

ETSAB: Tourism and Transit

Improving the Tourists' Experience on Edmonton's Transit System

Recommendation:

That Administration consider implementing the following measures to improve the tourists' experience on Edmonton Transit System:

1. Locate a transit hub that connects the local bus and LRT network with regional transportation services.
2. Offer fare options designed for tourists.
3. Use meaningful names, labels and symbols that are identifiable to outsiders.
4. Explore ways to provide greater transit access to tourist attractions along our River Valley, including seasonal ferry services.
5. Review service frequency to key tourist destinations – in particular, the 747 bus route to the Edmonton International Airport.
6. For any development that may attract tourists, ensure the transportation needs of tourists are incorporated from the outset.
7. Investigate the possibility of partnerships between Edmonton Transit System and the hospitality industry.

Report Summary

The Edmonton Transit System Advisory Board has identified seven measures to make the Edmonton Transit System more accessible and convenient to visitors.

The standard of public transportation in a city leaves a distinct impression with visitors. It gives a sense of local values and standards, including design and planning, efficiency and sophistication, personal security, and hospitality. In the case of Edmonton's 747 bus service, it may be the first impression a visitor has of our city. A favourable and welcoming, well-connected public transit system may in turn promote tourism, including attracting major events that include transit accessibility as a host selection criteria.

Edmonton Transit System has a focus on serving the local population. Given Edmonton's status as a travel destination and host city, the Board believes our public transit system ought to do a better job of catering to outsiders as well as the local population.

Attachment

1. Tourism and Transit: Improving the Tourists' Experience on Edmonton's Transit System

Others Reviewing this Report

- Edmonton International Airport
- Edmonton Economic Development Corporation

Tourism and Transit:

Improving the Tourists' Experience on Edmonton's Transit System

Summary

The standard of public transportation in a city leaves a distinct impression with visitors. It gives a sense of local values and standards, including related to design and planning, efficiency and sophistication, personal security, and hospitality. In the case of Edmonton's 747 bus service, it may be the first impression a visitor has of our city. A favourable and welcoming, well-connected public transit system may in turn promote tourism, including attracting major events that include transit accessibility as a host selection criteria.

Edmonton Transit System has a focus on serving the local population. Given Edmonton's status as a travel destination and host city, the Board believes our public transit system ought to do a better job of catering to outsiders as well as the local population.

The Board has identified seven measures to make the Edmonton Transit System more accessible and convenient to visitors. These include:

1. Locate a transit hub that connects the local bus and LRT network with regional transportation services.
2. Offer fare options designed for tourists.
3. Use meaningful names, labels and symbols that are identifiable to outsiders.
4. Explore ways to provide greater transit access to tourist attractions along our River Valley, including seasonal ferry services.
5. Review service frequency to key tourist destinations – in particular, the 747 bus route to the Edmonton International Airport, and
6. For any development that may attract tourists, ensure the transportation needs of tourists are incorporated from the outset.
7. Investigate the possibility of partnerships between ETS and the hospitality industry.

ETSAB recommends that Council direct Administration to consider each of the above measures in detail.

Background

As the provincial capital, Edmonton is a tourist destination for visitors from elsewhere in our province, visitors from other provinces, and international visitors.

The majority of trips to Edmonton would be short-term. This includes visits by those attending conferences and events, for example sports events such as the ITU World Triathlon, music concerts by internationally-renowned artists, or one of our many cultural festivals. Others may be briefly passing Edmonton to connect to destinations such as Jasper National Park and the Canadian Rockies, or to the North. Such visitors may consider a lengthier stay to explore our city if convenient. Edmonton also has many medium-term visitors in the form of international students and scholars, who may explore beyond campus to places accessible by public transit.

To understand the importance of public transit to tourism, it should be noted that tourists may *prefer* public transit to other transport modes. Public transit offers the chance to mingle with the locals and get a sense of everyday life in a city. It is environmentally friendly. In general it offers reasonable value-for-money, provides services to major destinations, and – importantly – requires less local knowledge and navigation skills than other transport modes. Alternatives such as car hire may not be favoured for a variety of reasons. Tourists such as youth from rural Alberta spending a weekend in the city, or international backpackers, may not qualify for car hire¹. International tourists may be reluctant to hire a car due to language barriers and an unfamiliarity with local road rules and signage, or right-hand-drive cars². Lastly, public transport may be favoured for one-way travel itineraries within Alberta as part of a longer journey.

To cater to the needs of tourists in Edmonton, tourists require convenient transit services to reach points of interconnection that include:

- Edmonton International Airport
- Inter-provincial bus services e.g., Greyhound and Red Arrow operations
- Inter-provincial rail services (VIA Rail), and
- Hire services including car hire and taxi services for journey completion.

While in Edmonton, tourist destinations include:

- Roger's Place
- Commonwealth Stadium
- Northlands
- West Edmonton Mall

¹ Budget requires drivers to be at least 21 to hire a car in Edmonton.

² Left-hand drive cars are utilized in many countries including the UK, India, Australia, Japan, Jamaica, and South Africa.

- Fort Edmonton Park
- Shaw Conference Centre
- North Saskatchewan River Valley, including Hawrelak Park and other major parks
- Old Strathcona
- Provincial Legislature
- Winston Churchill Square and surrounds, including the Edmonton Art Gallery, Royal Alberta Museum, Francis Winspear Centre, Citadel Theatre, and the Shaw Conference Centre
- TELUS World of Science
- University of Alberta and the Northern Alberta Jubilee Auditorium
- The Valley Zoo

Rather than serving once-off travel needs, the Edmonton Transit System has a focus on the “Everyday Way” – that is, locals who primarily use ETS for regular, local travel – with design features that include monthly passes, neighbourhood bus routes, locally familiar, nondescript names and so forth. While serving the local population is indeed the priority, greater consideration could be given to needs of tourists. A transit system that is convenient to tourists includes design features such as a central point of interconnection between services, fares designed to match the travel demands of tourists, identifiable logos and self-explanatory terminology for names and signage, and well-connected routes to key tourist locations. Recommendations on each for Edmonton are outlined below.

1. Use of a central transportation hub for regional connectivity

Issue

A common feature of well-integrated public transportation systems is an intermodal transportation terminal that links inter-city and local commuter services. Regional integration of public transport is particularly important for tourists.

Current situation

The Edmonton Transit System is not well-integrated with regional public transport services. The maps of the ETS Ride Guide do not show regional services³. While the long-term LRT Network Plan states that “LRT is a vital part of an overarching Regional Transit Plan”, it envisages dispersed interchange/transfer points with neighbouring urban centres and does not identify a centralized point of interconnection. With regards to the VIA Rail Station and Greyhound bus terminal, the nearest bus stop is approximately one kilometre away via a route without sidewalks.

³ Exception: the Leduc bus service is shown as a route accessible at Century Park.

Examples

- Pacific Central Station, Vancouver
- Central Station and Montreal Coach Terminal (Gare d'autocars de Montréal), Montreal
- Planned: alteration of Union Station, Winnipeg.

Solution

The various modes of transport that might be considered in an inter-modal hub include:

- Local light rail and bus services (ETS)
- Other bus services within the Capital region (St Albert, Strathcona County, Leduc)
- Edmonton International Airport bus service (Route 747)
- Interprovincial and provincial, privately-operated bus services (Greyhound, Red Arrow)
- Tourist bus services (e.g., seasonal services including MagicBus, snow shuttle services, and ETS special event services such as the Christmas Light Tours)
- Interprovincial rail services (VIA Rail)
- Hire services including car hire and taxi services for journey completion.

We suggest that a central location easily accessible from the downtown core be considered. As a central hub is primarily of benefit for regional and provincial travel, under a “beneficiary pays” model there is a case for at least partial funding from higher levels of government.

2. Fares designed for tourists

Issue

The needs of tourists include convenient fares and payment methods. Tourists using public transit will likely have travel requirements for the duration of their stay, and may require tickets to/from connecting services including the 747 airport bus service. Business travelers require receipts for their travel expenses. Tourists may also seek entry to the various destinations they reach using public transit.

Current situation

Edmonton’s public transit fares are in the form of monthly passes or single-trip (90 minute) tickets. There is only one fare option that may be convenient to tourists: the \$9.50 day pass, valid for one adult and up to four children (aged 12 or under).

There are many purchase limitations for ETS fares. ETS vending machines are cash only. Only single-trip tickets are available to purchase on-board buses, using cash (exact change) only. Receipts are not provided unless tickets are

pre-purchased online or at ETS sales outlets.

The 747 bus service is operated as a separate service, with the \$5 cash fares only valid for a single trip between the airport and Century Park. No ATMs are located at Century Park, nor conveniently located within the airport terminal near the bus stop. Further comments regarding the 747 bus service are provided in Appendix A.

The little-known Edmonton Attractions Pass offers entry to a choice of participating Edmonton attractions. The U-Pick Pass to four attractions costs \$34.95 for adults, or \$24.50 for children aged between 3 and 17.

Examples

The Société de transport de Montréal (STM) has a dedicated website for visitors⁴ that lists the following fares of interest:

- 1 day pass – unlimited travel for 24 hours*
- 3 day pass – unlimited travel for 3 consecutive days*
- Unlimited evening pass – for use from 6 pm to 5 am the next morning
- Unlimited weekend pass – for use from 6 pm Friday to 5 am Monday*
- Weekly pass (Monday to Sunday)*

*Valid for use on 747 bus service at no additional cost.

The site also lists discounts and directions to featured tourist attractions for public transit users.

Solution

Offer new fare products designed for the typical trip durations and itineraries of Edmonton tourists. We suggest fares similar to those offered in Montréal (see above) that include the 747 bus service. Refer also to the weekend and off-peak fare recommendations of the 2014 ETSAB report on fare structures (Appendix B).

To encourage our visitors to explore, offer the Edmonton Attractions U-Pick Pass combined with a 4-day transit pass as a single product available to tourists. Advise on transit directions to each attraction accessible by ETS.

Some cities such as Banff, Canada⁵ and Geneva, Switzerland have agreements between the transit authority and hotel industry where hotel residents are provided with complimentary transit passes for the duration of their stay. This program encourages visitors to ride the transit system and use it where possible to reach attractions and destinations. It is worthwhile for Edmonton to consider how a similar agreement might benefit stakeholders.

With regards to the 747 bus service, install an ETS ticket machine at the airport

⁴ <http://www.stm.info/en/info/advice/visitors>

⁵ <http://banff.ca/roam>

that accepts electronic payment and provides access to all fare products. Further, while electronic transit fares are coming to Edmonton in the near term, a more immediate solution is required on-board the 747 bus service. In the interim, we recommend an electronic, point-of-sale payment system be installed with receipts issued upon request. This should be fairly inexpensive given the buses already have wireless internet service installed.

3. Use identifiable names and signage

Issue

Identifiable logos and self-explanatory terminology for names and signage will assist tourists to navigate our public transit system.

Current situation – selected issues

The ETS acronym is unrecognizable to tourists, and the standard ETS logo gives no indication that it refers to a transit service. There are several examples of names used on the LRT system that may be confusing to tourists, including:

- Central Station; this name refers only to its location within the downtown area - not as a central point of an interconnected system as a tourist might expect.
- South Campus/Fort Edmonton Park Station; this station is not located at Fort Edmonton Park (rather, the name refers to a seasonal bus connection service).
- Capital Line / Metro Line / Valley Line; all lines are in our capital city, in the metro area, and cross the River Valley i.e., the names are vague and do not indicate directions.

Solution

Ensure signage to downtown LRT stations includes information identifiable to tourists, such as the existing train logo presently used at some locations. A long-term solution is to amend the ETS logo and/or name. Review and amend the naming process for new LRT routes and stations so as to require greater emphasis on navigability from a stranger's perspective.

4. Improved services to key tourist locations

Issue

Tourists need convenient public transit services to tourist attractions and points of interconnection.

Current situation – selected issues

Rogers Place

Rather than use the adjacent MacEwan Station, Arena District patrons are advised to use stations along the Capital Line e.g., Bay/Enterprise Square Station. This is partly due to design constraints: trains along the Metro Line are

limited to three cars due to the shorter platform at NAIT station.

Edmonton International Airport

Service frequency is every 30 minutes at peak times, and only every hour at off-peak times – that is, before 6 am, between 9 am and 3pm, and after 7 pm. A wait time of up to 60 minutes is inconvenient, particularly for tourists (and Edmontonians) arriving from a long international journey.

Attractions along Edmonton’s River Valley, including Fort Edmonton Park

Unless travelling by bicycle, the many attractions along the River Valley are not well integrated and so tourists traveling by public transit will be limited in what they can experience.

Although service is frequent (20 minutes), taking the LRT and then a bus to Fort Edmonton Park seems an inconvenient and lacklustre journey.

Solution

Ensure planning processes for tourist destinations consider public transit from the outset. The design and service schedules must accommodate the needs of tourists.

With regards to the 747 bus service, a service frequency of at least 30 minutes at all times is needed to accommodate travelers departing and arriving over the full operating hours of the airport.

“Blue Sky” option: a seasonal ferry service along the River

Filled with parks, recreational trails through natural areas, and golf courses, the River Valley is a key Edmonton tourist attraction with many points of interest. Fort Edmonton Park extends to the River’s edge and will have major upgrades in the near future. The recently-upgraded Edmonton Valley Zoo is also within walking distance of the River. The Rosedale power plant site has long been considered for development with tourism possibilities.

The River Valley divides Edmonton in two and has served as a transportation corridor from our very beginning. Today it is used as an access route for cyclists and pedestrians. We are aware of 29 bus stops located within 200 metres of the river. Seven new docks and a funicular connecting downtown to the valley trails are under construction to further improve access.

Could Edmonton be ripe for a seasonal ferry service?

Imagine being a tourist in our city, spending a summer’s day taking the funicular to the water’s edge, casually hopping on a boat service to sightsee along the River, before disembarking at Fort Edmonton to ride the steam train (1919) into the park. Spectacular!

Rivers in other jurisdictions are used as transit routes, and have been quite successful. For example, Winnipeg has a privately run river bus that doubles as a sightseeing tour on the longer routes. Granville Island in Vancouver is serviced by private ferry (Aquabus), connecting several tourist attractions along False Creek while also serving regular commuters.

Refer to Appendix C for further information.

APPENDIX A – 747 BUS SERVICE COMMENTARY

Beginning in 2012, ETS began offering bus service via the Route 747 from Century Park transit centre to the Edmonton International Airport. ETSAB was an early promoter of this service and we continue our support. In January 2015 ETSAB sent a letter to ETS Administration detailing recommended improvements to the service. We have chosen again to examine the service as we consider this a crucial element linking tourists, and all visitors, to the transit system.

For this latest review, ETSAB was provided data by the City of Edmonton Administration, a site visit was conducted on January 6, 2017, and we held discussions with EIA Administration.

Overall, the service appears to be useful and well-used. The route provides a crucial link for both travellers, and employees who work at the airport and live in Edmonton. ETS has clearly made efforts to increase the visibility of the service via enhanced promotion throughout the transit system, and advertising through a variety of media.

What is working well?

- Signage promoting the service on the Arrivals level of the airport.
- Signage promoting the service throughout the LRT system and Transit Centres.
- The service is observed to be well-used at most departure times.
- Passenger counts, though down over the last year, generally appear stable.
- Persons travelling via the airport are using the service to depart/arrive through Century Park, transferring to private vehicles, vehicles-for-hire, and onwards to the LRT.
- Workers at EIA are clearly using the service as a critical link to get to work.
- Relocation of the bus stop away from a designated smoking area.

ROUTE 747 ETS
Edmonton Transit System

EIA express BUS STOP
EXIT DOOR 7 OR 8

BUY PASSES HERE
GROUND TRANSPORTATION SERVICES

EVERY DAY WAY TO CANCUN BEACHES

Buy one-way trips between Edmonton International Airport and Century Park Transit Centre, Edmonton.
flyeia.com | takeETS.com

Choose the BLUE TAG

ENTER NAME
0000

Estimated rate for transportation from EIA to downtown Edmonton.
Detailed list of rates at the Ground Transportation office on Arrivals

LIMO \$66
AIR LIMOUSINE • 780 989 7099

SHUTTLE \$18
SKY SHUTTLE • 780 465 8515

TAXI \$55
24-7 TAXI LINE • 780 442 4444
AIRPORT TAXI SERVICE • 780 890 7070
CO-OP TAXI LINE • 780 425 2525
GETS (GREATER EDMONTON TAXI SERVICE) • 780 462 3456

***LOOK FOR THE BLUE TAG TAXI**
Ambassador Program developed in summer 2017, this program is another way EIA is striving for customer service excellence. We strive for the very best in customer service. For more details go to flyeia.com/blueitag

PARKING CONTACT

EASY PARK / VALUE PARK • 780 890 2380
PARKING INFO • 780 890 8626

EIA express ROUTE 747

CATCH ROUTE 747 OUTSIDE DOOR 8
One-way trip: \$5 or 2 adult ETS tickets to Century Park Transit Centre, Edmonton
For schedule information please visit flyeia.com/route747

BAGGAGE STORAGE
CONSIGNE DE BAGAGES

OPEN 24 HOURS
OUVERTE JOUR ET NUIT

Prices may vary at the discretion of the baggage storage personnel. Refunds are not available after 20 minutes. Les prix peuvent varier à la discrétion du personnel de la consigne de bagages. Aucun remboursement après 20 minutes.

ITEM ARTICLE	PRICE PER ITEM, PER DAY TARIF PAR ARTICLE, PAR JOUR
BAGS/BOXES SACS/BOÎTES	
Small (carry-on) Petit format (sac de cabine)	\$3.00 3 \$
Medium Moyen format	\$5.00 5 \$
Large Grand format	\$7.00 7 \$
Extra Large (hockey & golf bags) Très grand format (sacs de hockey et de golf)	\$10.00 10 \$
BICYCLE VELO	\$10.00 10 \$
CAR SEAT SIÈGE D'AUTO	\$7.00 7 \$
DOG KENNELS CAGES DE TRANSPORT POUR ANIMAUX	
Small (carry-on) Petit format (sac de cabine)	\$3.00 3 \$
Medium Moyen format	\$4.00 4 \$
Large Grand format	\$7.00 7 \$
Extra Large Grand format	\$10.00 10 \$
HORN/HAIRDES BOIS/PEAU (D'ANIMAL)	\$10.00 10 \$
SKIS SKIS	\$10.00 10 \$
TRUNK MALLE	\$10.00 10 \$

All charges must be prepaid. Tous les frais doivent être acquittés à l'avance.

RATES INCLUDE G.S.T.
LES TARIFS COMPRENNENT LA TPS

ROUTE 747 ETS
Edmonton Transit System

BUY PASSES HERE | **EIA express BUS STOP**
EXIT DOOR 7

EVERY DAY WAY TO CANCUN BEACHES

All EIA Express Route 747 buses are equipped with free wi-fi and luggage* racks!

Monthly Passes
Purchase monthly passes here at the Ground Transportation Booth - Open 24 hours (open on-site on the 22nd of every month).

More Information
For more information and the complete bus schedule, pick up a route 747 brochure from the EIA Info Booth, or view it online: flyeia.com/route747

flyeia.com | takeETS.com

Signage near EIA Customer Service on Arrivals Level

What needs improvement?

1. The \$5 cash payment differential creates great difficulties in payment for users.
 - This system is inconvenient, confusing and possibly discouraging.
 - We have observed ETS Operators asking passengers to make change for each other.
 - At Century Park, there are no ATMs available nor any dedicated method to acquire change. There are no ticket machines at platform level at the Transit Centre; in any case, ETS ticket machines only accept cash.
 - At the airport, there is no clear way to acquire cash or change near the bus stop, nor are there ETS ticket machines.
 - Tourists arriving in Edmonton, even if they have obtained Canadian Dollars prior to their trip, are unlikely to have \$5 ready in cash as most banks and ATM's tend to dispense larger bills.
 - Two ETS tickets can be used instead of \$5 cash to ride the 747; however, this is not indicated on ticket machines.
 - Operators do not have discretion to accept 1 ticket plus cash to make up the \$5 differential.
 - Refer to main body of this report for payment recommendations.
2. Offer receipts for the benefit of those who may be travelling for work.
3. Provide standardized wayfinding signage at Century Park and EIA.
 - While the 747 Service has flashy advertisements, standardized signs for public transit: bus should be installed throughout these facilities to guide travellers to the bus stop.
 - Signage is prominent near the airport bus stop door - but standard public transit symbology should complement the overhead wayfinding symbols.
 - Avoid the use of acronyms/local names for the benefit of visitors e.g., use Edmonton Transit System rather than ETS; for Century Park: use Transit Centre or public transit terminal. The acronym EIA is also unfamiliar to tourists.
 - Two different brands are used on the same signage: "EIA Express" and "Route 747". This needs to be disentangled; we suggest using the "Route 747" as it is a North American standard brand.



4. Improve bus stop, signage, shelter, and lighting.
 - The bus stop at the airport is shared with various other shuttle buses, and is not well demarcated. Wayfinding signage should be installed including a large “Bus Stop” sign.
 - Consider providing a heated shelter at the airport bus stop.
 - Improve pedestrian-level lighting at both Century Park and the airport.



5. Increase service frequency to ensure consistent 30-minute service (or better) throughout the day.
 - Service frequency must be convenient to attract users.
 - A 1-hour service frequency outside of peak hours is inconvenient for travellers and employees, especially considering that flights are subject to time changes and delays, as can shift work at the airport.
 - By comparison, the Calgary International Airport is serviced by 3 bus routes. The primary route is Route 300 - Bus Rapid Transit (BRT) providing service every 30 minutes or better (every 20 minutes in select periods).
6. Extend service hours to match hours of flight arrivals and departures, as well as the major shift schedules for employees.
 - In general, flights depart from 5:45 am, and arrivals continue until about 1:30 am
 - Services brackets are currently: 4:34 am first bus arrives at airport; 12:18 am last bus departs airport.
 - Service hours should recognize security clearance and check-in, and luggage pick-up time requirements.

APPENDIX B – ETSAB REPORT: REVIEW OF FARE STRUCTURE FOR PUBLIC TRANSIT SERVICES, FEB. 2014 (TRANSPORTATION COMMITTEE), SELECTED EXCERPTS

1. Off-peak fares on weekends

Edmonton's transit system operates with ample spare capacity at off-peak times, providing an opportunity to use discounted fares to increase utilisation of the system. Discounts could apply to travel on weekends without requiring major changes in the payment system.

On the customer demand-side, for public transit to be a travel mode of choice, fares should be competitive at off-peak times when parking fees are discounted. An example is a couple planning to travel downtown to attend an event, enjoy a meal, or watch a movie on a weekend. They can either pay \$12.80 to travel by public transit (2 tickets, return trip), or save money by travelling by car and parking at discounted rates. Off-peak fares make transit a more viable proposition for those that have other choices of travel available to them.

Other advantages of off-peak fares on weekends may include:

- Increased visitors to the city centre on weekends, including to public spaces, tourist attractions, restaurants and other venues.
- Increased safety, as opportunistic crime tends to occur at off-peak times when there are fewer passengers to observe wrongdoing.
- Improved equity, as transit will be more affordable for those travelling to low-paid weekend work.

Examples from elsewhere

- Vancouver – \$2.75 for all day Saturday, Sunday and holidays (all zones).
- Melbourne, Australia – \$3.35 for all day Saturday, Sunday and holidays (all zones).

Design and implementation

The discount may take the form of a lower fare and/or relaxation of the 90-minute ticket duration.

A simple solution that could be implemented with minimal changes to operations is to allow a single ticket for travel on Saturdays, Sundays and holidays.

2. Peak/off-peak fares during weekdays

The maximum passenger load is an important system constraint that affects costs. When this capacity is regularly reached, customers may turn away (e.g., switch to vehicle travel) and system expansions are needed. Outside of rush hour, system utilisation is low and there is an opportunity for greater use by price-sensitive passengers who have flexible schedules.

Some advantages of peak and off-peak fares when applied on weekdays may include:

- Reduced growth in future costs, as capital investments to increase capacity can be avoided or delayed.
- Increased revenue by targeting price-insensitive customers, and system optimisation.
- Improved reliability and comfort for passengers travelling at peak times, with more seats available.
- Flexibility to adapt to growth in the public transit system, as peak system pressures may increase with the expansion of the LRT network.

In addition, the benefits of off-peak fares when applied on weekday evenings are expected to be similar to those listed previously for off-peak fares on weekends (recommendation no. 1).

Examples from elsewhere

- Vancouver – \$2.75 for travel after 6:30 pm on weekdays (all zones).
- New York – peak fares from 6 am to 10 am inbound, and from 4 pm to 8 pm outbound.
- Washington DC – peak fares from opening until 9:30 am, 3 pm to 6 pm, and on Friday and Saturday late night services. Additional charges for express buses.
- Melbourne, Australia – free train travel before 7 am on weekdays.

Design and implementation

Modelling of forecast revenue and passenger impacts is needed for setting prices and times of peak and off-peak travel. Care will be required to avoid passengers switching from public transit to vehicle use due to a surcharge for travel at peak times. Customer perceptions of fairness will be important, otherwise expect complaints about “paying more for the same service”.

We suggest that a transition coincide with an upgrade to the payment system and the next planned fare increase, with off-peak “saver” fares promoted as a best-value option for passengers.

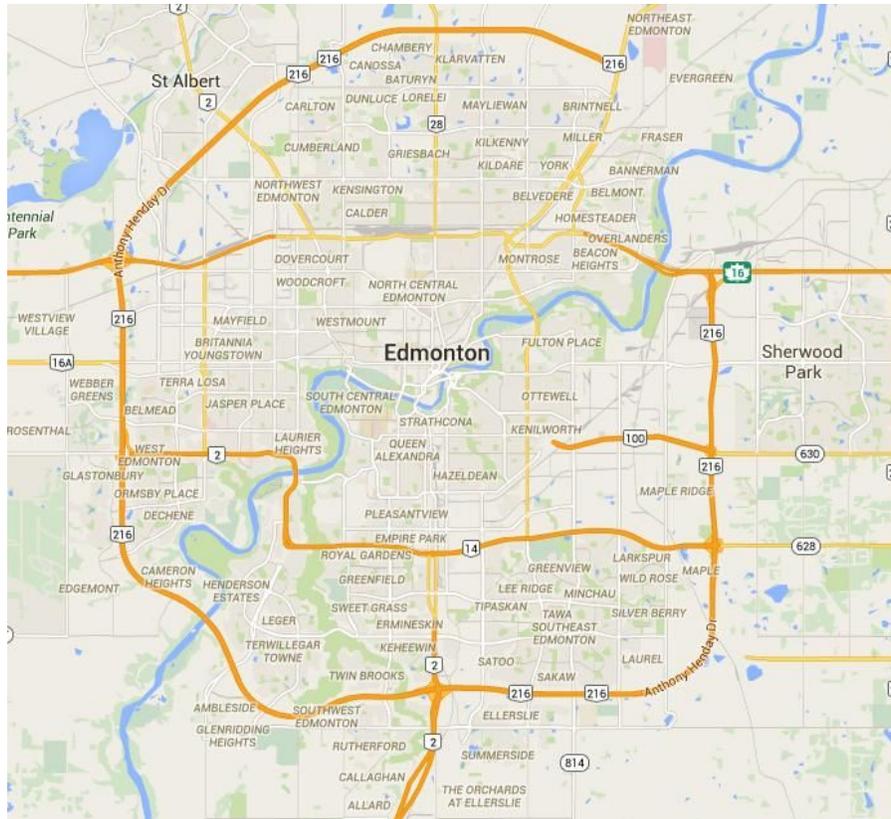
APPENDIX C – THE RIVER AS A TRANSIT CORRIDOR

Like most major cities in Canada, Edmonton was founded and developed near a waterway. During the late 1800's, the Hudson Bay Company and rival North West Company operated a fleet of steamboats on the river to deliver fur and goods across the prairies. This transportation route ultimately spawned the development of trading posts such as Fort Edmonton and Rocky Mountain House .



The history of the river is plentiful and interesting, and provides evidence as to the value of the North Saskatchewan River as a transportation corridor. The river runs directly through the city running from Southwest to Northeast, geographically dividing the city in half. Because the river runs through the heart of the city, this means there are many existing transit stops in proximity to the river. There are currently 29 transit stops in Edmonton that are within 200 meters of the river, and 85 transit stops within 500 meters of the river. If the river was used as an additional transit corridor, these existing stops could be leveraged as integration points into the overall system.

⁶ Source: Bruce Peel, *Steamboats on the Saskatchewan*, (Saskatoon: Prairie Books, 1972)



There are many attractions lining the river that are frequented by tourists. There are approximately 21 parks that could be accessed by water and 8 golf courses that are directly along the river. Servicing these areas along the river via a boat would allow visitors to access them easily from the downtown core. Additionally, as regional transit considerations, access to the downtown of Edmonton from both Devon and Fort Saskatchewan could easily be a reality along the river corridor.

The service on the river would be limited due to seasonal considerations. The North Saskatchewan River is generally passable and free of ice during the late April to October timeframe. Due to the limited seasonality, and the fact that adding boats to an already large transit fleet that currently doesn't have a marine element would be a strain on the organization, this is a good opportunity to develop a public-private partnership.

Using the river to increase the coverage of the transit network and stimulate tourism along that corridor is a timely consideration. There is currently a plan to erect seven new docks and access points along the river within the city limits this year. These docks could be used to feed a network of small boats along the river allowing people to gain access and move about the city via the river in ways that aren't possible at this point in time by integrating the river into our transit system.

APPENDIX D - WAYFINDING

If done correctly wayfinding can be an effective way to influence citizens decisions and tell the story of Edmonton. All too many times wayfinding has been centred around disseminating information without taking into account the riders needs. This is why a strategic plan around wayfinding throughout Edmonton Transit Service is needed. Research shows that a user-friendly wayfinding system can help people with all different abilities and backgrounds easily move to their desired destination. As it stands now Edmonton has started to take steps to enhance the pedestrian realm by creating wayfinding signs that assist in locating destinations and landmarks at street level. Now we need to take that momentum and help aid riders and visitors to Edmonton.

Important Components of an Effective Wayfinding System

- **Consistency**

An important aspect of wayfinding is predictability and consistency when creating an identity for a brand. A new user to the system needs to be able to trust that they will find the information they need in the same way and same place throughout the entire transit system. Using consistent and predictable codes such as pictographs, numbers or letters will ensure that if read once successfully, users will be able to understand new codes when they encounter them again.
- **Naming**

It is important to “give unique names to all transit facilities, and use their full names wherever they are mentioned. Choosing names that are simple (short and easy to remember), logical (make sense to most people given the location), self-locating (help people pinpoint the location based on the name) and durable (are not named after something that is likely to change)” will ensure that new riders will be able to understand the system quickly.
- **Inclusive Design**

Information should be designed in a way that considers the needs of a wide range of customers, including those with impaired vision or mobility, and second-language learners. The use of simple language, careful consideration around colour contrasts, text size, symbols and mounting height helps ensure that all are able to read and understand the signage.
- **Online Integration**

Many people who live in the City and visitors will turn to online applications to use ETS. To ensure they have a seamless journey it is important to have consistent branding and messaging both online and throughout all

offline applications. This will help riders recognise the stops, entrances, fare system and any other components to help complete their journey.

- **Street Level Signage**

An aspect that is missing from Edmonton's current system is street level signage for bus and light rail transit. At point of decision, many citizens when leaving many of Edmonton's tourist destination locations do not interact with ETS signage or information. Because of this many people are not aware how close to a transit station they are. By creating consistent signage at street level we can help influence the citizens' modal choice.



- **Reliable Information**

Reinforce trust in the transit system's wayfinding by always presenting information that is accurate. Where appropriate, include the date the information was posted or took effect, to reassure customers that the information is reliable.

- **Education**

Providing information about the transit system that helps new customers learn how to use it, and helps existing customers understand how it can serve them beyond what they're already familiar with helps promote ridership. This includes information about fares, services, and operating procedures relevant to customers, and should be placed in appropriate locations. An example of where this can be improved is throughout our current downtown pedway signage. Many users do not know that the feet placement indicates what level the pedway is at.

- **Linkage between Bus & LRT**

As Edmonton's bus stops are not named, and as automated announcements do not mention LRT stations, visitors to the city are not going to be aware that they would have to exit the bus at e.g. Jasper & 107th Street to access Corona station. Audio announcements and/or the

LED displays near the front could be used to inform travellers of an upcoming LRT stop. A simple announcement like "transfer to Capital Line," or, even coarser, "transfer to LRT service," could go a long way in making the transit system more accessible for tourists or individuals new to the city. Visitors from abroad cannot generally be expected to have a Canadian mobile data plan that enables them to use real-time and location information on google maps or the transit app, demanding greater reliance on on-board announcements. Many cities around the world have implemented similar announcements (e.g. [London, UK](#): "Change here for the Jubilee Line;" [Hong Kong](#): "Interchange station for the Tseung Kwan O Line;" [Boston, MA](#): "Change here for the Red and Orange Lines;" [NYC](#): "Transfer is available to the Downtown E-Train.")

Wayfinding is a key aspect of any transit system. The way people move through a City helps inform them of what is happening, what is important and the City's history. When tourists come to our city and struggle to get into the City because they missed a bus or train by five minutes or they don't have exact change because there was no indication they need it, this can create a misrepresentation to what Edmonton has to offer. Wayfinding helps tourists and new local riders ensure that they have a smooth experience which has an impact on their decision to take the service again. To ensure that wayfinding has a positive impact on experience we need to implement all components. Many cities like New York, London, Chicago, Rio De Janeiro all have created recognizable and reliable transit services that ensured consistent wayfinding is apart of their system. This helps guarantees riders a smooth experience.

References:

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- <http://www.signplanning.com/use-room-numbers/>
- <http://www.travelwayfinding.com/wayfinding-versus-signage/>
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List of tourist locations

West Edmonton Mall
Edmonton Valley Zoo
Muttart Conservatory
Fort Edmonton Park
Art Gallery of Alberta
Telus World of Science
Alberta Legislature
Royal Alberta Museum
Alberta Aviation Museum
Hawrelak Park
Rutherford House
Edmonton Ski Club
Rabbit Hill Snow Resort
Whyte Ave
Jasper Ave
Churchill Square
University Of Alberta
Grand MacEwan University
River Valley
Rundle Park
Louise McKinney Riverfront Park
Shaw Conference Centre
Northlands
Rexall Stadium
Commonwealth Stadium

Wayfinding: Mexico City Metro

The use of icons, first introduced with the 1968 Olympics, and renowned for their universal intelligibility.

