- We will take 15 minutes for this discussion.



# Values

Contributes to a greater **sense of community** through more opportunities for social interactions.



Provides all Edmontonians **with a choice** of transportation options.



**Encourages development** of homes and businesses near transit stations and along major transit routes.



# Values

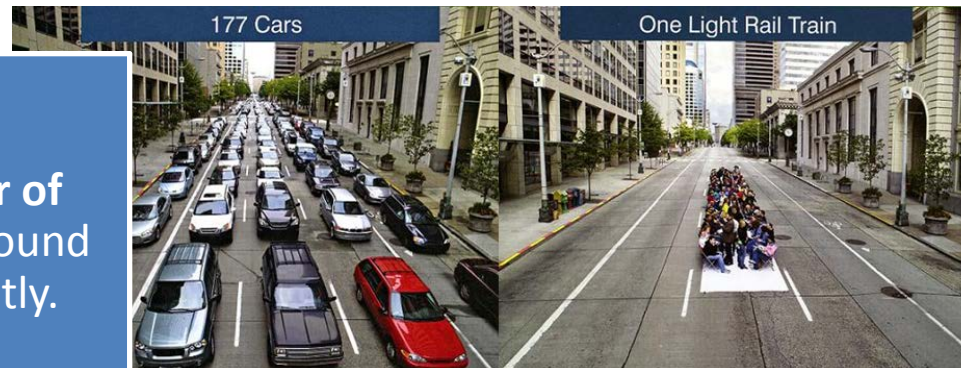
Creates the **best value** for money (cost per person) for the City of Edmonton's transportation investment



Reduces **environmental** impact



Increases the **number of people** who can get around the city more efficiently.





# Values

Connects people with **major destinations**



Supports the **economy** by attracting people and jobs to the city.

Provides transportation for people who can't drive or can't afford to drive.



# Elements of the future transit system

- We want to understand what your priorities would be for a future transit **system network**.
- Each group will be given poker chips to prioritize the elements of a future transit system.
- Please explain **why** you picked your priorities.
- We will take **20** minutes for this discussion.



# Future transit network

## AVAILABLE -

Transit service is available nights and weekends, as well as for special events (e.g., festivals, sports games).

## CLOSE -

Bus stops, transit centres and LRT stations are located within close walking distance to/from most homes and major destinations

## EXTENSIVE -

Transit goes to all areas within the city, and possibly outside of Edmonton, but it may not be a close walk to every home and major destination.

## FAST -

Once you're on board the bus or LRT, it gets you to your destination as quickly or more quickly than driving a personal vehicle.

## FREQUENT -

Transit service comes often.

## INTEGRATED -

Transit service has limited negative impact on the general vehicle traffic flow.

## RELIABLE -

The bus / LRT comes on time and arrives at destinations according to the advertised transit schedule.

## OTHER -

Related to the transit system network (please explain)



# Elements of the future transit system

- We want to understand what your priorities would be for a future transit **customer experience**.
- Each group will be given poker chips to prioritize the elements of a future transit system.
- Please explain **why** you picked your priorities.
- We will take **20** minutes for this discussion.



# Future customer experience

**COSTS LESS - than a personal vehicle, e.g.**

- Owning, Operating, Parking

**CLEAN & COMFORTABLE - vehicles, stations and shelters, e.g.,**

- Clean inside and outside; Heat and air conditioning ; Well maintained

**EASY TO UNDERSTAND, e.g.**

- Understanding how to use transit; Planning your trip; Finding your way on transit

**EASY TO USE, e.g.**

- Flexible payment options' Making transfers; Park and ride at transit stations ; Flexible scheduling or on-demand service

**FRIENDLY & HELPFUL, e.g.**

- Transit staff; Timely and useful communications; Welcoming environment for all people

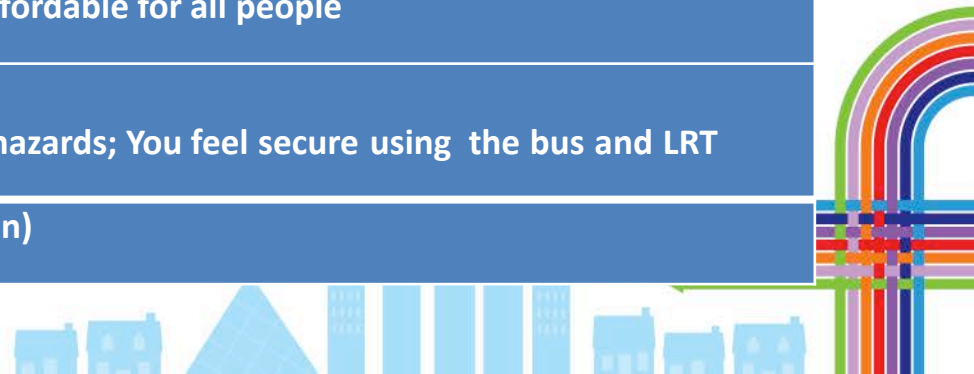
**INCLUSIVE, e.g.**


- Accessible to people with mobility challenges; Affordable for all people

**SAFE & SECURE, e.g.**

- Vehicles, stations and shelters are free of safety hazards; You feel secure using the bus and LRT

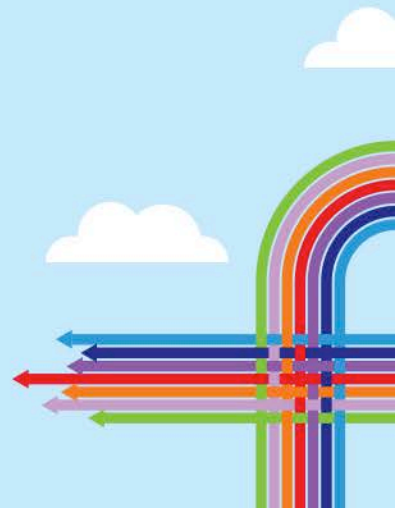
**OTHER – Related to customer experience (please explain)**





# What matters for future LRT?

What is important to you when deciding where to  
build the LRT in Edmonton?



# LRT for the future

Growth of the LRT network



# What are we doing?

- The City is developing a plan for construction of Edmonton's future LRT network
- We are evaluating the LRT Network to determine the order of construction and funding options
- A recommendation will be presented to Council in Spring 2016





# What matters for future LRT

- When making decisions on future LRT construction, what considerations are most important?
- Each group will be given 20 poker chips to prioritize the elements of a future transit system.
- Please explain **why** you picked your priorities.
- We will take **15** minutes for this discussion.



# Considerations for future LRT

Contributes to a greater **sense of community** through more opportunities for social interactions.

Creates the **best value for money** (cost per person) for the City of Edmonton's transportation investment.

Connects people with **major destinations** such as workplaces, universities, shopping areas, higher-density neighbourhoods and regional communities.

**Encourages development** of homes and businesses near transit stations and along major transit routes.

Increases the **number of people** who can get around the city more efficiently.


Provides transportation for **people who can't drive or can't afford to drive.**

Provides **all Edmontonians with a choice** of transportation options.

**Reduces environmental impact.**

**Supports the economy** by attracting people and jobs to the city.





**More information:**  
**[edmonton.ca/whatmovesyou](http://edmonton.ca/whatmovesyou)**

