



STRATHCONA COUNTY

# Transit Master Plan Update

DRAFT Working Paper #1: Existing Conditions



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## 1.0 Introduction

### 1.1 Study Purpose and Objectives

Dillon Consulting Limited was retained by Strathcona County Transit to conduct an update of the 2012 Transit Master Plan (TMP).

The purpose of this study is to develop a plan that will provide direction to the County on the delivery of transit service over a five to ten year period. This includes local transit services, Mobility Bus services, regional Inter-municipal services to Edmonton, and rural service. The plan includes:

- a comprehensive consultation strategy of both transit customers and residents that do not take transit;
- a review of existing conditions in relation to transit services and ridership, current policies in place, planned growth and improvements and other pertinent information;
- an understanding of the mobility needs of Strathcona County residents;
- a policy framework defined through a vision, mission and goals and service standards; and
- strategic directions and plans for all types of transit services.

The Study is split into three separate working papers.

**Working Paper #1: Existing Conditions Report:** Presents a review of the municipal context and transit system, system performance and key issues and opportunities to be addressed. A summary of key resident comments that participated in the first round of public engagement is also included. *This is the subject of this working paper.*

**Working Paper # 2: Policy Framework and Strategic Directions:** Presents the draft role of transit, vision, mission and goals and objectives that guide the development of future strategic directions. Service standards provide more specific guidance on how the transit system should be designed and how performance should be measured. Strategic directions are then provided which provide high level recommendations that Strathcona County Transit should consider over the next 10-years.

**Working Paper #3: Phasing and Implementation Plan:** Upon completion of the second round of public engagement, the policy framework and strategic directions will be revised and a more detailed phasing and implementation plan will be developed. *This is the subject of a future working paper.*

### 1.2 Working Paper#1 Outline

The purpose of this Working Paper is to set the stage for the overall Transit Master Plan. Section 2 summarizes the key community and stakeholder feedback during the first phase of public engagement. Section 3 identifies the existing Inter-municipal, local, and Mobility Bus services in Strathcona County in

terms of routes, hours of service, and transit facilities. Section 4 analyses the transit service through the performance indicators of ridership, productivity, and park-and-ride utilization. Section 5 examines patterns of current and future transit demand as Strathcona County and the Edmonton region continue to grow. Section 6 summarizes planned transportation improvements in transportation plans for the Edmonton region. This Existing Conditions Working Paper will inform the strategic directions of the Transit Master Plan moving forward through the process.

### 1.3 Municipal Context

Strathcona County is a specialized municipality located east of Edmonton in central Alberta within the Edmonton Metropolitan Region. Much of the County's population resides in Sherwood Park; an urban service area in Strathcona County located in close proximity to the City of Edmonton. According to the 2018 Municipal census, approximately 98,381 people live in Strathcona County, of which 71,332 (72.5%) people live in the Urban Service Area (Sherwood Park) and 27,049 (27.5%) live in rural areas of the County<sup>1</sup>. The Edmonton Metropolitan Region is the second fastest growing major Canadian Census Metropolitan Area in Canada<sup>2</sup>.

Employment in Strathcona County is unique in that there are significant commuting flows both to and from Edmonton. Major employment in the County includes multiple large oil refineries and petrochemical processing facilities that attract workers from Edmonton and rural areas in Strathcona County and across the Edmonton Metropolitan Region. Capital projects at these facilities can result in a large but temporary influx of additional workers for months or even years. There are also many retail and service sector jobs in Sherwood Park that are filled by workers from Edmonton.

At the same time, there are significant numbers of Strathcona County residents who commute to downtown Edmonton for employment with the provincial government and other office and professional work. The majority of the County workforce works in Edmonton rather than in the County itself. Edmonton is also the location of the post-secondary institutions that students from Strathcona County attend. Effective transportation into Edmonton is required to allow those students who prefer to live at home to make that choice.

Strathcona County has the vision of "Becoming Canada's most livable community" in the 2013 – 2030 Strategic Plan. This includes the goal of building an efficient and effective multi-modal transportation network. Strathcona County Transit is an integral part of the transportation network in the county. Transit must continue to evolve to serve the transportation needs of Strathcona County.

<sup>1</sup> <http://www.strathcona.ca/departments/legislative-legal-services/census/>

<sup>2</sup> [http://capitalregionboard.ab.ca/Website/media/PDF/REF/Application%20Archives/2017/Growth\\_Plan\\_Interactive\\_03-16.pdf](http://capitalregionboard.ab.ca/Website/media/PDF/REF/Application%20Archives/2017/Growth_Plan_Interactive_03-16.pdf)

## 2.0 Community Engagement

### 2.1 Engagement Strategy

Throughout the project, the project team engaged with participants in an open dialogue about the project using techniques to provide Input, Listen and Learn, Collaborate, and Empower, as appropriate. These levels of engagement are defined in Strathcona County's Public Engagement Continuum.

Throughout the Strathcona Transit Master Plan Update, a number of collaborative and interactive events, meetings and conversations about Strathcona County Transit have and are taking place between the project team and a diverse range of stakeholders. These include focus group discussions and meetings with Council, County departments, Transit staff, and regional partners. The project also included seven Public Engagement Events open to all residents of Strathcona County, an online survey, and a number of supportive activities designed to generate interest, awareness, excitement, and meaningful conversation.

The first phase of public engagement was held from February 27 to March 25, 2018. The focus of this phase was to establish the needs of Strathcona County with regards to transit. A summary of the results from this phase is included in **Section 2.2**. The second phase, *Setting the Policy Framework*, resulted in the creation of a Service Standards document outlined in Working Paper #2. The third is to develop the strategic directions and plans outlined in Working Paper #2. The draft policy framework and strategic directions will be shared with the Priorities Committee and the general public in late October 2018 in order to receive feedback and comments. Once refined, the plan will be finalized and the recommendations presented to Council in the final phase. The overall Community Engagement Plan for this project is shown in **Figure 1**.



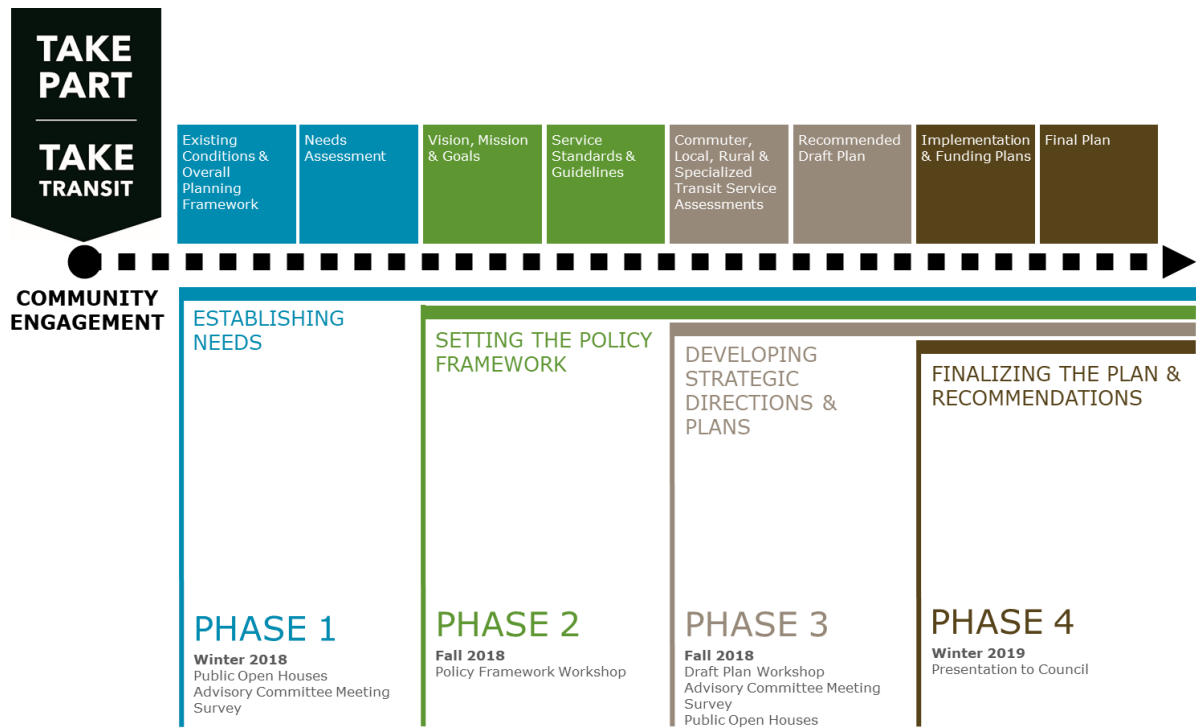


Figure 1 - Community Engagement for TMP

## 2.2 What We Heard

This section summarizes six key themes that were shared with the consultation team during the first phase of public engagement from February 27 to March 25, 2018. Meetings were held with the mayor, councillors, bus operators, a focus group of transit stakeholders, and through several public open houses. The team also rode on Strathcona County Transit buses and chatted with customers. All of these groups were asked about their priorities for the future direction of Strathcona County Transit in the following areas:

- Big Picture and Vision;
- Local Service;
- Regional Service;
- Mobility Bus Service;
- Rural Service; and
- Passenger Amenities.

For each of these six topics that were put forth for discussion, the results shared during the consultation are summarized below.

### Big Picture and Vision

- Transit has a social role to play in making Strathcona County accessible to all residents regardless of age or ability to drive a vehicle;

- Transit has an environmental role to play in reducing emissions and congestion;
- Electric or other alternatives to diesel buses should be considered and implemented if the cost is reasonable;
- Transit has an equity role to play in providing an affordable means of transportation for all residents regardless of means;
- Transit is an important service that allows people at all life stages (particularly youth, students, and seniors) to live in the community;
- Transit needs to continue to grow and evolve to meet changing transportation needs;
- Transit service is an important component of Sherwood Park developing as a more urban and walkable community in the future;
- Future Strathcona developments such as Cambrian and Bremner need to consider and incorporate transit service; and
- Strathcona County should not be afraid to be on the leading edge of new transit technologies but should avoid the unproven “bleeding edge”.

#### **Local Service**

- Most trips around Sherwood Park take unreasonably long by transit and require a transfer;
- The transit terminals are not destinations or located near to destinations;
- Actual destinations such as Millennium Place and Festival Place are awkward to access by transit;
- There is a negative perception of local buses running almost completely empty during the day;
- Service is poor in evenings and on weekends with reduced frequencies;
- It is more convenient to drive to the transit terminals rather than take local transit;
- Although local ridership is low, it is an important service and should continue to be provided; and
- Replacing some fixed-route service with on-demand service should be considered where appropriate, especially in the evenings and weekends.

#### **Regional Service**

- Inter-municipal service works very well for commuters to downtown Edmonton;
- Travel time is comparable to driving;
- The high cost of parking is a major incentive to take transit;
- Free parking and low-cost reserved parking at the transit terminals make it convenient to park-and-ride;
- Some combination of more parking, paid parking, or improvements to local service may be necessary to accommodate increasing demand for Inter-municipal service;
- Additional service is desired at the Ordze Transit Centre, especially continuing later in the evening;

- Additional service hours and frequency are desired for the University of Alberta main campus and Campus Saint-Jean in the evening (as evening transit schedules do not align with class schedules);
- There is no direct service to the University of Alberta on weekends;
- Spring/summer schedules for Inter-municipal buses are reduced for the University of Alberta service, which doesn't meet the needs of students taking classes and employees that work at the University of Alberta campus;
- Additional direct service to Northern Alberta Institute of Technology (NAIT) is desired;
- There is some demand for regional service between Sherwood Park and Fort Saskatchewan; and
- In the long-term, plans should be considered for a Rapid Transit connection between Sherwood Park and Edmonton;

### **Mobility Bus Service**

- Providing door-to-door service is essential;
- Need to evaluate the eligibility requirements and trip purpose restrictions for rural Mobility Bus passengers;
- There are a few rural riders who cannot access community events on weekends and would like Mobility Bus service expanded;
- Need better ways to contact Mobility Bus service;
- Not having to book rides well in advance (currently minimum 2 days) is desired;
- Fares should be standardized with conventional transit (this occurred July 1, 2018);
- Additional destinations in Edmonton are desired, particularly NAIT, University of Alberta in the evenings, and Misericordia Hospital;
- Mobility Bus should not have an 18+ age restriction;
- Mobility Bus attendants are required to pay a fare when riding the conventional service, but not the Mobility Bus service. This should be standardized between both systems; and
- People are open to the idea of using Mobility Bus vehicle to provide an integrated Mobility Bus and conventional transit service for customers in low demand areas (e.g. Rural Service Area) or periods. This would mean that the same Mobility Bus could provide on-demand door-to-door service for registered Mobility Bus customers, while accommodating on-demand stop-to-stop service for conventional passengers in the same vehicle when demand does not warrant the justification of a separate fixed-route service.

### **Rural Service**

- Some people are strongly in favour of providing transit service to rural areas of Strathcona County;
- Some people are willing to provide rural transit service only if the demand is there;
- Demand for rural transit service appears to be minimal outside of Mobility Bus users; and
- Ardrossan is the most likely candidate for connection to Sherwood Park as it grows, perhaps with a park-and-ride facility.

### Passenger Amenities

- Praise for the customer service and professionalism of drivers and staff;
- Praise for the high level of amenities on Strathcona County Transit buses such as air conditioning and plush seats;
- Offering modern communications with customers is critical, students are a key part of the transit market; and
- Wifi on buses (especially Inter-municipal Routes) is desirable if the cost is reasonable.

## 2.3 Online Survey

An online public survey was also developed and made available to the public between February 26 and March 25, 2018. Customers and residents were able to complete the survey online or on iPads set up at the transit terminals, engagement events, and municipal facilities. The survey was very successful with over 1,000 responses, of which just over 800 were complete.

The survey captured a range of demographic perspectives with participants from the following age groups:

- under 18 (2.2%);
- 18-24 (18.5%);
- 25-44 (33.3%);
- 45-64 (35.4%);
- 65 and older (8.4%); and
- N/A (2.1%).

The majority of respondents (77.5%) live in Sherwood Park, with the remainder live in the Rural Service Area of Strathcona County (16.3%), the City of Edmonton (4.0%) or other (2.2%). Of those who completed the survey:

- 42.6% take Strathcona County Transit regularly (5-7 times a week);
- 7.8% take Strathcona County Transit occasionally (1-4 times a week);
- 9.4% take Strathcona County Transit infrequently (less than once a week);
- 24.7% have not taken Strathcona County Transit in the past three months; and
- 15.4% never take Strathcona County Transit.

A detailed summary of the survey results is provided below.

### 2.3.1 Role of Transit in the Community

The community was asked about their perceptions of public transit and their views on the role transit should play in the County.

Most residents expressed a positive perception of public transit and its role in society. The majority of participants agreed that public transit is of value to their community and is a good investment of tax dollars, whether they use it or not. Public transit is also seen as a catalyst for other community benefits and should be expanded to promote economic development, quality of life and the environment. Regardless of the benefits of public transit, the majority do not think that it should be made more difficult to drive a car in order to encourage the use of public transit.

The question around raising taxes to increase transit service did not generate a common public opinion. The most common responses from the 871 participants are as follows:

- 77.3% agree (37.3% somewhat, 36.4% strongly) that public transit should be expanded to help the environment;
- 73.1% agree (36.7% strongly, 36.4% somewhat) that Strathcona County should actively encourage residents to make more environmentally sustainable transportation choices;
- 71.3% disagree (47.4% strongly, 23.9% somewhat) that it should be made more difficult to drive a car in order to encourage people to use transit;
- 69.5% agree (40.2% somewhat, 29.3% strongly) that public transit contributes to the economic well-being of my community;
- 71% agree (42.0% somewhat, 29.2% strongly) that public transit provides good value for the investment of local tax dollars;
- 86.4% agree (39.7% somewhat, 46.7% strongly) that my community benefits from having good public transit, whether I use it or not; and
- 40.6% agree (26.6% somewhat, 14.0% strongly), 36% disagree (18.3% strongly, 17.7% somewhat) and 23.4% did not agree nor disagree that they would support higher local taxes to increase transit service.

### 2.3.2 System Design Questions

The survey included a number of questions that probed high-level system design considerations. Designing transit systems often result in trade-offs as the individual needs of all passengers cannot be fully met when designing a public service that promotes shared rides. The purpose of these questions was to understand customer preferences on strategic decisions about the system design. The questions and responses are noted in **Table 1**.

For a number of system design questions, the responses were fairly split, showing no clear preference in how the service should be designed. There were two areas where respondents showed a preference in direction the study should take:

Table 1 - System Design Input from On-line Survey

Topic	Majority preference	Minority preference
<b>Direct Travel vs. Shorter Walking Distance</b>	Direct and frequent routes along major roads with few deviations onto local streets (longer walks to bus stops to access faster bus services are acceptable) <b>51.8%</b>	Service closer to my home and/or final destination (short walks to bus stops - less than 5 minutes - are needed even if it results in less direct and longer travel times) <b>48.2%</b>
<b>Peak Period Service. Vs. Off-Peak Service</b>	More frequent weekday peak service(6:00 am – 9:00 am and 3:00 pm – 6:00 pm) <b>52.4%</b>	Later service in the evenings and more weekend service <b>47.6%</b>
<b>Current Fares vs. Service Improvements</b>	Service improvements, such as more frequent service or extended hours of service (which may require periodic increases to passenger fares) <b>55.1%</b>	Passenger fares remaining low (which may result in existing level of service remaining the same) <b>44.9%</b>
<b>Transit Terminal Parking vs. Transit Terminal Local Service</b>	Frequency and convenience of local transit service is improved to avoid having to expand parking and introducing a parking fee <b>76.2%</b>	The number of parking spaces are expanded, even if that involves introducing parking fees to help pay for the expansion <b>23.8%</b>
<b>Rural Transit Service</b>	A rural park and ride lot be built with a more frequent fixed-route bus connection to the Bethel Transit Terminal and/or Ordze Transit Centre <b>53.7%</b>	An accessible on-demand shared ride service be introduced in the rural areas of Strathcona County where customers call or use smart phone apps to schedule a pick-up and connection to the Bethel Transit Terminal and/or Ordze Transit Centre <b>46.3%</b>
<b>Off-Peak Transit Service</b>	An on-demand shared ride service where customers call or use smartphone apps to schedule a pick-up <b>64.2%</b>	A fixed-route bus service that operates infrequently (e.g. every hour) <b>35.8%</b>

9.9% or less difference in opinion

10-49.9% difference in opinion

50% or greater difference in opinion

**Access to the Two Transit Terminals**

A clear majority of respondents prefer improving local transit service instead of increasing the number of parking spaces. Parking at both terminals is at capacity during the Fall and Winter periods.

**On-Demand Shared-Ride Service**

Most respondents are interested in exploring the option of an on-demand shared-ride service over the existing fixed-route structure in Sherwood Park.

**Service Improvements**

Service improvements were also seen as a priority, even if it means an increase in passenger fares over maintaining the existing status quo and not raising fares.

**2.3.3 Transit Fares**

Participants were asked the extent to which they agree or disagree with a number of transit fare related questions. A pronounced majority of participants (73.8%) agreed that fares should be set to encourage environmentally sustainable travel choices and should be lowered to encourage transit ridership (55%). In line with the above two questions, only 19% of respondents agree with the statement that fares should be higher to support funding from taxpayers. The use of electronic fare cards was primarily seen as a positive way to encourage passengers to ride more often (47% agree). There were mixed feelings about raising fares to help fund improved transit service.

**2.3.4 Parking at Transit Terminals**

Participants were asked about their views of parking at transit terminals. Most participants agreed that park-and-ride lots should be introduced in rural areas (66%), likely to alleviate some of the demand at the two existing terminals. For the two existing park-and-ride lots, approximately 45% of respondents indicated that they would support the County to encourage walking, cycling or buses to the transit terminals rather than invest in additional park-and-ride options (32% disagreed).

The idea of charging parking fees at the Bethel and Ordze Transit terminals were mixed. Forty-three percent (43%) of respondents support this initiative if local bus services are improved while 43% would not support this action (the remaining are undecided). When asked the question about parking fees without mention of corresponding local transit improvements, only 28% supported this strategy while 57% would not support this strategy.

8. Transit Fares. To what extent do you agree or disagree with the following statements?

	Strongly Disagree	Disagree Somewhat	Neither Agree nor Disagree	Agree Somewhat	Strongly Agree	Responses
Fares should be increased annually to help fund improved transit service						
Count	99	202	215	304	50	870
Row %	11.4%	23.2%	24.7%	34.9%	5.7%	
Fares should be set to encourage environmentally sustainable travel choices						
Count	39	65	133	394	239	870
Row %	4.5%	7.5%	15.3%	45.3%	27.5%	
Electronic fare cards (smartcards) would encourage me to ride transit more often						
Count	123	78	264	227	178	870
Row %	14.1%	9.0%	30.3%	26.1%	20.5%	
If some passengers pay more, it is acceptable to provide them a higher level of service						
Count	204	196	170	199	101	870
Row %	23.4%	22.5%	19.5%	22.9%	11.6%	
Fares should be lower, to encourage transit ridership						
Count	37	112	242	296	183	870
Row %	4.3%	12.9%	27.8%	34.0%	21.0%	
Fares should be higher, to reduce funding support from taxpayers						
Count	135	304	264	116	51	870
Row %	15.5%	34.9%	30.3%	13.3%	5.9%	
Totals						
Total Responses						870

Figure 2 - Transit Fare Responses from On-line Survey



## 9. Parking at Transit Terminals. To what extent do you agree or disagree with the following statements?

	Strongly Disagree	Disagree Somewhat	Neither Agree nor Disagree	Agree Somewhat	Strongly Agree	Responses
The County should strongly encourage customers to walk, cycle or use local buses rather than using the park and ride lots Count Row %	106 12.2%	174 20.0%	200 23.0%	256 29.4%	134 15.4%	870
Charging a fee to park is acceptable as long as local bus connections are improved Count Row %	217 24.9%	165 19.0%	114 13.1%	265 30.5%	109 12.5%	870
Parking fees should be introduced at the Bethel Transit Terminal and Ordze Transit Centre to help manage parking demand at these locations Count Row %	310 35.6%	186 21.4%	134 15.4%	166 19.1%	74 8.5%	870
Park and ride lots should be introduced in rural areas Count Row %	37 4.3%	65 7.5%	189 21.7%	363 41.7%	216 24.8%	870
Totals Total Responses						870

Figure 3 - Transit Terminal Parking Responses from On-line Survey

### 2.3.5 Views of the Existing Local Service

Existing local transit customers provided 323 survey responses. Customers were asked a number of questions about why they use the service, their existing experience on the service, and what improvements could be made to make them use the service more often. The top ranking responses in this section are based on the number of times that participants selected a response and the rank that it was assigned. For example, the top choice for using local service was ranked by participants a total of 175 times, and it received a cumulative score of 443 points based on the number of times that participants ranked it as their top reason (3 points), second reason (2 points), or third reason (1 point).

The top five reasons and scores for using the local service were:

- Local transit allows me to avoid parking hassles when connecting to an Inter-municipal Route to Edmonton (443 score);
- Local transit service is more affordable than driving (228 score);
- Local transit allows me to avoid the hassle of parking (225 score);
- Taking transit is better for the environment (184 score); and
- Local transit service is convenient (155 score).

Improvements that passengers would like to see include:

- Shorter travel time/more direct service (349 score);
- Increased frequency of weekday daytime service (330 score);
- More reliable service (buses arrive on time) (266 score);
- Increased frequency of weekday evening service (264 score); and
- Better understanding of current routes and services (251 score).

### 2.3.6 Views of the Existing Inter-municipal Service

Existing Inter-municipal Route customers provided 495 responses, of which 466 (94.1%) have taken Strathcona County Transit's Inter-municipal Route service to Edmonton at least once in the past three months. Customers were asked a number of questions about why they use the service, their existing experience on the service, and what improvements could be made to make them use the service more often. The top ranking responses in this section are based on the number of times that participants selected a response and the rank that it was assigned. For example, the top choice for using the service was ranked by participants a total of 343 times, and it received a score of 813 points based on the number of times that participants ranked it as their top reason (3 points), second reason (2 points), or third reason (1 point).

The top five reasons and scores for using the service were:

- Inter-municipal transit allows me to avoid the hassle or cost of parking (813 score);
- Inter-municipal transit service is more affordable than driving (640 score);
- Inter-municipal transit service provides direct service to my destination (303 score);
- Riding Inter-municipal transit is comfortable/relaxing (302 score); and
- Inter-municipal transit service is convenient (237 score).

Improvements that passengers would like to see include:

- Increased frequency of weekday daytime service (381 score);
- Increased frequency of weekday evening service (309 score);
- Increased frequency of Saturday service (207 score);
- More reliable service (buses arrive on time) (257 score); and
- Lower transit fares (249 score).

### 2.3.7 Use of Mobility Bus Service

Out of 495 participant responses, 9 (1.8%) said that they are registered for Strathcona County Transit's Mobility Bus service. These existing Mobility Bus service customers were asked about the purpose of their trips, the reasons for those trips and what improvements they would like to see. Most participants use the service to make trips for personal use and provides customers of varying accessibilities with independence. The prioritized improvements that customers want to see include reduced fares and improved service (holidays, hours, convenient booking confirmation). Note: the number indicated beside each bullet represents the cumulative score based on number of responses and ranking of each answer.

The top five purposes for using the Mobility Bus service were:

- Travel to/from shopping or services in Sherwood Park (6 responses);
- Travel to/from personal visits, dining, entertainment in Sherwood Park (5 responses);
- Travel to/from medical appointments in Sherwood Park (4 responses);
- Travel to/from medical appointments in Edmonton (3 responses); and
- Travel to/from schools or work in Sherwood Park or Edmonton (2 responses).

The top five reasons and scores for using the Mobility Bus service were:

- Mobility Bus provides me with independence (12 score);
- I am not able to drive (10 score);
- Mobility Bus service provides direct service to my destination (8 score);
- Mobility Bus service is more affordable than taxis (7 score); and
- Mobility Bus service is convenient (4 score).

Improvements and scores that passengers would like to see:

- Reduced fares (11 score);
- Holiday service (8 score);
- Service hours in Sherwood Park (7 score);
- Service hours in rural areas (6 score); and
- Booking confirmation through phone/email/text (4 score).

### 2.3.8 Fixed-route Transit Service Accessibility Review

Participants were asked to identify areas for accessibility improvements on the fixed-route transit. Note: the number indicated beside each bullet represents the cumulative score based on number of responses and ranking of each answer.

The top three accessibility improvements and scores were:

- Flexible routing that allows pick-ups and drop-offs closer to desired destinations (12 score);
- More wheelchair-accessible bus stops (larger paved surfaces connected to sidewalks) (12 score); and
- Travel training (free program that trains Mobility Bus clients to use the Strathcona County Transit fixed-route service) (7 score).

### 2.3.9 Comments from Residents that do not use Strathcona County Transit

The 349 survey participants who do not take Strathcona County Transit were asked for the reason why they do not use the service and what improvements could be made to get them to use the service. Increasing convenience, reducing travel time and providing better information of current routes and services were top priorities for improving Strathcona County Transit local and commuter service. Note: the number indicated beside each bullet represents the cumulative score based on number of responses and ranking of each answer.

The top three reasons for not using Strathcona County Transit and scores were:

- I own a car and prefer to drive (482 score);
- I need a car for my job or after work/school activities (390 score); and
- Travel times are far too long on the bus (226 score).

The top five improvements that would get participants to use Strathcona County Transit local service and scores were:

- Shorter travel time (more direct service) (343 score);
- Better understanding of current routes and services (298 score);
- Access to destinations in rural Strathcona County (197 score);
- Lower transit fares (181 score); and
- Bus stops located closer to my home or destination (164 and 150 score).

The top five improvements that would get participants to use Strathcona County Transit Inter-municipal service and scores were:

- Better understanding of current routes and services (315 score);
- Shorter travel time (more direct service) (241 score);
- Better connections to Edmonton Transit Services (205 score);
- Lower transit fares (198 score); and
- Service to other destinations in Edmonton (141 score).

## 3.0 Existing Transit System

This section provides an overview of existing transit service in place in Strathcona County on a local and inter-municipal level. The overview of the routes, service and market is based on data received from Strathcona County Transit as well as information collected through the community engagement strategy.

Strathcona County Transit operates a reservation based demand responsive service for persons with disabilities (Mobility Bus) and two conventional fixed transit services: Local and Inter-municipal Routes. Local Routes serve the Sherwood Park community, while Inter-municipal Routes connect Sherwood Park to Edmonton. Prior to the summer of 2016, Strathcona County Transit also operated a local dial-a-bus service during the evenings and weekends. This service has since been replaced by fixed-route service.

### 3.1 Local Services

The local service is designed to connect residents of Sherwood Park to one or both of the two transit terminals, providing opportunity for passengers to connect to the Inter-municipal Routes or other Local Routes in the system, and to provide access to a number of destinations within Sherwood Park, including schools, retail areas and employment opportunities. The route structure is designed as a fixed-route service which balances the need for coverage to residential neighbourhoods and direct connectivity to one or both of the transit terminals.

#### 3.1.1 Route Network

There are 11 local routes and six peak hour variations (denoted with an “A” or “B” after the route number) currently in operation. The majority of routes connect to the Bethel Transit Terminal and three routes also connect to the Ordze Transit Centre. The existing route structure is illustrated in **Figure 4**.

The local routes operated by Strathcona County Transit in the daytime are:

- **Route 420:** This route connects Strathmoor Industrial Park, Sherwood Business Park, and Millennium Place to Bethel Transit Terminal via Premier Way and Broadmoor Boulevard;
- **Route 430:** This route connects Palisades, Archbishop Jordan Catholic High School, Emerald Hills, Summerwood, Davidson Creek, Lakeland Ridge, Cloverbar Ranch and Charlton Heights to Bethel Transit Terminal;
- **Route 431:** This route links Charlton Heights, Cloverbar Ranch, Lakeland Ridge, Davidson Creek, Summerwood, Emerald Hills, Archbishop Jordan Catholic High School and Palisades to Bethel Transit Terminal. It follows the same route as Route 430 in the opposite direction to provide two-way service;
- **Route 432:** This route provides the connections between Aspen Trails and Summerwood to Bethel Transit Terminal along Sherwood Drive and Lakeland Drive;

- **Route 433:** This route connects Bethel Transit Terminal to Charlton Heights, Chelsea Heights, Lakeland Ridge, Clarkdale Meadows and Davidson Creek;
- **Route 433A:** This route joins the neighbourhoods of Charlton Heights, Lakeland Ridge, Chelsea Heights, Clarkdale Meadows, Davidson Creek and Archbishop Jordan Catholic High School which is primarily run to connect residents to schools;
- **Route 440:** This route connects Bethel Transit Terminal to Glen Allan, Craigavon, Heritage Hills communities via Baseline Road, Craigavon Drive and Highcliff Road;
- **Route 441:** This route serves Bethel Transit Terminal and Ordze Transit Centre at the start or end of the trip and serves the neighbourhoods of Foxboro, Foxhaven, Regency Park, and Salisbury Village along Clover Bar Road, Foxhaven Drive and Regency Drive;
- **Route 441A:** This route services the communities of Foxboro, Foxhaven, Regency Park in the southbound direction in the counter-clockwise direction in the morning and the clockwise direction in the evening to connect with Bethel Transit Terminal;
- **Route 442:** This route primarily serves the community of Nottingham and a major retail destination – Sherwood Park Mall to Bethel Transit Terminal via Sherwood Drive and Granada Boulevard;
- **Route 443:** This route services Bethel Transit Terminal and Ordze Transit Centre. The route also connects the communities of Glen Allan, Centre in the Park, Brentwood, Maplewood, Maplegrove and Sherwood Heights;
- **Route 443A:** This route connects the neighbourhoods Brentwood, Maplewood, Maplegrove, Sherwood Heights and Centre in the Park to Bethel Transit Terminal. This route runs in a counter-clockwise direction in the morning and clockwise in the evening;
- **Route 443B:** This route connects the communities of Broadmoor Estates and Glen Allen to Sherwood Park Mall and Bethel Transit Terminal along Georgian Way, Granada Boulevard and Oak Street during peak periods;
- **Route 450:** This route connects Bethel Transit Terminal to Centre in the Park and Sherwood Park Mall along Oak Street and Cranford Way;
- **Route 451:** This route terminates at both Bethel Transit Terminal and Ordze Transit Centre and connects the communities of Mills Haven, Broadmoor Centre, Woodbridge, Westboro and Village on the Lake;
- **Route 451A:** This route connects Bethel Transit Terminal to Woodbridge, Westboro and Village on the lake during peak periods; and
- **Route 451B:** This route connects the communities of Mills Haven and Broadmoor Centre to Bethel Transit Terminal during peak periods.

The existing evening and weekend route structure is illustrated in **Figure 5**.

The local routes operated by Strathcona County Transit in the evenings and weekends are:

- **Route 490:** This service connects the northwest areas of Sherwood Park including Bethel Transit Terminal to Sherwood Business Park, Strathmoor Industrial Park, Emerald Hills, Summerwood, Davidson Creek and Aspen Trails;
- **Route 491:** The service connects the northeast areas of Sherwood Park including Bethel Transit Terminal to Cloverbar Ranch, Lakeland Ridge, Emerald Hills, Summerwood, Davidson Creek, Clarkdale Meadows, Chelsea Heights and Charlton Heights;
- **Route 492:** This route serves the southeast quadrant of Sherwood Park including Bethel Transit Terminal, Nottingham, Regency, Foxboro/Foxhaven, Heritage Hills, Craigavon, Glen Allan, and Sherwood Park Mall;
- **Route 493:** This service serves the southwest of Sherwood Park including Bethel Transit Terminal, Glen Allan, Centre In The Park, Sherwood Park Mall, Maplegrove, Brentwood, Sherwood Heights and Oak Street; and
- **Route 494:** This route also services the southwest including Bethel Transit Terminal, Mills Haven, Broadmoor Centre, Woodbridge, Westboro, Village on the Lake, Ordze Transit Centre, Wye Road, Granada Blvd, and Sherwood Park Mall.



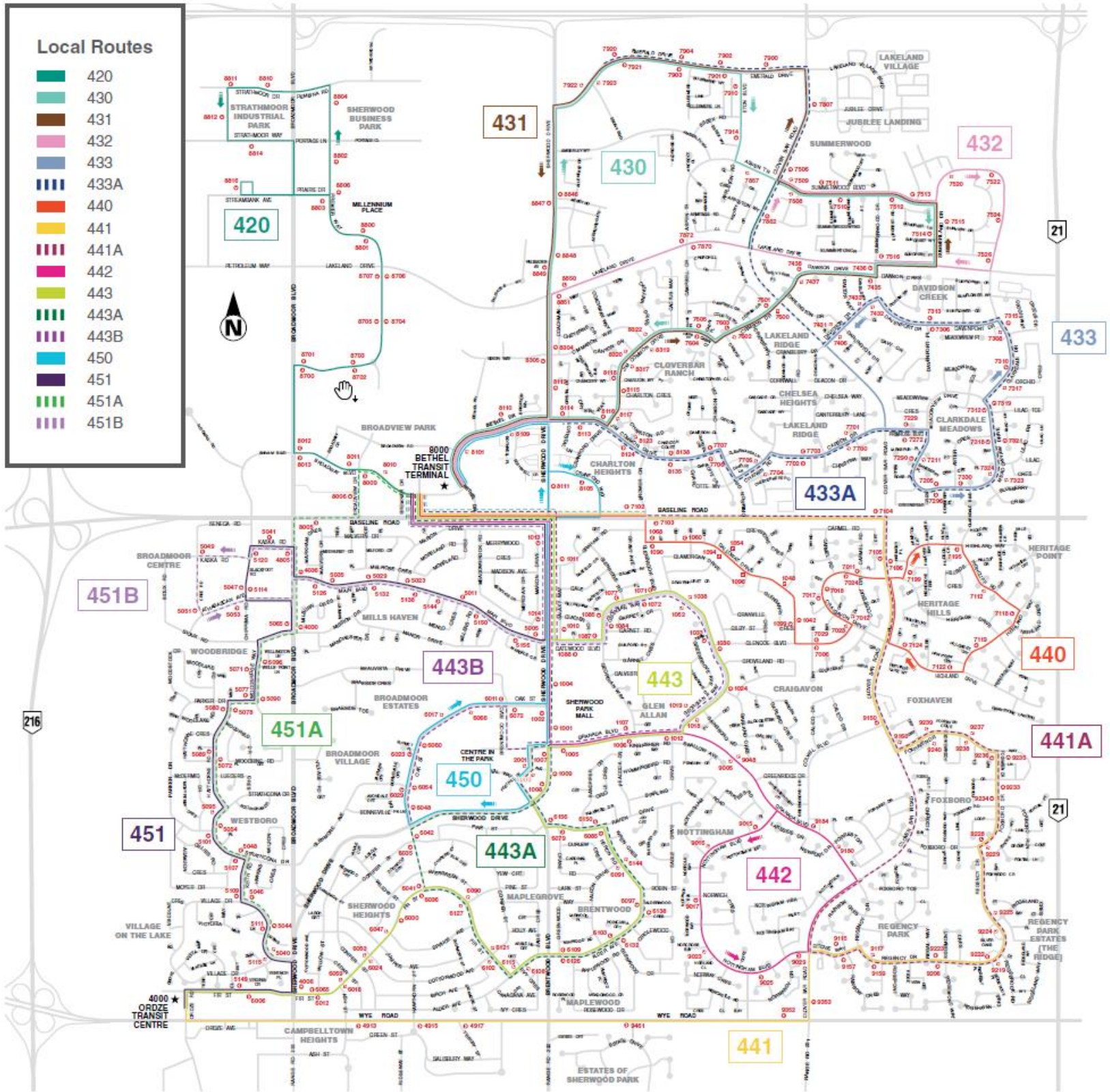


Figure 4 - 2017 Local Weekday Daytime Routes



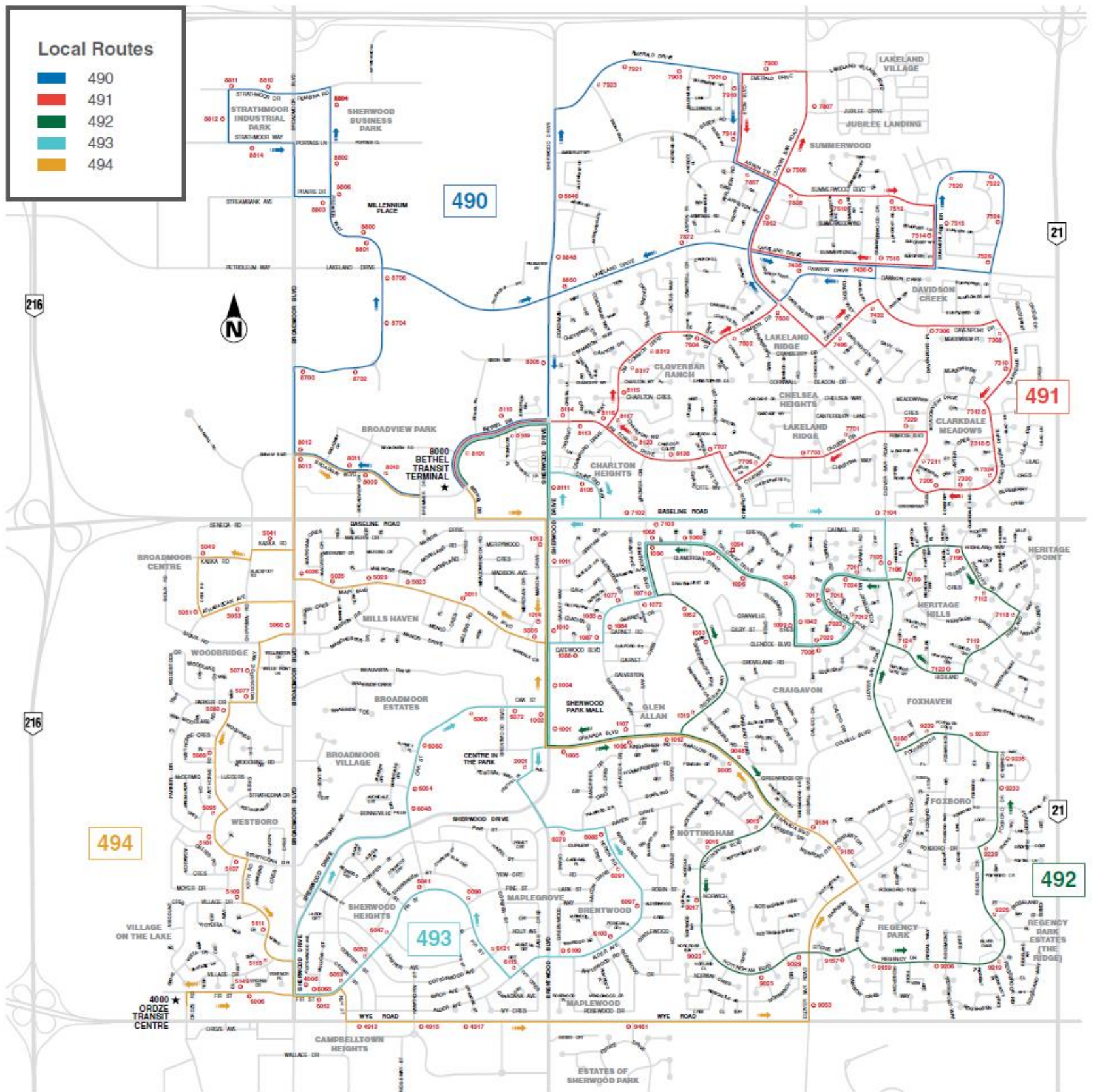


Figure 5 - 2017 Local Evening and Weekend Routes

### 3.1.2 Resource and Service Levels

Local Routes operate from Monday to Friday, between 5:30 am and 7:15 pm. **Table 2** outlines the route characteristics, including the service hours, headway, peak bus requirements and daily revenue vehicle hours. Service is reduced during the evening period, with only five routes in operation, as shown in **Figure 5**.

**Table 2 - Local Transit Weekday Resource Levels**

Route	Span of Service	Daily Revenue Vehicle Hours	Peak Headway	Off-Peak Headway	Peak Bus Requirement
420	6:45 - 19:15	13.0	30	30	1
430	5:30 - 18:45	16.6	15 (AM only)	30	2
431	6:00 - 19:15	17.2	15 (PM only)	30	2
432	6:00 - 19:15	13.4	30	30	1
433	5:30 - 19:15	19.1	15	30	2
433A	8:00 - 8:20 and 15:20 - 15:40	1.5	Single Trip	Not Applicable	2
440	5:30 - 19:15	19.3	15	30	2
441	6:00 - 19:15	26.5	30	30	2
441A	5:30 - 9:00 and 15:30 - 18:15	6.4	30	Not Applicable	1
442	5:30 - 19:15	19.4	15	30	2
443	5:45 - 19:15	27.3	30	30	2
443A	5:30 - 9:00 and 16:00 - 18:15	5.7	30	Not Applicable	1
443B	5:30 - 9:00 and 16:00 - 18:15	3.8	30	Not Applicable	1
450	6:00 - 19:15	13.4	30	30	1
451	5:45 - 19:15	27.5	30	30	2
451A	5:45 - 9:00 and 16:00 - 18:15	3.1	30	Not Applicable	1
451B	5:30 - 9:00 and 16:00 - 18:30	6.0	30	Not Applicable	1

## 3.2 Inter-municipal Routes

The spine of the Strathcona County Transit system is the Inter-municipal Route service, which connects residents to key destinations in Edmonton from the two transit terminals and park-and-ride lots in Sherwood Park: the Bethel Transit Terminal and Ordze Transit Centre. There are six Inter-municipal Routes providing this service, utilizing double decker buses operating frequently during the weekday AM and PM peak periods. These services are very direct, with limited stops in Sherwood Park and Edmonton. Ridership on this service has been steadily growing over the past decade.

### 3.2.1 Route Network

The Inter-municipal Routes operated by Strathcona County Transit are:

- **Route 401:** This route connects Ordze Transit Centre to Edmonton City Centre and MacEwan University along Connors Road, 100 Street, and 103 Avenue (weekdays);
- **Route 403:** The route connects Ordze Transit Centre to Government Centre and MacEwan University along 107 Street (weekdays);
- **Route 404:** This route connect Ordze Transit Centre to University of Alberta via 82 Avenue (weekdays);
- **Route 411:** This route connects Bethel Transit Terminal to MacEwan University and Edmonton City Centre along 100 Street, 104 Avenue and 107 Street (weekdays, weekends);
- **Route 413:** This route connects Bethel Transit Terminal to Government Centre and MacEwan University along 107 Street. The route also includes a second pattern which services Northern Alberta Institute of Technology (NAIT) along 109 and 106 Street (weekdays); and
- **Route 414:** This route connects Bethel Transit Terminal to the University of Alberta via Waterdale Hill, 87 Avenue, Groat Road and River Valley Road (weekdays).

These routes are illustrated in **Figure 6**.

### 3.2.2 Resource and Service Levels

Inter-municipal service operates all week, from Monday to Friday between 5:45 am and 7:40 pm on most routes. Route 414 also provides weekday service until 10:10pm and Route 411 also provides weekday service until 12:10am. All Inter-municipal Routes run only during weekdays with the exception of Route 411 which also runs on Saturdays and Sundays.

**Table 3** outlines the route characteristics, including the service hours, headway, peak bus requirements and daily revenue vehicle hours.

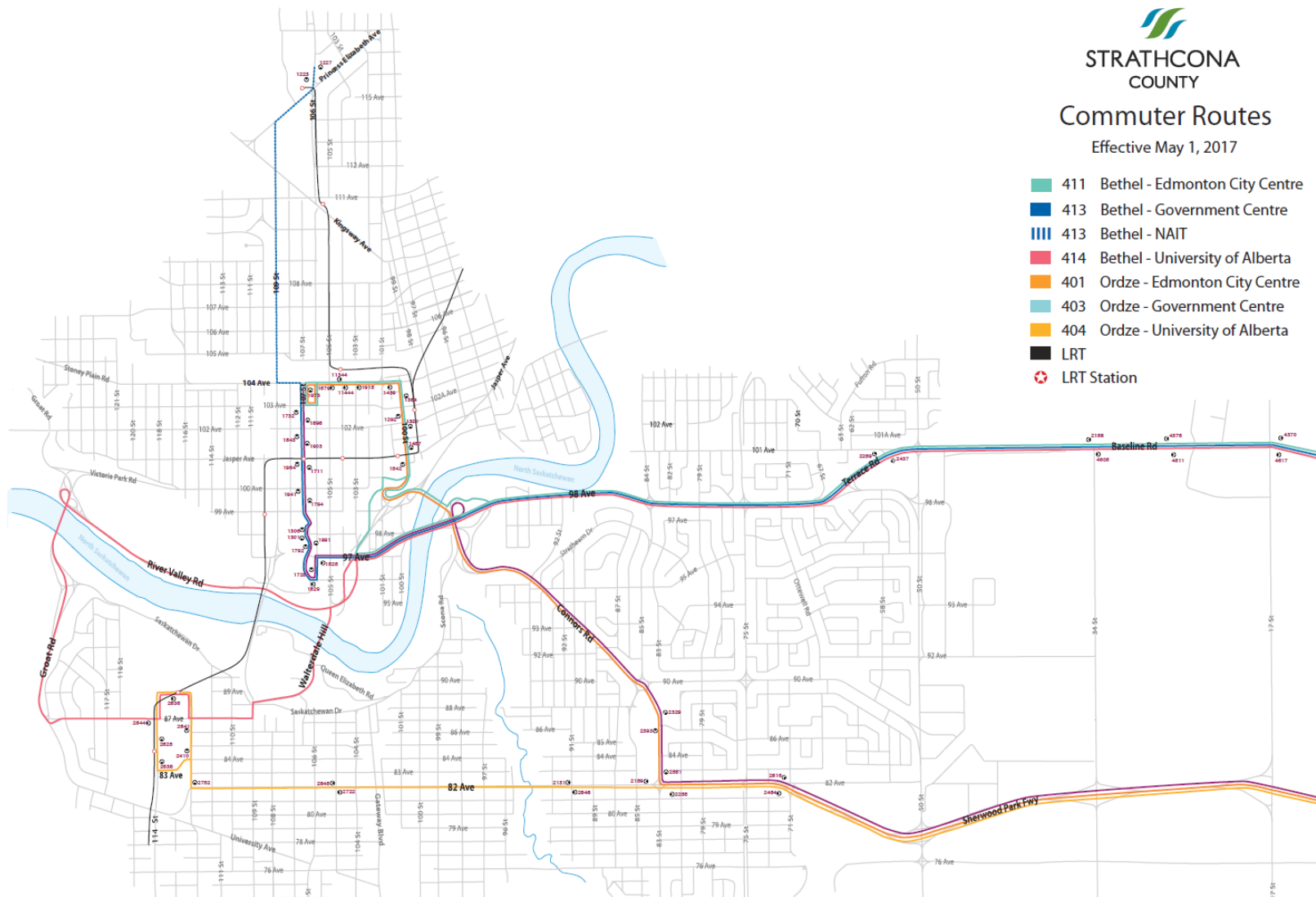


Figure 6 - 2017 Inter-municipal Routes



Table 3 - Inter-municipal Weekday Route Characteristics

Route	Span of Service	Daily Revenue Vehicle Hours	Peak Headway	Off-Peak Headway	Peak Bus Requirement
401	5:45 - 19:40	21.9	30	60	3 (PM only)
403	7:15 - 7:47 and 16:38 - 17:10	1.2	Single Trip	Not Applicable	1
404	5:45 - 19:10	21.3	30	60	3 (PM only)
411	5:45 – 00:10	49.8	15	30/60	7
413	6:45 – 18:10	14.3	15	Not Applicable	7
414	6:15 – 19:10	45.5	15	30/60	7

### 3.3 Mobility Bus Services

Strathcona County Mobility Bus provides specialized transit service to eligible Strathcona County residents with disabilities or mobility challenges for travel within Sherwood Park, between Sherwood Park and Edmonton, and between rural areas and Sherwood Park or Edmonton.

#### 3.3.1 Service Areas

Mobility Bus provides service:

- within Sherwood Park;
- between rural areas of Strathcona County and Sherwood Park;
- between Sherwood Park and certain areas of Edmonton;
- between rural areas of Strathcona County and certain areas of Edmonton; and
- supplemental destinations, including the Royal Alexandra Hospital, Glenrose Rehabilitation Hospital, HYS Medical Centre, Grey Nuns Hospital, Cross Cancer Institute, General Hospital, Northgate Centre, Buchanan Centre, MS Society, and Shopper’s Medical Supply.

The Sherwood Park service area is shown in **Figure 7** and the Edmonton service area is shown in **Figure 8**. It includes destinations within 400 metres of fixed-route bus stops in the Downtown core and University of Alberta areas, as well as Capilano Mall and Bonnie Doon Mall. The remainder of Strathcona County outside the Sherwood Park service area falls under the Rural Service Area. The Rural Service Area does not receive service on weekends or holidays.

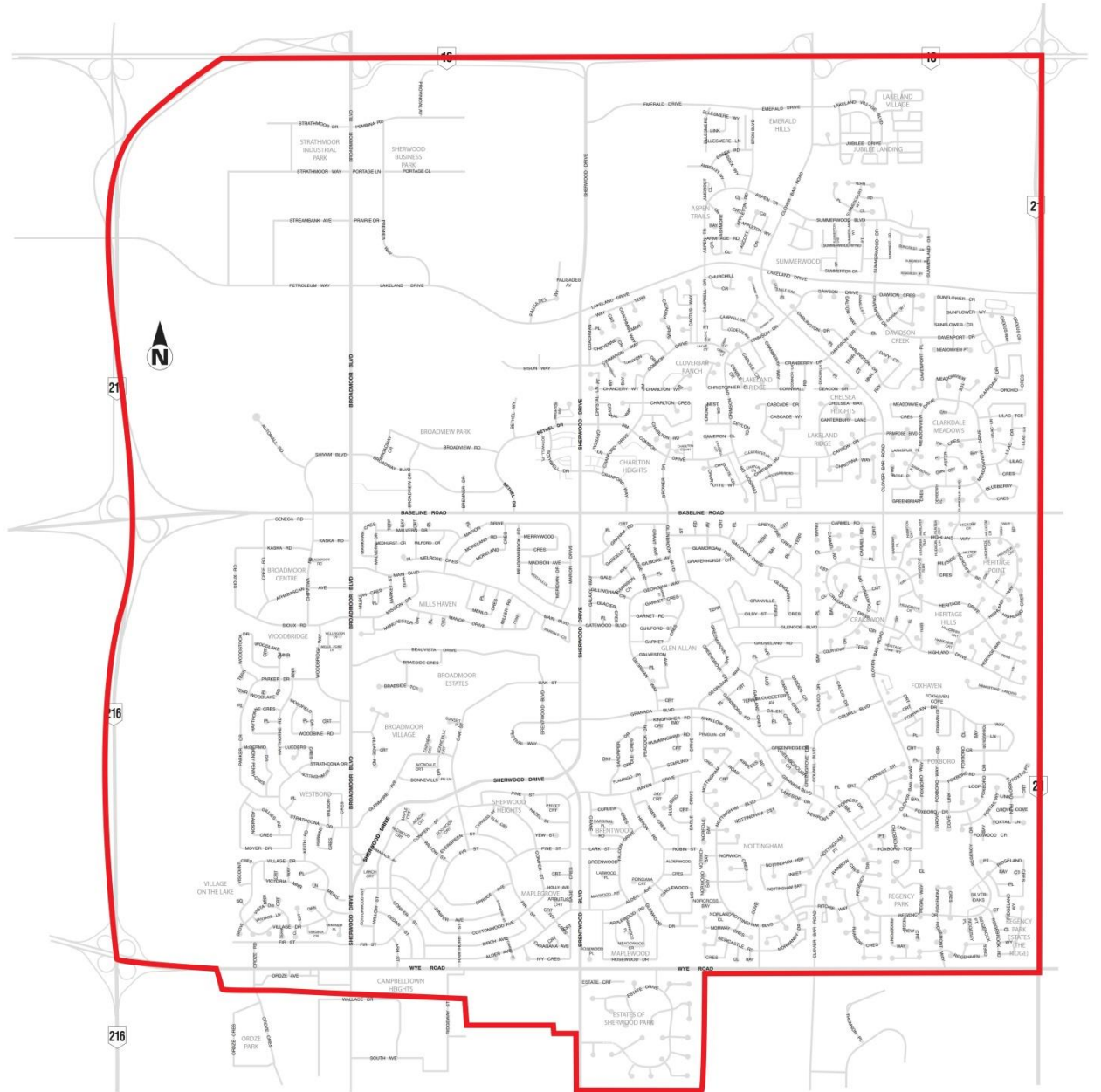


Figure 7 - Mobility Bus Service Area in Sherwood Park



**Figure 8 - Mobility Bus Service Area in Edmonton**

### 3.3.2 Hours of Operation

Within Sherwood Park and Edmonton, Mobility Bus operates Monday to Saturday from 6:00 am to midnight, and Sunday from 7:00 am to 8:00 pm (excluding statutory holidays). This generally aligns with the hours of operation for the Local and Inter-municipal conventional transit routes.

Within the rural service area, Mobility Bus operates Monday to Friday from 6:00 am to 10:00 pm (excluding statutory holidays). There is no conventional transit provided in the Rural Service Area.

### 3.3.3 Eligibility and Registration

Mobility Bus is available to persons 18 years of age or older, who are able to demonstrate that they are not able to use the fixed-route bus service. Eligibility is considered on a case-by-case basis – it is not based on any particular disability or income level, or the availability of accessible public transit in any area.

There are three categories of eligibility for Mobility Bus services:

- Conditional Eligibility, wherein Mobility Bus can only be used for trips which the passenger could not use fixed-route transit (e.g., winter only, night-time only);
- Temporary Eligibility, wherein Mobility Bus can only be used for a limited period of time (e.g., post-surgery, while visiting); and



- Unconditional Eligibility, which does not impose any restrictions on the passenger.

Interested persons can apply to become a Mobility Bus registrant through an application form, which includes several questions on the applicant's level of mobility and accessible needs. Part of the form must be completed by a healthcare professional.

### 3.3.4 Reservations and Scheduling

Registrants must call the Mobility Bus dispatch office to book a trip. The office is open Monday to Friday between 8:00 am and 5:00 pm, excluding statutory holidays. Mobility Bus requires that client's book two days in advance, and recommends that registrants book as early as possible to guarantee the trip. If registrants request same-day trips, Mobility Bus will accommodate where possible.

Registrants can book subscription trips for trips that are:

- Taken between the same origin and destination;
- Taken at the same time for every trip;
- Taken at least once per week; and
- Taken for at least four weeks in a row.

Registrants only have to call in once to book subscription trips – all following trips in the subscription are scheduled at once.

When a trip is booked, the Mobility Bus scheduler provides the registrant with the pick-up time. A pick-up window of 15 minutes before and after the pick-up time applies – meaning that the bus may arrive up to 15 minutes earlier or 15 minutes later than the designated pick-up time.

### 3.3.5 Policies and Procedures

Mobility Bus maintains the following policies with regard to safety:

- All locations served by Mobility Bus must be accessible (having no more than one step at an entrance);
- It is the client's responsibility to provide a ramp where there is more than one step;
- To ensure the safety of passengers and operators, temporary or portable ramps are not acceptable;
- All locations must be kept free of snow and ice or Mobility Bus will not be able to provide service;
- It is mandatory to use a securement safety system for any mobility aides and to wear a seatbelt/shoulder belt; and
- All mobility aids must be secured using the restraint systems provided. Operators will not provide service to anyone who is not secured.

### 3.3.5.1 Personal Care Attendant and Companion Policy

Mobility Bus allows mandatory attendants to travel with the Mobility Bus registrant for no charge. It should be noted that policy is not consistent on a conventional transit, where a personal care attendant is charged a fare when travelling with a Mobility Bus registrant.

If a Mobility Bus registrant chooses to bring a companion (non-mandatory), they are permitted to travel with the registrant if space permits, but the companion must pay the regular fare. The companion must be mentioned at the time of booking so that space can be adequately reserved.

### 3.3.5.2 No-shows and Cancellations

Mobility Bus recommends that cancellations are made at least 24 hours before the trip pick-up time. A late cancellation is defined as a trip cancelled less than one hour prior to the scheduled pick-up time.

A no-show is defined as when:

- The client cancels at the door; or
- The operator arrives at the scheduled pick-up time and pick-up location, and no one is there.

### 3.3.5.3 Passenger Pick-ups (wait time window)

The wait time window for Mobility Bus service is from 15 minutes before the specified time to 15 minutes after the specified time.

## 3.4 Fare Structure

Strathcona County Transit offers conventional transit, and Mobility Bus service at the same fares as of July 1, 2018 when Mobility Bus fares were reduced to align with conventional transit fares. Strathcona County Transit offers a variety of fare passes including: annual, monthly, day passes and multi-trip ticket packages. There are some differences in pricing between Inter-municipal and Local Routes. The fare structure for conventional and Mobility Bus service are shown in **Table 4**.

Local service is half the price of Inter-municipal service and customers transferring between conventional service types must pay the difference in cost. For instance, a passenger holding a local service Youth Monthly Pass must pay \$3.00 to board an Inter-municipal Route. Another distinguishing feature of the local fares is that seniors ride free during off-peak periods. Strathcona County Family and Community Services provides subsidized fares for residents with limited income or who are receiving AISH (Assured Income for the Severely Handicapped) through the Everybody Rides program. Qualifying applicants can purchase Everybody Rides monthly local and Inter-municipal passes at a discounted rate for all registered members of the household.

Since the 2006-2007 academic year, Strathcona County Transit, Edmonton Transit Services and St. Albert Transit have had a collective U-Pass agreement that now includes the University of Alberta, NAIT, Grant MacEwan University, and NorQuest College. These institutions have fall term passes (September to

December) and winter term passes (January to April). The University of Alberta and Grant MacEwan University also have a summer term U-Pass from May to August.

**Table 4 - Strathcona County Transit Fare Structure**

Fare Type	Local (2018)	Inter-municipal (2018)	Mobility Bus (2018)
Cash - One Way	\$3.10	\$6.20	Same as conventional
Everybody Rides Monthly Pass	\$12.00	\$24.00	Same as conventional
Adult Monthly Pass	\$54.25	\$108.50	Same as conventional
Senior Monthly Pass	\$16.30	\$32.55	Same as conventional
Youth Monthly Pass	\$40.70	\$81.40	N/A
Youth Summer Pass	\$30.50	\$12.40	N/A
Adult Ticket Book (10)	\$23.30	\$46.50	Same as conventional
Youth/Senior Ticket Book (10)	\$17.40	\$34.90	Same as conventional
Senior Annual Off Peak Pass	FREE	N/A	N/A
Senior Annual Commuter Pass*	N/A	\$156.00	N/A
Cash - One Way Rural Strathcona County to Sherwood Park	N/A	N/A	\$7.25
Ticket Book (10) Rural Strathcona County to Sherwood Park	N/A	N/A	\$65.00
Cash - One Way Rural Strathcona County to Edmonton	N/A	N/A	\$13.45

\*Note: Can also be used on all Local Routes

### 3.5 Vehicle Fleet

Strathcona County Transit currently has 76 conventional transit buses in operation. Fifty-two (52) are low-floor 40-foot buses manufactured by Novabus between 2005 and 2011. The remaining 24 are low-floor double decker high capacity buses manufactured by Alexander Dennis between 2013 and 2017. The double decker buses are used primarily for Inter-municipal services, and occasionally for overload trips from Archbishop Jordan Catholic High School.

Mobility Bus service operates 13 paratransit buses manufactured by Chevrolet and Ford between 2011 and 2015

### 3.6 Facilities

#### 3.6.1 Stops and Shelters

Strathcona County Transit currently operates 315 active bus stops. This does not include the stops in the City of Edmonton used by Commuter routes. There are 177 benches and 60 shelters at the stops. Major stops include stop amenities such as a shelter, bench and concrete pad. While most stops include a

concrete or asphalt pad, some stops only consist of a bus stop sign and a grass landing which are inaccessible by people using mobility devices.

### 3.6.2 Terminals

There are two transit terminals in Strathcona County, Bethel Transit Terminal and Ordze Transit Centre. The terminals act as a major connection between Local and Inter-municipal Routes and provide a better level of service to customers than conventional on-street stop amenities. Each terminal has a park-and-ride facility, where residents can park and use Inter-municipal services while leaving their vehicle behind in Sherwood Park.

#### Bethel Transit Terminal

Bethel Transit Terminal is located on the northwest side of Sherwood Park and it connects with all local routes and three Inter-municipal Routes (Route 411, 413 and 414). It is the major connection point to the majority of Inter-municipal Routes and all Local Routes. Terminal features include a climate controlled building with transit staff, a curbside drop-off/taxi area and a kiss-and-ride. The terminal has a central platform with a capacity of up to 22 transit vehicles, a second platform with additional capacity for loading and layover, and 1,200 park-and-ride spaces. Pedestrians and cyclists can make convenient connections to transit with bicycle lockers available to store bicycles and belongings.

#### Ordze Transit Centre

Ordze Transit Centre is located on the southwest side of Sherwood Park, north of Wye Road and west of Ordze Road. The terminal acts as a connection point to three local routes, including 441, 443 and 451 and three Inter-municipal Routes (Routes 401, 403 and 404). The station is also a park-and-ride facility with a capacity of 200 parking spaces, enclosed inside a two-storey parkade. The station includes a climate controlled indoor waiting area, a drop-off/taxi area and pedestrian and cyclist access.

### 3.6.3 Garage

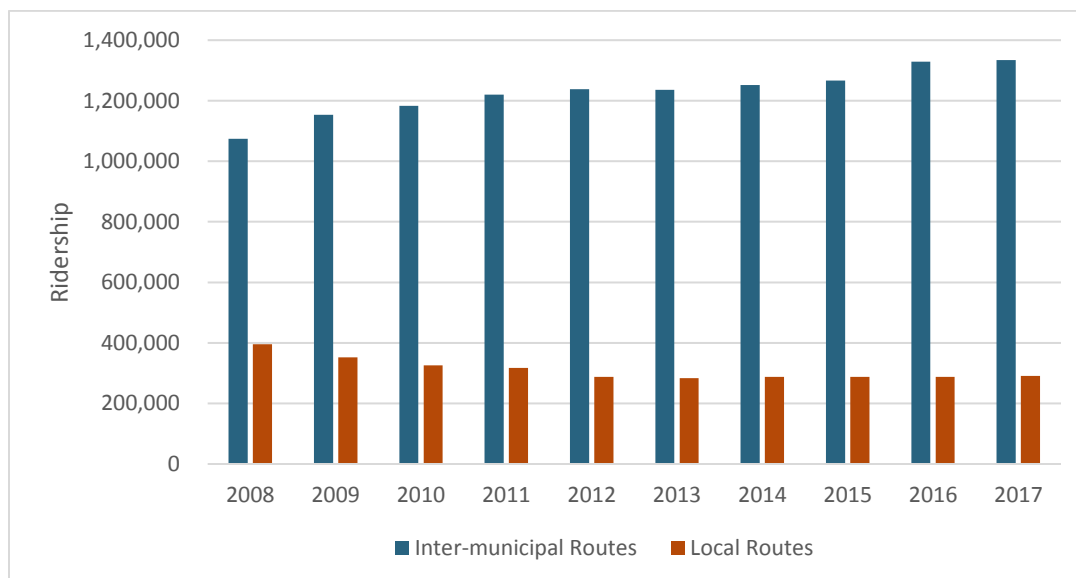
Strathcona County Transit operates one garage and maintenance facility at 200 Streambank Avenue in the northwest corner of Sherwood Park. All transit operations functions are located here along with operator facilities. Due to space constraints, the transit planning and administrative functions are primarily located in office space about 800m east of the garage on Premier Way.

## 4.0 Service Analysis

This section provides an overview of some of the performance measures that can be used to evaluate Strathcona County Transit. System ridership shows different trends for Inter-municipal and Local service, as well as significant changes in ridership over the course of the calendar year. Service productivity is analyzed for each route and at different times of day. Park-and-ride utilization follows similar monthly patterns in line with ridership fluctuations.

### 4.1 System Ridership

The ten year annual ridership for all Strathcona County Transit Inter-municipal and Local services is summarized below in **Figure 9**. Although Inter-municipal service ridership has been steadily increasing over the past decade, Local Route ridership has been in decline, with both remaining fairly stable over the past two years. Local Route ridership has declined from 396,000 boardings in 2008 to 291,000 boardings in 2017. It should be noted that Strathcona County Transit used to transport all high school and junior high school students in Sherwood Park. With a transition to yellow bus transportation, Strathcona County Transit currently only transports students to Archbishop Jordan Catholic High School. This accounts for the majority of the decline in local ridership since 2008. Inter-municipal Route ridership between these periods has increased significantly – from 1,074,000 in 2008 to 1,334,000 in 2017. The Mobility Bus has increased significantly from 2008, from 13,600 annual rides in 2008 to 20,100 annual rides in 2017. Over the next few years, the introduction of fare parity which was introduced in mid-2017 is expected to see a significant increase in ridership.



**Figure 9 - Ten-year Annual Ridership (2008-2017)**

On a monthly basis, there are pronounced variations in ridership. Inter-municipal ridership peaks strongly during the university terms of September to November and January to April. Fall is the season with the highest ridership and the summer season from June through August is the period with the lowest ridership.

## 4.2 Service Productivity

Strathcona County Transit's most productive routes are the Inter-municipal Routes, with an average of 36.6 customer boardings per revenue vehicle hour on weekdays. The most productive route is Route 411, which runs between Bethel Transit Terminal and Edmonton City Centre and has an average of 49.0 customer boardings per revenue vehicle hour on weekdays. It is also the only Inter-municipal Route to operate on the weekends.

It should be noted that the ridership on the Inter-municipal Routes is heavily peak directional during the AM and PM peak periods, with the majority of customers traveling to Edmonton in the mornings and the majority of customers travelling to Sherwood Park in the afternoons. Overall, 74% of ridership is concentrated in the peak hour direction. Some routes exhibit even stronger peak direction ridership, particularly during the AM peak. For example, on Route 411 in the AM peak period, 93% of all customers are traveling towards Edmonton. This results in higher vehicle occupancy in the peak direction, with many double decker buses operating at full capacity.

Local Routes have a lower productivity, with an average of 14.3 customer boardings per revenue vehicle hour on weekdays. Half of the Local Routes have productivity levels above 10 customer boardings per revenue vehicle hour, while the lowest productivity routes operate on weekday evenings and all-day weekends. Morning and daytime weekday productivity are 15.7 and 17.5 customer boardings per revenue vehicle hour respectively. The highest performing Local Route by far is Route 433A, which serves Archbishop Jordan Catholic High School. Route 433A is a dedicated school service that only operates a single run in the morning and a single run in the afternoon, which is why its utilization is so high at 100 customer boardings per revenue vehicle hour.

Productivity levels for each route and time of day are shown in **Table 5**.

Table 5 - Routes Ranked by Productivity (2017 data)

Route Type	Customer Boardings per Revenue Vehicle Hour							
	Route	Weekday	5:00-9:00	9:00-16:00	16:00-19:00	19:00-25:00	Sat	Sun
Inter-municipal Routes	411	49.0	49.5	58.5	46.2	21.4	25.5	22.5
	413	43.4	54.0	19.3	38.1			
	403	37.1	37.9		36.2			
	414	32.4	29.9	41.0	25.7	22.3		
	404	25.9	36.2	25.8	18.6			
	401	23.1	28.9	20.9	19.6			
<b>Inter-municipal Average</b>		<b>36.6</b>	<b>39.8</b>	<b>40.5</b>	<b>31.1</b>	<b>21.8</b>	<b>25.5</b>	<b>22.5</b>
Local Routes	433A	100.0	85.7		114.7			
	431	28.6	20.7	43.0	13.6			
	430	24.7	31.1	22.3	13.2			
	420	17.0	13.3	20.9	11.7			
	450	16.9	15.2	19.6	12.7			
	433	15.9	15.3	19.0	12.6			
	451A	15.9	24.6		4.5			
	443	15.3	18.6	15.2	11.7			
	451	13.8	13.3	15.1	11.1			
	442	12.0	9.9	16.4	8.4			
	432	11.3	14.4	10.7	9.0			
	441	11.0	15.6	9.2	9.5			
	441A	9.4	8.0		11.1			
	443A	9.0	10.4		6.9			
	440	8.9	8.1	11.1	6.8			
	443B	5.9	6.4		4.9			
	451B	5.5	6.7		4.0			
	491	7.0				7.0	5.9	7.8
	492	5.6				5.6	4.4	3.6
	493	5.0				5.0	5.8	4.9
490	4.2				4.2	4.9	4.0	
494	3.2				3.2	6.2	4.2	
<b>Local Route Average</b>		<b>14.3</b>	<b>15.7</b>	<b>17.5</b>	<b>11.4</b>	<b>5.0</b>	<b>5.4</b>	<b>4.9</b>
<b>System Average</b>		<b>22.5</b>	<b>25.1</b>	<b>25.3</b>	<b>19.7</b>	<b>9.1</b>	<b>8.6</b>	<b>7.6</b>

### 4.3 Park-and-Ride Utilization

The Bethel Transit Terminal offers 1,200 parking spaces. Due to increased demand, Advantage parking (or permit parking) is available for those who pay to reserve spaces. Advantage Parking passes are sold on a monthly basis and are purchased for a price of \$35. Ordze Transit Centre offers park-and-ride capacity for up to 200 vehicles in a two storey parkade. Both park-and-rides are currently operating near capacity during the Fall and Winter bookings and about half capacity during the Spring and Summer bookings, as shown in **Figure 10**.

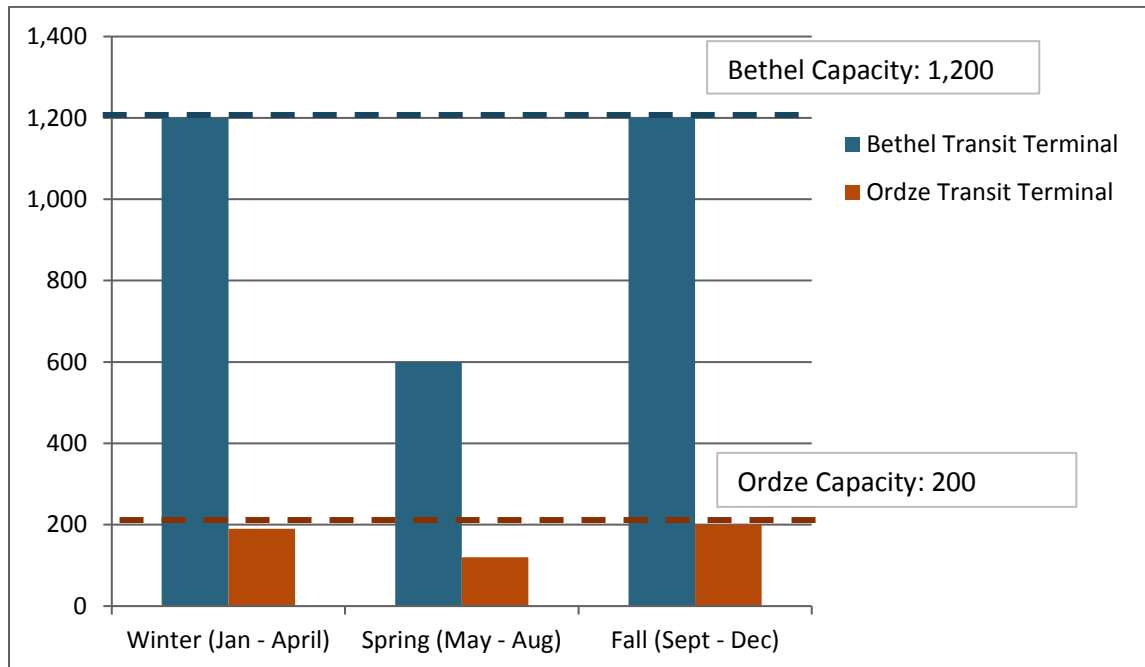


Figure 10 - Park-and-Ride Capacity and Utilization (2016 data)



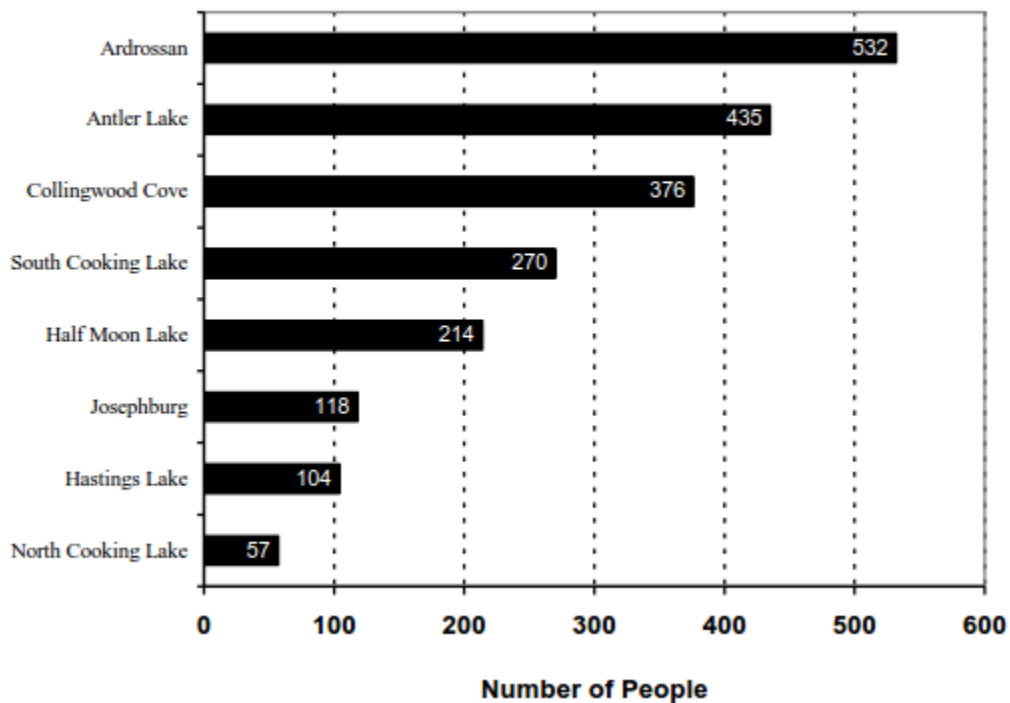
## 5.0 Transit Market and Future Demand

A key part of developing a transit master plan is to understand the existing market of travellers within Strathcona, including the key destinations within the County and in the City of Edmonton. The following section provides a short summary of this market, including comments on how it feeds into the development of a master plan for Strathcona County Transit.

### 5.1 Population and Employment Growth

According to the 2018 Municipal Census, approximately 98,381 people live in Strathcona County, of which 71,332 (72.5%) people live in Sherwood Park and 27,049 (27.5%) live in rural areas surrounding the County. Within the Rural Service Area, the population is fairly spread out, with the majority of residents living in country residential estates (87%), 7% living in one of eight hamlets noted in **Figure 11** below and 6% living on farms. Of the hamlets noted below, Ardrossan is planned to grow to about 6,000 people, South Cooking Lake to 1,012 by 2046 and Josephsburg to 2,400 by 2046. The rest of the Rural Service Area is projected to remain stable over the next 10 years.

**2018 Population of Strathcona County Rural Hamlets**



**Figure 11 - 2018 Population Distribution in Strathcona County Hamlets in the Rural Service Area**

In 2013, the Capital Region Board, now called the Edmonton Metropolitan Region Board, identified key growth and employment projections for Strathcona County into the 2044 planning horizon shown in **Table 6<sup>3</sup>**.

**Table 6 - Population and Employment Growth Scenarios**

Year	Low-Growth				High-Growth			
	Population	% Change	Employment	% Change	Population	% Change	Employment	% Change
<b>2014</b>	96,800	-	37,400	-	98,100	-	38,100	-
<b>2018 Census</b>	<b>98,381</b>	-	38,849	-	<b>98,381</b>	-	38,849	-
<b>2019</b>	104,000	7.4%	39,000	4.3%	108,300	10.4%	40,500	6.3%
<b>2029</b>	117,900	13.4%	43,100	10.5%	128,800	18.9%	47,000	16.0%
<b>2044</b>	138,000	17.0%	47,600	10.4%	160,000	24.2%	54,800	16.6%

Source: 2014, 2019, 2029 – Strathcona County; 2044 - Capital Region Board

The County also outlined two growth projections for population and employment which include low-growth and high-growth cases informed by a multitude of assumptions regarding migration, agriculture, tourism, oil and gas, trading partner growth and the government. The high-growth scenario assumes the best case for the economy in migration rates and economic performance. The low-growth scenario assumes that growth will continue to occur, but at a rate well below Alberta’s strong growth of recent decades. As with most predictions of this nature, the actual growth is likely to fall somewhere in between the high-growth and low-growth scenarios.

Strathcona County’s actual population from the 2018 Municipal Census of 98,381 is roughly the same as the high-growth scenario prediction of 98,100 for 2014, four years earlier. Actual population growth is four years behind the high-growth scenario and appears to be lower than the predictions of the low-growth scenario as well, since the population is unlikely to reach the low-growth forecast of 104,000 people in 2019. Of the two scenarios, the rate of population growth over the past few years is more in line with the low-growth scenario (likely due to the downturn in the Alberta economy). The future, at least for the short-term, is also likely to remain more in line with the low-growth scenario. Restructuring within the oil and gas sector means that it is unlikely to revert to the levels of rapid expansion seen prior to 2014. Therefore, the low-growth forecast was used to assess any future service requirements.

<sup>3</sup><http://capitalregionboard.ab.ca/Website/media/PDF/About%20Us/What%20we're%20working%20on/CRB-Population-and-Employment-Projections.pdf>



### 5.1.1 Municipal Development Plan

The Municipal Development Plan (MDP) identifies growth and development in Strathcona County over the next 20 years. The document also sets general visions, goals and policies for land use in the County where investments should occur. The MDP is the County's highest level long-range planning and policy document that subsequent plans, such as Area Concept Plans and Area Structure Plans, must be consistent with.

Strathcona County is broken into two areas in the MDP - the Urban Service Area, which encompasses the communities of Sherwood Park and Bremner, and the Rural Service Area which includes a conglomeration of hamlets, farming and other important policy areas (see **Figure 12**). These two policy areas are distinctively different – the majority of the residential and employment growth is directed toward the Urban Service Area where transit currently operates in Sherwood Park, while the Rural Service Area includes dispersed communities where conventional transit does not currently operate. While the introduction of conventional transit service was assessed in the Rural Service Area, it only gives consideration to transit service provision in growth hamlets where the need has been identified with the County Transportation or Transit Master Plan.

The MDP further delineates the Urban Service Area into three major zones – the Built-Up Urban Areas, Planned Areas and Greenfield Areas as shown in **Figure 13**. The Built-Up Areas (Sherwood Park) are lands located within the limits of the developed urban area with plans of subdivision registered before the end of 2016. Planned Areas include Cambrian, Hillshire, and Summerwood North which will likely see development within the next 10-years and are subject to previously adopted plans under the MDP or Inter-municipal Development Plan. The MDP includes the provision of medium density residential by requiring new lands added cannot exceed 70% low density. The Greenfield Areas are zones for future growth within the Urban Service Area that are outside of the Built-Up Urban Area or Planned Areas. This area is also known as the Bremner Policy Area.

Within the Urban Service Area, the framework includes policies which promote compact urban form, intensification, high density residential and mixed use buildings, transit oriented development and a multi-modal transportation system including public transportation. These are referred to as the Compact Development Policy Area (**Figure 14**) and the Urban Centre Policy Area.

The Compact Development Policy Area is located along Emerald Drive, Clover Bar Road between Emerald Drive and Lakeland Drive, Sherwood Drive between Yellowhead Highway and Baseline Road, and Wye Road between Sherwood Drive and the western boundary of Sherwood Park (just east of Highway 216). These areas contain a number of medium to high density residential areas such as Emerald Hills Urban Village, Palisades Urban Village and Salisbury Village; major public services including Emerald Hills Regional Park and the Strathcona Community Hospital; as well as employment and retail areas including Centennial Business Park, Emerald Hills Shopping Centre and Wye Road Commercial sites. Opportunities for intensification are encouraged along these corridors, along with transit oriented

development. The MDP also identifies potential for a priority transit corridor and an on-street, at grade, transit transfer facility near the Emerald Hills area near the Strathcona Community Hospital.

The Urban Centre Policy Area is located at the intersection of Sherwood Drive and Festival Drive. The area contains a number of existing amenities and services including the Broadmoor Lake Park, Festival Place, the Community Centre, Library, County Hall, Sherwood Park Arena and the Kinsmen Leisure Centre. The area also contains medium and high density residential, mixed-use development, education and health care services, as well as retail and office space. This area is also currently experiencing intensification with a mid-rise residential development taking place on Festival Drive. The existing Centre in the Park Area Redevelopment Plan for the Urban Centre is currently being updated.

The MDP indicates that the Urban Centre may have a potential for a priority transit corridor that will service the Urban Centre, including an on-street, at grade bus transfer facility.

The MDP also notes that transit priority corridors should be considered on long, direct routes where a large number of people want to travel along one street such as those connecting the Urban Centre Policy Area and Compact Development Policy Area.

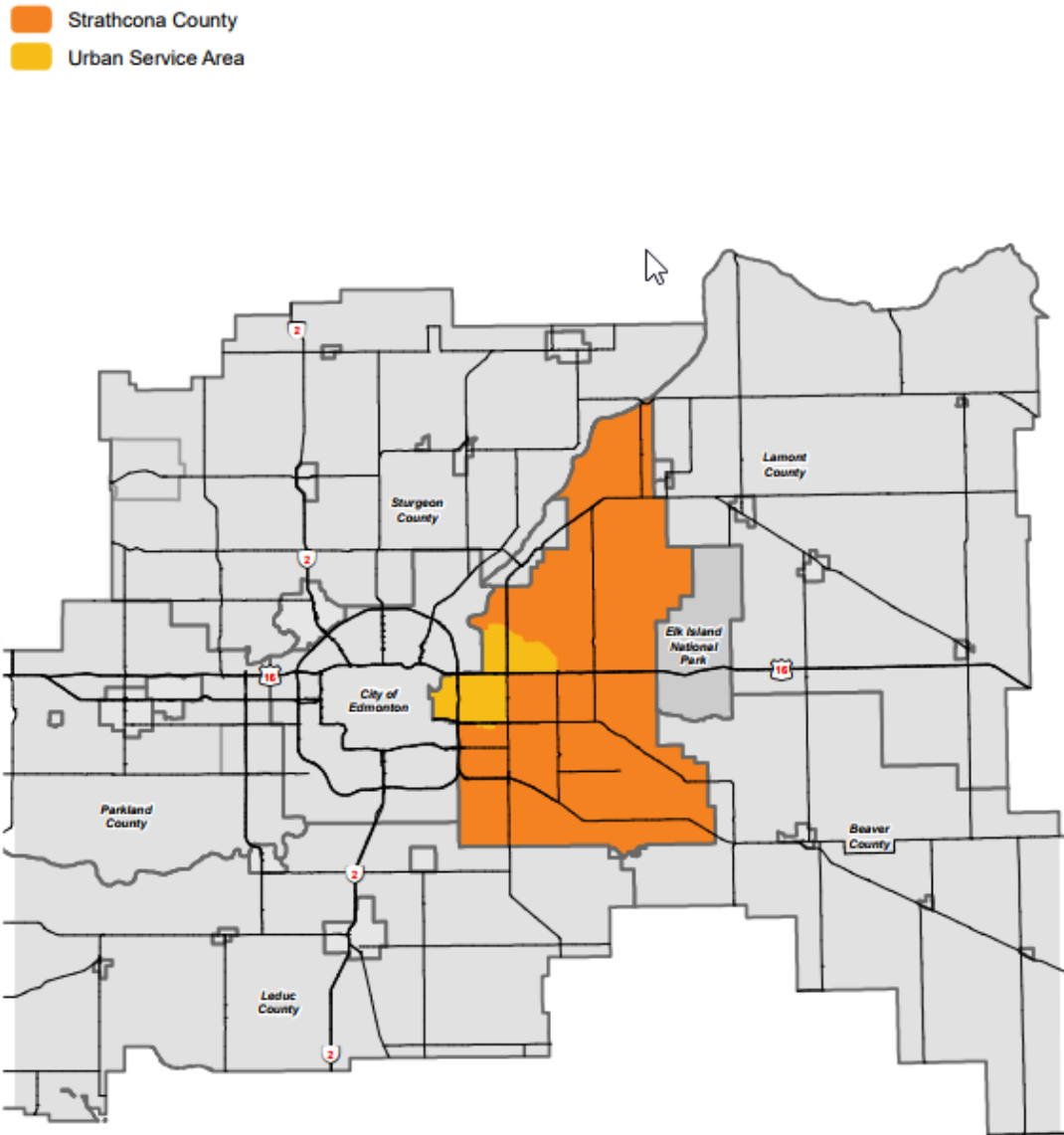


Figure 12 - Regional Setting of Strathcona County

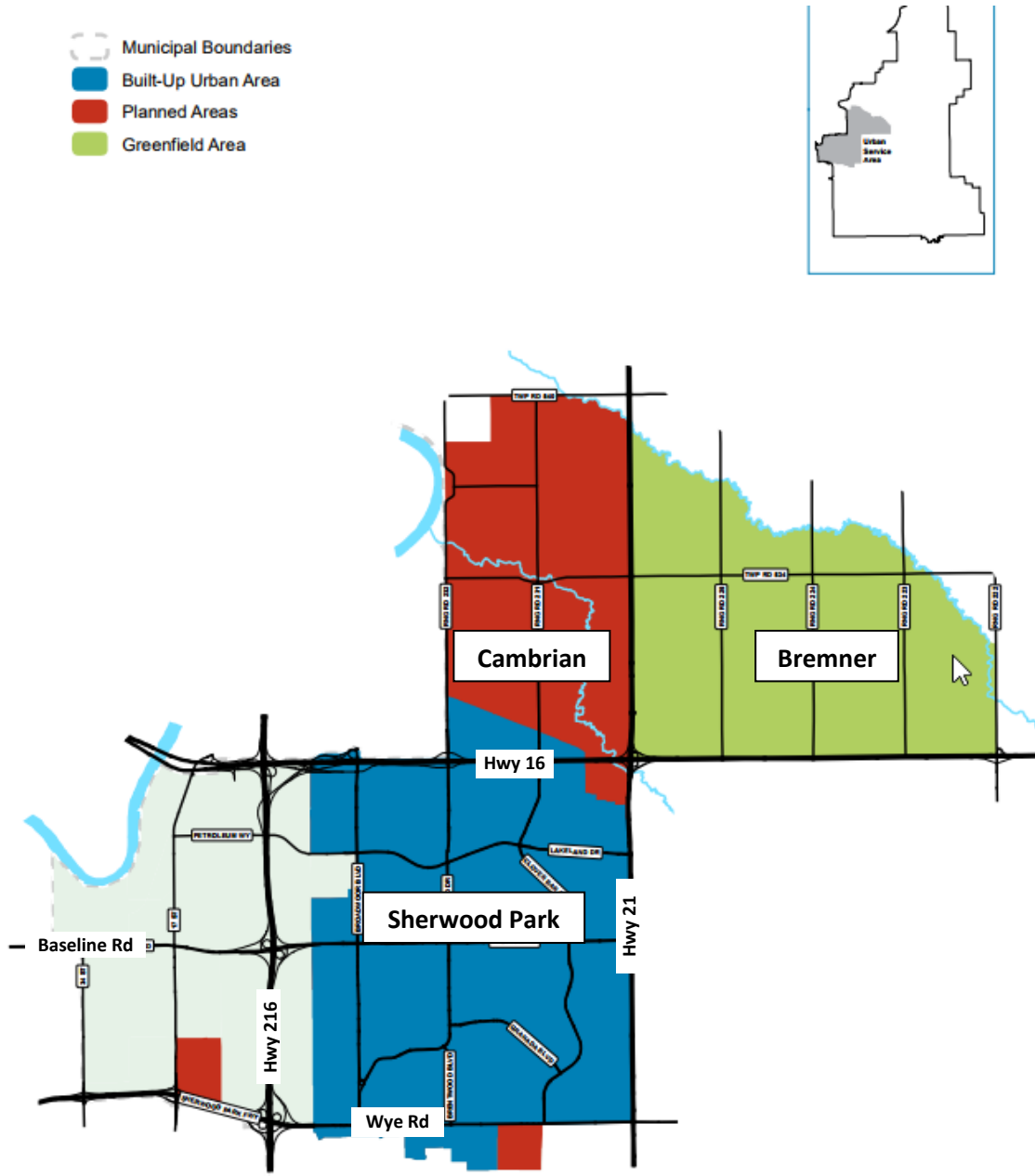


Figure 13 - Urban Service Areas in Strathcona County

5.1.2 Planned Area

The Planned Area noted in **Figure 13** is identified as the next major growth area in the County. The area north of Yellowhead Highway is called Cambrian. Due to the slow-down in the economy and the need for a grade separation of the CNR corridor, this area has not developed as quickly as planned. While no development applications have been submitted to date (as of August 2018), a recent amendment to the Area Structure Plan was submitted in early 2018 and it is anticipated that applications to develop will be

received by 2021, with the community fully developed to a population of more than 13,000 by 2037. The proposed Area Structure Plan is noted in **Figure 15**.

This area will represent significant expansion in Strathcona's population and will need to be serviced by Strathcona County Transit. It is anticipated that this area will reach a population of approximately 5,500 within the next 10 years.

The small parcel of land in the southeast is a new development called Hillshire. This area will consist of residential development and is currently not serviced by transit.

The area just east of 17 Street and north of Sherwood Park Freeway is an industrial growth area that may see some intensification. With the economic slow-down, this area is not moving as quickly as anticipated. Transit service expansion to this area may not be required over the next 10-years.

### 5.1.3 Bremner Area Project

The County has directed growth toward a new Greenfield Area called Bremner. Bremner is a part of the Urban Service Area which is located east of Highway 21 and north of Highway 16. This area, which is currently the subject of the Bremner Area Project, was informed by the Bremner Growth Management Strategy (adopted by Council in 2016). The area is expected to have the potential for 81,500 people and 16,190 jobs by 2061. As shown in **Figure 16**, the draft plan includes provision for mixed-use, medium density and low density residential developments, business parks, major retail centres and other essential community amenities. The draft plan refers to the expansion of transit services of various forms and the provision of transit oriented developments. While this growth area will have significant long-term implications for transit, development is not expected to break ground until 2023, with a forecasted 2028 population of 4,600.

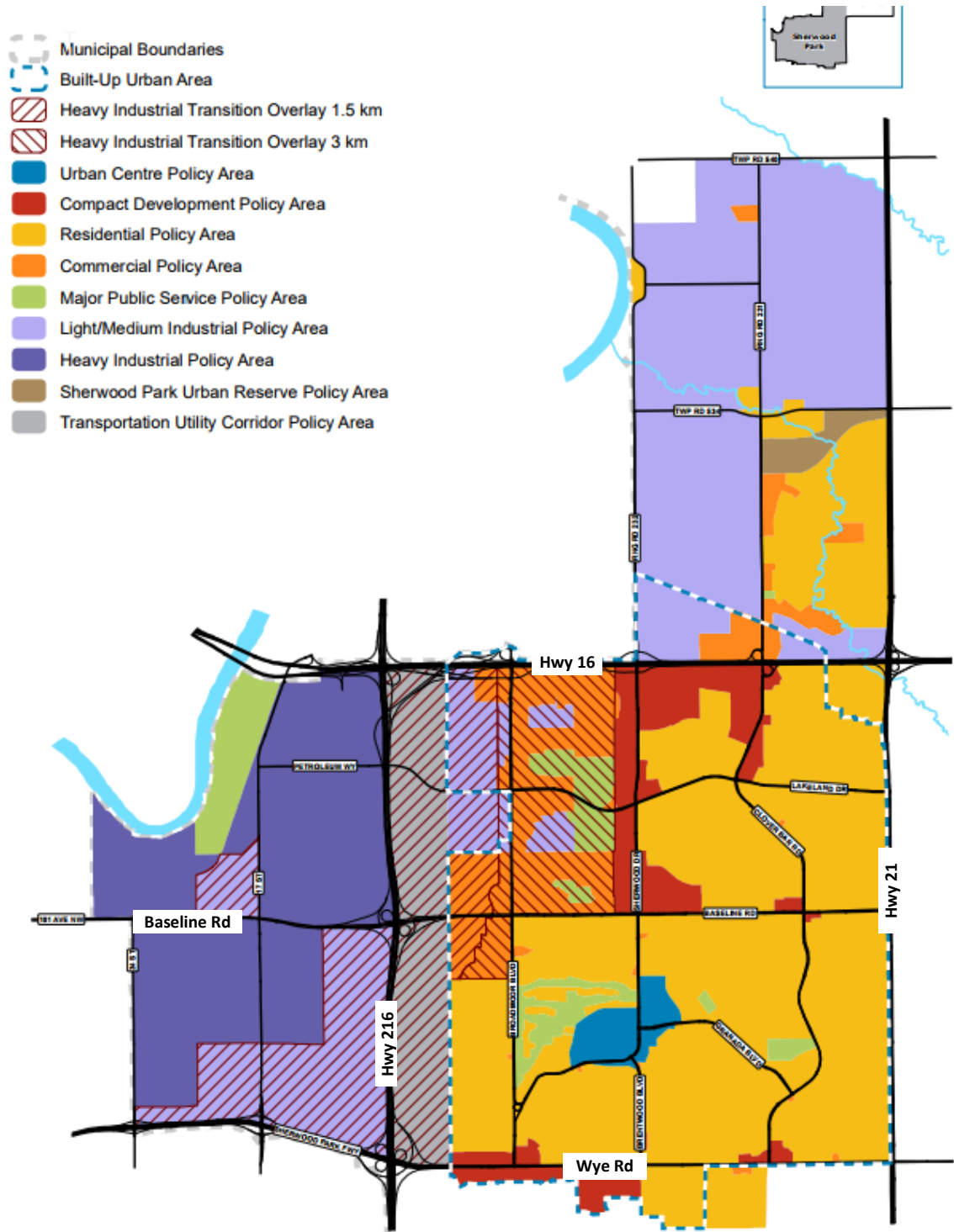


Figure 14 - Urban Service Zones in Strathcona County





Figure 15 - Cambrian Proposed Development Concept Plan

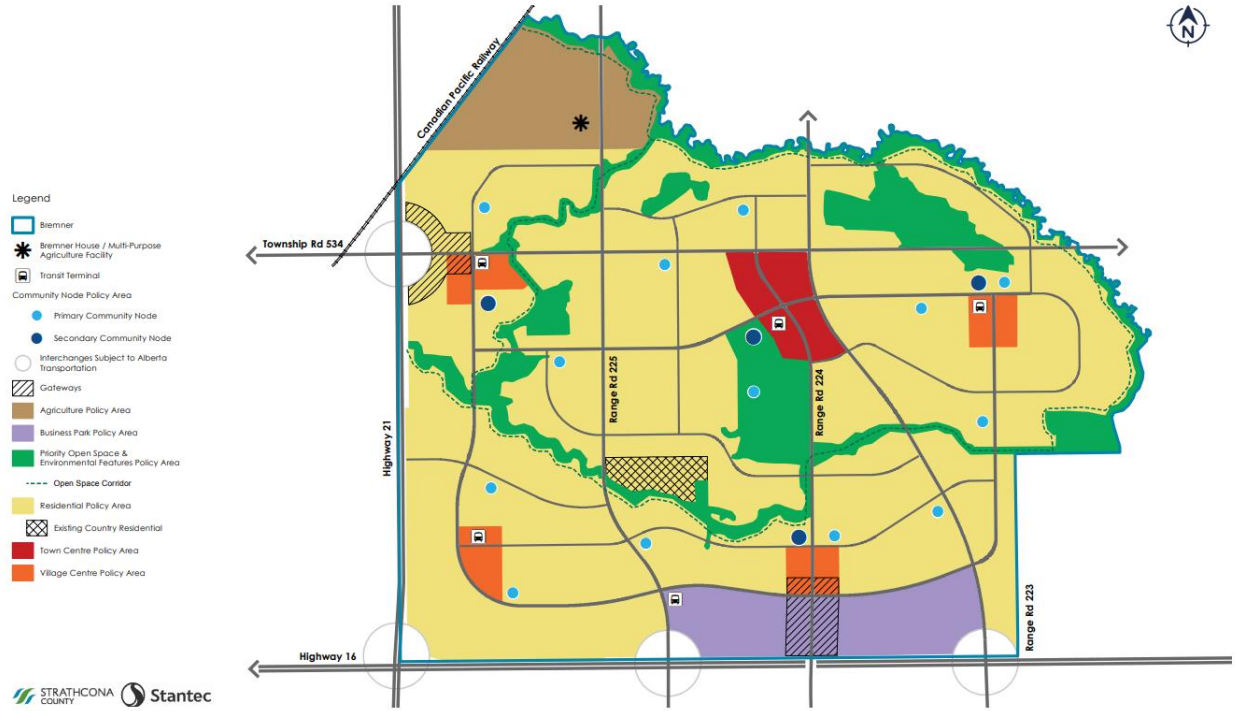


Figure 16 - Draft Bremner Area Concept

## 5.2 Ridership Growth Targets

The existing transit mode share is identified in both the 2015 Edmonton and the Region Household Travel Survey (HTS) as well as the Strathcona 2012 Integrated Transportation Master Plan (ITMP).

The 2015 Edmonton and the Region Household Travel Survey (HTS) identifies the following existing transit mode share:

- 1% for local trips within Sherwood Park;
- 7% for Inter-municipal trips between Sherwood Park and Edmonton; and
- 3.3% average for local and Inter-municipal trips. This increased from 3.0% in 2005.

Strathcona's 2012 Integrated Transportation Master Plan (ITMP) also identifies the existing transit mode share as well as a 20-year target. The existing mode share reported appears to be measured differently than what is reported in the 2015 HTS. The existing mode share is based on both trips within Strathcona County as well as to Edmonton. These are noted below.

- 1.8% in the Rural Service Area; and
- 4.6% in the Urban Service Area (Sherwood Park).

Targets are also established for transit ridership in the ITMP, which identify a vision for transit in 20 years. These are reported as both ridership per capita and transit mode share. Transit mode share targets for 2032 identify a desire to grow ridership in both the rural service area as well as the urban service area (Sherwood Park). This will require an investment in service levels for both trips within the County and to/from Edmonton. Emphasis on transit ridership is also placed in the Urban Growth Areas of Bremner and Cambrian, which will see higher density and transit supportive development.

Investment in transit services will be required to meet this target. The mode share targets for transit in 2032 are noted below and also shown in **Figure 17**:

- 3.5% in the Rural Service Area;
- 8.0% in the Urban Service Area (Sherwood Park); and
- 11.0% in the Urban Growth Area (Bremner/Cambrian).

These targets are based on past mode share growth projections and are scheduled to be updated in 2019/2020 using more current population growth projections.

**In General, attracting a larger transit mode share is a key to meeting the strategic goal of optimizing transportation expenditures and other aspects of sustainability."**

*2012 Strathcona County Integrated Transportation Master Plan*

	"Existing" [Federal Census 2006]	Proposed Target [Twenty Years]
<b>WALK</b>		
Strathcona County Rural Service Area	1.5 %	2.0 %
Sherwood Park Urban Service Area	3.2 %	5.0 %
Urban Growth Area	-	8.0 %
<b>BICYCLE</b>		
Strathcona County Rural Service Area	0.4 %	1.0 %
Sherwood Park Urban Service Area	0.8 %	2.0 %
Urban Growth Area	-	4.0 %
<b>TRANSIT</b>		
Strathcona County Rural Service Area	1.8 %	3.5 %
Sherwood Park Urban Service Area	4.6 %	8.0 %
Urban Growth Area	-	11.0 %
<b>PASSENGER</b>		
Strathcona County Rural Service Area	6.5 %	8.5 %
Sherwood Park Urban Service Area	6.7 %	10.0 %
Urban Growth Area	-	12.0 %
<b>LOW-OCCUPANCY MOTOR VEHICLE</b>		
Strathcona County Rural Service Area	89.8 %	85.0 %
Sherwood Park Urban Service Area	84.7 %	75.0 %
Urban Growth Area	-	65.0 %

**Figure 17 - ITMP Mode Share Conditions and Targets**

The ITMP also identifies a 10-year passenger trips per capita performance indicator. Passenger trips per capita is an effective measure that tracks how well transit is being used relative to the size of the community. This also provides a direct correlation to transit mode share and can be used to annually track whether Strathcona County is achieving its targets.

The ITMP states that in 2012, Strathcona County Transit was achieving 39 passenger trips per capita, with a 10-year target of 50 passenger trips per capita. Based on the projected population in 2022 (as identified in **Table 6**), this would require in a 136% increase in ridership between 2017 and 2022 (as noted in **Table 7**). This significant amount of growth would be very difficult to achieve over such a short period of time, even with substantial investment in the system, and is not considered realistic.

It should be noted that the calculation of existing passenger trips per capita documented in the 2012 ITMP does not accurately reflect what was reported by Strathcona County Transit in the 2012 CUTA Fact Book (23.31 passenger trips per capita). Since the base year of 2012 was reported higher than actual, this means that the 2022 target of 50 passenger trips per capita is also likely too high and not reflective of existing conditions. To adjust for this and still account for the principle of the plan, the 10-year target was adjusted based on the ratio of the documented 2012 performance measure (39 passenger trips per capita), to the 2022 target (50 passenger trips per capita), multiplied by the actual 2012 performance measure (23.31 passenger trips per capita). This results in an adjusted 2022 target of 29.88 passenger trips per capita. When this is applied to the 2022 population projection, a 41% growth in ridership from 2017 is required to meet the goals of the ITMP.

**Table 7 - Ridership Growth Based on Annual Passenger Transit Trips per Capita Target**

	2012	2017	2022 (ITMP target)	2022 (revised target)
Population	92,403	98,213*	105,479	105,479
Service Area Population	65,465	70,975*	76,529	76,529
Ridership per capita	23.31	22.89	50***	29.88**
Annual Ridership	1,525,767	1,624,806	3,826,460	2,286,713
Ridership Growth (%)		6.5%	136%****	41%****

\* Estimate 2017 population based on difference between 2016 and 2018 census

\*\*Adjusted 10-year passenger trips per capita target identified in the ITMP

\*\*\*Source: Documented 10-year passenger trips per capita target identified in the ITMP

\*\*\*\*Ridership growth noted from 2017

While more realistic than the documented ITMP target, this is still a significant growth in ridership (8% annually) compared to the 1.3% annual growth that occurred between 2012 and 2017. Achieving this target would require a substantial increase in transit service hours (25% to 38%) over this same period to attract both existing residents and new residents to the service. While this would be difficult to achieve in a short-period of time, the passenger trip per capita and transit mode share targets as well as the transit strategic directions identified in the ITMP do identify various improvements to local, rural and Inter-municipal transit services that is required to grow ridership and reduce vehicle congestion, the cost of roadway expansion and rising environmental impacts of single occupant vehicle travel. **To be in alignment with the ITMP, increases in transit services are required over the next 10 years with a focus on ridership growth.**

### **Transit Strategic Directions from ITMP**

1. **Make transit an attractive, competitive alternative to the low-occupancy motor vehicle for commuter and local trips.**
2. **Optimize transit linkages between Edmonton and the Sherwood Park Urban Service Area and any future urban growth area(s) through infrastructure, information, and service design.**
3. **Improve transit service for local trips within the Sherwood Park Urban Service Area, and capitalize on integration with land use planning to support high-quality local transit service in future urban growth area(s).**
4. **Assess the need for transit connectivity to the growth hamlets, possibly through development of small-scale mobility hubs.**
5. **Assess the feasibility of high-speed transit between Strathcona County and Edmonton, then plan for any identified high-speed transit solutions accordingly.**



### 5.3 Travel Patterns and Markets

According to the 2018 Municipal Census, the majority of work trips from Strathcona County are to a location outside Strathcona County, primarily to the City of Edmonton. There is a distinct split between those working full-time (65.8% work outside Strathcona County) and those working part-time (57.7% work within Strathcona County). Because there are more than five times as many residents who work full-time as do part-time, 62.2 of all workers travel outside Strathcona County for employment.

When school trips are included with work trips, 49.8% of residents commute within Strathcona County, and 50.2% commute outside of Strathcona County, primarily to Edmonton.

Transit service between Sherwood Park and Edmonton is well serviced by Strathcona County Transit, due in part to an effective service strategy with large Inter-municipal buses and park-and-ride facilities, along with high parking prices in downtown Edmonton. The lower density nature of Sherwood Park and Rural Strathcona County make these areas more difficult to service by transit.

#### 5.3.1.1 Employment Travel

The Government Centre, downtown Edmonton and the University of Alberta area represent the most significant destinations for work trips by transit customers. This is primarily due to high density of destinations in a smaller area and the high price of parking.

Within Strathcona County, the majority of employment is scattered throughout the Sherwood Park, representing retail, health care, educational services and manufacturing. Most industrial jobs are associated with hydrocarbon processing, with 10,822 businesses located within County, including 220 manufacturing companies<sup>4</sup>. Much of these developments are located on the peripheries of Sherwood Park to the west or north towards Fort Saskatchewan. These are major employment areas, however, are largely unserved by Strathcona County Transit due to the low density nature of the development and high employee wages. There have been few requests to service this area.

#### 5.3.1.2 Secondary Education Travel

Approximately 6,565 people or 7% of the population is between the ages of 15 and 19 years of age<sup>5</sup>. These students are serviced by five major high schools: Archbishop Jordan Catholic High School, Bev Facey Community High School, Salisbury Composite High, Strathcona Christian Academy and Ardrossan Junior Senior High School. Strathcona County includes schools regulated by Elk Island Catholic School division and Elk Island Public School division.

<sup>4</sup> <http://www.strathcona.ca/files/files/at-edt-economicdirections-2017.pdf>

<sup>5</sup> 2016 Census

Archbishop Jordan Catholic High School is the only Catholic high school in Sherwood Park. This new high school is located on 4001 Emerald Drive and services large areas of new development. The high school is primarily serviced by Route 430/431, 433A and 490. Archbishop is also serviced by Elk Island Catholic School buses.

Bev Facey Community High School is located at 99 Colwill Boulevard and services a major catchment area in southeast Sherwood Park. Service is provided along Granada Boulevard on Route 442. Students at Bev Facey are serviced by Elk Island Public School buses.

Salisbury Composite High is located in the new mixed use development called Centre in the Park on Festival Way. This high school is also accessible by public transit; Routes 443A, 450 and 493 serve the vicinity. Students are serviced by Elk Island Public School buses.

Strathcona Christian Academy is located on the south east periphery of Sherwood Park. Routes 441 and 494 service this high school and students are provided school transportation by Elk Island Public School buses.

### 5.3.1.3

#### Other Destinations

There is one hospital located in Strathcona County - Strathcona Community Hospital - which is located at 9000 Emerald Drive in Sherwood Park south of the Yellowhead Highway and is currently served by Routes 430/431, 433A and 491. The Hospital offers 27 beds and is open 24 hours a day, seven days a week. There are a few other health centres and medical clinics dispersed around the County.

The majority of retail related activities in Strathcona County are located in Sherwood Park. There are four major retail destinations: Emerald Hills Shopping Centre, Baseline Village Mall, Sherwood Park Mall, and Salisbury Village.

Emerald Hills Shopping Centre is located on 7000 Emerald Drive which is currently serviced by Routes 430/431. This centre is of a typical big box or power centre style which is characterized by large setbacks and a surplus of surface parking, which makes it difficult to service by transit.

Baseline Village Mall is a major big box retail destination with the majority of stores set well back from the transit service which is located on Baseline Road, requiring a longer walk by transit customers or a transfer to Route 420 which serves this area from the north along Broadway Boulevard. The majority of Local and Inter-municipal Routes serve this shopping centre which makes it the most accessible shopping area in Strathcona County by public transportation.

Sherwood Park Mall is an indoor shopping facility in the centre of Sherwood Park which is a part of the Centre in the Park redevelopment area. The mall includes 94 stores and is also highly accessible by transit; routes include 442, 443, 443A, 443B, 450, 492, 493 and 494.

Salisbury Village is a third big box retail destination in southwest Sherwood Park along Wye Road. It is served by Route 441 which travels along Wye Road between Ordze Transit Centre and Bethel Transit Terminal.



## 6.0 Planned Transportation Improvements

A number of existing policy and master plan documents have been completed which identify recommended improvements to the transit network both within Strathcona County and for trips to/from Edmonton. These are described in more detail below and were used in the development of a transit strategy for Strathcona County Transit.

### 6.1 Municipal Development Plan

Map 8 of the Municipal Development Plan outlines the transportation and infrastructure concept for Strathcona County (see **Figure 18**). The concept illustrates Highway 16 as a corridor for a potential Inter-municipal bus route and Baseline Road west of the Bethel Transit Terminal as a potential transit priority corridor. The Inter-municipal bus route on Highway 16 would likely not be in place until after significant development occurs in the Cambrian area to the north. This could either provide a direct connection downtown or to a transfer point on Edmonton's LRT network.

### 6.2 Integrated Transportation Master Plan

The ITMP provides a number of strategic directions and actions for transit to help increase transit mode share. Some of the more relevant actions that need to be noted for this plan include:

1. Support future transit service levels with appropriate investments in roads, transit vehicles and facilities, and pedestrian and bicycle connections
  - a. Invest in transit services that will increase ridership
  - b. Encourage the use of monthly and annual passes
  - c. Invest in transit customer information systems
  - d. Invest in accessible services and facilities
  - e. Enhance connections with active transportation
2. Incorporate transit priority within Strathcona County and support integrated transit priority initiatives elsewhere in the Region
3. Consider economic levels to shift demand from driving to transit
  - a. Charge for parking or introduce a tax on parking spaces, especially in areas that are well served by transit
  - b. Consider (in the longer term) road tolls, increased car registration fees, and increased gas taxes for Strathcona County within the framework of the Edmonton Metropolitan Region as a whole.
4. Encourage ridership with transit-friendly land use planning

Of interest in the above noted actions is an intent to increase investment in transit to support ridership growth and the potential to introduce parking fees in areas well serviced by transit. This could include the Bethel Transit Terminal or Ordze Transit Centre.

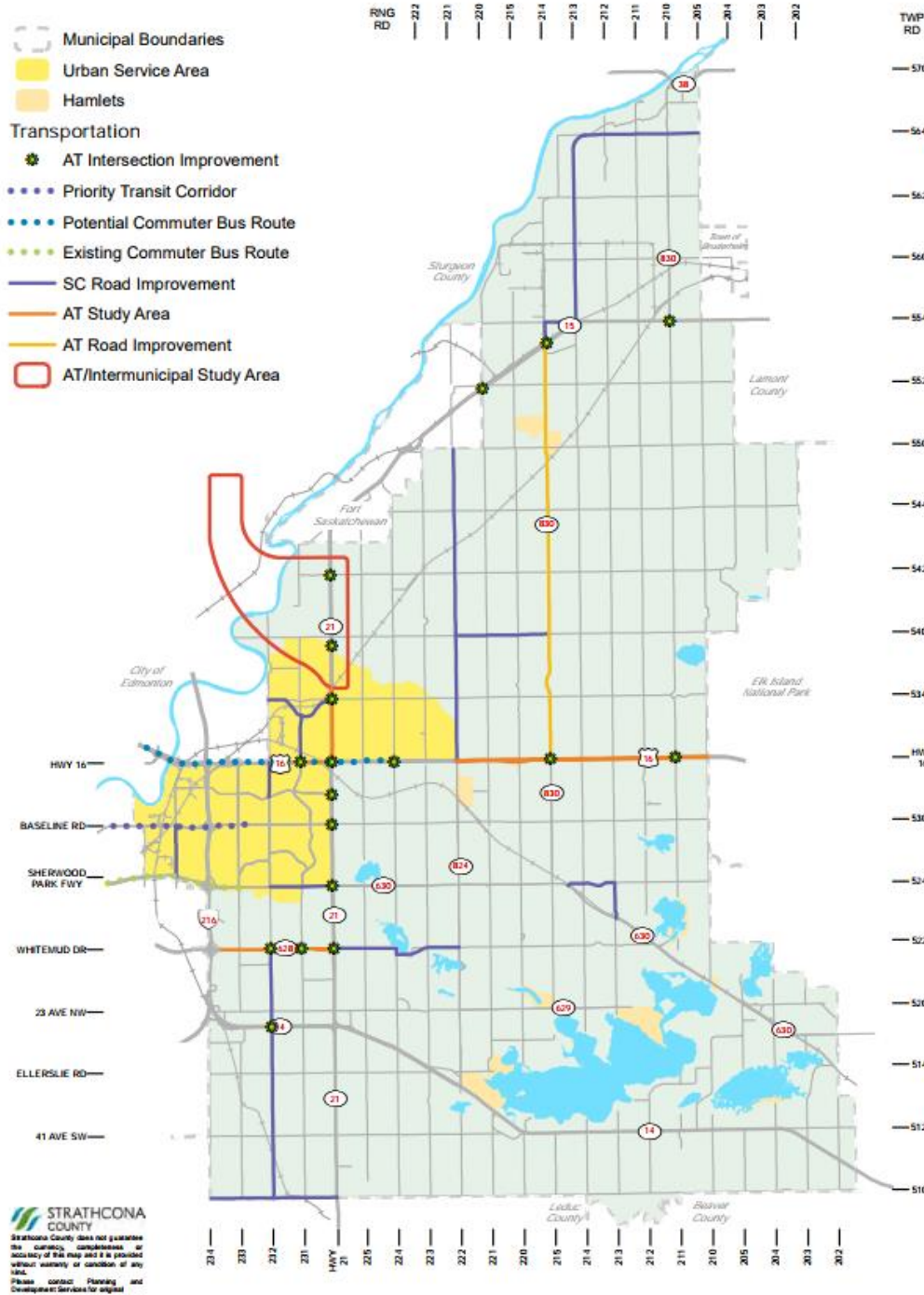


Figure 18 - Transportation Infrastructure Concept (Strathcona County Municipal Development Plan)

### 6.3 Capital Region Inter-municipal Transit Network Plan

The Capital Region Inter-municipal Transit Network Plan encompasses all areas in the Edmonton Metropolitan Region including Edmonton and Strathcona County. The plan identifies short, medium and long-term plans for public transit in the region as illustrated in **Figure 19**, **Figure 20** and **Figure 21**. The short-term plan proposes an inter-municipal bus connection to the north along Yellowhead Highway. The medium-term plan includes a north eastern inter-municipal connection from Yellowhead Highway to the ETS LRT network. The most ambitious vision for the network is included in the long-term plan, which contains an LRT connection to downtown Edmonton and a circumferential inter-municipal bus connection to southern Edmonton. These extensions are important to note when considering the future of the Strathcona County Transit Inter-municipal bus service.

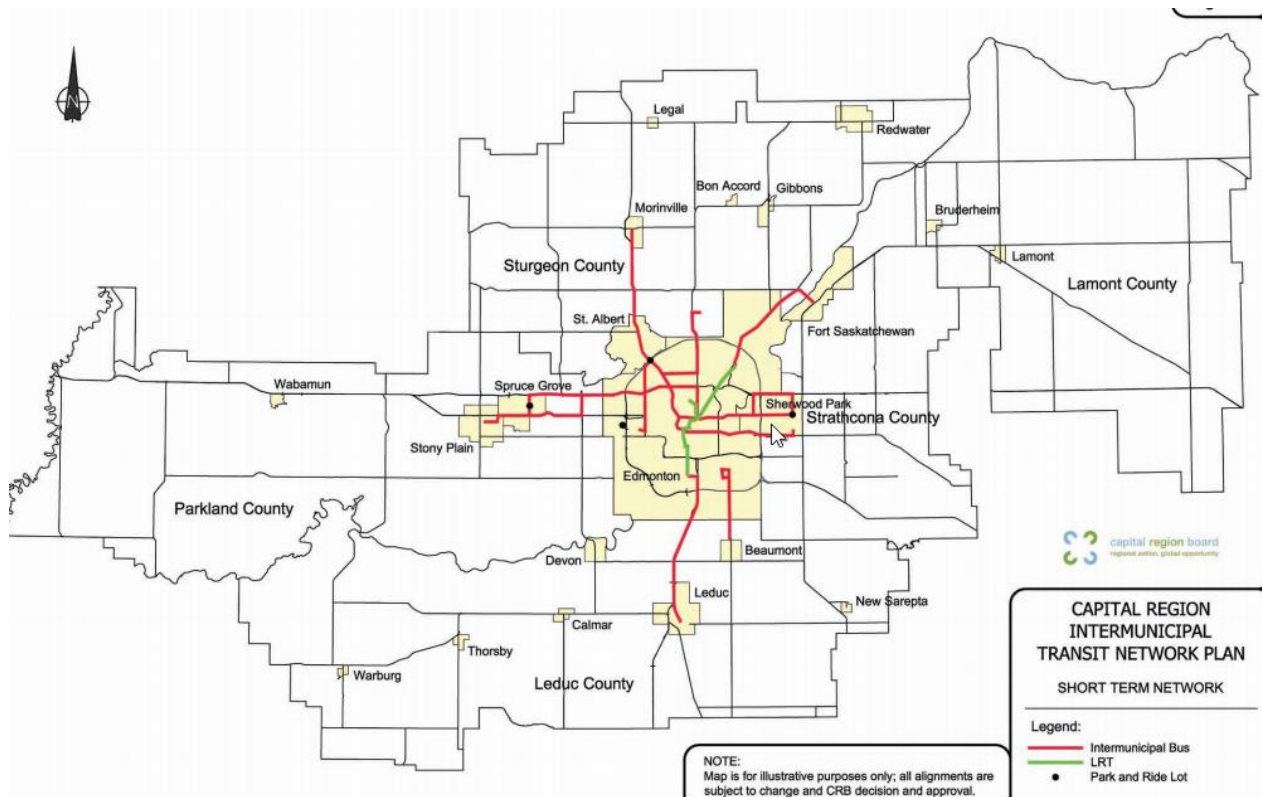


Figure 19 - Short Term Inter-municipal Transit Network (CRB)

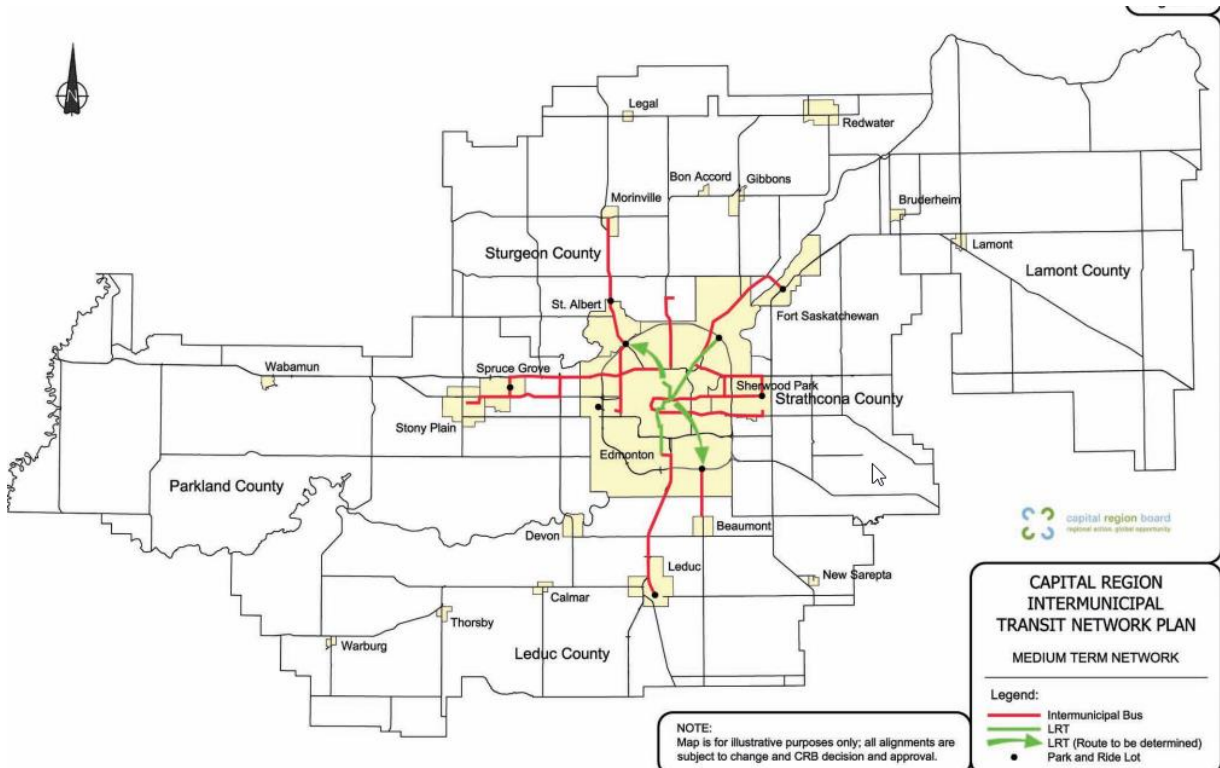


Figure 20 - Medium Term Inter-municipal Transit Network (CRB)

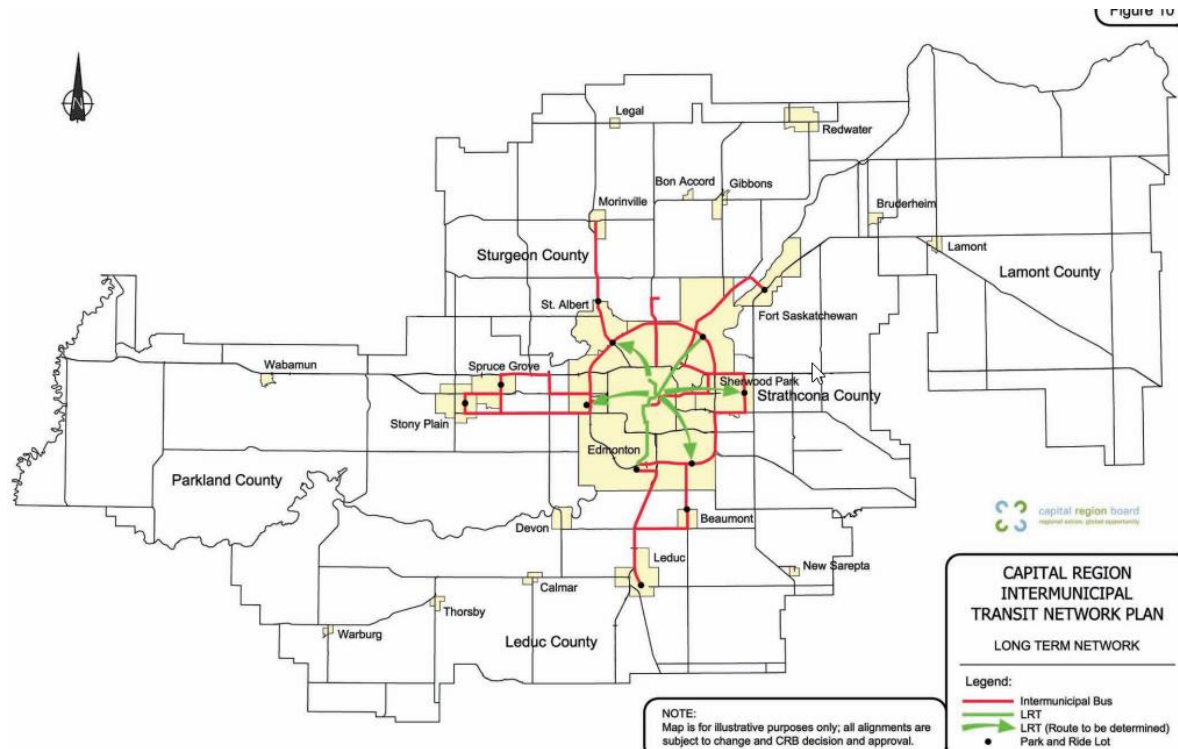


Figure 21 - Long Term Inter-municipal Transit Network (CRB)

### 6.4 Edmonton Transportation Master Plan

The LRT extension to Sherwood Park noted in the Capital Region Inter-municipal Transit Network Plan is also referenced in the City of Edmonton Transportation Master Plan. **Figure 22** illustrates an easterly light rail connection to Strathcona County by 2040. While this will not be in place over the 10-year timeframe of this master plan, it does form an important long-term consideration for the strategy.

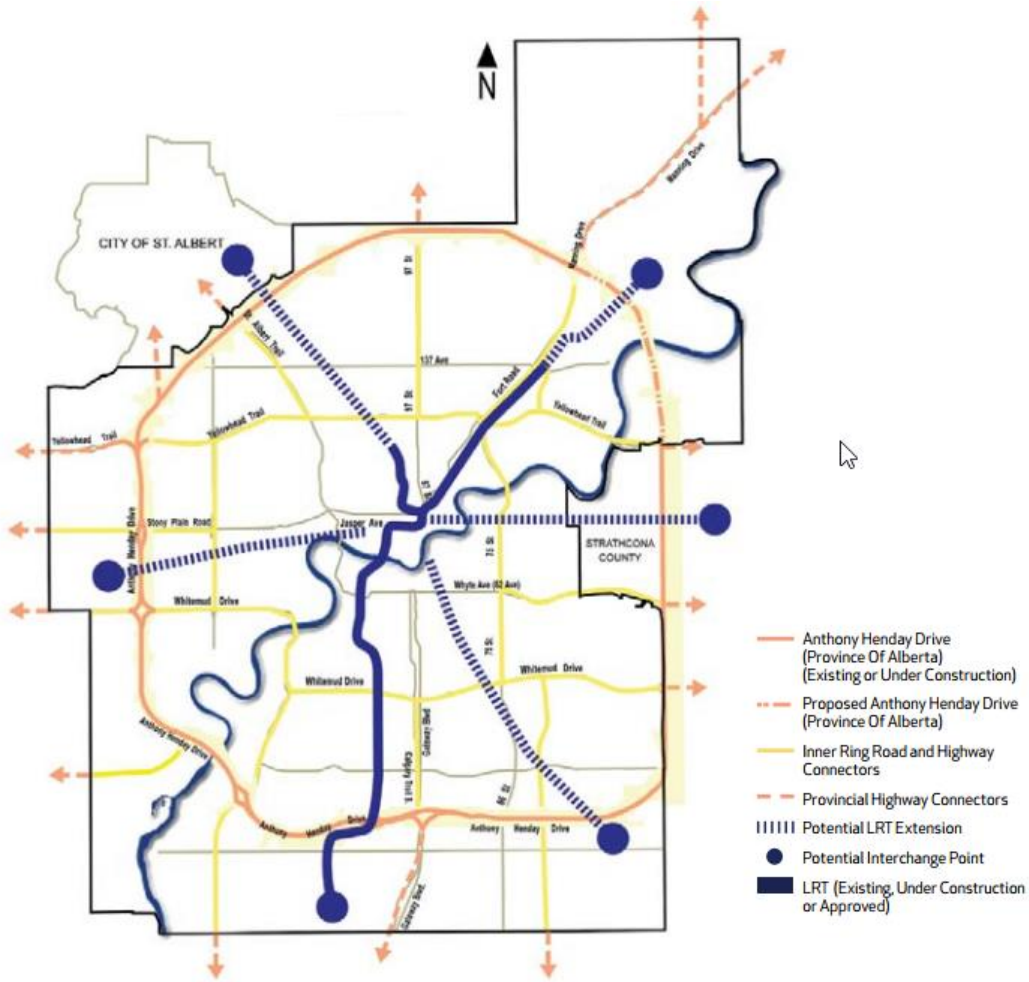


Figure 22 - Potential LRT Expansion by 2040 (Edmonton TMP)