

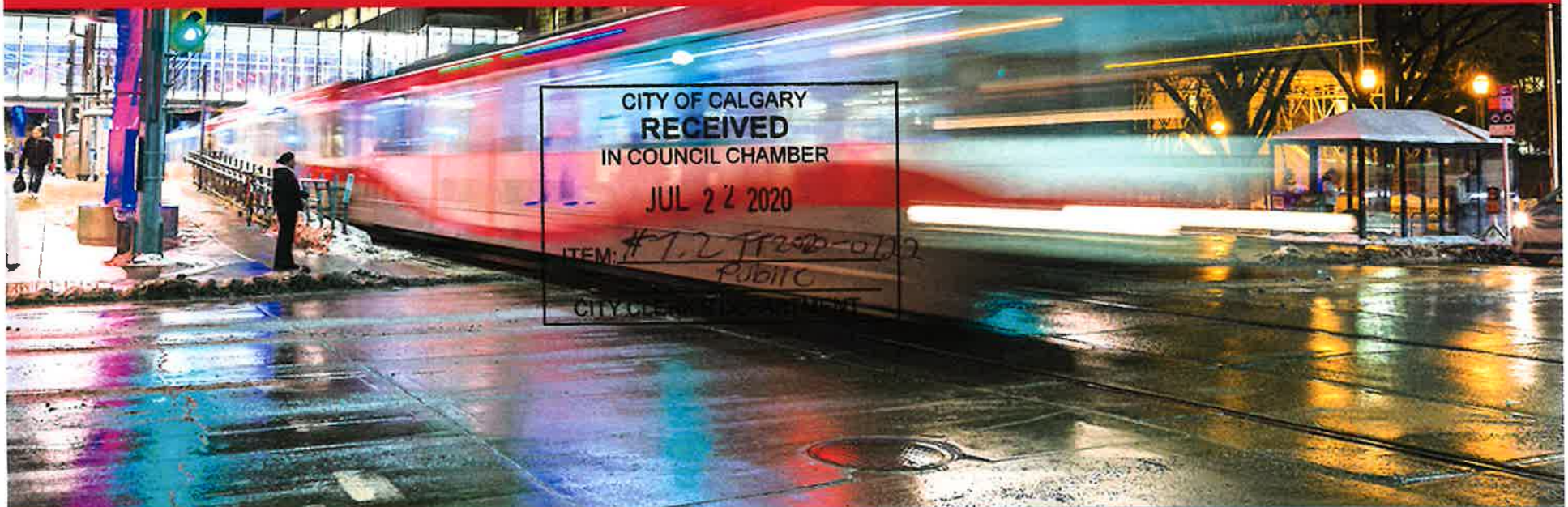


Calgary Transit Ridership, Revenue and Route Ahead Update

SPC on Transportation and Transit

July 22, 2020

ISC: Unrestricted





- Impacts of COVID-19 pandemic on Calgary Transit's ridership and projected response to Alberta's relaunch
- Customer usage and attitudes survey findings
- Revenue impacts
- Strategies to mitigate impacts

Route Ahead

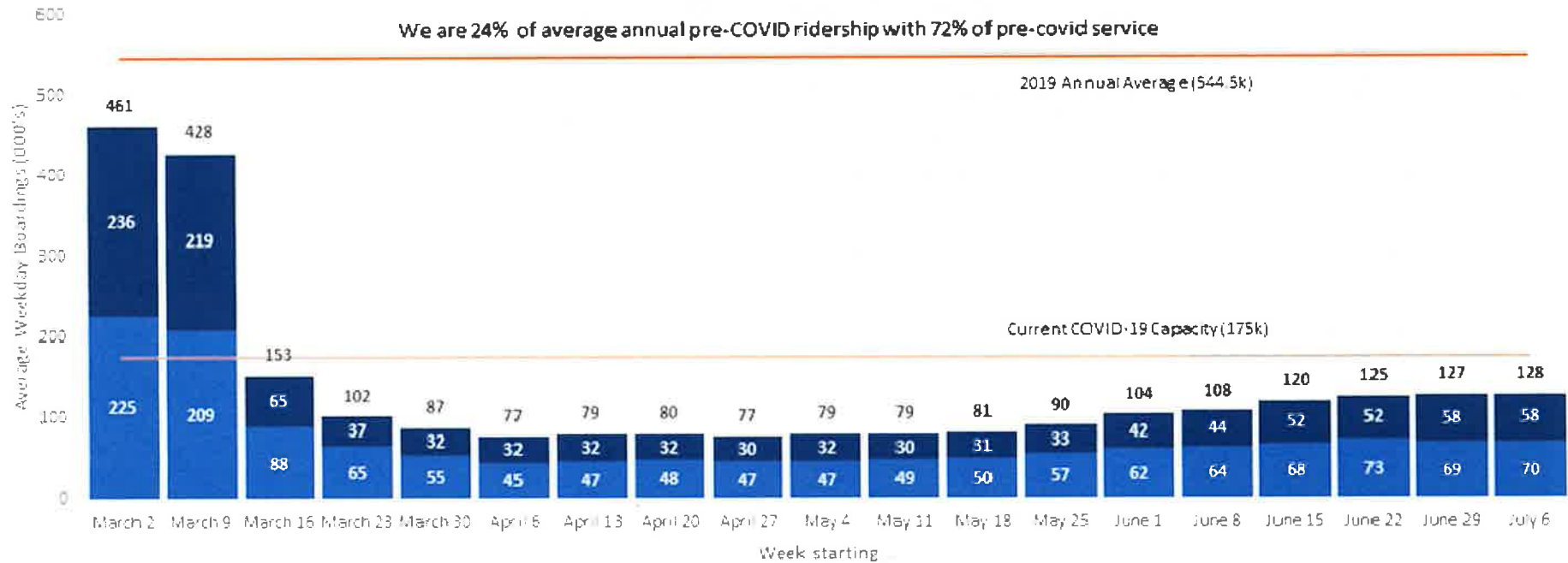




Ridership: Pandemic Impact

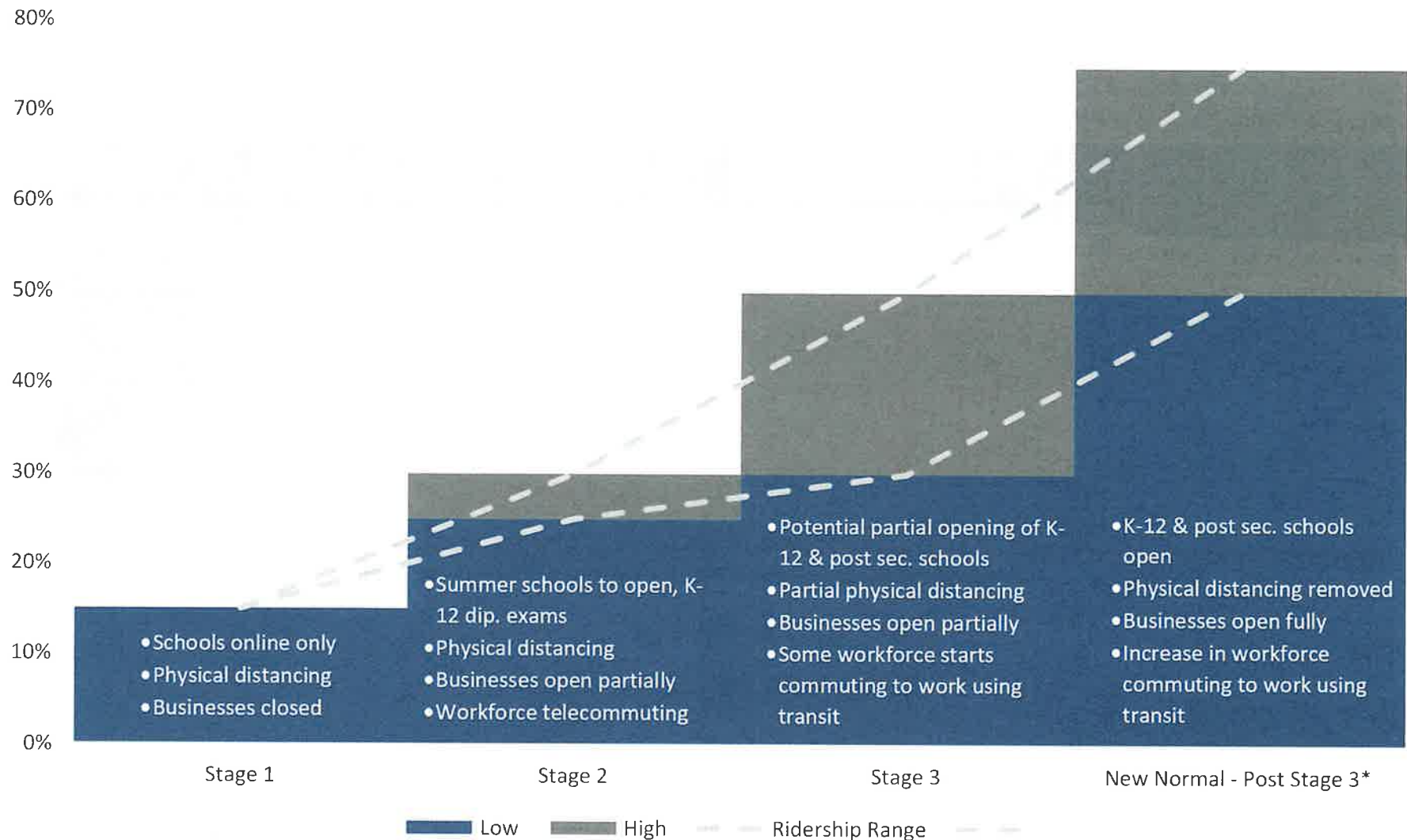
Average Weekday Boardings

■ Bus ■ Ctrain





Ridership: Anticipated Response to Relaunch





Customer Usage and Attitudes survey (primarily 2020 May 28-June 7)

- 52 per cent of recent or current transit riders will use transit the same as before and 33 per cent will use it less than before the pandemic started.
- Respondents who had used Calgary Transit since the lockdown restrictions came in place are consistently more comfortable using Calgary Transit than respondents who have not.
- Survey suggests the most effective combination of measures are:
 - Mandatory use of face masks for customers;
 - Asking customers not to board a bus or train if they have flu-like symptoms; and
 - Disinfecting high touch surfaces inside of the vehicles throughout the day.



Revenues: Pandemic Impact

- Calgary Transit was collecting 12% of normal cash revenue and 7% of normal monthly pass revenue in May 2020.
- Post-secondary institutions all opted out of their Upass agreements for spring/summer sessions, and most have indicated they will be opting out for fall session.
- Reserved parking demand disappeared
- The total projected revenue gap resulting from all sources of revenue that are lower than budget is approximately \$105 million by year end 2020.



- Service adjustments
- On Demand Community Shuttle Service
- Principles for means-based fare engagement
- New revenue streams
- Accelerated roadmap for My Fare
- Mobility as a Service



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My Fare lets you pay and validate transit fares on your smartphone. Download the app today.

calgarytransit.com/MyFare



Future of Transportation in Calgary



Service Adjustments: Significant Savings

2020 January – March (One Calgary + Adjustments)

2020 April (15% reduction – monitored impacts)

2020 May 25 (30% reduction – in effect through August 31)

2020 August 31 (September – December)

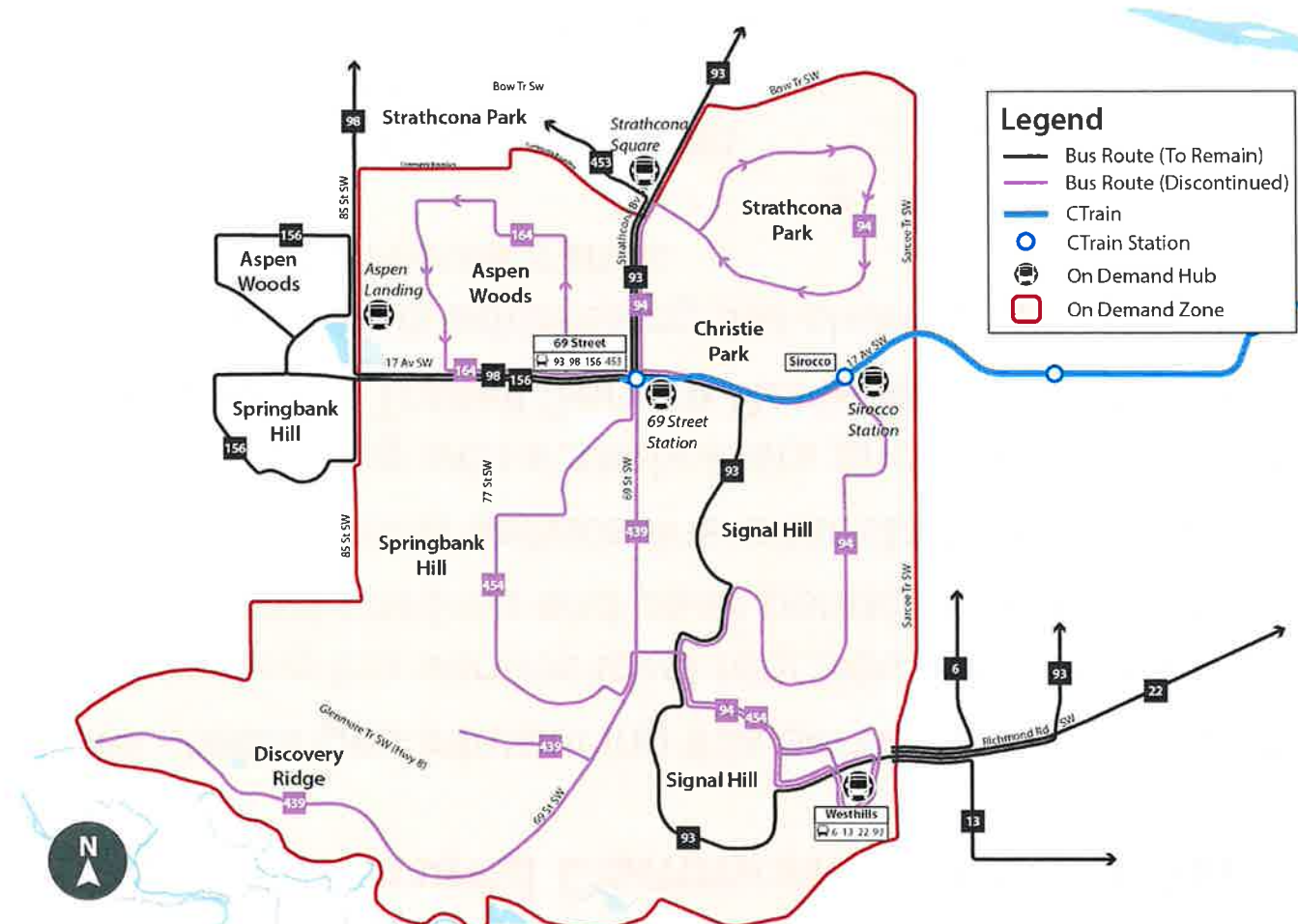
Considerations:

- Ongoing relaunch
 - Alberta Education direction regarding schools
- Post-secondary schools will be predominantly online



On Demand Community Shuttle Service

- Committee requested Administration review routes deleted May 25
- West Calgary offers opportunity due to low ridership during pandemic





On Demand Community Shuttle Service

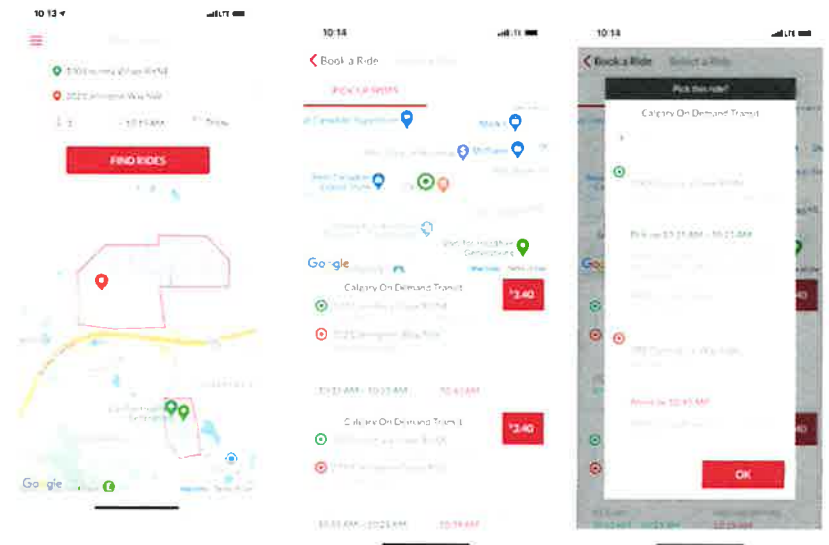
- There are challenges introducing this service amid the pandemic:
 - Forecasting the service level required (for example, Jr. High and High School children and peak period service levels)
 - Introducing a new service line after staff/resource reductions
 - Communicating with stakeholders and customers (best practices from previous Transit Service Reviews cannot be implemented)
- Persistent challenge is addressing the change to customers who are accustomed to fixed-route transit

Catching scheduled service:

- Consult schedule
- Walk to bus stop
- Wait at stop

Catching On-Demand service:

- Pre-book trip using App, including for transfer from CTrain
- Walk to bus stop
- Wait (for less time) at stop





On Demand Community Shuttle Service

- Weighing opportunity and challenges
- Working toward possible mid-October launch, informed by same triggers for other service adjustments
- Affected routes include 94, 164, 439 and 454
- More information to follow in late August/September





Principles for Means-Based Fare Engagement

- Council directed Administration to include a review of seniors and youth pass pricing
- Prior to making recommendations, Administration will be engaging key stakeholder groups.
- Due to the impacts of the pandemic on meetings, Administration is requesting a deferral to allow for engagement to take place in Q3-Q4 2020, leading to recommendations in 2021.
- Guiding principles in Attachment 1 are a basis for the engagement discussions.



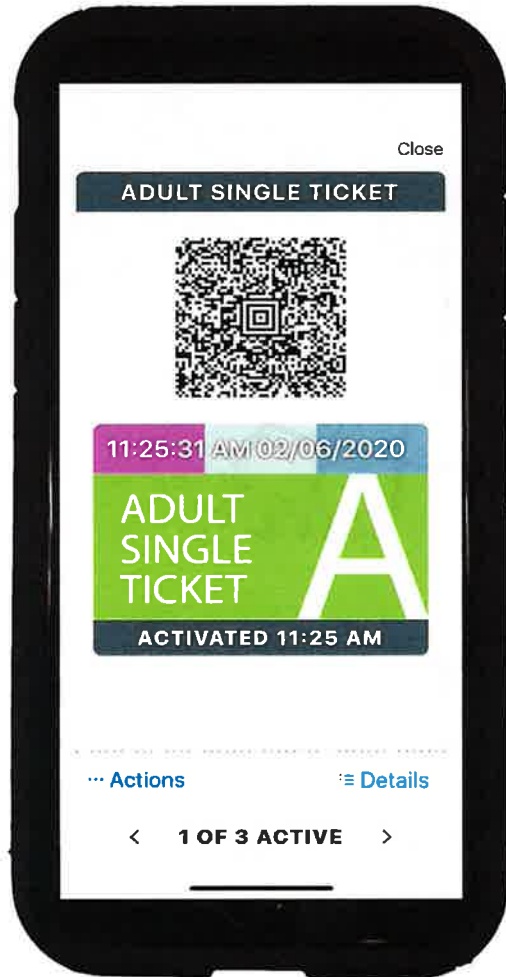
Exploring new revenue streams to help close the revenue gap:

- Naming Rights contract opportunity
- Third-party kiosks at transit stations
- Fare payment incorporated into special event tickets





My Fare: accelerating roadmap



2020

- Upass (if post-secondary administration resources are available)

2021

- Fair Entry Low Income Transit Pass
- Seniors fare products
- Special event fare products

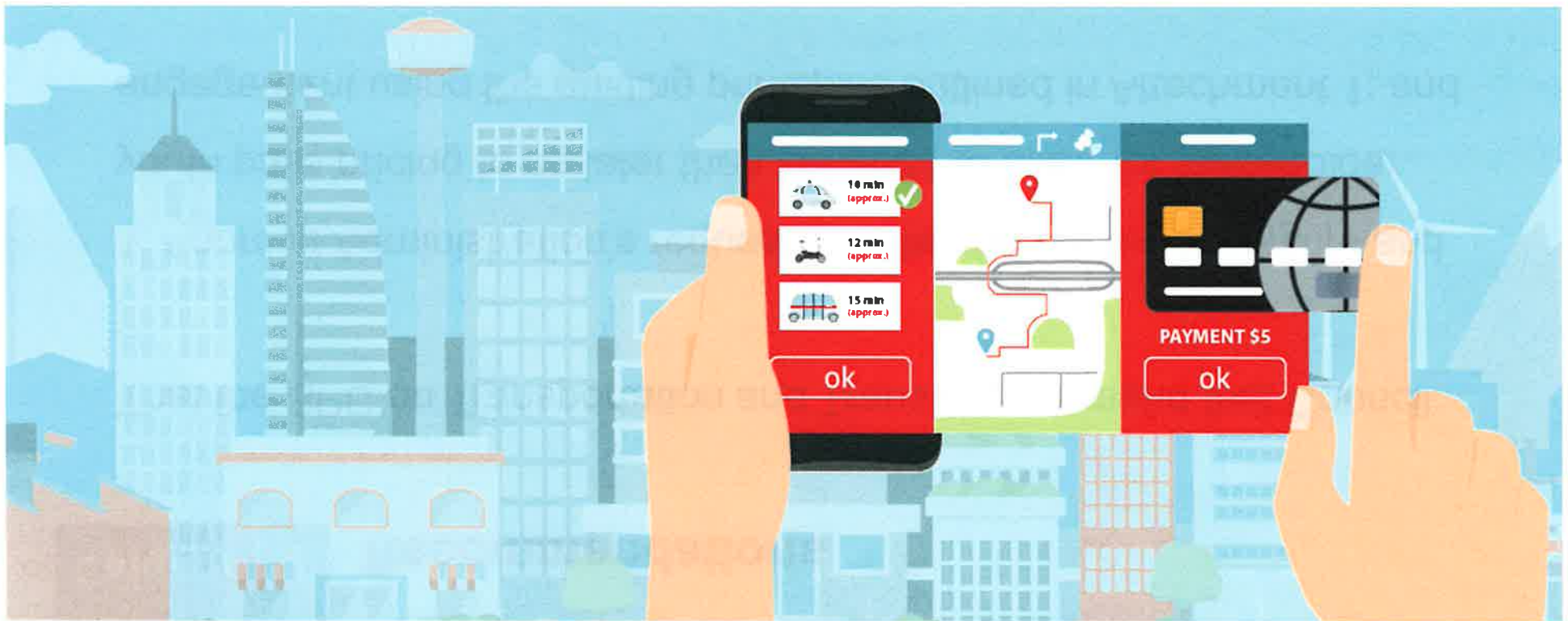
2022

- App integration and multi-modal payment



Mobility as a Service in Calgary

- Pursuing opportunities identified in Future of Transportation in Calgary report
- Leverage investments in emerging modes of travel to build ridership on Calgary Transit





That the SPC on Transportation and Transit recommend that Council:

1. Approve Administration's request to defer the review of seniors and youth pass pricing to no later than Q3 2021 to allow for stakeholder engagement using the guiding principles outlined in Attachment 1; and
2. Request Administration to report back to the SPC on Transportation and Transit no later than Q3 2020 with the Route Ahead Project Prioritization.