



Sturgeon County
Meeting Agenda - Final
Committee of the Whole

9613-100 Street
Morinville, Alberta
T8R 1L9

Tuesday, June 11, 2019

Council Chambers

Immediately Following Regular Council Meeting

A. CALL TO ORDER

B. APPOINTMENTS

B.1 Transit Service Public Consultation Plan

Attachments:

[Briefing Note](#)

[Consultation Plan](#)

Susan Berry, Manager, Community Services

C. ADJOURNMENT



Sturgeon County

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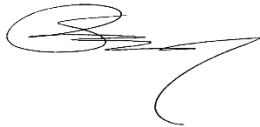


Legislation Text

File #: PRS-032-19, **Version:** 1

Transit Service Public Consultation Plan

Briefing Note

Title	Transit Service Public Consultation Plan
Issue	Confirm the information needs of Council to support informed decision-making with respect to transit service between the Garrison and Edmonton.
Previous Council Direction	<u>August 23, 2016 - Motion 286/16:</u> That Council approve the execution of the agreement with the City of Edmonton and CFB Edmonton for Regional Transit Service (Edmonton Garrison Route 199) for a term ending December 31, 2019.
Report	<p><u>Background Information</u></p> <ul style="list-style-type: none"> • The transit agreement with the City of Edmonton expires December 31, 2019. • Two stops along 97 Street do not meet the current standards for the City of Edmonton (particularly around accessibility) and are scheduled to be removed by December 31, 2019. • Ridership has been declining and there is a desire to evaluate the service. • 2019 Budget Information Requests included questions of what the options are for altering or cancelling the Transit Service Program and if historical data from the past 10 years could be provided to Council. <p><u>External Communication</u></p> <ul style="list-style-type: none"> • There has been no external communication. <p><u>Relevant Policy/Legislation/Practices:</u></p> <ul style="list-style-type: none"> ▪ Public Engagement Policy
Implication	<p>Strong Local Governance – Council, Administration and residents can work together to create a municipality that balances quality of life and sound management practices.</p> <p>Maintain and Enhance Strong Communities – One of the benefits of public transit is the increased mobility of non-drivers. Sturgeon County</p>

	<p>is committed to working with residents to ensure programs and services improve the quality of living in our rural environment.</p> <p><u>Organizational:</u> Consultation on the transit service had been contemplated by staff. The nature and extent have been expanded based on informal feedback from members of Council.</p> <p><u>Financial:</u> None.</p>
Follow Up Action	<ol style="list-style-type: none"> 1. Execute the engagement plan as proposed or amended after receiving feedback from Council. 2. Request for Decision scheduled for August 27, 2019 Council meeting.
Attachment (s)	1. Consultation Plan
Report Reviewed by:	<div>  <p>Susan Berry, Manager Community Services</p> </div> <div>  <p>Scott MacDougall, General Manager, Municipal Services</p> </div> <div>  <p>Reagan McCullough, County Commissioner - CAO</p> </div>



STURGEON COUNTY TRANSIT SERVICE FROM GARRISON TO EDMONTON

Public Engagement and Communications Plan

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1.0 Introduction, Background and Context

Sturgeon County has been administering an agreement between the City of Edmonton, CFB Edmonton and Sturgeon County for the provision of a transit service between Edmonton and the Garrison for years. Our current Corporate records have references going back to 2004. The current agreement expires December 31, 2019 and Council needs to decide on the future of the service:

- Is there a more cost-effective way to provide the service in support of the base and their operations, and
- what does the short term (2-3 years) renewal service look like?
or
- Should the service continue?

The transit service (local bus and Park & Ride) out of the Garrison has been provided in partnership with the Base (reinvestment for payment provided in lieu of taxes) and has not been developed to specifically reflect the preferences of the residents (users and potential users of the service) as the customer. Our historical approach to balancing operating costs has been to reduce service and increase advertising. One of the earliest schedules we were able to locate had the service going from Edmonton Garrison to Northgate via Namao Center in 2004.

The existing transit service is designed to connect residents of the Base to a transit center in North Edmonton, providing the opportunity for passengers to connect to other routes and destinations in Edmonton. The conventional, regional express, service is a fixed route every 45 minutes during peak am and pm hours. Over the past 10 years ridership has steadily trended downward. One option is to renew the service for the next 2-3 year period and take advantage of any possible service improvements to better meet the travel needs of our residents within existing budgetary limits, improving the efficiency and effectiveness of the service.

Negotiations on service levels have historically been handled by administration from the City of Edmonton, the Garrison and Sturgeon County. For the first time we want to engage with users and potential users of the service to help inform our decisions around the transit service. We are committed to ensure the travel needs of the residents are understood, with information gathered helping to improve the service over time.

There are many different indicators that organizations use to measure the success of their programs and services. We have focused on measures related to reliability (on time, everyday) and quality (comfortable, safe, professional drivers). As a result of this consultation users and potential user needs (destination, connections, travel time) will be used to inform the decision around level of service and how we define success.

Sturgeon County has had a long-standing relationship with the Base and are members of the Edmonton Salutes Committee. In an annual presentation to Council, January 9, 2018 Colonel J.P.S. McKenzie, Commander, 3rd Canadian Division Support Group, and Chief Warrant Officer J. Doppler, Department of National Defense/Government of Canada provided the following highlights from their fact sheets:

- Community of 27,000
 - 1300 living in residential housing units
 - Over a Couple hundred soldiers living in single quarters and

- the remainder living in the surrounding communities
- Edmonton Garrison in conjunction with their partner organizations are a major employer in the region
- Upon questioning, recognized that the service is underutilized but is something they are interested in reviewing.
 - Primarily used by young soldiers, new to the base and living off the base

Personnel Support Programs (PSP) is an operating division of the Canadian Forces Morale and Welfare Services. PSP operates a wide range of facilities, programs, services, and events at all Canadian Forces Bases across the country and overseas. In Edmonton, PSP operates the local Messes, Fitness Centre, Arena, Golf & Curling Club, Community Centre, Equestrian Centre, Hobby Shop and a variety of smaller locations that are available to all residents in the surrounding communities. Library memberships are currently available to Sturgeon County residents at no cost.

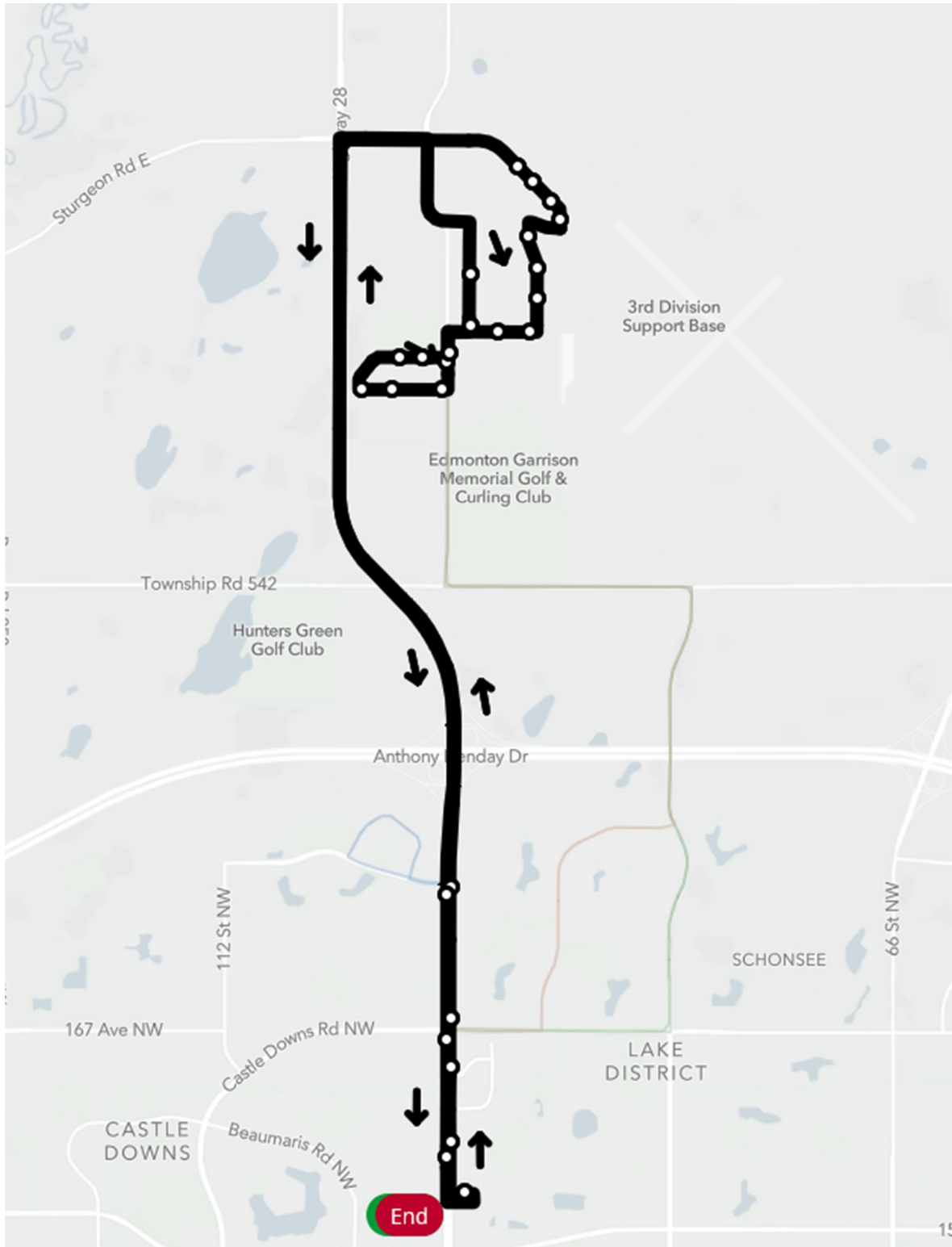
Sturgeon County currently receives \$3,909,602 in municipal taxes (annual and supplemental) and reinvests 8.5% in transit service and less than 1% in waste disposal. Other services provided to Sturgeon County residents living on the base are limited to: Animal/Dog Control Services and waste disposal to the housing units (PMQ's).

The regional household travel survey completed every ten years was most recently conducted in 2015. Results will be analyzed and considered as part of the decision-making process. The largest share of trips indicated travel to be from home to work and home to school.

The other variable that will impact the decision is a scheduled closure of 2 bus stops along 97 street. These stops do not meet the current standards for the City of Edmonton (particularly around accessibility) and are scheduled to be removed by December 31, 2019. Three alternative routes have been proposed by the City of Edmonton and we need to understand the impacts to walking distances from a transit stop for current transit riders using those stops.

As a comparison we have provided information on 2014 and 2018 Levels of Service

Year	2014	2018
Cost	\$284,610	\$321,928
Riders	20,026	11,982
Schedule	<p>WEEKDAY Departure Times</p> <p>06:19 07:04 07:49</p> <p>03:13 03:58 04:43 05:28</p> <p>SATURDAY Departure Time</p> <p>08:12 08:57 09:42 10:27 11:12 11:57 12:42 01:27 02:12 02:57 03:42 04:27 05:12</p> <p>SUNDAY Departure Time</p> <p>09:42 10:27 11:12 11:57 02:57 03:42 04:27 05:12</p>	<p>ROUTE 599</p> <p>TO EDM. GARRISON BUS STOP: 6313 WB</p> <p>WEEKDAY DEPARTURE TIME</p> <p>06:19 07:04 07:49</p> <p>03:13 03:58 04:43 05:28</p> <p>SATURDAY DEPARTURE TIME</p> <p>08:12 08:57 09:42 10:27</p> <p>02:57 03:42 04:27 05:12</p> <p>SUNDAY DEPARTURE TIME</p> <p>09:42 10:27 11:12 11:57</p> <p>02:57 03:42 04:27 05:12</p>



CURRENT ROUTE

Eaux Clares Transit Centre

Effective July 1, 2018
BusLink 6300



Park &
Ride Lot

97 STREET NW

6316 6315 6314 6313 6312 6311
145 Logo Lido 16 Castle Downs 599 Edm. Garrison 163 Chambery 162 Castle Downs

Clareview 190 6306 6307 6308 6309 6310
Klondike 191 6304 6303 6302 6301
HEATED TERMINAL
168 Northgate 180 Abbotsfield 150 West Edm. Mill DATS 167 Castle Downs

Southgate 9 Millwoods 15 Downtown 16 88 St/132 Ave 145 95 St/132 Ave 167 6317

157 AVENUE NW

LEGEND

- 15 Regular Service
- 135 Peak Hour Service
- 15 Night, Sunday and Holiday Service
- 6301 Bus Stop Number

ETS

ETS Routes

Route Number	Destination	Frequency	Service Span	Travel Time	Transfers	Route
9	Southgate	Every 15 minutes	7 days a week all day	62 Minutes	0	Eaux Claires to Southgate (Direct)
15 LRT	Southgate	Every 30 minutes	7 days a week all day except summer	60 minutes	1	Eaux Claires to MacEwan LRT station to Southgate
15	NAIT	Every 30 minutes	7 days a week all day except summer	15 minutes	0	Eaux Claires to Nait (Direct)
15	Grant MacEwan	Every 30 minutes	7 days a week all day except summer	24 minutes	0	Eaux Claires to MacEwan (Direct)
9 and 150	West Edmonton Mall	Every 15 minutes	7 days a week all day	63 minutes	1	Eaux Claires (9) to Northgate (150) to West Edmonton Mall
9	Downtown Library	Every 15 minutes	7 days a week all day	41 minutes	0	Eaux Claires to Downtown Library (Direct)
16	University of Alberta	Every 15 minutes	7 days a week all day	39 mins	1	Eaux Claires to Government Center (LRT Capital Line) to UofA

Current Fares

Effective February 1, 2019

Children (0 - 12)

Free when accompanied by a fare-paying adult. Children not accompanied by an adult must pay cash fare or a youth ticket.

Youth (17 and under)

Cash	\$3.50
Ticket (book of 10)	\$23
Monthly Pass	\$75

Adult (18 - 64)

Cash	\$3.50
Ticket (book of 10)	\$26.25
Monthly Pass	\$97

Senior (65+)

Cash	\$3.50
Ticket (book of 10)	\$23
Monthly Pass	\$15.50
2019/2020 Annual Pass (effective April 1, 2019)	\$136.50
2019/2020 Annual Pass - Low Income (effective April 1, 2019)	\$59.25

Eaux Claires Transit Center

Features	Present?
Bike Rack Capacity	✓
Designated Parking for Disabled	✓
Park & Ride	✓
Paid Park & Ride	
Passenger Drop Off Area (Kiss and Ride)	✓
Transit Arrival Sign	
LRT Station Adjacent	
Accessible Public Washrooms	✓
Convenience Store	
Large Shelter	✓
Public Pay Phone	✓
Public Washroom	✓
Seating	✓
Snack/Beverage Vending Machine	✓
Emergency Phones	✓
Transit Information Intercom	

2.0 Decision Making and Public Engagement Opportunities

Administration is recommending to Council that a renewal of the current service with the City of Edmonton continue on a short term (2-3 years). Elimination of the service is also an option. Continuation of the exact same level of service with low ridership, is not being recommended.

Issue Statement: Consulting with residents to find out how we provide effective transit service within the existing budget.

Sturgeon County is part of a group of 13 Municipalities around the Edmonton region that have signed on to explore a regional commuter transit service that could potentially provide the service in the future. The Business Case for the larger regional transit service is expected to be complete by October 2019.

A decision needs to be made on how we can best provide for the needs of residents in the short term, between the Base and Edmonton, with minimal impact to the annual operating budget.


Decisions outside of the scope of this consultation include:

- Transit service considerations for the Sturgeon Valley study area
- Changes in Service providers from City of Edmonton
- Increase in the number of connection locations within the City of Edmonton
- Adding additional service to the existing service
- Rate structure
- Different types of service (on-demand)

IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 1: IAP2's Public Participation Spectrum Provided With Permission from IAP2 Federation

ENGAGING OUR RESIDENTS ABOUT CURRENT REGIONAL TRANSIT SERVICES

CONSULT
APRIL TO JULY
2019

DECISION:

What is the best level of service to meet the needs of riders, and community partners over the next 2-3 years that we can afford within the current budget?

DECISION MAKER:

Administration

PUBLIC ENGAGEMENT OBJECTIVE:

- Understand interest, needs and/or importance of service to those currently using the service.
- Understand what barriers are preventing residents from using the current service
- Understanding the impact of the closure of the bus stops along 97 street

COMMUNICATION ENGAGEMENT OBJECTIVE:

- Increase awareness of the existing service
- Encourage participation in the process, your input will be used in the decision making

OUTPUT:

- Recommendation on Transit service typology and characteristics (level of service) between Garrison and Edmonton
- Options on how we can provide service to better meet community need

COMMITMENT:

To reflect information gathered through Public Engagement activities, regional household travel survey, opportunities with the Regional Transit Service Commission in determining how we provide the service to meet community need over the next 2-3 years

DECISION –
AUGUST –
SEPTEMBER

DECISION:

To renew the agreement with the City of Edmonton under the terms and conditions outlined by Administration

DECISION MAKER:

Council

3.0 Strengths, Weaknesses, Opportunities and Threats Analysis

3.1 Strengths

- Relationship with the Base Commanders and desire to strengthen the relationship
- Recognition that ridership has been decreasing and there is a need to evaluate the investment to ensure best use of public dollars;
- Council is committed to ensuring public engagement is undertaken prior to making decisions that will impact service levels
- Access to models through the work of the Regional Transit Services Committee
- Organizations level of openness to changes in service levels
- History of providing a very reliable service.
- Statistical reporting on users by the City of Edmonton

3.2 Weaknesses

- Transient nature of the Military community due to transfers, deployment. (Residents being away due to deployment or that military families that provide input may change at a higher rate than our non-military community).
- Lack of knowledge of the service may be a factor
- Lack of knowledge around the initial outcomes we were wanted to achieve by providing the service.
- Lack of clear outcomes and measures of performance
- Lack of clear understanding of resident needs around mobility

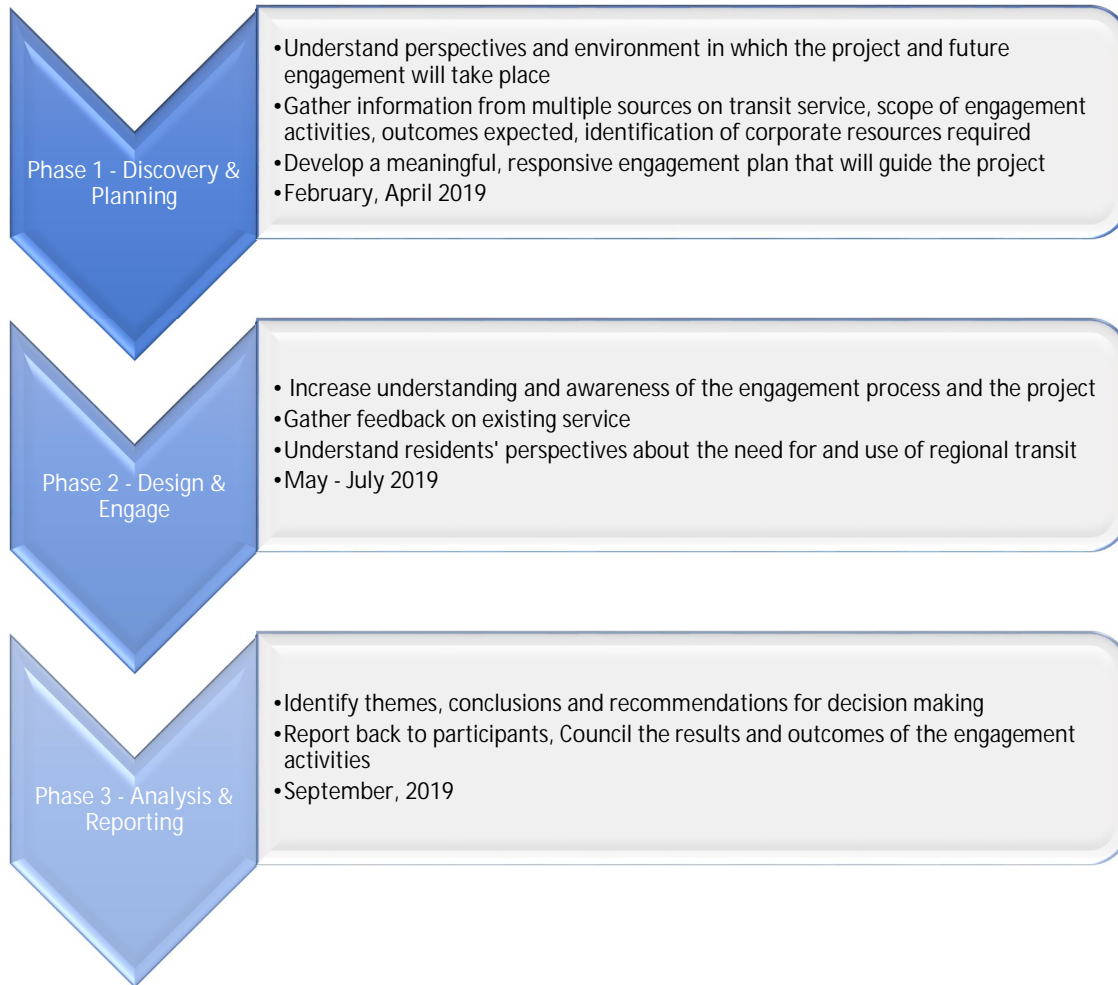
3.3 Opportunities

- Able to determine cause in trends for ridership reduction (i.e.: lack of knowledge of service, lack of desire for service, needed adaption of service required)
- Access to existing ridership for input
- Capitalize on existing public events and public facilities at Garrison such as Canada Day, MFRC, CRC (to capture feedback from those that may not be using the service)
- Ability to educate community about service

3.4 Threats

- The small population that uses the service and sees this as a need
- People are not interested in the engagement process
- Timelines in relation to signing of the new transit agreement

4.0 Engagement Activities + Timelines



Phase 1: Engagement Activity Descriptions

Common Practice Research/Environmental scan

- Review results from the 2015 Regional Household Travel Survey.
- Identify all interest parties (i.e.: Edmonton Garrison, MFRC, City of Edmonton)
- Review timelines for Regional Transit Services Commission

Committee of the Whole Conversation

- Confirm what information Council will need to inform their decision.

Coaching Conversations with Consultant

- To ensure that meaningful engagement is planned

Community Services Department

- Development of information materials to support engagement activities including:

- Snapshot of current service including parking locations, route, transfer options, cost, times;
- Information about engagement process – who, what, when, where and why

Phase 2: Communications & Engagement Activity Descriptions

Primary Audience - Transit Users & Potential Transit Users Consultation

Users of the Park and Ride service to understand and discuss the current service to identify what's working, what can improved and considerations related to value (monetary and social value)

- Document responses to the following questions:
 - How frequently do you use the transit service?
 - Where do you commute to? (final destination)
 - What motivates you to take transit?
 - What disappoints you about the current transit service?
 - What are your ideas to improve transit service?
 - Preference of alternative routes due to the closure of the bus stops on 97 street

Potential users to understand and discuss Park and Ride Transit Services

- Document responses to the following questions:
 - Are you aware of the current Park and Ride service available?
 - Where do you commute? How long does it take to get there?
 - What are factors that impact your decision not to use the park and ride service?

Members of the agreement (i.e.: Edmonton Garrison, City of Edmonton) to understand and discuss the current service to identify what's working, what can improved and considerations related to social value of the service

- Document responses to the following questions:
 - What is working?
 - What are the opportunities for improvement?
 - How much notice does the City require to make adjustments to the routes?
 - How much flexibility do we have in the schedule before we loose any benefit from the interlined service?

Secondary Audience - Impacted Service Provider Consultation

Transit drivers of the Park and Ride service to determine and historical persepctive they have.

- Document responses to the following questions:
 - How long have you been driving the route.
 - What's working well with the current transit service?
 - Do you have feedback on how this service can be made easier for users? Ideas for improvement
 - Any special needs of the users of this route

- What is the most common transfer

Service providers (i.e.: Military Family Resource Centre, Edmonton Garrison Fitness Centre, Gutherie School) to understand and discuss the current service to identify what's working, what can improved and considerations related to social value of the service

- Document responses to the following questions:
 - What do you know about the current transit service?
 - What's working well with the current transit service?
 - What is not working well with the current transit service?
 - How can we improve?

Phase 3: Communications & Engagement Activity Descriptions

What Was Said Report

- Summary of comments, phrases and input of participants directly as they were received.

Q&A Responses

- Throughout the engagement process participant questions will be recorded and responses will be provided openly to the entire public (i.e. posted to the website)

What We Did Report Back

- This will be the responsibility of Administration, to report back the options and recommendations they are putting forward for Council and to reflect back how public input gathered through this engagement process was considered and used.

5.0 Roles + Responsibilities

Project Team & Others	Roles & Responsibilities
Community Services	<ul style="list-style-type: none"> • Provide information about the decisions made, community needs, history, context and agreement. • Development and delivery of all communications materials • Implement engagement activities • Consider public input received, along with the technical information, to put forward a recommendation to Council
Corporate Communications	<ul style="list-style-type: none"> • Provide advice, opportunities and support related to internal and external communications
Mayor & Council	<ul style="list-style-type: none"> • Will be kept updated with progress and information throughout the project • Understand what the process is and why it is being done • Support and champion the engagement plan, encourage participation • Final decision makers, consider public input received, technical information and Administration's recommendation

6.0 Audiences, Key Issues & Interests

Audience Identification

Primary Audience

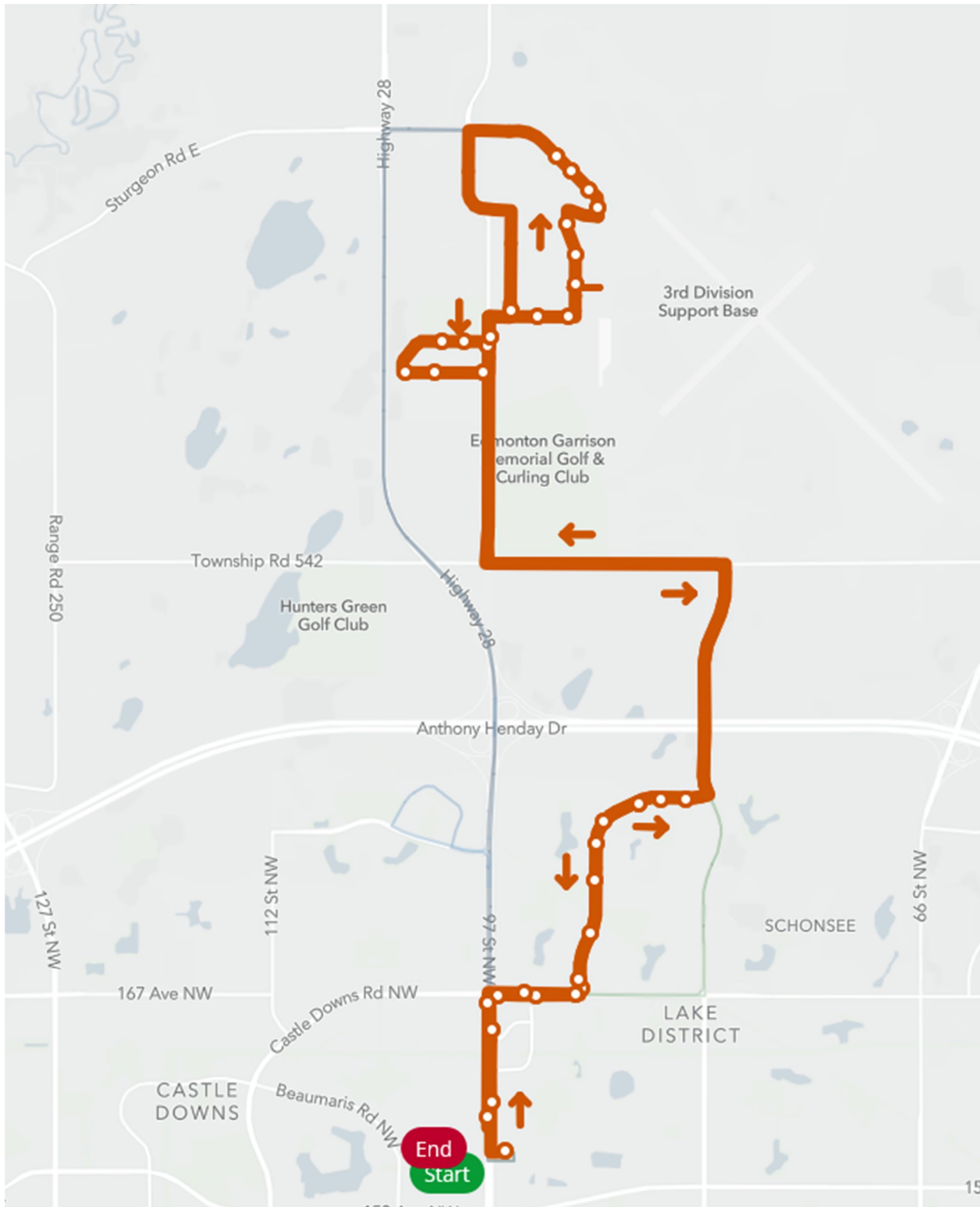
- Lancaster park Residents are interested in knowing route schedule and times, connections
- City of Edmonton residents working on base are interested in route schedule and times
- Sturgeon County residents who travel to Edmonton for work/school/personal are interested in route schedule, times, connections to other routes, parking
- Colonel J.P.S. McKenzie, Commander, 3rd Canadian Division Support Group is interested in increasing ridership and ensure the community need is being met.

Secondary

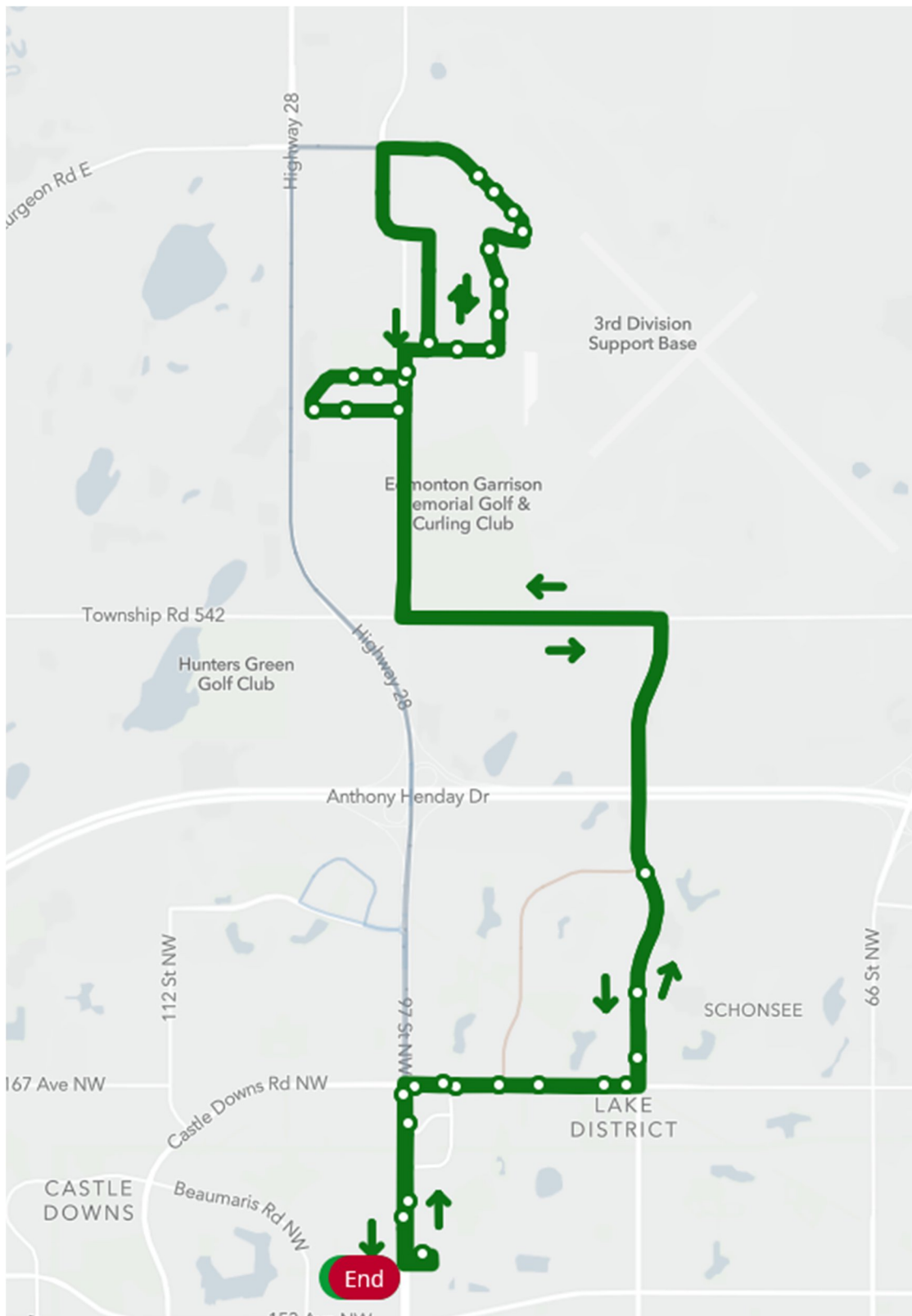
- City of Edmonton Administration is interested in preferred route schedule and times, contract terms and conditions including agreement to pay monthly invoices
- Service Providers to Edmonton Garrison families
 - Military Family Resource Centre is interested in knowing what transportation barriers may exist that will impact participation in programs
 - Gutherie School may be interested in route schedules that could promote school selection
 - Edmonton Garrison Fitness Centre

Issue	Interest and Values Description
Route Schedule and Times	What time do I have to leave to get to work? Do I have to transfer? How far do I have to walk to a transit stop?
Parking	Where do I park? Do I have to pay for parking? Can I reserve a parking spot?
Accessibility	Can I drive onto the base and use the service? How long will it take me to get to the University?
Lack of Knowledge	Where do I get information about the service?
Needs for Service	Who is benefiting from the service?

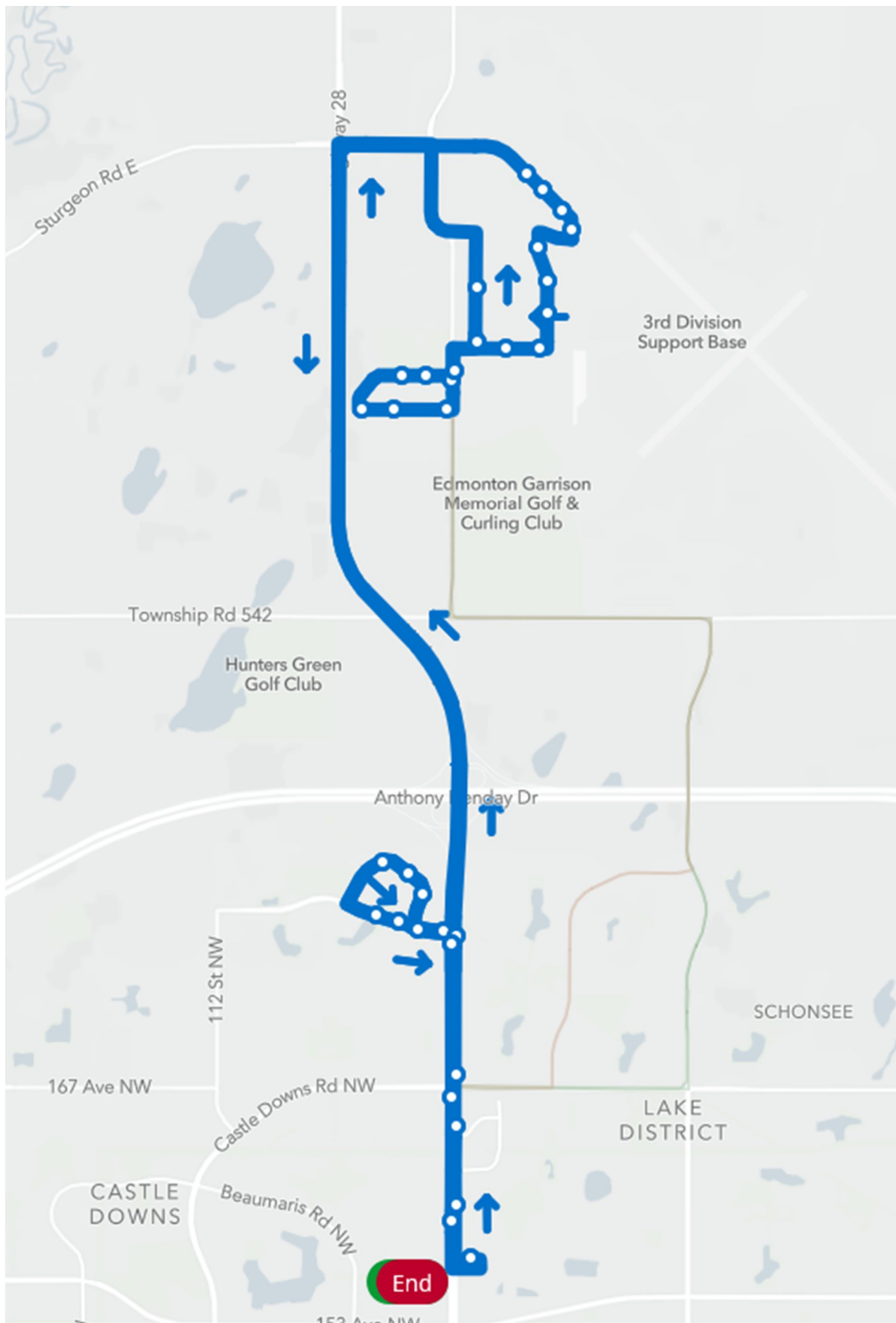
Route Option 1 – 91 street



Route Option 2 – 82 street



Route Option 3 – 176 avenue



7.0 Communications Plan

7.1 Communications Objectives

- To inform the public about the engagement opportunity and invite participation
- To report back to the public about the outcomes of the engagement activity
- To report back to the public about decisions made as a result of engagement activities and how public input was considered

7.2 Key Messages

1. For the first time we are looking for feedback from residents on how to improve the service. Sturgeon County is committed to engaging with current users about the value and opportunities to improve the effectiveness of the current Edmonton Garrison Regional Transit Service
2. Information gained through the engagement activities will be utilized to inform a Council decision to renew the Edmonton Garrison Transit Service Agreement for the next 2-3 years.
3. The existing transit service is reliable and available for civilians living off the base.
4. The current service is provided by the City of Edmonton and the contract agreement will expire in December 2019, we need to negotiate a new agreement.
5. Transit stops on 97 street are scheduled for closure and we need to understand the best choice for an alternate stop.

7.3 Communications Activities

1. prepare an online survey
2. prepare postcard style survey tools
3. Prepare information flyer for our stakeholder groups
4. Prepare introductory message for email invite to participate

8.0 Evaluation Plan

This public engagement process has the potential to build trust and relationships with residents, build public understanding about the challenges in deciding about investment the regional Edmonton Garrison Transit Service and gather input useful for consideration in this decision.

8.1 Indicators of Success

Several success indicators have been identified based on the input from residents, Council and Administration.

1. Information from transit users informs the County about value and opportunities for the Transit Service.
2. Information from non- transit users informs the County about trends and factors that impact decisions to utilize other transportation options.
3. Information from service providers and vested stakeholders will inform the County about factors that impact ridership.
4. Council responds positively to the information and supports administrative recommendations.

8.2 Measuring Success

What will success look like?

- Users and potential users participated in the consultation.
- Increased understanding of factors impacting ridership numbers.
- New contract terms approved by Council, the City of Edmonton and CFB Edmonton