

Municipality of Jasper  
**Committee of the Whole Meeting Agenda**  
February 14, 2023 | 9:30 am  
Jasper Library & Cultural Centre – Quorum Room

**Notice:** Council members and a limited number of staff are in Council chambers for meetings. Members of the public can attend meetings in person; view meetings through the Zoom livestream; or view archived Council meetings on YouTube at any time. To live-stream this meeting starting at 9:30 am, use the following Zoom link:  
<https://us02web.zoom.us/j/87657457538>

**1. Call to order** Deputy Mayor Wilson to chair meeting

**2. Additions to agenda**

**3. Approval of agenda**

3.1 February 14, 2022 Committee of the Whole agenda attachment

**4. January 24, 2022 Committee of the Whole minutes – approved February 7, 2023** attachment

4.1 Business arising from minutes

**5. Delegations**

**6. Correspondence**

**7. New business**

7.1 Public Transportation Study and Action Plan attachment

7.2 Activity Centre Renovation Project Update attachment

7.3 Community Conversations Policy A-005 Review attachment

7.4 Permanent Continuous Position Request – Community Development attachment

7.5 Hakone, Japan Initiatives 2023 attachment

7.6 Institutional Use of Private Space – Councillor Damota verbal

**8. Motion Action List** attachment

**9. Councillor upcoming meetings**

[9.1 Council appointments to boards and committees](#)

**10. Upcoming events**

Jasper Park Chamber of Commerce General Meeting – 8:30am, Wednesday, February 15, Zoom

Coldest Night of the Year Fundraiser/Family Walk – February 25

Tourism Industry of Alberta Conference – February 27 & 28, Edmonton

**11. Adjournment**

Municipality of Jasper  
**Committee of the Whole Meeting Minutes**  
Tuesday, January 24, 2023 | 9:30am  
Jasper Library and Cultural Centre, Quorum Room

Virtual viewing and participation	Council attendance is in Council chambers at the Jasper Library and Cultural Centre. This meeting was also conducted virtually and available for public livestreaming through Zoom. Public viewing and participation during Council meetings is through Zoom livestreaming and in person attendance.		
Present	Mayor Richard Ireland, Deputy Mayor Scott Wilson, Councillors Wendy Hall, Ralph Melnyk, Helen Kelleher-Empey, Rico Damota and Kathleen Waxer		
Absent	none		
Also present	Bill Given, Chief Administrative Officer Natasha Malenchak, Director of Finance & Administration Christopher Read, Director of Community Development John Greathead, Director of Operations Christine Nadon, Director of Protective & Legislative Services Emma Acorn, Legislative Services Coordinator Amanda Stevens, Communications Manager Sergeant Rick Bidaisee, RCMP Pattie & Stephen Pavlov, Jasper Park Chamber of Commerce Nancy Robbins, Community Futures West Yellowhead Bob Covey, The Jasper Local Jason Stockfish, The Fitzhugh 2 observers		
Call to Order	Deputy Mayor Wilson called the January 24, 2023 Committee of the Whole meeting to order at 9:30am.		
Additions to the agenda #34/23	MOTION by Councillor Melnyk that the following items be added to the agenda: <ul style="list-style-type: none"><li>7.3 Tourism-Based Communities Costs and Fiscal Capacity Report</li><li>9.2 Elected Official Education Program</li></ul>		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Approval of agenda #35/23	MOTION by Councillor Kelleher-Empey that Committee approve the agenda for the January 24, 2023 Committee of the Whole meeting as amended.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Business arising from January 10, 2023 Committee of the Whole meeting	none		

Delegations – Jasper Park Chamber of Commerce #36/23	<p>Sgt. Rick Bidaisee of the Jasper RCMP, Stephen Pavlov, and Pattie Pavlov of Jasper Park Chamber of Commerce presented to Council a request for support regarding an RCMP Musical Ride in Jasper in June 2023.</p> <p>MOTION by Councillor Hall that Committee receive the presentation by the Jasper Park Chamber of Commerce for information, and;</p> <p>That Committee direct administration to bring a request for decision to the next Regular Council meeting.</p>						
	<table><tr><td>FOR</td><td>AGAINST</td><td></td></tr><tr><td>7 Councillors</td><td>0 Councillor</td><td>CARRIED</td></tr></table>	FOR	AGAINST		7 Councillors	0 Councillor	CARRIED
FOR	AGAINST						
7 Councillors	0 Councillor	CARRIED					
Delegations – Community Futures West Yellowhead #37/23	<p>Council received a presentation from Nancy Robbins of Community Futures West Yellowhead sharing the Municipality of Jasper Triage Business Retention &amp; Expansion Report completed in December 2022.</p> <p>MOTION by Mayor Ireland that Committee receive the presentation from Community Futures West Yellowhead for information.</p>						
	<table><tr><td>FOR</td><td>AGAINST</td><td></td></tr><tr><td>7 Councillors</td><td>0 Councillor</td><td>CARRIED</td></tr></table>	FOR	AGAINST		7 Councillors	0 Councillor	CARRIED
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7 Councillors	0 Councillor	CARRIED					
Recess	<p>Deputy Mayor Wilson called for a recess from 10:40 – 10:50am.</p>						
Correspondence – Jasper Seniors’ Society #38/23	<p>MOTION by Mayor Ireland that Committee receive the correspondence for information, and;</p> <p>That Committee refer the request from the Jasper Seniors’ Society to administration for a report back at the next Committee of the Whole meeting.</p>						
	<table><tr><td>FOR</td><td>AGAINST</td><td></td></tr><tr><td>7 Councillors</td><td>0 Councillor</td><td>CARRIED</td></tr></table>	FOR	AGAINST		7 Councillors	0 Councillor	CARRIED
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2022 Unused Debenture Payments Transfer to Reserves #39/23	<p>Natasha Malenchak, Director of Finance &amp; Administration, presented recommendations and alternatives to Council regarding the approval of reserve transactions from 2022.</p> <p>MOTION by Councillor Waxer that Committee recommend Council approve the following transfers of 2022 budgeted debenture expense funds to reserves as follows:</p> <ul style="list-style-type: none"><li>• \$297,766 to the Utility Operating Reserve</li><li>• \$337,617 to the Financial Stabilization Reserve</li></ul>						
	<table><tr><td>FOR</td><td>AGAINST</td><td></td></tr><tr><td>7 Councillors</td><td>0 Councillor</td><td>CARRIED</td></tr></table>	FOR	AGAINST		7 Councillors	0 Councillor	CARRIED
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7 Councillors	0 Councillor	CARRIED					

Property Tax Receivable/Write-Off Request #40/23	MOTION by Councillor Melnyk that Committee recommend Council to direct administration to write off Property Tax receivable for Roll 500000 (Provincial Building) for half of the amount levied in the amount of \$29,161.84, and;  That Committee direct the Mayor to write a letter to the Minister of Municipal Affairs regarding Jasper’s concern with this practice and requesting the Government of Alberta reconsider in the new budget year.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Tourism-Based Communities Costs and Fiscal Capacity Report #41/23	In late 2022, the CAOs of Jasper, Banff and Canmore engaged a consultant to conduct an analysis to specifically identify the incremental costs the three communities face to provide services to visitors, and to explore how these cost compared to other Alberta municipalities. The Tourism-Based Communities Costs and Fiscal Capacities Report was presented to Committee with a request for decision from CAO Bill Given as an addition to the meeting agenda. Both documents will be attached to the meeting minutes for the public record.  MOTION by Mayor Ireland that Committee receive the Tourism-Based Communities Costs and Fiscal Capacities Report for information, and;  Provide a copy of the report to: - MP Gerald Soroka - MLA Martin Long - Tourism Jasper - The Jasper Park Chamber of Commerce		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Motion Action List #42/23	Administration reviewed the Motion Action List.  MOTION by Councillor Kelleher-Empey that Committee approve the updated Motion Action List with the removal of the following item: • Solid Waste and Recycling Charges		
	FOR 7 Councillors	AGAINST 0 Councillors	CARRIED
Councillor reports	Councillor Kelleher-Empey attended the seniors’ dinner at Alpine Summit last Thursday and a meeting of the TransCanada Yellowhead Highway Association on Friday.  Councillors Melnyk, Waxer, and Damota were all in attendance at a Community Futures West Yellowhead meeting at which the Triage Business Retention & Expansion Report was presented.		

Councillor Melnyk attended the Arts & Culture Community Conversation last week where high attendance and a need for more volunteers at Community Dinners were discussed.

Councillor Waxer and Mayor Ireland attended a Hospitality and Twinned Communities Committee meeting yesterday.

Mayor Ireland will be attending the weekly meeting this afternoon with the consultant, Mayors and CAOs from Banff & Canmore to further discuss the shared initiative for provincial designation for tourism based communities and program funding. The group will be meeting with the Minister of Municipal Affairs to discuss a budget request.

Elected Official  
Education  
Program  
#43/23

MOTION by Mayor Ireland that Committee approve the attendance of Councillor Hall in the upcoming Elected Officials Education Program Course - Corporate Planning & Finance.

FOR  
7 Councillors

AGAINST  
0 Councillors

CARRIED

Upcoming Events

Council reviewed a list of upcoming events.

Adjournment  
#44/23

MOTION by Councillor Damota that, there being no further business, the Committee of the Whole meeting of January 24, 2023 be adjourned at 11:50am.

FOR  
7 Councillors

AGAINST  
0 Councillors

CARRIED

## REQUEST FOR DECISION

**Subject:** Transportation Strategy & Action Plan  
**From:** Bill Given, Chief Administrative Officer  
**Prepared by:** Bill Given, Chief Administrative Officer  
**Reviewed by:** Christine Nadon, Director of Protective & Legislative Services  
**Date:** February 14, 2023

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### Recommendation:

That Committee recommend Council receive the Transportation Strategy & Action Plan for information and;

That Committee direct administration begin the next steps identified in the Action Plan with a focus on:

- Establishing a Fixed-Route Bus Service beginning in 2023
- Conducting a E-Bike Sharing Pilot Project in 2023

### Alternatives:

- That Committee direct administration to revise the Transportation Strategy & Action Plan and return to a future committee meeting.
- That Committee receive the Transportation Strategy & Action Plan for information and take no further action.

### Background:

The 2011 Jasper Community Sustainability Plan and the 2018 Transportation Master Plan include recommendations to exploring the opportunity of future internal and regional transit connections for the town.

In 2021 Council supported a public transportation pilot project with fixed-route bus service to a number of priority locations for the summer season. In the pilot average daily ridership grew over the course of the project (July - 20.5/day, August – 48.8/day, Sept – 49/day).

In the fall of 2021 administration secured a \$50,000 planning grant under the Federal Rural Transit Solutions Fund program to conduct a planning study. WSP was selected to lead the study and work began in mid-2022.

### Discussion:

The goals of the study are to develop a plan for public transportation that will; **reduce vehicle congestion, prioritize environmental sustainability, improve quality of life for locals and improve the quality of experience for visitors.** Additionally, administration asked the consultants to be mindful of existing services that are a function of private business, with an eye to integrating, complimenting or enhancing existing transportation services.

The geographic focus area of the study was the Jasper townsite and immediate surrounding area, with boundaries extending to Pyramid Lake in the north, Maligne Canyon in the northeast and Marmot Basin in the south.

**Process**



































To develop this plan the project team first reviewed the existing conditions of public transportation in the area and developed a preliminary assessment of feasible transportation options and priority destinations. These items were discussed with council at a committee of the whole meeting before the launch of public engagement activities which included digital questionnaires for residents and visitors. The team also conducted direct engagement with Tourism Jasper, GYPSD, Parks Canada, existing transportation operators, attractions and hotel operators. The results of this engagement guided the development of the conceptual public transit options contained in the plan.

To arrive at the top priority modes of transportation and destinations, the long list of potential options was checked against the overarching project goals, and key considerations around financial viability and ease of implementation.

Finally, a draft copy of the Strategy and Action Plan was circulated to local stakeholders for final feedback prior this presentation to Council.

**Findings & Recommendations**

The study identified a **Year-Round, Fixed-Route Bus Service** (with different routes for winter and summer seasons and the potential for winter season on-demand bus service) and **E-Bike Sharing** as the preferred transportation options. The table at right illustrates the priority service locations and proposed mode of service by season.

Location	Service Modes & Seasons			
Jasper Park Lodge		 		
Lake Edith/Anette				
North/East Hotel Properties		 		
Downtown		 		
Schools			-	-
Patricia/Pyramid Lakes		 		
Whistlers Campground				
Wapiti Campground				

**Bus Concept**

Given the Municipality’s limited internal resources, the report recommends implementing the fixed-route bus service using a **fully contracted model over at least the first three years**. In this approach the municipality would contract an operator who would be responsible for providing, storing, cleaning, and maintaining the fleet vehicles in addition to actually driving the busses. This would allow time for the municipality to apply for grants and order its own busses to support a hybrid model where the fleet is owned by the muni and the driving is contracted out.

For the initial launch of service, it is recommended that the Municipality proceed with **two (2) Community Buses with seating for 10 to 20 passengers that are fully accessible**. Given Jasper’s brand as a destination and location inside a national park and UNESCO World Heritage site **consideration should be given to providing service using Zero Emission Vehicles (ZEVs)**, this work is in alignment with the municipality’s work on electrification of our fleet but may be a challenge for the initial period while the bus fleet is provided by a contractor.

Based on the proposed routes and service standards the report recommends a summer service that would run 7 days a week from 7:45am to 9:45pm and a winter service that would also start at 7:45am to support the GYPSD school trip and then resuming service at 10:45am until 6:45pm. The study suggests that this level of service could have a net municipal cost of approximately \$249,400 in 2023. This net cost assumes passenger revenue of \$39,000 and potential partner contributions of \$158,500. The municipal contribution is forecast to increase to \$305,000 in 2024 before declining slightly to \$247,800 in 2025.

On January 23, 2023, Infrastructure Canada launched a second intake for applications of capital projects that support public transit solutions in rural communities across Canada. Grants under this program can cover a broad range of activities including fixed-route buses and non-traditional solutions such as ride-share or on-demand services, zero-emission fleets, shared fleets, the construction of intermodal hubs, and the installation of charging stations or the purchase of software.

### **E-Bike Sharing Concept**

Consultation found that E-bike sharing is an attractive option for Jasper residents and visitors. The service would be complementary to the bus service discussed above and would provide an opportunity to support active transportation that could meaningfully reduce congestion in the townsite. The study recommends that starting in summer of 2023, the Municipality should work with local partners to explore e-bike sharing or rental stations, which would be active in the second and third quarters of each year.

To source equipment, the Municipality should ideally seek out organizations that can provide a full suite of compatible equipment, including the bicycles, docks and charging infrastructure. E-bikes should be compatible with Parks Canada's current policy on e-bike use on trails, which requires that bikes are pedal assist. Maintenance of the equipment will be an important consideration, and the Municipality should consider opportunities to secure local support for the operation and maintenance of the E-Bike sharing service. Operation and maintenance would include monitoring of bicycle locations, redistribution of bicycles at the end of the service days, and responding to equipment failures, for example.

Per the Public Transportation MOU with Parks Canada, the Municipality should engage and coordinate with Parks Canada to encourage plans to suitably upgrade the "Jasper Connector Trails", which would allow e-bike users comfortable connections in to the townsite from campgrounds and out to nearby popular amenities. Upgrades should include smooth surface treatment, consistency in trail widths for two-way operation, improving legibility of signage and wayfinding and suitably upgrading any highway crossings to ensure visibility and accessibility. Low impact, off-grid charging solutions at e-bike docks located in the campgrounds is preferred.

### **Summary**

The Transportation Strategy and Action Plan provides a roadmap for the development of a public transportation system to serve Jasper. The system would include both Fixed-Route Bus service and seasonal E-Bike Sharing. Success of the system will rely on partnerships between the municipality other parties including businesses, GYPSD, Parks Canada and contracted service providers. While the Strategy an Action Plan provide guidance additional detailed work will be required before implementation of any services.

Administration sees the immediate next steps being; drafting a RFP for a contracted bus service provider; initiating discussions with potential funding partners; gathering detailed financial information to support an E-Bike pilot and; applying for federal capital grants to support the development of the system.

### **Strategic Plan Relevance:**

#### **Community Health**

- Leverage and create opportunities for greater inclusion.
- Recognize the fundamental importance of our tourism economy.



#### Relationships

- Collaborate with other municipalities, orders of government, indigenous partners and advocacy associations.
- Welcome the expertise, innovation, creativity and commitment of community members, groups, associations and businesses.

#### Environment

- Value the unique opportunities and responsibilities arising from our location inside a National Park and World Heritage Site.
- Increase opportunities for active transportation and transportation alternatives.
- Include an environmental lens into our decision making and operational plans.

#### Organizational Excellence

- Ensure residents receive quality service that provides strong value for dollar.
- Pursue alternative revenue sources and equitable distribution of costs.

#### **Inclusion Considerations:**

The Municipal Inclusion Assessment Tool is not applicable to this recommendation but any service delivered by the municipality would support greater inclusion by enhancing mobility for residents without private vehicles. Additionally any bus service should be fully accessible - this is also a likely requirement of any federal grant program.

#### **Financial:**

The 2023 approved budget includes the following for public transportation:

- \$70,000 in operational funding and;
- \$170,000 in capital funding

Additionally the Public Transportation Reserve has an expected 2023 year-end balance of \$481,859.

#### **Attachments:**

- Jasper Transportation Strategy and Action Plan - With Appendices



# Jasper Transportation Strategy & Action Plan Final Presentation

February 14, 2023





# Agenda

1. Project Process and Context Setting
2. Stakeholder & Public Engagement Overview
3. Public Transportation Screening Analysis
4. Public Transportation Options
5. Financial Impacts
6. Stakeholder Comments
7. Next Steps

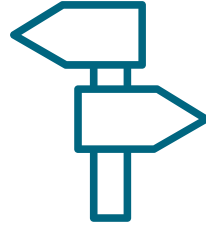
# Project Process



# Research & Context Setting



Identify Goals



Overview of potential  
transit customers + key  
destinations



Overview Jasper's 2021  
Bus Pilot



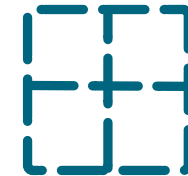
Existing and Potential  
transportation services +  
modes



Preliminary scan of  
other jurisdictions



Funding and Revenue  
Opportunities



Opportunities +  
Constraints

# Jasper's Goals for Public Transportation

1. Reduce **vehicle congestion**
2. Prioritize **environmental sustainability**
3. Improve **quality of life** and **transportation options** for residents
4. Improve the **quality of experience** and **transportation options** for visitors
5. **Integrate, complement and/or enhance** existing transportation services, and
6. **Avoid duplication** of services that are a function of private business.



# Jasper Population

- Jasper has just under 4,740 residents and 1,675 households
- Millions of seasonal visitors per year (2.5 million in 2019) with summer peak season





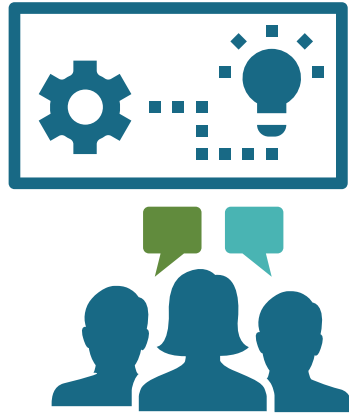
# Potential Transit Customers

- Want to access typically congested areas during peak seasons
- Live in Jasper and do not have access to a private automobile
- Are seasonal employees who may live in Staff accommodations outside the townsite
- Arrive in Jasper on mass transportation services, with no access to a private automobile
- Front country camp and want to leave their RV in the campsite while they visit the Townsite and nearby amenities
- Students of Jasper Elementary School and High School who live with their families in employee housing at Fairmont Jasper Park Lodge





# Stakeholder & Public Engagement



Stakeholder  
Workshop  
(10 organizations)



Public Survey  
(458 responses)

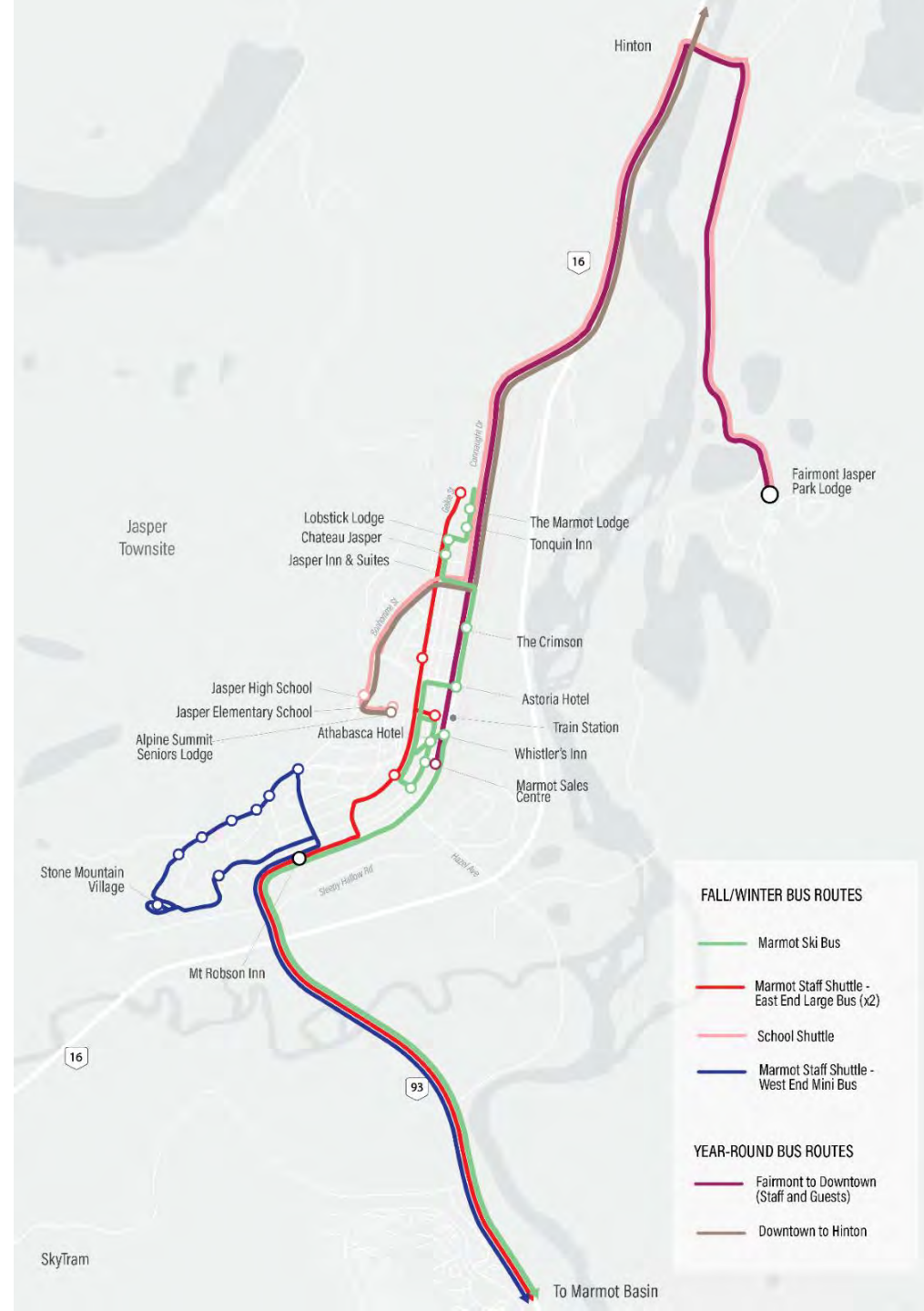


Hotel  
Questionnaire  
(9 responses  
from 15 hotel  
properties)

# Jasper Transportation Stakeholders Engaged

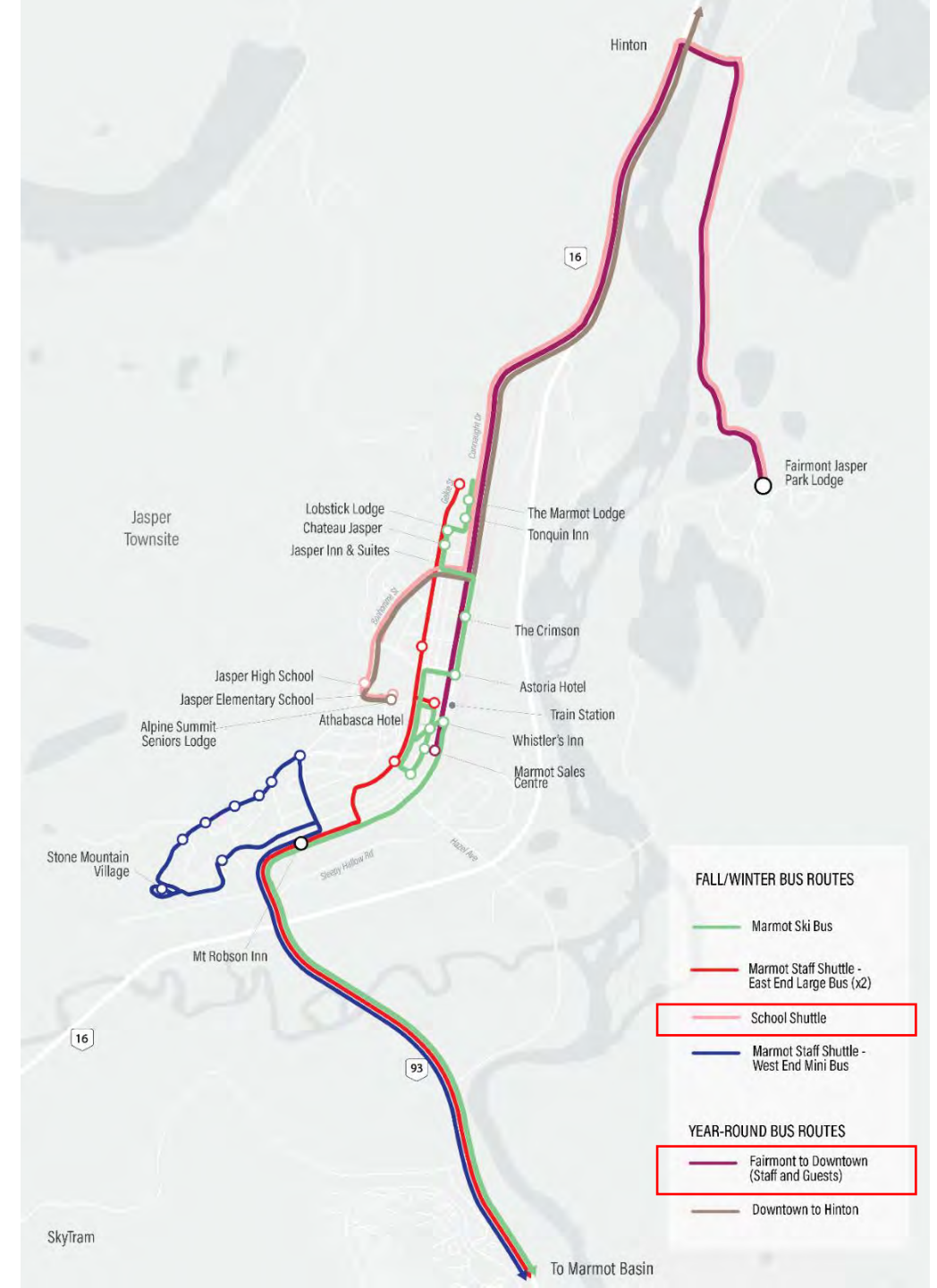
- **SunDog Transportation and Tour Co**
- **Marmot Basin**
- **SkyTram**
- **Pursuit Transportation and Tours**
- **Fairmont Jasper Park Lodge**
- **Alpine Traveller**
- VIA Rail Canada
- Rocky Mountaineer
- **Tourism Jasper**
- **Jasper Chamber of Commerce**
- **Parks Canada**
- Jasper Cabs, Caribou Cabs
- National Car Rental
- Avis/Budget Car Rental
- Bench Bike Shop
- Source for Sports
- Pedego Bike Rentals
- Vicious Cycle
- Various hotel operators
- **GYPSD Transportation Services – Fairmont School Bus service** (Grande Yellowhead Public School Division)

# Existing Bus Services



# Primary Candidates for Integration

- Fairmont Staff and Guest transportation operations (6 trips per day between Fairmont and Downtown Jasper)
- The school bus funded by GYPSD



# Summer 2021 Transit Pilot

Only **4.5%** of the respondents had tried the transit pilot, while **95.5%** had not.

For those who did not use the bus service:

- 32% were unaware of the pilot,
- 45% prefer to walk or cycle,
- 29% prefer to drive, and
- 28% said the service did not go where they needed to go.



Positive Feedback: ***“Keep offering the service”, “I think it is great”, “Was glad to see people using it”, and “An excellent initiative”.***

Negative Feedback: Included sentiments around **accessing other destinations** and needing **better communication** about the service.

With public feedback being mostly positive, the 2021 public transit pilot is a good first step for Jasper’s next public transportation solution, with the opportunity to apply several lessons learned and adjustments based on the feedback.

# Option Screening Analysis Evaluation

Goal #	Public Transportation Goals	What We Can Measure	How It Is Measured
	Screening Analysis: Does it meet the community's needs?		
1	Reduce vehicle congestion	Transportation service is provided to typically congested amenity areas or significant activity generators such as hotels and commercial areas	<ul style="list-style-type: none"> <li>The number of key congested or priority destinations served</li> </ul>
2	Prioritize potential for environmental sustainability	Assessment of potential for integration of zero emission vehicles	<ul style="list-style-type: none"> <li>The service can be operated with zero emission vehicles</li> </ul>
3	Improve quality of life and transportation options for residents	Transportation service alignment with the preferences described through public survey	<ul style="list-style-type: none"> <li>Resident ranking of transportation modes and destinations</li> </ul>
4	Improve quality of life and transportation options for visitors	<p>Transportation service alignment with the preferences described through public survey</p> <p>Transportation service alignment with local stakeholder needs</p>	<ul style="list-style-type: none"> <li>Visitor ranking of transportation modes and destinations</li> <li>Number of hotel operators with interest in service or interest in cost-sharing service</li> <li>Number of existing transportation services that could be integrated into new service</li> </ul>



# TRANSPORTATION OPTIONS EXPLAINED

## FIXED ROUTE BUS

A conventional fixed route transit service is a regularly scheduled bus route that has a fixed route, stops and schedule.

There is no flexibility to these bus routes.



## E-SCOOTERS

An E-scooter is a stand-up motorized scooter. These scooters are designed with a large deck in the center on which the rider stands.

E-scooters sharing systems use apps to allow users to rent the scooters by the minute.



## RIDESHARING/ RIDEHAILING

Refers to using an application to book and pay for a ride with a TNC, taxicab, or limousine. Typically used synonymously with ride-sourcing.



## ON DEMAND TRANSIT

A type of shared mobility that offers small-scale flexible transit services typically with dynamic routing. Trips are typically booked through an app or online. Stop models can range from hub to hub, stop to stop or door to door, or any combination of the above.



## BIKESHARING

A service that provides bicycles for shared use on a short-term basis for a fee.

Memberships allows for unlimited short-term rides, or individuals can pay for each trip individually.

The bikes can be docked or free-floating.



## CARSHARING



A shared mobility service where the owner of a vehicle offers other travellers access to the vehicle in return for paying part of the costs of the trip.

## TOUR BUS

A tour bus service is an escorted tour or bus service that takes visitors sightseeing, with routes around tourist attractions. Double-decker buses and open top buses are often used to enhance the viewing experience. Coach buses are commonly used but are not typically accessible.



## E-BIKESHARING

E-bike sharing is the same as bike sharing, however electric bikes are offered. E-bikes are typically docked at a designated docking station so that they can be recharged.



## VANPOOLING

A shared mobility service where groups of people share the ride similar to carpool, but on a larger scale with concurrent savings in fuel and vehicle operating costs, often resulting in lower costs to the customer. The van is typically provided by an employer or local government.



# Screening analysis on various transportation modes

## Criteria for determining high priority modes:

- Residents and visitors who would use often or sometimes
- Number of hotel operators interested in cost-sharing
- Number of hotel operators interested in hosting
- Potential for existing services integration

## High Priority Modes (in order of priority)

### FIXED ROUTE BUS

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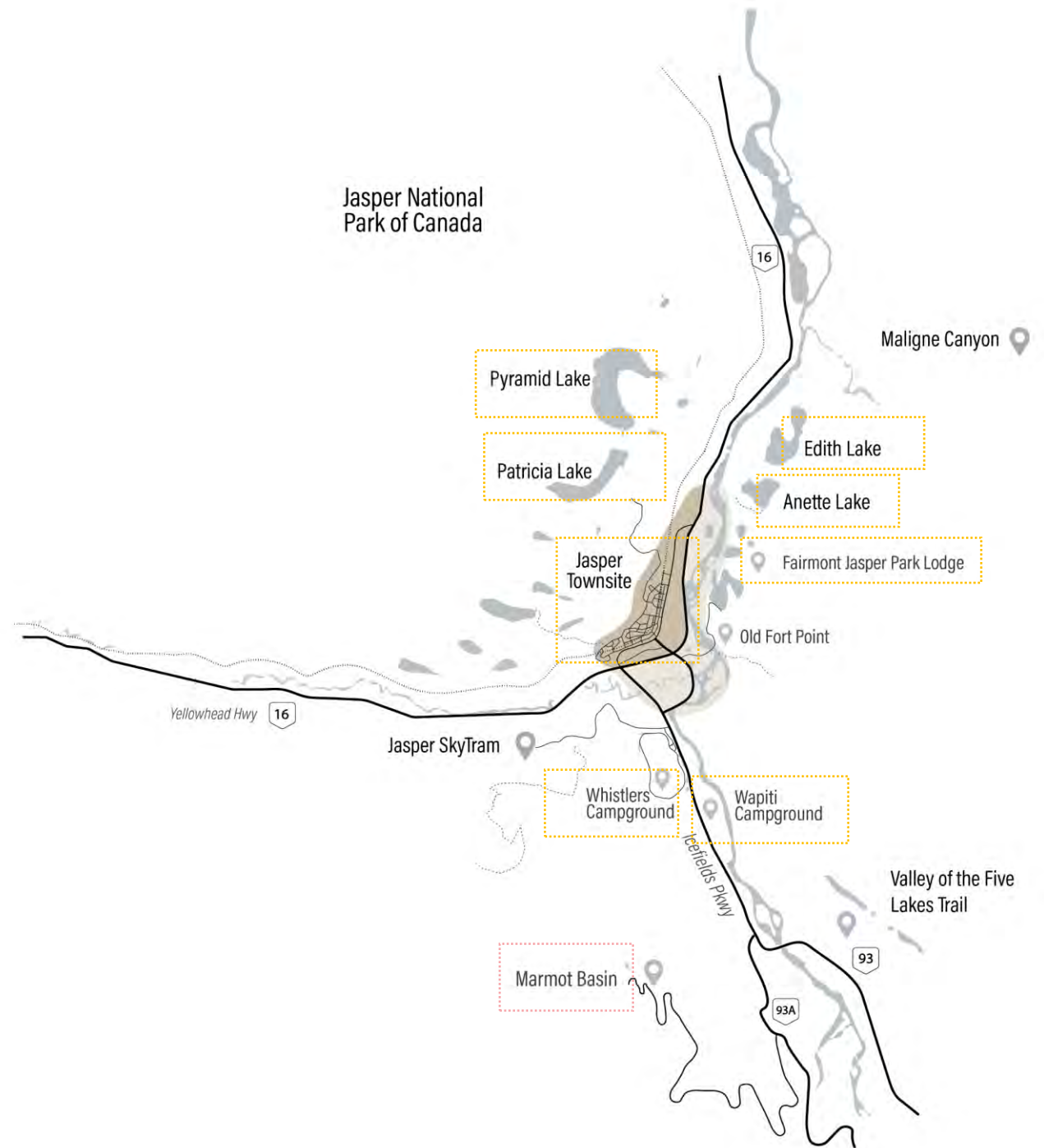
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# Key Destinations

- Jasper Townsite
- Pyramid and/or Patricia Lake
- Lake Edith and/or Lake Anette
- Fairmont Jasper Park Lodge
- Whistlers Campground
- Wapiti Campground



# Key Considerations for public transportation within Jasper

Public Transportation Option Characteristics	What We Can Measure	How It May Be Measured
Will it be financially sustainable?		
Partnership potential	The potential to share costs and effort with local businesses and stakeholders	Number of organizations expressing interest in partnership or cost-sharing
Funding potential	The potential to secure external funding or funding from higher levels of government	Whether grant funding currently exists for similar initiatives
Up front capital cost	The capital cost required to start service	Relative assessment of up-front capital
Up front operating cost	The operating cost required to operate service for 1 year	Relative assessment of up-front operating cost
What is the effort to implement?		
Level of effort to launch service	Assessment of administrative effort and timeline required to successfully implement	Estimated time to service launch

# Public Transportation Principles

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1. The **Summer 2021 public transit pilot is a foundation** for future public transportation services in Jasper.
2. Public transportation options **reflect the seasonality** of destinations and customer demands in Jasper.
3. Public transportation provision requires **ongoing coordination with local partners** to serve the dynamic needs of Jasper residents and visitors.
4. **Continuity and longevity** of public transportation options are critical; a commitment of at least two years of bus transit service provision is ideal to establish demand and measure success.
5. Prioritize **partnerships with local businesses** to deliver public transportation services.
6. Build toward achieving the Municipality's goals over a **5-year implementation timeline**, being mindful of the resources required to execute, monitor and adapt new transportation services.
7. **Partner with local businesses and other stakeholder organizations** to fund, market and communicate about public transportation services where there is potential for shared benefits.
8. Premium or **customized guest transportation services** are the responsibility of local businesses.

# Year-Round Fixed-Route Bus Concept

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## FIXED ROUTE BUS

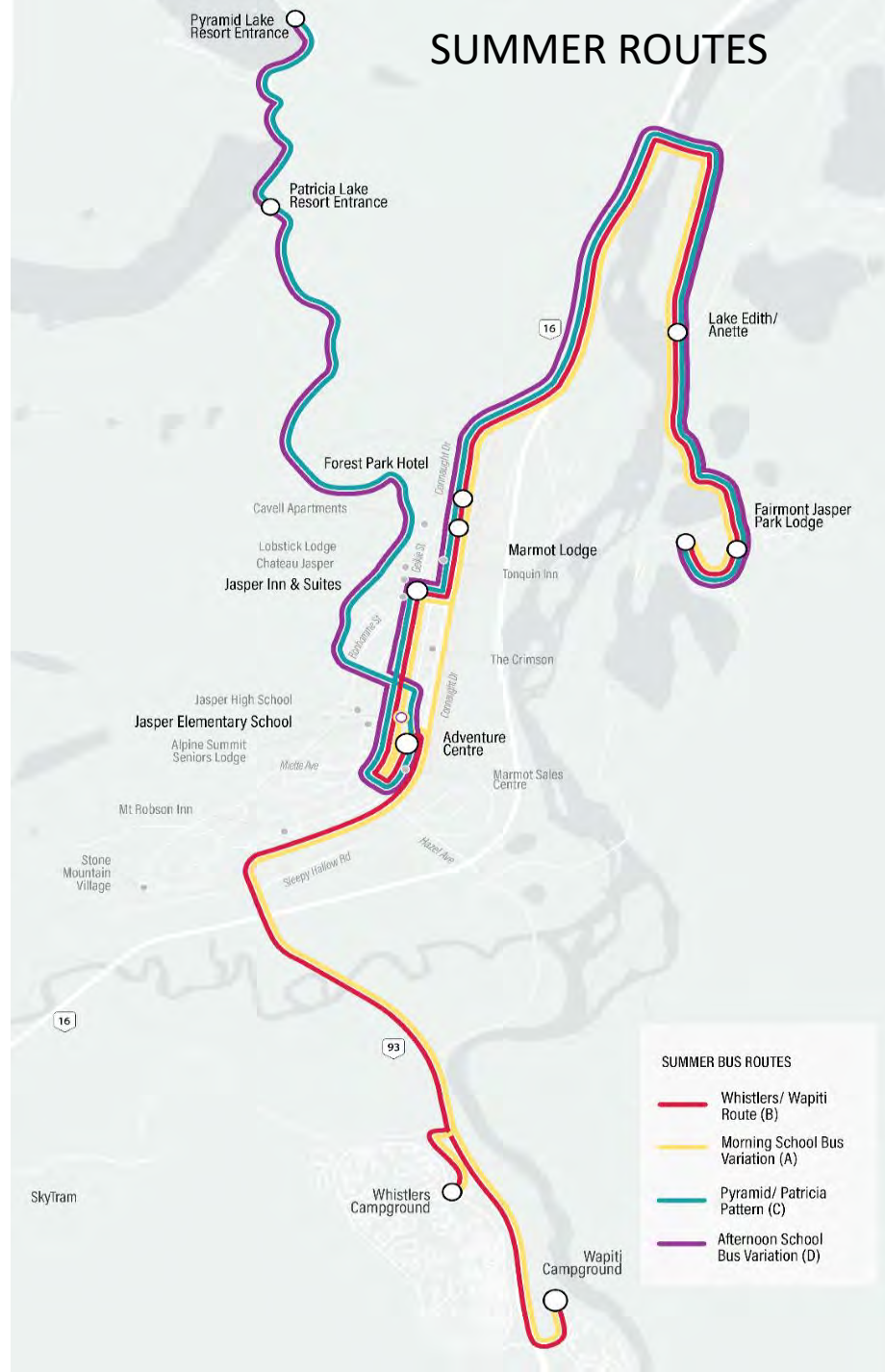
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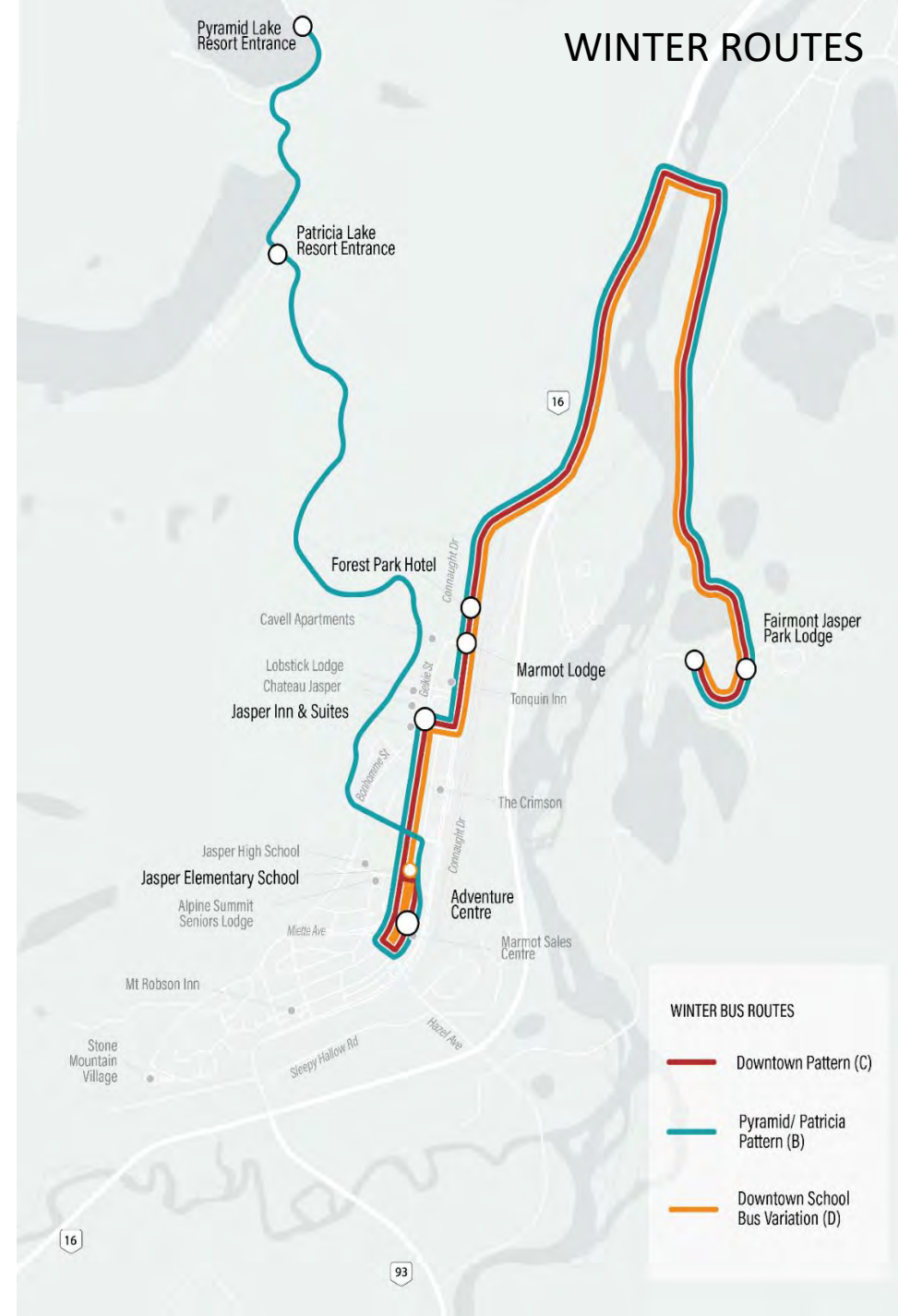


- Most preferred public transportation option for residents and visitors
- Demonstrated trajectory of success based on the 2021 pilot
- Would require a summer schedule from early-May to mid-October and a winter schedule from mid-October to early-May.
- Schedule transition dates will depend on the opening and closing dates for Whistlers Campground (primary destination for the summer service).
- Year-round, the bus services connect to the Downtown Jasper Transit Hub, where it will be possible to connect to local tour operators and other privately managed bus services to destinations like SkyTram and Marmot Basin.
- Outsource bus operation and customer service to a third party

## SUMMER ROUTES



## WINTER ROUTES



# Service Characteristics

Summary of Summer Service	
<b>Span of Service</b>	Sunday to Saturday (7 days a week) 7:45AM to 9:45PM with a 1hr 15min driver break or shift change
<b>Average Frequency (mins)</b>	75
<b>Daily Service Hours (including driver break)</b>	14
<b>Estimated Summer Service Days</b>	170
<b>Total Summer Service Hours</b>	2,400
<b>Number of In-Service Vehicles Required *</b>	1 + 1 spare

Summary of Winter Service	
<b>Span of Service</b>	7:45AM School Trip, then 10:15AM to 6:45 PM with a 1hr driver break or shift change
<b>Average Frequency (mins)</b>	60 (Alternating 45mins and 75mins)
<b>Daily Service Hours (including driver break)</b>	9
<b>Estimated Winter Service Days</b>	195
<b>Total Winter Service Hours</b>	1,760
<b>Number of In-service Vehicles Required *</b>	1 + 1 spare

\*May require additional ZEVs pending battery capacity



# E-bike Sharing or E-bike Rental Hubs

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The following locations are a top priority based on both congestion management and partnership potential:

- Whistlers Campground
- Wapiti Campground
- Astoria Inn
- Fairmont Jasper Park Lodge
- Pursuit Collection Hotels  
(Forest Park, Pyramid Lake Resort would have the most impact due to their distance from townsite)
- Jasper Inn & Suites

# On-demand Local Bus - Winter

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## ON DEMAND TRANSIT

A type of shared mobility that offers small-scale flexible transit services typically with dynamic routing. Trips are typically booked through an app or online. Stop models can range from hub to hub, stop to stop or door to door, or any combination of the above.



- If ridership on the winter fixed-route bus services does not regularly exceed 8 to 10 passengers per hour, then on-demand service may be a better solution to balance customer needs with operating costs and could simply replace the fixed-route winter service.
- Can be customized in some technology interfaces to allow some regularly scheduled select trips to key destinations like Fairmont and Pyramid Lake, while providing a more localized on-demand service through the remainder of the day.
- The decision to move to an on-demand service in the winter months should be based on customer feedback and monitoring of ridership on the primary fixed-route transit service, and the Municipality's appetite to incur technology and communication costs to launch a new service.



# Factors for Jasper Transportation System Success



## Service Management and Organization Structure

### Communication and Marketing

- Development of a print riders' guide
- Customer information and fare media distribution
- Transit web page
- App
- Real-time schedule



## Fleet Characteristics



## Supporting Infrastructure

- Bus stops and signage
- Sidewalk improvements
- Transit hub
- Parks Canada connector trail improvements



## Strategic Service Evolution

- Data collection
- Analyze demand for services
- Identify opportunities and constraints
- Develop and evaluate options
- Implement new or adjusted service

# Funding

Revenue Streams	Capital Funding
Fare Revenue/ User Fees	Grant Funding
Partnerships	<ul style="list-style-type: none"><li>- Federation of Canadian Municipalities (FCM)</li></ul>
Paid Parking	<ul style="list-style-type: none"><li>- Government of Canada</li></ul>
Business Licenses	<ul style="list-style-type: none"><li>- Zero Emission Transit Fund (Government Of Canada)</li></ul>
Advertising	<ul style="list-style-type: none"><li>- Zero Emission Vehicle Infrastructure Program (Natural Resources Canada)</li></ul>

# Bus Service Concept Operating Budget

	2023	2024	2025
<b>Service Statistics</b>			
Service Days	238	365	365
Service Hours	2,877	4,186	4,186
Estimated Ridership	18,000	35,000	42,000
<b>Revenue</b>			
Ticket Sales	39,000	74,500	90,000
Pass Sales	-	15,000	40,000
Potential Partner Contributions	158,500	214,000	214,000
Total Revenue	197,500	303,500	344,000
<b>Cost</b>			
Contract Operations	244,500	376,800	397,600
Fleet Operations and Maintenance	35,900	52,200	52,200
Program Management	60,000	70,000	40,000
Technology	6,000	24,000	14,000
Communications	40,000	35,000	35,000
Customer Service	25,500	36,400	38,000
Stop Maintenance	35,000	15,000	15,000
Total Costs	446,900	609,400	591,800
Net Municipal Contribution	249,400	305,900	247,800

# Public Transportation Stakeholder Feedback

Feedback / Comments	Stakeholder Organization(s)
Strong interest in having Municipal bus service to Marmot Basin, starting next winter	Marmot Basin, Fairmont, Pursuit, Tourism Jasper
Suggestion to consider bus service to Maligne Canyon due to parking congestion and visitor volumes	Parks Canada, Pursuit
Suggestion to increase the size of the buses to accommodate future ridership growth	Tourism Jasper
Caution regarding increased costs of maintenance and facilities due to electrification of fleet	Pursuit
Ensure that e-bike fleet is compatible with Parks Canada's existing policy on e-bike use on trails (pedal assist)	Parks Canada
Parks Canada will be completing some basic wayfinding upgrades and rebranding of the connector trails this summer	Parks Canada
The conceptual service could focus more on the visitor customer group to potentially increase revenue and reduce congestion	Pursuit

# Public Transportation Next Steps (2023 Q1,2)

- Refine service levels and service design with potential partners including Marmot Basin, and confirm funding terms and contributions
- Develop and administer an RFP for the provision of fixed-route bus service
- Develop and implement a communications and marketing plan for the new bus service
- Implement bus stop signage and a plan to address stop infrastructure
- Implement a fare payment plan and approach, including coordination with HotSpot to accept transit fare payments, if desired
- Launch summer public bus service
- Initiate data collection and the cycle of strategic service evolution





# Thank You

February 14, 2023





# TRANSPORTATION STRATEGY AND ACTION PLAN

**2023 - 2026**



# 1 Background and Jasper Context

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## 1.1 Purpose of this Document

The Municipality of Jasper is striving toward environmental leadership, and an important tool in this undertaking is the enhancement of public transportation. Reducing single occupancy vehicle trips and encouraging active transportation are some of the most effective ways to reduce transportation related emissions, parking concerns, and road congestion. Providing a realistic public transport alternative, that complements active transportation choices, will allow more people to live, work and play in Jasper without owning a private automobile.

Currently, transportation services in Jasper are being provided by numerous entities such as tour buses, hotel operators, and private transportation companies, with each of these entities providing localized transportation for business and economic development reasons. On the other hand, transportation needs of residents, employees, and students are not often considered by operators focused on the tourist market. Jasper is missing a coordinated plan to bring all these different transport modes together into a cohesive public transportation system.

An assessment of Jasper's demographics, current transportation landscape, potential transit markets, a jurisdictional scan of similar mountain/resort communities, and engagement with local businesses and community members were carried out for the development of this report. The findings from these activities culminated in a Strategy and Action Plan that will guide the municipality of Jasper and its surrounding community on implementation of the most feasible transportation options.

### **MOU WITH PARKS CANADA**

In October of 2022, the Municipality of Jasper signed a memorandum of understanding (MOU) with Parks Canada for a five-year term for the purpose of delivering public transportation services to locations outside of the Town of Jasper. Within this MOU, the Town of Jasper is required to conduct a Transit Feasibility Study, provide oversight for the operations, management, and administration of the public transportation system, operate the public transit system on a near to full-cost recovery basis, collect user data, and explore green alternatives such as zero-emissions vehicles. This report fulfils the first requirement of the MOU which is to conduct a transit feasibility study.

Within the MOU, Parks Canada commits to contribute to the public transportation system by: licensing lands outside the Town of Jasper to the Municipality where required to fulfil the agreement; contributing to a transit plan by designating routes and identifying pick-up/drop off areas; providing in-kind support for grant applications through letters of support; developing infrastructure outside of the Town to support public transportation; advertising and promote the service; and assist the municipality in collecting data at campgrounds and other sites.

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## 1.2 Project goals / goals for public transportation in Jasper

As the primary service centre for residents (both short-term and long-term) and visitors to Jasper, the Municipality is interested in public transportation options which will:

1. Reduce vehicle congestion,
2. Prioritize environmental sustainability,
3. Improve quality of life and transportation options for residents and seasonal employees, and
4. Improve the quality of experience and transportation options for visitors.

The existing transportation system in the Jasper area is complex and includes many private operators and business interests. As such, the Municipality has some additional goals for how its public transportation options integrate with the existing system:

5. Integrate, complement and/or enhance existing transportation services, and
6. Avoid duplication of services that are a function of private business.

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## 1.3 Study Process

The Jasper Transportation Strategy and Action Plan was developed through the following:

- An Existing Conditions Review (refer to memo in Appendix A)
- Preliminary assessment of feasible transportation options and priority destinations
- Engagement with Jasper residents and visitors in the form of a digital questionnaire (detailed results are in Appendix B)
- Engagement with Jasper local businesses providing transportation services
- Engagement with hotel operators via a digital questionnaire (detailed results are in Appendix C)
- Development of conceptual public transit options
- Strategy and Action Plan recommendations

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## 1.4 Study Area

The focus of this study is the Jasper townsite and immediate surrounding area, with boundaries extending to Pyramid Lake in the north, Maligne Canyon in the northeast and Marmot Basin in the south. The study area is intentionally local, as there are many significant private transportation operators providing intermunicipal services east on Highway 16 and south on Highway 93.

Transportation service coordination and integration with regional partners such as Hinton and Banff is out of scope of this study.

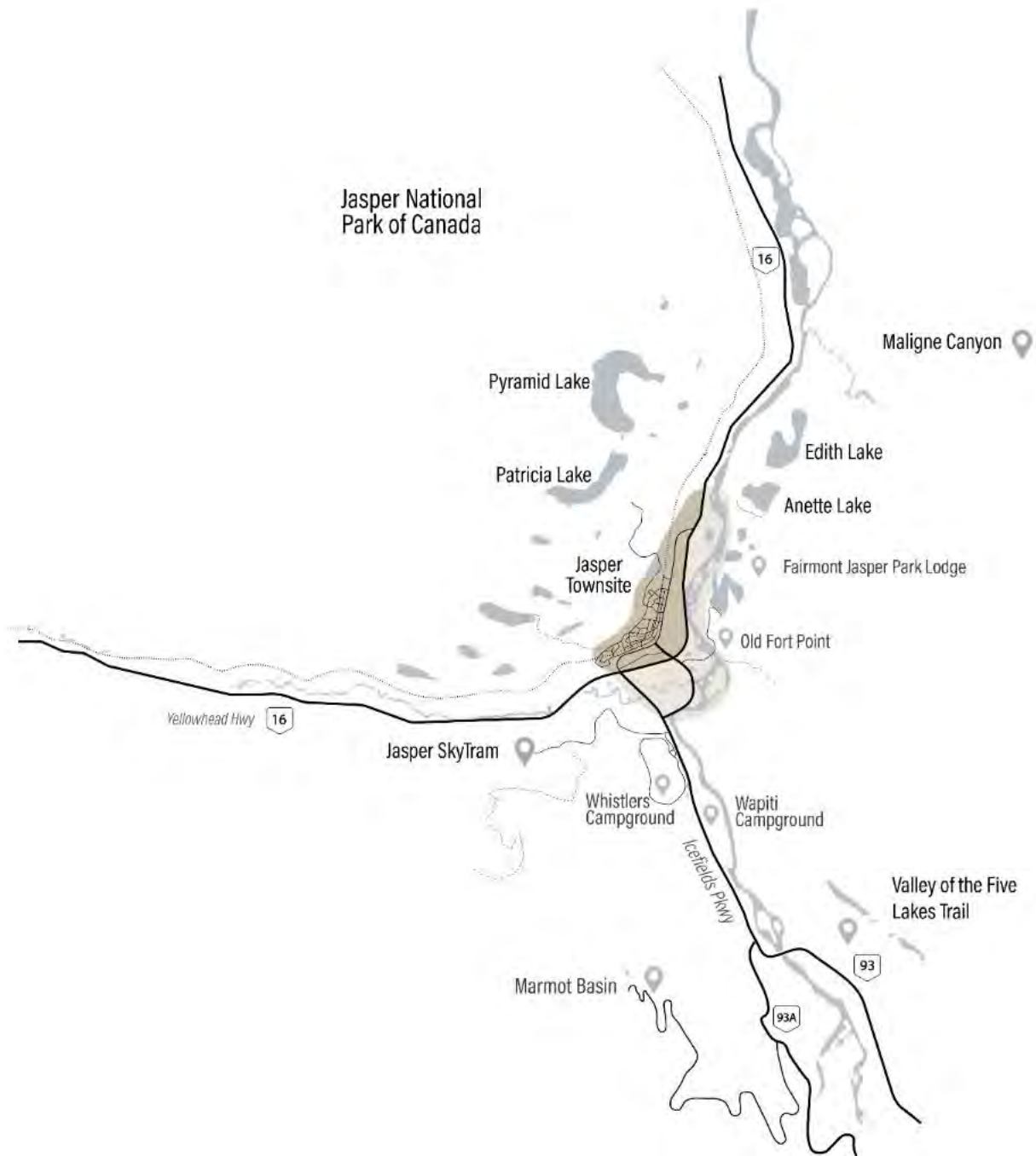


Figure 1: Jasper context map

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## 1.5 Potential Transit Market / Customers

Jasper is a community of just under 4,740 residents<sup>1</sup> and 1,675 households, nestled in the Rocky Mountains of Jasper National Park of Canada, and is part of a UNESCO World Heritage Site. This is a significant underestimation of the total year-round municipal population which includes many temporary residents who come to Jasper for seasonal employment opportunities. In addition to the local population, Jasper hosted 2.5 million visitors in 2019. The peak visitor season is summer, with more than 450,000 monthly visitors expected in July and August (based on Parks Canada's 2018 data). Visitation tapers off in October, with a typically steady volume of approximately 50,000 monthly visitors from November through March until tourism ramps up again starting in April.

With few alternatives to the private vehicle, some residents and visitors are limited in opportunities to access both essential services and Jasper's many amenities. Through its Community Conversations forum the Municipality has heard from many residents that more walkable amenities are required in the Jasper Townsite, for those with limited transportation options. Public transportation is another tool to expand opportunities for both residents and visitors to experience amenities both within and outside the relatively walkable townsite.

From the Municipality and local stakeholders, there is a focus on providing public transportation options for customers who:

- Want to access typically congested areas during peak seasons
- Live in Jasper and do not have access to a private automobile
- Are seasonal employees who may live in Staff accommodations outside the townsite
- Arrive in Jasper on mass transportation services, with no access to a private automobile
- Front country camp and want to leave their RV in the campsite while they visit the Townsite and nearby amenities
- Are students of Jasper Elementary School and High School who live with their families in employee housing at Fairmont Jasper Park Lodge

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## 1.6 Existing Private Transportation Services in Jasper

There are many private transportation services operating in Jasper. These services tend to be focused on visitors to Jasper and include:

- Passenger rail,
- Car rentals,
- Tour operators,
- Taxi operators,
- Private bus services between hotels and key destinations,
- Guest and staff shuttles for Fairmont Hotels and Marmot Basin,
- Bike rental services at the local bike shops, and

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<sup>1</sup> <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/download-telecharger.cfm?Lang=E&SearchText=Jasper&DGUIDlist=2021A00054815033&GENDERlist=1,2,3&STATISTIClist=1&HEADERlist=0>



- E-bike rental services.

In addition to the private services above there are also two more community-oriented services: a new school bus pilot connecting Fairmont to the Jasper public schools, and a seniors community bus called the Alpine Traveller, which provides both regional and local service on a limited schedule.

The following local transportation operators or key transportation stakeholders were engaged in this study:

- |                                     |  |
|-------------------------------------|--|
| – SunDog Transportation and Tour Co | – Tourism Jasper                       |
| – Marmot Basin                      | – Jasper Chamber of Commerce           |
| – SkyTram                           | – Parks Canada                         |
| – Pursuit Transportation and Tours  | – Grande Yellowhead Public School      |
| – Fairmont Jasper Park Lodge        | Division (GYPSD) Transportation        |
| – Alpine Traveller                  | Services – Fairmont School Bus service |

Additional local transportation businesses, including the bike shops, car rental companies and taxi companies were engaged but declined to participate in the study.

There were several local hotel operators who also contributed to this study through questionnaire responses. Some of these operators provide guest-oriented transportation service currently and/or are interested in supporting a municipal transportation system. The hotels that provided input are:

- |                              |   |
|------------------------------|---|
| – Astoria Hotel              | – Becker's Chalets  |
| – Atha-B                     | – Tonquin Inn and Maligne Lodge   |
| – Jasper Inn & Suites        | – Mount Robson Inn  |
| – Fairmont Jasper Park Lodge | – Pursuit Collection (Lobstick, Marmot, Crimson, Forest Park, Chateau Jasper, Pyramid Lake Lodge, Miette Mountain Cabins) |
| – Jasper House Bungalows     |   |

## **CANDIDATES FOR INTEGRATION**

Based on discussions with participating local stakeholders, two existing bus services are leading candidates for integration in a public transportation system. These are:

- The school bus service funded by GYPSD
- Fairmont's Staff and Guest transportation operations (6 trips per day between Fairmont and Downtown Jasper)

The Marmot Basin Staff and Guest transportation operations, including the early morning patrol shuttle, daytime staff shuttle and Ski Bus operation were also offered as candidates for integration. Marmot Basin, Fairmont and Pursuit have partnered to arrive at an interim service delivery solution with a local transportation operator. There are private business interests involved in delivering this solution; however, Marmot Basin is ultimately interested in receiving service through a Municipal public transportation system. The Municipality may wish to consider incorporating some or all the Marmot Basin services into its public transportation system, pending discussions with the parties involved in funding and delivering the existing services.

In the future there may be opportunities to integrate public transportation service with the Alpine Traveller. Currently, however, the Alpine Traveller serves a niche door-to-door paratransit market within Jasper and regionally to Hinton. It is left for future opportunities, when the Municipality may be ready to take on more customized paratransit services and serving trips beyond the areas surrounding Jasper. The Alpine Traveller route is shown in the map below for completeness.

There are also many existing custom guest transportation services, such as the service provided by the Fairmont to both the SkyTram and Marmot Basin. These services are not included in the analysis as they are in the business interest of an existing local transportation operator. As well, these transport services are focused on providing a transportation experience exclusively for guests. As a result, level of service expectations are different from those for a general purpose public transportation system.

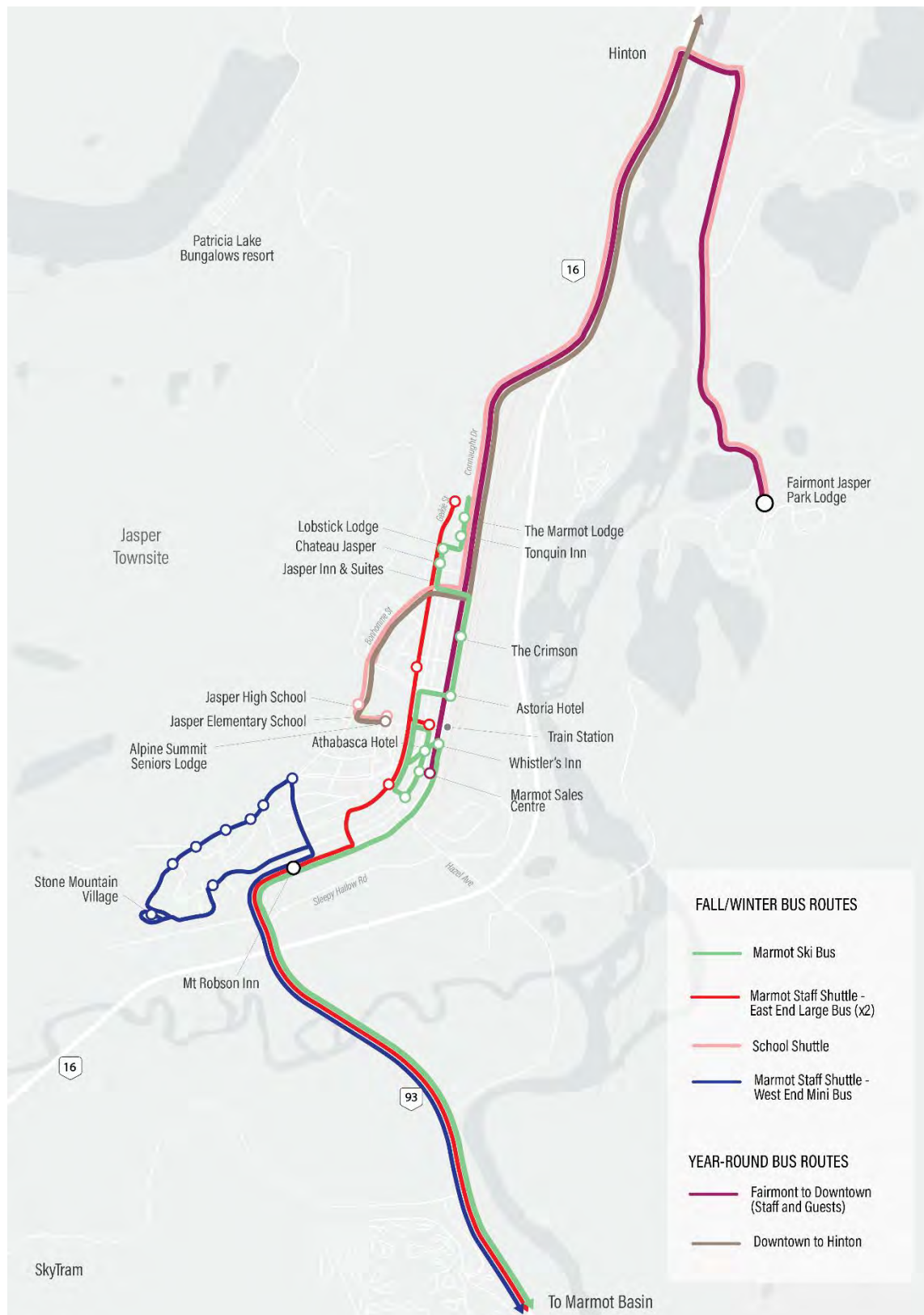


Figure 2: Map of existing bus services provided by private businesses within Jasper

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## 1.7 Summer 2021 Transit Pilot

In June 2021, Jasper ran a pilot bus service to establish public transportation for the 2021 summer season to locations within the town site and Park. The \$24,000 pilot project was both initiated and administered by a private operator, SunDog Transportation and Tour Company, and it was financially supported by Travel Alberta, Tourism Jasper and the Municipality of Jasper. The pilot project ran from July 15 to Sept 26 with a limited route which included stops at Whistler and Wapiti Campgrounds, the 600 block of Patricia Street, the entrance to Lake Annette Road and the Jasper Park Lodge. The fare for a round trip was \$5.00.

Revenue service hours are a typical measure of the amount of work completed by public transit vehicle. Based on the schedule information provided by the pilot operator, it is estimated to have operated for 11 revenue service hours daily. Ridership data were collected and aggregated to the daily level. The service saw average daily ridership that grew over the course of the project (July - 20.5/day, August - 48.8/day, Sept - 49/day). In September, ridership varied from 36 passengers per day to 72 passengers per day. All of the highest ridership days occurred on weekdays, with lower-than-average volumes observed on weekends.

It is typically recommended that public transit pilots remain in operation for at least one year and preferably two years, to establish knowledge of and familiarity with the service, a strong customer base, and to provide customers with the confidence that they can adjust their travel behaviour and rely on the service. This is especially true for a seasonal service. After one to two years, the expectation for a fixed route bus service is an average productivity of a minimum of 10 passengers per revenue service hour. Jasper's pilot productivity was approximately 4.5 passengers per revenue service hour in September, its second full month of service. This is a good foundation and the growth in passenger volumes throughout the pilot and indicates potential to reach an acceptable productivity standard for fixed-route bus service, through ongoing marketing, attention to and improvement of customer experience, and customization of the service based on observed ridership and demand patterns.

Though the service is deemed a success, the operator noted challenges with marketing and communication about the service in the first month, due to significant effort required to coordinate with Parks Canada. This was particularly an issue for advertising the service at Whistlers and Wapiti campgrounds and establishing clear bus stop locations and signage at the campgrounds.

### **PUBLIC FEEDBACK ON 2021 PILOT**

Through engagement, Jasper residents were asked for their thoughts about and experiences with the 2021 transit pilot. Only 4.5% of the respondents had tried the transit pilot, while 95.5% had not. For those who did not use the bus service:

- 32% were unaware of the pilot,
- 45% prefer to walk or cycle,
- 29% prefer to drive, and
- 28% said the service did not go where they needed to go.

Despite low resident uptake, the feedback about the pilot was mainly positive, with many respondents saying that it is a great idea and that they support providing alternative ways to get around Jasper. Some



open-ended comments included: “Keep offering the service”, “I think it is great”, “Was glad to see people using it”, and “An excellent initiative”. Some of the negative feedback included sentiments around accessing other destinations and needing better communication about the service.

With public feedback being mostly positive, the 2021 public transit pilot is a good first step for Jasper’s next public transportation solution, with the opportunity to apply several lessons learned and adjustments based on the feedback.

## 2 Preliminary Transportation Option Development

The study process involved casting a wide net for applicable transportation modes and target destinations within the Jasper study area. A preliminary assessment of transportation modes and destinations is included in Appendix A. From this preliminary assessment, public and key stakeholders assisted with filtering the options and destinations through the resident and visitor survey, hotel operator’s questionnaire and meetings with local transportation operators and other key stakeholders.

To arrive at the top priority modes of transportation for Jasper to consider and the priority destinations for potential transit customers, the long list of potential public transportation modes and serviceable destinations is filtered through the screening analysis below. This ensures that only the options that best meet the community’s needs are developed and further evaluated for financial sustainability and implementation effort.

### 2.1 Option Screening Analysis and Evaluation

The following option screening analysis is designed to filter the best possible public transportation modes and destinations, to further develop public transportation concepts in the following section. The analysis framework in the table below is based on the Municipality’s goals for providing public transportation services and the information that is available from the preliminary assessment of opportunities and engagement input.

Table 1: Screening analysis criteria and measurement

Goal #	Public Transportation Goals	What We Can Measure	How It Is Measured
Screening Analysis: Does it meet the community’s needs?			
1	Reduce vehicle congestion	Transportation service is provided to typically congested amenity areas or significant activity generators such as hotels, campgrounds and commercial areas	– The number of key congested or priority destinations served
2	Prioritize potential for environmental sustainability	Assessment of Potential for integration of zero emission vehicles	– The service can be operated with zero emission vehicles
3	Improve quality of life and transportation options for residents	Transportation service alignment with the preferences described through public survey	– Resident ranking of transportation modes and destinations

4	Improve quality of life and transportation options for visitors	<p>Transportation service alignment with the preferences described through public survey</p> <p>Transportation service alignment with local stakeholder needs</p>	<ul style="list-style-type: none"> <li>– Visitor ranking of transportation modes and destinations</li> <li>– Number of hotel operators with interest in service or interest in cost-sharing service</li> <li>– Number of existing transportation services that could be integrated into new service</li> </ul>
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On top of the screening analysis above, there are also key considerations around financial viability and timelines for public transportation solutions, which will be considered later in this report.

*Table 2: Key Considerations for public transportation within Jasper*

Public Transportation Option Characteristics	What We Can Measure	How It May Be Measured
Will it be financially sustainable?		
Partnership potential	The potential to share costs and effort with local businesses and stakeholders	<ul style="list-style-type: none"> <li>– Number of organizations expressing interest in partnership or cost-sharing</li> </ul>
Funding potential	The potential to secure external funding or funding from higher levels of government	<ul style="list-style-type: none"> <li>– Whether grant funding currently exists for similar initiatives</li> </ul>
Up front capital cost	The capital cost required to start service	<ul style="list-style-type: none"> <li>– Relative assessment of up-front capital</li> </ul>
Up front operating cost	The operating cost required to operate service for 1 year	<ul style="list-style-type: none"> <li>– Relative assessment of up-front operating cost</li> </ul>
What is the effort to implement?		
Level of effort to launch service	Assessment of administrative effort and timeline required to successfully implement	<ul style="list-style-type: none"> <li>– Estimated time to service launch</li> </ul>

## TRANSPORTATION MODE SCREENING

The following table is the screening analysis for transportation modes considered in this study, as shown in the figure below. The Tour Bus mode was eliminated from consideration, as it is a private transportation mode. The potential for service integration is evaluated as high if the mode of transportation currently exists in Jasper, and medium where there is interest from the public and stakeholder community to see the mode of transportation in Jasper.

## TRANSPORTATION OPTIONS EXPLAINED

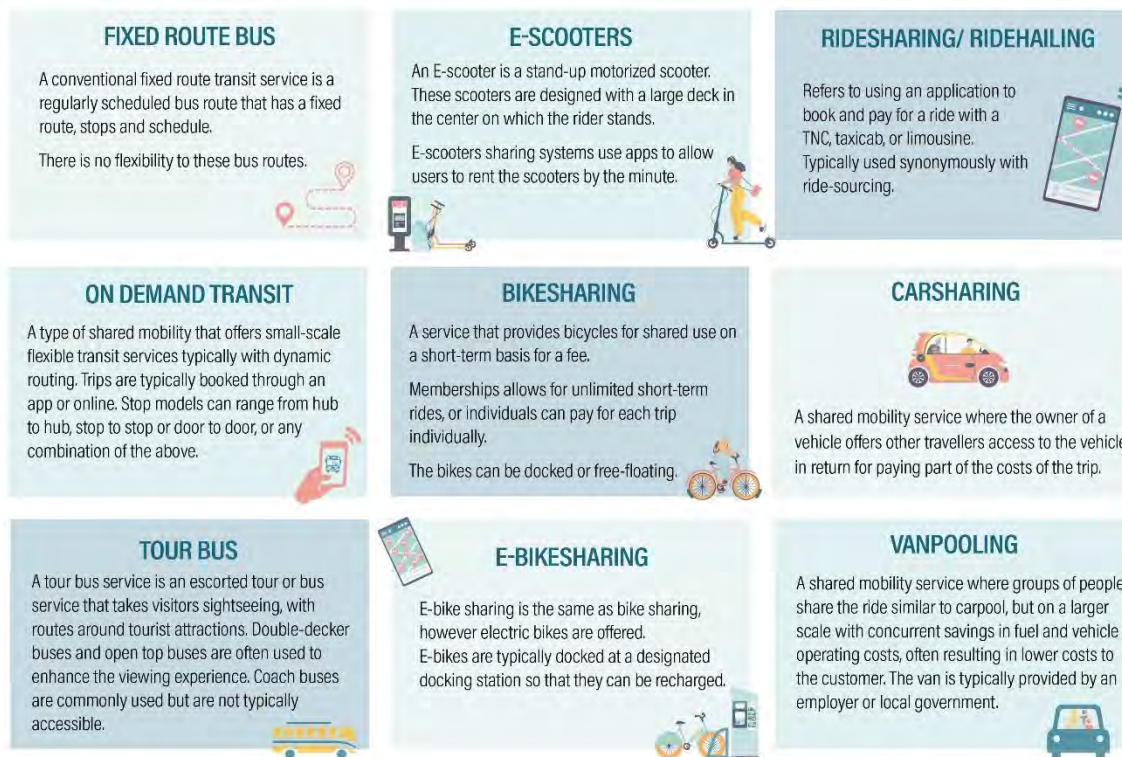


Figure 3: Explanation of each transportation mode options

The result of the screening analysis shows that fixed route bus, on-demand bus and e-bike sharing measure the best in each category; these three modes are further developed into transportation concepts in the next section. There is some interest in bike sharing, which is compatible with e-bike sharing and it is worth considering implementing both traditional bikes and e-bikes together. Because all these transportation modes can be operated with a zero-emission vehicle, the potential for environmental sustainability is not a significant factor. Incorporation of zero emission vehicles is recommended and will be discussed later in this report.

Table 3: Screening analysis on various transportation modes

Travel Mode	Residents and Visitors who would use often or sometimes	Number of Hotel Operators Interested in Cost-sharing	Number of Hotel Operators Interested in Hosting	Potential for Existing Service Integration	Priority Mode
Fixed Route Bus	83%	3 (9 properties)	n/a	High	Yes
On-Demand Bus	73%			Medium	Yes
E-Bike Sharing	54%	3 (9 properties)	4 (10 properties)	Medium	Yes
E-scooter Sharing	44%	0	2	Low	

<b>Ridesharing / Ridehailing</b>	38%	0	2	Low	
<b>Carpooling</b>	37%	0	2	Low	
<b>Bike Sharing</b>	32%	0	<b>4 (10 properties)</b>	<b>Medium</b>	Maybe
<b>Carsharing</b>	28%	0	2	Low	
<b>Vanpooling</b>	27%	0	2	Low	

## TARGET DESTINATION SCREENING

Several destinations were considered early in this study. The table below shows the results of the screening analysis for each destination. Destinations which passed most of the screening criteria are considered as priority locations for public transportation service. As well, the locations that were covered by the 2021 public transit pilot are included as priority destinations, to further build on the success of the pilot. The locations that have existing bus service offered by local businesses have been excluded for this assessment, to avoid competition with the business community. There may be an opportunity to revisit these locations in the future, pending stakeholder interest.

Table 4: Target destination screening analysis

Destination		Visitor Interest in Destination	Resident Interest in taking Transit to Destination	Public Parking Congestion	Existing Bus Service Connecting this Destination	Priority Destination
Jasper Townsite	Downtown Commercial Area	100%	50%	Yes	Yes	Yes
	Institutional Area		29%			
	Other		18%			
Pyramid and/or Patricia Lake		70%	39%	Yes		Yes
Maligne Canyon		70%	30%	Yes	Yes*	
Lake Edith and/or Annette		70%	44%	Yes	Pilot	Yes
Fairmont Jasper Park Lodge		47%	45%		Yes	Yes
Old Fort Point		40%	19%	Yes		
Hotels on Hwy 93A and Hwy 93		18%	9%			
SkyTram		30%	23%		Yes*	
Marmot Basin		41%	53%		Yes*	
Whistlers Campground		20%	15%		Pilot	Yes
Wapiti Campground		27%	13%		Pilot	Yes

\*Existing bus service is part of local business offering and not suitable for integration in public transportation solution at time of this study.

## 2.2 Potential Funding Partners

There are several potential funding partners in implementing public transportation in Jasper, and the potential for partnerships has been considered through the screening analysis above, including modes



that are of interest to the local hotel operators and existing bus services that may be integrated at key destinations. Whether the organization would consider financially contributing to a public bus service is dependent on whether the organization's needs are met. The following public transportation concepts endeavor to include each organizations public transportation needs, however each of the organizations listed would need to understand the level of service details and financial implications of contributing to a Municipal public transportation system prior to committing support.

*Table 5: Potential funding partners and their areas of interest*

Potential Funding Partner Organization	Currently Provides Bus Service?	Would Consider Financially Contributing to Public Bus Service?	Would consider Financially Contributing to E-bike or Bike Sharing?	Would Consider Hosting E-bike or Bike Sharing?
<b>GYPSD</b>	Yes: Fairmont to Schools	Yes	N/A	N/A
<b>Fairmont</b>	Yes: Fairmont to Downtown for Staff and Guests	Yes	No	Yes
<b>Pursuit Collection: Lobstick, Marmot, Crimson, Forest Park, Chateau Jasper, Pyramid Lake Lodge, Miette Mountain Cabins</b>	Yes: to other pursuit attractions	Yes	Yes	Yes
<b>Jasper Inn &amp; Suites</b>	No	Yes	Yes	Yes
<b>Astoria</b>	No	No	Yes	Yes
<b>Marmot Basin</b>	Yes: Guest and Staff services from townsite to Marmot. A new interim delivery model launched in Winter 2023.	Yes, in the future	N/A	N/A

In addition to potential funding partners there are other potential public transit partners and stakeholders that would support the municipality with in-kind contributions related to communication, marketing and infrastructure. These collaboration opportunities are discussed later in the report.

## 2.3 Bus Transportation Preferences

Preferences can be useful inputs for shaping the parameters of bus transportation options and delivery. In Jasper, about 30% of residents would use public transit more than once per week, while another 23% would use bus service a few times per month. Of the visitors surveyed, 36% would use transit during their visit if it were an option. Of these residents and visitors who expressed an interest in using public transit, the following system characteristics are preferred:

- **Trip Purpose:** the majority would use transit for recreational opportunities (57%) followed by shopping and restaurants (45%). Fewer (29%) would use it to travel to and from work.
- **Season:** most would use public transit all year and/or in the winter and summer months.
- **Days of Week:** slight preference for Friday, Saturday and Sunday service (21%) over Monday – Thursday service (16.5%).
- **Time of Day:** preference for evening (3PM – 9PM) and morning (6AM – Noon) service. Less interest in early afternoon and late evening.
- **Willingness to Pay:** majority of residents would pay \$2-\$4 for a one-way ticket and majority of visitors would pay \$4-\$6 for a one-way ticket.
- **Free Transit:** most residents (75%) support offering free transit for residents.

### 3 Public Transportation Concepts

The public transportation concepts outlined in this section are intended to provide the Municipality and local partners with an idea of how public and stakeholder feedback and technical transit planning considerations can be incorporated into public transportation solutions in Jasper. As this study reflects a snapshot in time, and the Jasper transportation context is highly seasonal and dynamic, it will be critical for the Municipality to continue to refine these transportation concepts with local partners prior to launch.

This section includes some high-level public transportation planning principles, and three core public transportation options for the Municipality to consider implementing. The options are not exclusive and are intended to work together to form a robust transportation system in Jasper. They may be implemented over a 2 to 5-year timeline, as the Municipality has capacity to do so.

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#### 3.1 Public Transportation Principles

1. The Summer 2021 public transit pilot is a foundation for future public transportation services in Jasper.
2. Public transportation options reflect the seasonality of destinations and customer demands in Jasper.
3. Public transportation provision requires ongoing coordination with local partners to serve the dynamic needs of Jasper residents and visitors.
4. Continuity and longevity of public transportation options are critical; a commitment of at least two years of bus transit service provision is ideal to establish demand and measure success.
  - Continuity of service throughout the year is also critical for key institutional partners like GYPSD and hotel industry partners
5. Prioritize partnerships with local businesses to deliver public transportation services.
6. Build toward achieving the Municipality's goals over a 5-year implementation timeline, being mindful of the resources required to execute, monitor and adapt new transportation services.
  - Focus Municipal Staff effort on the vision, strategy and planning of the public transportation system.
  - Outsource the operations and maintenance of public transportation services and revisit this decision after the system is well-established.

- Work toward sharing the customer-facing elements including communication, marketing and customer service.
  - Share investments in capital by leveraging the municipality's position to source funding for transit vehicles, charging equipment and supporting municipal infrastructure.
7. Partner with local businesses and other stakeholder organizations to fund, market and communicate about public transportation services where there is potential for shared benefits.
  8. Premium or customized guest transportation services are the responsibility of local businesses.

### 3.2 Year-Round Fixed-Route Bus Concept

A fixed-route bus service is the most preferred public transportation option for both residents and visitors and has a demonstrated trajectory of successful performance based on the pilot results of 2021. In Jasper, where customers will range from familiar residents to first-time visitors, a fixed-route is the most likely to be familiar to all customers and does not pose a technology barrier.

A conceptual year-round fixed-route bus service is outlined to demonstrate how the needs of several key stakeholders can be incorporated into a public transportation service. The year-round bus would require a summer schedule from early-May to mid-October and a winter schedule from mid-October to early-May. The schedule transition dates will depend on the opening and closing dates for Whistlers Campground, as it is a primary destination for the summer service. Year-round, the bus services connect to Downtown Jasper, where it will be possible to connect to local tour operators and other privately managed bus services to destinations like SkyTram and Marmot Basin.

In both the winter and summer schedule concepts, the service aims to align with the preferred transit service span identified through public feedback. A driver break is scheduled into the service in the early afternoons, when service is least preferred by potential transit users.

Some key existing services are assumed to be reflected within the following summer and winter service patterns. For the school bus service, the timing and stop points are critical. For the Fairmont staff service, the timing points are assumed to have some flexibility, but the aim is to meet or exceed the existing number of round trips per day.

*Table 6: Current existing services offered by GYPSD and Fairmont*

Service	GYPSD School Bus Service	Fairmont Staff Shuttle Schedule
Route	Fairmont to Schools	Fairmont to Downtown
Service Requirements	<ul style="list-style-type: none"> <li>– All School Days</li> <li>– AM Trip – pick up at Fairmont at 7:45 AM, drop off at School at 8:10 AM</li> <li>– PM Trip – pick up at School at 3:07 PM, drop off at Fairmont at approximately 3:30 PM</li> </ul>	<ul style="list-style-type: none"> <li>– 6 round trips per day at approximately 10:00AM, 11:00AM, 12:15PM, 2:30PM, 3:45PM, 5:00PM</li> </ul>

As the Municipality is very early in the process of providing public transportation services, it is most feasible to outsource the bus operation and customer service to a third-party operator. Third-party operation of the bus service is assumed for this concept. Details around considerations for the service management and organization structure are provided in the following section.

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### 3.3 Summer Service

#### **SUMMER – EARLY MAY TO MID OCTOBER (Q2, Q3)**

In summer, the bus will connect Fairmont, Downtown Jasper, Whistlers and Wapiti Campgrounds, and Pyramid and Patricia Lakes, with multiple additional stops on route to provide service to key potential partners. The route will have two primary variations: one with service to Whistlers and Wapiti Campgrounds and one with service to Patricia and Pyramid Lakes. On each variation there is also a school bus pattern to accommodate the required trips between Fairmont and Jasper Elementary School and High School. The school bus trips only operate on school days. Depending on demand, the earliest (7:45 AM) trip may be dropped from the schedule in July and August, as it is designed primarily for school bus service.





Figure 4: Map of proposed summer fixed-route bus service

With consistent visitor demand throughout the summer, the summer service schedule is proposed as the same level of service, 7 days a week. The summer service includes 10 trips per day, all originating at

Fairmont and connecting to Downtown Jasper. From Downtown, six of the trips continue to Whistlers and Wapiti Campgrounds and four of the trips continue to Patricia and Pyramid Lakes. The detailed trip patterns, including proposed bus stop locations are shown in **Appendix D**. An approximate schedule for each service pattern is as follows:

*Table 7: Schedule for summer service patterns*

Time	Pattern Name	Description
7:45 AM	A	Morning School Bus Variation of Whistlers / Wapiti Pattern
9:00 AM	B	Whistlers / Wapiti Pattern
10:15 AM	C	Patricia / Pyramid Pattern
11:30 AM	B	Whistlers / Wapiti Pattern
12:45 PM	Driver Break	
2:00 PM	D	Afternoon School Bus Variation of Patricia / Pyramid Pattern
3:30 PM	B	Whistlers / Wapiti Pattern
4:45 PM	C	Patricia / Pyramid Pattern
6:00 PM	B	Whistlers / Wapiti Pattern
7:15 PM	C	Patricia / Pyramid Pattern
8:30 PM	B	Whistlers / Wapiti Pattern
9:45 PM	Service End	

*Table 8: Summer service characteristics*

Summer Service Characteristics	
<b>Span of Service</b>	Sunday to Saturday (7 days a week) 7:45AM to 9:45PM with a 1hr 15min driver break or shift change
<b>Average Frequency (mins)</b>	75
<b>Daily Service Hours (including driver break)</b>	14
<b>Estimated Summer Service Days</b>	170
<b>Total Summer Service Hours</b>	2,400
<b>Number of In-Service Vehicles Required*</b>	1 + 1 spare

\*Additional zero emission vehicles may be required depending on battery capacity

### 3.4 Winter Service

#### WINTER – MID OCTOBER TO EARLY MAY (Q4, Q1)

In winter, the bus will connect Fairmont, Downtown Jasper, and Pyramid Lake, with multiple additional stops on route to provide service to key potential hotel partners. The route will have two primary variations: one with service looping in Downtown Jasper and the other with service to Pyramid Lake. A one-way school trip is included at 7:45 AM for weekday service only. The school trips are intended to operate on school days only. See figure 5 for details.

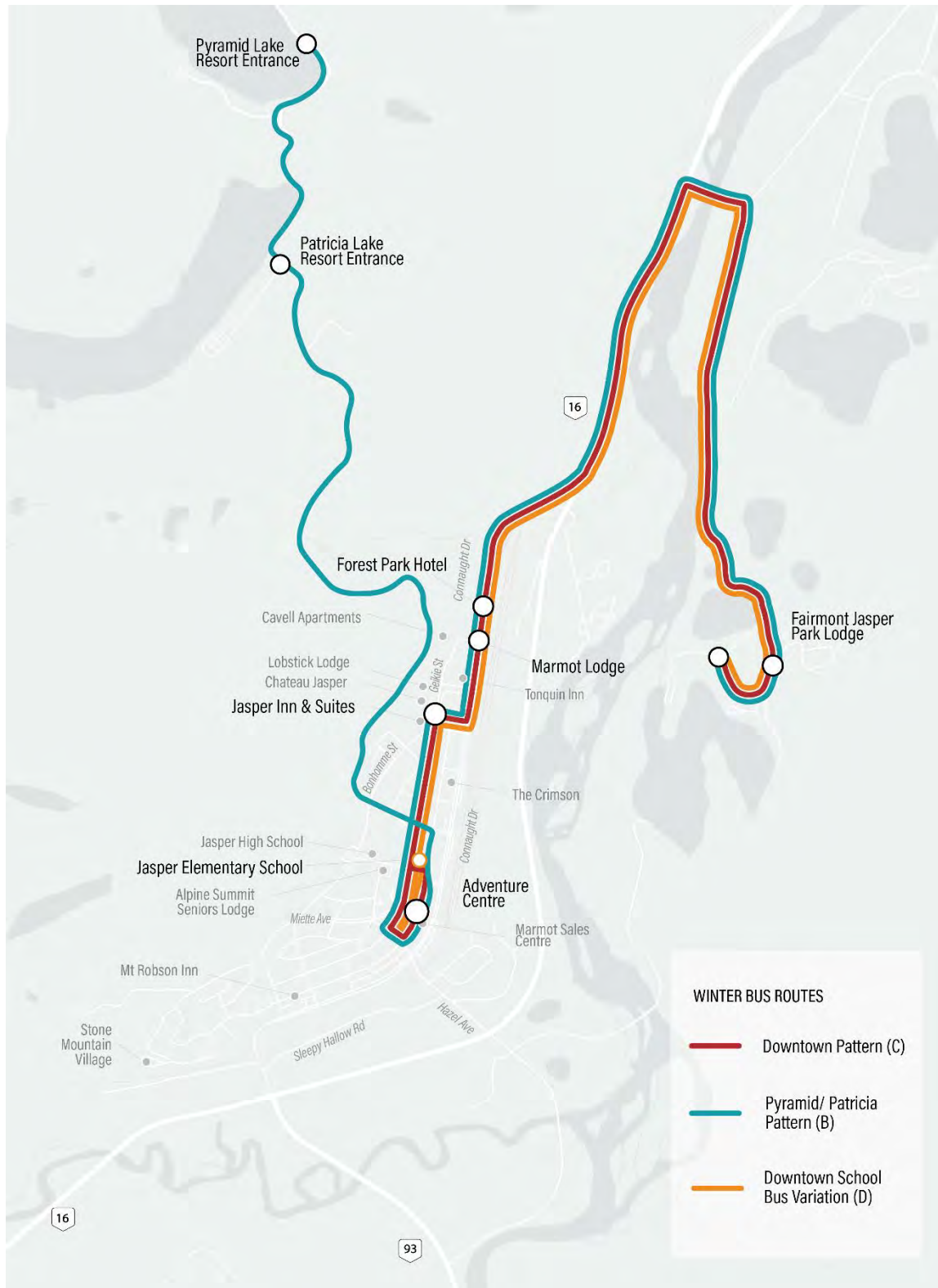


Figure 5: Map of proposed winter fixed-route bus service

The winter bus service is also assumed to operate 7 days a week. Service includes seven trips per day plus one dedicated one-way school trip in the morning. All seven core trips originate at Fairmont and connect to the Downtown Jasper Transit Hub. From Downtown, three of the trips return to Fairmont and four of the trips continue to Patricia and Pyramid Lakes. The detailed trip patterns, including proposed bus stop locations are shown in **Appendix D**. An approximate schedule for each service pattern is as follows:

*Table 9: Schedule for winter service patterns*

Time	Pattern Name	Description
7:45 AM	A	Morning School Bus Trip (one-way)
10:15 AM	B	Pyramid Lake Pattern
11:30 AM	C	Downtown Pattern
12:15 PM	B	Pyramid Lake Pattern
1:30 PM	Driver Break	
2:30 PM	D	Afternoon School Bus Variation of Downtown Pattern
3:30 PM	B	Pyramid Lake Pattern
4:45 PM	C	Downtown Pattern
5:30 PM	B	Pyramid Lake Pattern
6:45 PM	Service End	

While visitor volumes in the winter tend to be more concentrated on weekend days, the winter bus service is also meant for residents of Jasper, including seasonal hotel employees who require consistent transportation options. In consultation with funding partners, this schedule may be reduced to balance funding constraints with the needs of Jasper Stakeholders in Winter 2023/24. A summary of the winter service level, as described above, is shown below.

*Table 10: Summary of winter service characteristics*

Summary of Winter Service Characteristics	
<b>Span of Service</b>	7:45AM School Trip, then 10:15AM to 6:45 PM with a 1hr driver break or shift change
<b>Average Frequency (mins)</b>	60 (Alternating 45mins and 75mins)
<b>Daily Service Hours (including driver break)</b>	9
<b>Estimated Winter Service Days</b>	195
<b>Total Winter Service Hours</b>	1,760
<b>Number of In-service Vehicles Required*</b>	1 + 1 spare

\*Additional zero emission vehicles may be required depending on battery capacity

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### 3.5 E-bike Sharing or E-bike Rental Hubs - Summer

E-bike sharing is an attractive option for Jasper residents and visitors. It is complementary to a public bus service and could be launched as an immediate next step. Starting in summer of 2023, the Municipality should work with local partners to explore e-bike sharing or rental stations, which would be active in the second and third quarters of each year. The following locations are a top priority based on both congestion management and partnership potential:

- Whistlers Campground
- Wapiti Campground
- Astoria Inn
- Fairmont Jasper Park Lodge
- Pursuit Collection Hotels (Forest Park, Pyramid Lake Resort would have the most impact due to their distance from townsite)
- Jasper Inn & Suites



Credit: <https://www.we-cycle.org> Aspen Solar Bike Station

Per the public transportation principles listed previously, it is recommended that the Municipality contract local businesses for the operation and maintenance of e-bike sharing services. Operation and maintenance would include monitoring of bicycle locations, redistribution of bicycles at the end of the service days, and responding to equipment failures, for example. The Municipality should be the owner of the operations contract, per the MOU with Parks Canada.

To source equipment, the Municipality should ideally seek out organizations that can provide a full suite of compatible equipment, including the bicycles, docks and charging infrastructure. E-bikes should be compatible with Parks Canada's current policy on e-bike use on trails, which requires that bikes are pedal assist. Maintenance of the equipment will be an important consideration, and the Municipality should prioritize equipment providers that provide maintenance training or have simple maintenance protocols such that equipment can be maintained locally. An off-grid charging solution, such as solar, at the e-bike stations is preferred.

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### 3.6 On-demand Local Bus - Winter

With tourist volumes being significantly higher in the summer, it is expected that the Municipality's primary use for on-demand bus service would be in the winter months. Jasper residents prefer to walk or cycle in the summer and warmer months. In the winter, however, an on-demand bus in the Jasper Townsite may be favourable, as it could provide door-to-door or door-to-hub service within the townsite. On-demand may also be a consideration year-round, to serve the townsite, as the Municipality expands its public transit system over time.

If ridership on the winter fixed-route bus services does not regularly exceed 8 to 10 passengers per hour, then on-demand service may be a better solution to balance customer needs with operating costs and could simply replace the fixed-route winter service described previously.



On-demand service can be customized in some technology interfaces to allow some regularly scheduled select trips to key destinations like Fairmont and Pyramid Lake, while providing a more localized on-demand service through the remainder of the day.

The decision to move to an on-demand service in the winter months should be based on customer feedback and monitoring of ridership on the primary fixed-route transit service, as well as the Municipality's appetite to incur technology and communication costs to launch a new service. The exploration of local on-demand transit service should also include engagement with the Evergreens Foundation and coordination or potential partnership with the Alpine Traveler bus service.

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### 3.7 Integrating Transportation Options – Year-round

When the Municipality has achieved a stable public transportation system, with a commitment to ongoing service provision and funding, consider procuring a Mobility as a Service software solution to integrate the many transportation offerings in Jasper including:

- Paid Parking
- Fixed-route Bus Fares
- Destination / Experience Passes
- Private Transportation Fares (ex. For SunDog intermunicipal services, VIA Rail, etc.)
- E-bike Sharing or Rental Fees
- On-Demand

The Municipality's existing paid parking program software is capable of integration with public transportation fare payment. An early step toward accomplishing integration of transportation services would be hosting municipal transportation payment within a single application.

## 4 Factors for Jasper Transportation System Success

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### 4.1 Service Management and Organization Structure

There are three primary service management structures for the Municipality: in house, hybrid or fully contracted. Regardless of the service management structure, it is important that the Municipality is always the owner of the public transportation system to maintain alignment with the MOU with Parks Canada. Given the Municipality's limited internal resources related to transit service provision, it is recommended that service is launched with a fully contracted model over at least the first three years, with an annual contract extension option for two more consecutive years. As the Municipality grows its internal capacity to provide transit-supportive functions, it may wish to evaluate moving toward a hybrid delivery approach after the first contract cycle.

Duration of the contract is proposed to be a three-year base contract with two optional years of extension for a total of five possible years of operation. This arrangement would allow for the operator to finance any new vehicle inventory as the lifecycle would align with a 5-year period thereby offering the greatest degree of flexibility to the municipality in terms of procurement of fleet vehicles. This period also offers enough time for a service provider to fully commit to the municipality and offer higher qualities of service and leverage economies of scale during the service launch period.

As with any contract, the Municipality must ensure that the third-party operator can meet the requirements of Jasper's public transportation operation. Through the establishment of a service agreement, there will be rules, regulations and requirements that will bind the third-party operator in all aspects of the service delivery, including standards for equipment, inspection, maintenance, levels of cleanliness, passenger data collection and so on.

Given the short timelines for implementation, it is assumed that staging and operations facility for the service would be included in the contract rates. If an opportunity to co-locate the operation with existing municipal operations is found to be feasible then this could be a cost-effective alternative. For the launch of service, it is recommended that the third-party operator is responsible for providing, storing, cleaning, and maintaining the fleet vehicles. The contract should include an option and a rate for service should the Municipality purchase its own fleet vehicles within the first five years of service, however vehicle storage and regular maintenance functions would stay with the third-party operator.

With the significant grant funding available for capital, there is a benefit to the Municipality to acquire its own fleet vehicles, as it would remove the vehicle cost from the contracted rate for bus operation. As the public transportation system matures, capital costs, purchase of storage and maintenance facility and vehicles, are expected to be the responsibility of the municipality, if feasible. Alternatively, if these facilities continue to be owned by the service provider, the cost of the facility/fleet is amortized and included as part of the hourly operating rate.

When the Municipality purchases vehicles, they are proposed to be purchased by the Municipality and then provided to the successful transit service provider for use in delivery of public transit services. Municipal ownership of fleet is very common in contracted transit operations, and it simply removes some of the capital cost risk from the operator to the municipal contract owner. The transfer of responsibility can take the form of a nominal lease so that operator is able to insure and register the vehicle appropriately. This arrangement will allow the Municipality to decide specifically what vehicles it would use for the service and avoid excessive charges from the operator for the procurement of vehicles. As the Municipality would remain as the owner of the transit system, the capital, and third-party transit contract, it would continue to be able to apply and qualify for grant funding. Typically, the service agreement will provide that regular maintenance of the vehicles is the responsibility of the contractor with major mechanical systems repairs is the responsibility of the municipal owner.

Regardless of who owns the capital, it is most effective for the Municipality to be billed directly for fuel costs, as the contractor would otherwise price the risk for fuel cost fluctuations into the contract rate.

In the 2021 transit pilot the third-party contractor was at risk for some costs and the fare revenue for the service. This is not a standard public transportation approach. In the future the operator would collect the on-board fares, but the Municipality would assume the risk for fare revenue.

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## 4.2 Communication and Marketing

Communication and marketing should be supported by external partners and key stakeholders such as the Chamber of Commerce, Tourism Jasper, Parks Canada and other businesses or beneficiaries of the public transportation system.

For the launch of new transit service(s) within the townsite and the surrounding service area, the following communications and marketing tactics could be utilized by the municipality:

- **Development of a print rider's guide for service information** (e.g. routes, schedules, fares, customer service information) that could be distributed to all residents and businesses through an individual mail drop or with other scheduled municipal materials (e.g. annual property tax assessments). This information should be distributed up to two months in advance of service launch. Explore opportunities to co-market transit information with Parks Canada (as similarly done with Roam Transit service information in Banff National Park).
- To reduce fare media and infrastructure costs, the Municipality should **use a fare payment app**, such as the Municipality's current paid parking application, where customers can purchase and validate transit fares on their smartphones. More information on this is provided in the Fare Payment section. The Municipality may consider using physical fare media (e.g. tickets, passes) as a temporary solution at the launch of the transit service, if there are complications with launching digital fare collection in a short timeframe. On-board cash fare collection may be useful for certain user groups such as visitors with no access to cellular data, or people who do not own smart phones.
- **Develop a customer information and fare application distribution network.** Participating businesses, especially tour operators and visitor accommodations can be provided with printed riders guides, fare pricing, and information about the digital fare application to encourage both visitors and employees to download the app and take the new transit services. Customer information can be provided in municipal facilities, Parks Canada facilities and large format grocery stores.
- **Development of a transit web page on the Municipality of Jasper website.** The webpage can detail service and fare information. It is expected that the transit fleet will be equipped with automatic vehicle location software to provide on-time arrival information on the municipal website. If on-demand transit service is offered in the future, trip bookings could be also made on the website if the customer does not want to use the vendor provided on-demand transit app.
- **Provide real-time/schedule data on the General Transit Feed Specification (GTFS)** which then will allow for communications of transit information on 3<sup>rd</sup> party transit information apps.

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## 4.3 Supporting Infrastructure

### BUS STOPS AND SIGNAGE

For the launch of fixed-route and on-demand (for a fixed stop service model), bus stop locations will need to be confirmed along service routes and throughout the service area. For local fixed-route transit service it is typically recommended to have a bus stop approximately every 200 metres for optimal coverage. In Jasper, this stop spacing guidance must be balanced with the objectives of fixed-route service, which is not to exclusively provide coverage within the townsite, but also to provide connectivity to destinations outside the townsite. For more long-haul or express bus routes, stop spacing can range from 400 meters to several kilometers.

The fixed route bus concept outlined above provides a blend of coverage, stopping at potential key partners and destinations, with efficient and direct travel between some key hubs. Over time and ongoing evaluation of fixed-route service, additional stops may be identified within the Jasper Townsite, and some stops may be removed or relocated depending on their use and impacts on bus operations.

Coordination with Parks Canada will be required to establish effective bus stop locations outside the Jasper Townsite. In the 2021 pilot, bus stops at Whistlers and Wapiti Campgrounds and the Lake Edith and Annette Road entrance were not ideally located from a customer access perspective. At Lake Edith and Annette, Parks Canada should continue to manage congestion on the access road as they did in 2022 so that, in the future, public buses are able to pick up and drop off customers at the lakes, rather than at the entrance of the access road. Consideration should also be given to making physical improvements in the lake access roadway and parking lots to allow for more efficient and effective service. For the two campgrounds, the Municipality and Parks Canada should coordinate to select bus stop locations that balance accessibility for transit customers and travel time efficiency for the bus routing.

Bus stops require concrete pads for customer boarding, alighting and wheelchair accessibility. Bus stop pads will need to be connected to adjacent sidewalks and nearby crosswalks with curb cuts for accessibility. Bus stops are typically situated far side of intersections and will require a length of 25 metres from the tangent point of the intersection, with a bus stop pad/apron of 9 metres in length. Bus stop signage should include an icon of a bus (this will assist customers who do not speak English as a first language), route number, customer service info (phone number and website) and note that no parking is permitted within the bus stop.

For high ridership stops it is advisable to place enhanced customer amenities such as heated shelters which will require conduit and a localized power connection. Power connectivity will also be required for future real-time information, if desired by the municipality.

For on-demand transit stops in a fixed stop model, stops can be located throughout the service area at locations that have the space requirements for a bus stop, particularly on higher-order roadways and at entrances of key transit destinations. For a virtual stop model, stop locations can be developed collaboratively with the on-demand transit software provider with specific parameters on walking distances and bus stop location restrictions.

#### **MUNICIPALITY OF JASPER SIDEWALK IMPROVEMENTS**

Most transit trips start and end with a walking trip and as such it is important to improve conditions for pedestrians within the Municipality. The Municipality should develop a sidewalk capital program, with an improved sidewalk standard reflecting best practice. The capital program should include maintenance, renewal, and new sidewalks where gaps exist. There should also be resources dedicated to fixing sidewalk deficits that significantly undermine accessibility, such as missing curb ramps and missing crossings. Transit stops and connecting sidewalks must be prioritized for snow and ice clearing by the Municipality.

#### **DOWNTOWN JASPER TRANSIT HUB**

There is an existing ad-hoc transit hub located at approximately 611 Patricia Street, in downtown Jasper. While the bus stop is signed, there are several informal names used to describe the transit hub location and a consistent and recognizable name should be used for the launch of new bus service. The current location is ideal in that it is very central and located in a highly travelled area, but it is also highly congested, particularly in summer months, limiting the scalability of a multi-modal mobility hub. Continuing to use this location also reduces the Municipality's options with respect to any potential change in Patricia Street toward a more pedestrian focused precinct in the future. For the purpose of



this study, the transit hub location is retained at 611 Patricia Street, but serious consideration should be given to alternate locations early in the development of the system. Fortunately, Jasper’s downtown is quite compact, and any alternate locations will not be out of comfortable walking distance.

Any downtown transit hub location should be clearly signed to indicate that it is a primary transfer point between public and private transportation services. The hub should host communication materials about the public transportation service, including route and schedule information, as well as other transportation resources for visitors. There should be ample space for enhanced amenities, as described above, for high ridership stops. As well, the downtown transit hub should feature enhanced pedestrian space and integrate with other modes of transportation including the e-bike sharing station, private tour providers or bus services, and car rental services, for example.

## PARKS CANADA CONNECTOR TRAIL IMPROVEMENTS

All Municipal roadways are posted at 30 km/hr, making Jasper roadways a relatively comfortable environment for cyclists. For e-bikes to be a useful tool to travel between Jasper and nearby destinations like Whistlers and Wapiti Campgrounds, Lake Edith and Annette and Pyramid Lake, connector trails should be comfortable for a wide range of users and abilities.

Per the Public Transportation MOU, the Municipality should engage and coordinate with Parks Canada to encourage plans to suitably upgrade the “Jasper Connector Trails”, shown below, which would allow e-bike users comfortable connections to nearby popular amenities. Upgrades should include smooth surface treatment, consistency in trail widths for two-way operation, improving legibility of signage and wayfinding and suitably upgrading any highway crossings to ensure visibility and accessibility. The success and benefits of an e-bike or bike sharing program will not be fully realized until the supporting trail infrastructure exists.

Jasper Connector Trails

Trail	Distance (round trip)	Time	Elevation	Trail #	Level of difficulty	Biking	Dogs	Horses
Wapiti Trail	9.4 km	2-4 hours	0 m	12	Easy	Yes	Yes	Yes
Bighorn Trail	8.6 km	2-4 hours	33 m	13	Easy	Yes	Yes	Yes
Red Squirrel Trail	2 km	1 hour	0 m	14	Easy	Yes	Yes	Yes
Pyramid Trail	5.4 km	1-2 hours	118 m	15	Moderate	Yes	Yes	Yes
Woodpecker Trail	2.8 km	1 hour	0 m	18	Easy	Yes	Yes	Yes

Image Source: <https://www.pc.gc.ca/en/pn-np/ab/jasper/activ/experience/sentiers-trails>

## 4.4 Strategic Service Evolution

It is critical to measure the performance of Jasper’s transportation solutions as they are implemented, with an eye toward ongoing improvement and refinement.

### **Data collection**

- Regular bus-stop level passenger counts which can be initially completed by the transit operator.
- Document public and stakeholder requests for services or feedback about service. Outreach is recommended at least twice a year: once during the spring/summer service pattern and once during the fall/winter service pattern.
- Annual on-board passenger surveys and a web-based survey to determine customer satisfaction and opportunities for improvement.

### **Analyze demand for services**

- Review passenger counts for alignment between service levels and demand.
  - Typically after 2 years of fixed route bus transit service in place, productivity should be at least 10 passengers per operating hour.
- Understand public and stakeholder requests for refinements of the transit service.
- Engage with key stakeholders and partners, which can be done through surveys and a customer advisory committee.

### **Identify opportunities and constraints**

- If productivity is high, look at adding more frequent service, which will have potential additional operating costs and capital requirements (e.g. additional fleet).
- If productivity is low, look at replacing fixed route bus with alternative service models such as on-demand, or adjusting the fixed-route service based on customer feedback.

### **Develop and evaluate options**

- When multiple options are available, evaluate them to understand the costs and benefits of each.

### **Implement new or adjusted service**

- Service adjustments need to be confirmed up to three months in advance to accommodate staffing/cost changes in the contracted service model and to inform customers.

Over time, as Jasper builds its portfolio of public transportation options, it will be important to develop public transit service planning guidelines to create a framework for making decisions around service changes.

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## **4.5 Fleet Characteristics**

Foundational to the provision of a public transit service that attracts ridership from both residents and visitors is a dedicated, well-maintained transit fleet. Public Transit vehicles are community assets and represent a significant investment in both upfront and ongoing costs. The high-level analysis in this study evaluated the following options for the municipality of Jasper:

- Standard Passenger Vans (Electric or Hybrid at additional cost)
- Community Buses / Cutaway Vans (Electric or Hybrid at additional cost)

- Traditional Transit Buses (30' or 40' Low Floor Vehicles)
- Zero Emission Transit Buses (30' or 40' Battery Electric Vehicles)

Procurement of transit fleet vehicles involves a complex process including multiple parties, including higher orders of government who will typically fund a large portion of the capital costs of a transit service. Negotiations with third party operators is also anticipated to ensure that the fleet strategy aligns with operational constraints given that the municipality does not have internal resources for fleet management. Initiating a transit service pilot should be seen by a municipality as a first step towards a long-term commitment to manage a service that the community will come to use and rely on and will require ongoing investment.

Regarding accessibility, while the previous transit operated with a shuttle vehicle that was not 100% accessible, this is not recommended for the next step in development of Jasper's transit system. As a municipally funded public transit services there is the current requirement for vehicles are accessible for all users. As a basic standard, vehicles should be equipped with:

- Wheelchair accessibility (e.g. low floor vehicles with a flip out ramp),
- Bike racks, and
- Storage for passenger items, such as outdoor gear or beach accessories in summer and the option to include ski/snowboard storage in winter should the service evolve in the winter to service Marmot Basin and other cross country ski destinations.

Fleet livery (or vehicle decaling) is an important part of clearly communicating the public transit purpose of the vehicle as well as to build awareness of the service. For the previous transit pilot service, there was not specific or distinctive transit decaling of the vehicle which contributed in part to the low awareness of the service. Many transit properties use distinctive colors and logos to build awareness of the public transit service. For example, Bow Valley Regional Transit Commission has a unique approach that involves a custom designed animal theme vinyl wrap of its vehicles along with its service brand.

#### **PRIORITY ON ZERO EMISSION FLEET**

The Municipality has a strong desire to pursue the most sustainable public transportation system possible and as such, zero emission fleet are a high priority. While municipal procurement of ZEBs will likely occur over multiple years, the Municipality can express a preference for ZEBs in its request for proposals from third-party operators at the launch of service. The RFP can be structured to allow operators to provide pricing on two operating vehicles scenarios: ZEB and traditional internal combustion engines (ICEs). This will provide more information on the financial tradeoffs and feasibility of launching transit service with ZEBs under a short timeline, which will require building local capacity for ZEB storage, charging infrastructure and maintenance. To launch service with ZEBs provided by a third-party operator, the Municipality should expect to incur additional operating costs to reflect the additional capital costs incurred by the operator.

Over time, it is recommended that the municipality pursue the acquisition of ZEBs to provide a high quality, high-capacity transit service that would meet the needs of residents and strongly align with the community's environmental goals. The higher upfront cost of ZEBs is more than offset by the longer life span, lower operations cost and higher ability to leverage external funding. ZEBs are the future for the

transit industry and Jasper is at a unique time where there is an opportunity to pursue funding opportunities and leapfrog traditional transit technology.

To secure funding from the Government of Canada's Zero Emission Transit Fund (ZETF), a detailed understanding of the transit service and demonstrated ability for the municipality to manage transit system operations is a prerequisite. There are significant operational differences and requirements between ZEBs and traditional ICE buses and a successful agency must demonstrate through analysis and modelling that it can support its technology and route selection decisions. In addition to the specific elements of ZEBs, there is a requirement for strategic system-level planning that includes charging infrastructure, facility needs and utility upgrades required to ensure that critical operations will be supported. It is expected it will take several years to build the business case, consult stakeholders, seek approval from funding partners, and publicly procure the appropriate technologies and support systems. During this time, the community will benefit from an operating service and the information obtained from operations can further refine and support effective plans for a municipally-owned ZEB fleet.

Fleet electrification studies must also consider the overall environmental impact including the power requirements for generation and transmission. There must be a level of involvement with utility companies and the planned work required to make the project viable, including confirmation with ATCO of system capacity. In the case of Jasper, there is the important consideration on the provisions of backup power to ensure service reliability and mitigate grid vulnerability. The source of this primary and back-up power will be scrutinized and associated green energy generation projects may be required to demonstrate a truly zero-emission business case. While this may seem challenging, there are also additional funding streams available for local green power generation to support the sustainable mobility of public transit. For example, Bow Valley Regional Transit Services Commission recently completed an operations centre with indoor vehicle storage that had an associated solar and biomass plant on site to power the fleet.

As the Municipality continues to explore electrification of its light duty fleet and feasibility of solar power generation for municipal facilities, it should also account for ZEBs in its needs for power generation capacity.

#### **STANDARD VANS (8-10 SEATS)**

Standard passenger vans are manufactured for commercial purposes on a chassis with front engines and rear-drive or all-wheel drive. Seating is built into the units and to ensure the vehicles are accessible for wheelchairs, standard vans used for public transit are typically equipped with a lift or ramp as well as a raised roof with a taller door unit that provides easier entry. Interior seat layouts are modified for public transit applications to provide a location for wheelchair securement resulting in a capacity of 10 to 11 seated passengers. As there is a minor modification made to an otherwise typical production from vehicle OEMs these vehicles may be faster to procure as compared with purpose-built transit vehicles. However, given the heavy usage in a public transit application the useful life of these vans is projected at 4 years (TCRP Report 61).

Standard vans are well adapted for on-demand applications, such as the Okotoks Transit system which launched in 2019 in the Town of Okotoks. Standard vans are best suited for light passenger volumes and their small size and van door creates a delay for passengers when they are boarding and alighting, especially if the vehicle is operating near capacity. These vehicles can navigate the largest range of



possible road conditions, generate less street noise and have more fuel-efficient engines given their smaller size and payload. The lower complexity and capacity of these vehicles will also simplify operator licensing and training. Despite being a cost-effective option, and often a starting point for a service that is developing, they are generally perceived as “shuttle vans” and may not be seen by the community as “real public transit”.



*Image Credit: Erin Toop, Powell River's Zunga Bus – Dodge Ram ProMaster Passenger Van*

### **COMMUNITY BUSES (10-20 SEATS)**

Community buses use OEM partial cab and chassis with a specialized transit bus body, also called a cutaway. The engine forward engine system from a standard van is maintained allowing these vehicles to retain many of the benefits of a mass production vehicle with more flexibility in layout and larger area for passenger. Passenger areas have a low floor, wheelchair accessible layout (often with an additional foldout ramp) and offer the advantage of standard bus doors and a passenger aisle to increase efficiency in loading and unloading. There is a range of sizes and payloads available in both the bus body and cab and these vehicles are used in larger agency fleets to supplement service on low volume routes or provided dedicated paratransit services. Based on data from transit operators the useful life of these vans is projected at 4 to 5 years (TCRP Report 61).

Operating a smaller transit vehicle allows a municipal operator to maintain 100% accessibility and avoids the increased complexity of a full-size bus fleet. The bus body is custom designed and there is a wide range of seating options available that allows the vehicle to align with forecasted transit demand. Shown below is an ARBOC brand body that would allow 14 seated passengers and 2 wheelchair spaces within a 27' footprint. If the mobility spaces are not in use by a wheelchair this would also be an area for passengers to store personal items and/or standing room if the vehicle is at full capacity. There is a wide variety of seating configurations and further consultation with the municipality and future operator.

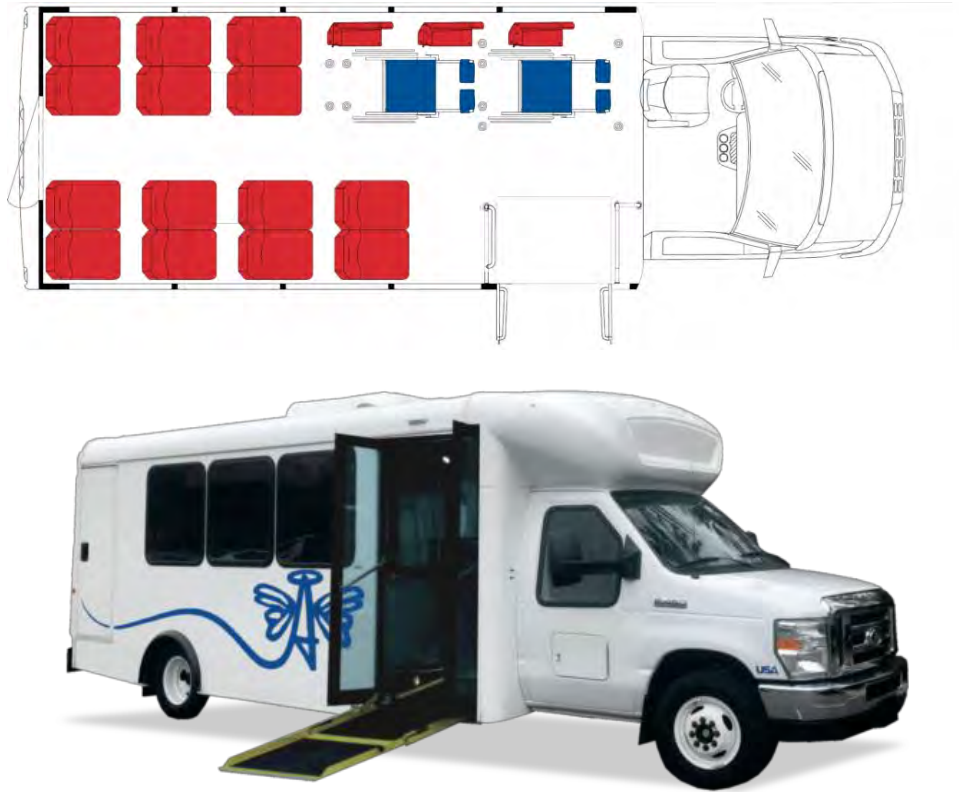


Image source: Arboc Specialty Vehicles <https://arbocsv.com/models/freedom-ford-chassis/>





Image source: [https://cptdb.ca/wiki/images/b/ba/Roam\\_8-a.jpg](https://cptdb.ca/wiki/images/b/ba/Roam_8-a.jpg)

### **TRADITIONAL TRANSIT BUSES (30-40 SEATS)**

Traditional transit buses are a special, purpose heavy-duty vehicles that often includes many of the features that have been refined over time: low floor boarding, ability to kneel or lower the vehicle, ramps for wheelchair boarding, wheelchair and stroller positions, passenger aisles, standing capacity. The typical vehicle size is a nominal 40' bus with a typical capacity of 40 along. There are less common 30' vehicles which are designed to better navigate local roadways and have a lower total passenger capacity. Transit buses are much heavier than normal traffic and may be restricted to operate on specific roadways that have a suitable dimensions and pavement construction. Bus vehicles are custom ordered through procurement processes allowing a high degree of customization. As a purpose-built transit vehicle, the useful life of these vans is projected at 12 years, offsetting the higher procurement and maintenance costs.

With a larger upfront investment and a longer useful life it is important that there is both internal agency capacity and a clear mandate for managing this more complex vehicle system. For example, tires on a traditional transit bus are four times larger than those used on a smaller transit vehicle and a program of retreading that is similar to a heavy-duty truck fleet. Agencies also typically chose to refurbish or complete a major maintenance overhaul of the mechanical components of the vehicle in order to maintain the long life of the vehicle while ensuring it remains reliable.



## ZERO EMISSION BUSES (30-40 SEATS)



The transit bus market in North America is undergoing a seismic shift from Internal Combustion Engine (ICE) buses to Zero Emission Buses (ZEBs). This has impacted all transit operating properties in Canada who are almost exclusively procuring ZEBs for fleet growth and lifecycle replacement. ZEBs for this analysis are battery operated electric vehicles that are purpose built for public transit. Many agencies have found they can deliver comparable performance to traditional buses without the noise and tailpipe emissions of diesel engines. With the implementation of this new technology there have been new entrants to the transit

market and the industry has been pushed to adopt new materials for lightweight construction. Transit agencies have been using electric drive train buses and trolleys for decades, the recent innovations in battery technology have allowed expansion of ZEBs to a wide range of use cases. The service life of ZEBs is estimated to be equivalent to traditional transit buses, subject to further findings from ongoing studies of in-service vehicles.

ZEBs represent a higher initial investment due to the current cost of batteries. While there is only preliminary data, the operating cost of ZEBs is expected to be lower as they have longer service intervals and much lower fuel costs. The limitations in performance of ZEBs is largely related to battery capacity and the operational challenges of charging the vehicles throughout the service day. Additionally, electric vehicles have lower performance characteristics in a cold climate and with additional power load for heaters there is substantially less range that must be factored into winter route design. As proof of concept, Bow Valley Regional Transit Service Commission currently operates 3 battery powered vehicles in an alpine climate and is procuring 3 additional vehicles. Hydrogen fuel cells offer an interesting zero emissions alternative however this technology is not yet widely available.

### FLEET COMPARISON TABLE

Based on the transit service characteristics developed for the Jasper service, it is expected that an initial service would be offered using dedicated transit vehicles. Based on the route design there is a need for at least 2 ICE vehicles initially to provide the service. To launch with battery electric buses, additional vehicles may be required to manage battery range and charging time. In its decision, the municipality needs to balance qualitative service and quantitative financial considerations for selection of the type of vehicle to use during the launch of service and for the initial 3-year period. The following table provides a summary of relevant factors:



Table 11: Fleet comparison

	Standard Vans	Community Buses	Traditional Buses (30-40ft)	Zero Emission Buses (30-40ft)
<b>Passenger Demand</b>	Low 5 – 10 riders / hour	Medium 10 to 15 riders/ hour	High 15 to 30 riders / hour	High 15 to 30 riders / hour
<b>Seating Capacity</b>	Low 8 - 10 seats	Medium 10 – 20 seats	High 30 – 40 seats	High 30 – 40 seats
<b>Accessibility features</b>	Van Door / Lift	Low Floor / Ramp	Low Floor / Ramp / Kneeling	Low Floor / Ramp / Kneeling
<b>Estimated Service Life</b>	4 years	5 years	12 years <sup>2</sup>	12 years <sup>3</sup>
<b>Ongoing Annual O&amp;M Costs<sup>4</sup></b>	\$28,600 (ICE)	\$43,200 (ICE)	\$98,900	\$69,200 <sup>5</sup>
<b>Initial Purchase Price<sup>6</sup></b>	\$85,000 to 100,000 +\$50,000 for electric	\$110,000 to 250,000 +\$100,000 for electric	\$500,000+	\$700,000+
<b>Ride Quality and Public Acceptance</b>	Low, vans are perceived as shuttles	Medium, vehicles are often used in paratransit and low ridership routes	Medium, strong transit identity however diesel buses have noise and emission impacts	High, strong transit identity and alignment with long term environmental goals
<b>Flexibility to serve different areas and types of service</b>	High, able to navigate widest range of roadways	High, able to access most roadways, provide on demand and paratransit	Low, large vehicle limited to planned routes	Low, limited to planned routes and subject to range limits
<b>Maintenance and Storage Challenges</b>	None, possible to outsource to existing providers	None, possible to outsource to existing providers	Significant, requires dedicated facility	Significant, requires dedicated facility and charging infrastructure

<sup>2</sup> Service life of traditional buses assumes that there is major refurbishment or mechanical overhaul completed at vehicle mid-life, subject to specific operating environment

<sup>3</sup> The service life of battery electric vehicles is assumed as there is no conclusive industry guidance based on in-service operations for this technology at this point in time.

<sup>4</sup> O&M costs are based on TCRP Report 61: Analyzing the Costs of Operating Small Transit Vehicles User's Guide STVe (Small Transit Vehicle economics) agency cost calculator with local data input for wages and fuel costs. The outputs were verified against recent CUTA Factbook reported agency cost data for fleet maintenance and fuel.

<sup>5</sup> There is no analysis of the O&M costs for ZEBs in the TCRP Report 61 methodology as there is a separate project that is not yet concluded on assessing ongoing costs for zero emission fleet. While some costs will be lower (fuel) there is uncertainty regarding the labour and maintenance costs. For the purposes of comparison it is assumed that a ZEB would have 70% of the annual costs of a traditional bus based on results published by the City of Edmonton. This assumes lower electricity costs in the long run as at the time of publication the cost of electrical energy in Alberta is at record highs.

<sup>6</sup> There is a large range in the reported costs of vehicles and a full procurement process is needed to appropriately plan and budget for purchase and start-up costs. This analysis is intended to provide an order of magnitude comparison between the various options.

<b>Electric Options Available</b>	Yes	Yes	Yes	-
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## FLEET RECOMMENDATION

For the initial launch of service, it is recommended that the Municipality proceed with the Community Bus vehicle size. Community Buses provide sufficient capacity and flexibility for the service at the outset and offer a solid foundation from which to grow the service. These would be recognized as a 100% accessible vehicle that provide visibility for the service to grow and can adapt to changes in routing and customer demands without major investment required in roadway or stop infrastructure. Additionally, these vehicles are less complex to operate and maintain allowing existing local stakeholders to support the stand up of a transit service within a reasonable time frame.

As noted previously, the Municipality can request proposals from third-party operators to include an optional price for service operated with a ZEB of this size, to further explore the feasibility of launching service with a ZEB fleet. In the short term, the Municipality should conduct further research about the performance of smaller battery electric buses, as they have not yet been fully tested in cold weather operations. There is still uncertainty around winter performance, and fully loaded performance, which could result in transit service reliability issues. Regardless of the fleet type for service launch, municipal procurement of ZEBs is a priority over the next three years.

As the municipality builds internal capacity to manage its service there are further opportunities to collaborate and learn from other similar municipalities in the region. Joining procurement efforts by nearby major agencies allows for the benefit of economies of scale given that production for vehicles always take place in major factory runs, also called piggyback or group procurement. For the launch of service there is also the possibility to lease vehicles from other agencies, as was done by BVRTSC and the City of Airdrie from Calgary Transit, allowing the community to get started on its transit journey without the substantial lead time required to procure its own fleet.

## 4.6 Fare Payment

For public transit, fare policy is one means of achieving the community's goals for the transit service. Based on the goals for the future public transit service in Jasper, the following fare principles are either directly or indirectly aligned. The principles align to specific elements in the proposed fare structure.

- Transit fare should provide a stable foundation and reasonable expectation for the service going forwards.
- Fares should address the seasonality of destinations and customer demands in Jasper as well as continuity throughout the year.
- Fare strategy should encourage coordination with local partners and provide incentives to service the dynamic needs of both residents and visitors.
- Fare structure should be maintained at the same horizon as the transit service, for at least two years, with the ability to be adjusted annually.
- Fares need to consider the needs of key institutional partners like GYPSD and hotel industry partners.

- Fare technology should be able to be implemented by a local partner while remaining mindful of the resources required to implement new systems.
- Fare structure should supplement the municipal investment and provide opportunities for local businesses and other stakeholder organizations to fund, market and communicate about public transportation services where there is potential for shared benefits.
- Fares need to reflect affordability as a public service as there are already premium or customized guest transportation services, which are the responsibility of local businesses.

Based on the results of the pilot and survey, a basic per trip fare of \$5 is proposed for a trip within the network. A digital fare structure would be developed to offer both individual trips and groups of 10 for a modest discount (ie. \$45 for 10 trips). The emphasis on use of single rides at a relatively high price would support both the effective operation of the start-up system as well as maximize revenues from visitors during the busiest time of year.

Monthly and annual passes are an important way to encourage frequent use and provide an incentive for residents. Based on initial feedback from the survey, there is strong support for a free resident pass as this would ensure that those who are working in Jasper and students have ready access to this new transport option. Administration and distribution of passes would be managed by the Municipality via the digital fare payment application. As part of administering fares, the Municipality could ensure that people who receive the passes provide contact information for further follow-up as to the quality of the service.

After an initial free trial period, it is recommended that a fare policy be established for residents so that those who are willing and able to pay for frequent use of the service can do so. Once a paid system is implemented, further discounts for age or employment status could be offered to ensure that residents who have the greatest need are able to access and use the transit service. Many agencies offer employer-based discount program where registered businesses in the area are able to facilitate low-cost transit pass purchases for use by their employees.

Seasonal variations in the system use could be accommodated in terms of fare structure with an annual pass system. Residents would purchase a further discounted pass for use for 12 months, reducing the administrative cost of the passes and providing a balanced revenue for the slow period of use. As the ridership base for transit grows, it will be critical to maintain customer feedback mechanisms to ensure that the service is useful and relevant for the wide range of needs that will likely be identified.

Fare collection equipment and costs are an important aspect to consider for a new transit service. Jasper currently uses a parking app, Hotspot which has modules available for payment of transit fares. This app is used in other Canadian municipalities, such as the City of Moose Jaw, Saskatchewan. Moose Jaw Transit uses the app to facilitate purchase of individual and ticket packs as well as monthly passes. Discussions with the software vendor should be pursued to evaluate if this additional functionality is affordable for the municipality of Jasper. Alternatively, there are a number of purpose-built applications that would facilitate electronic collection of transit fares.

In addition to the ability to purchase tickets, most transit apps have the functionality to track individual trips and provide valuable planning data to the agency. Smart Fare projects in many larger municipalities allow for a wide range of possible fare innovations, such as time- or distance-based fares as well as fare capping to encourage more frequent use of the public transit service. Mobility as a Service (MaaS)

providers go one step further to integrate multiple transportation modes and provide the customer with incentives and prompts to take full advantage of the transit system. In the long term these would be a valuable mechanism for the municipality to encourage both locals and visitors to maximize their use of the transportation system, increase fare revenues and minimize congestion during the busiest times of the year.

## 5 Funding Opportunities

Public transit requires investment from multiple levels of government to be successful. While there is potential for partial recovery from revenue streams, these are typically only cover a fraction of the total cost to operate the service, in terms of operating staff, fleet and maintenance resources.

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### 5.1 Revenue Opportunities

#### **FARE REVENUE**

Fare revenue is an important source of cost recovery in public transit systems as it is the source of more than 90% of transit system revenue. According to CUTA, the following average statistics were reported in 2019 for systems that operate with a service area of less than 50,000 residents:

- Regular Service Passenger Revenue / Total Trips (Average Fare) = \$1.42
- Total Direct Operating Expenses / Total Trips = \$4.93
- Revenue / cost ratio = 31%

These fare revenue averages are for mature systems that have had multiple years of operation. It is typically observed during a pilot period that lower revenues are generated as ridership develops and users become more familiar with the system.

#### **PARTNERSHIPS**

Providing service to key partners with common goals and interests is an opportunity to leverage the investment that these partners are already making in providing transportation services. These partnerships can offset the operating costs of the integrated municipal public transportation system while recognizing that the service will be a key amenity for visitors to the destination.

#### **PAID PARKING**

With the success of the Municipality's Paid Parking program established, revenues from this program can be used toward offsetting the costs of public transportation services.

#### **BUSINESS LICENSES**

As the public transportation system evolves and there is more interest in supporting the system from hotel and business partners, the Municipality should review the opportunity to collect transportation system revenue through business licencing. Considerations would include establishing the level of benefit to ascribe to certain business types and the contribution level for public transportation service. For example, businesses receiving direct public transportation service, such as a bus stop or an e-bike station, may receive higher benefit and therefore required to pay a higher cost for transportation services.



## **CHARTERING SERVICES**

Charter services are also a source of revenue for many transit systems; however, this is a smaller portion of funding - less than 10% of total revenue in comparable systems. Charter services are possible when a transit vehicle is not in regular transit service and can be used for special purpose trips or events. Planning and billing third party agencies for charter services would be completed by the operating entity and are usually coordinated on a case-by-case basis. It would be important to charge appropriate rates that recover all of the operating overhead and capital investment by the operator. Typically, the operator offers charter services for volunteer organizations or service groups at a reduced cost, similar to the subsidized rates for regular public transit services. Charter revenue is not considered in the operational model for Jasper as it contradicts the principle of not duplicating services that are a function of private business.

## **ADVERTISING & SPONSORSHIP**

Advertising is an additional source of revenue for transit systems. Typically, the larger municipal systems will have sizable contracts with integrated marketing and advertising companies to cover the costs of advertising decals on vehicles and shelters and provide a net positive funding source for the municipal operator. In smaller communities, advertising arrangements are often less formalized and focused more on donor recognition and would have modest revenue potential. In Jasper's context there may be greater potential given the benefits of system as a visitor amenity and the municipality should engage with potential partners such as Tourism Jasper and Parks Canada to explore further.

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## **5.2 Capital Funding Opportunities**

As a core public service, transit services that are operated at the local level rely on grant funding from provincial and federal levels of government. There are several potential grant sources for both general transit and electric/zero emission vehicles (ZEV). Funding sources span all levels of government and non-governmental organizations. The sources below include both active and inactive funds that may be renewed in future years.

### **FEDERATION OF CANADIAN MUNICIPALITIES (FCM)**

The Green Municipal Fund Capital Project: Transportation Networks and Commuting Options grant accepts ongoing applications from Canadian municipalities. This fund is for capital transportation projects to reduce the number of vehicles on the road, vehicle kilometres traveled, or travel time for people and goods. The funding is available for regular loans and high-ranking loans. Regular loans and grants receive low interest on up to \$5 million and a grant worth up to 15% of the loan that can cover up to 80% of eligible project costs. The high-ranking project loan is the same as regular loans with a loan limit up to \$10 million. For example, for a project worth \$500,000, Jasper could apply for a low-interest loan of up to \$400,000 (80% of the project cost) and a grant of \$60,000 (15% of the loan amount).

The link to the application is: <https://www.fcm.ca/en/funding/gmf/capital-project-transportation-networks-commuting-options>.

The Green Municipal Fund Pilot Project: Transportation Networks and Commuting Options grant accepts ongoing applications from Canadian municipalities. This fund is for pilot projects with the objective to

reduce vehicles on the road, vehicle kilometres traveled, or travel time for people and goods. This fund also supports modal shift projects for public transit, walking, and cycling. The grant covers up to 50% of eligible costs to a maximum of \$500,000. The link to the application is:

<https://fcm.ca/en/funding/gmf/pilot-project-transportation-networks-commuting-options>.

## **GOVERNMENT OF CANADA**

The federal government provides grants and loans to municipalities to provide transportation funding including capital projects and transit-specific programs. The funds listed below include currently available funding and other sources that have closed applications for the year but may be available in future years.

The Rural Transit Solutions Fund was a two-stream fund for rural, remote, and Indigenous communities to implement transit to provide access to employment, school, and social activities. The first round of Planning Stream applications closed on October 7, 2021, and the Capital Stream closed on April 7, 2022. The Planning Stream provides up to \$50,000 for planning tasks including public engagement, surveys, and assessments of routes, while the Capital Stream provides up to \$3 million for conventional transit and up to \$5 million for zero-emission transit solutions. Although the funding opportunity has passed, there is potential for the funding to be renewed in the future through future calls for applications. The link to the website for this funding is <https://www.infrastructure.gc.ca/rural-trans-rural/index-eng.html>.

The Federal Government is currently in the process of designing the new Permanent Transit Fund, a dedicated \$3 Billion in annual funding starting in 2026-2027 for transit projects (e.g. transit fleets, maintenance and storage facilities, active transportation connections). This fund will replace the Investing in Canada Infrastructure Plan which already has been allocated for various transit infrastructure projects across Canada.

## **ZERO EMISSION TRANSIT FUND (GOVERNMENT OF CANADA)**

The fund supports public transit plans for the electrification of 5,000 zero emission busses as well as supporting charging infrastructure. The program is currently accepting applications and the link to apply is <https://www.infrastructure.gc.ca/zero-emissions-trans-zero-emissions/index-eng.html>.

## **ZERO EMISSION VEHICLE INFRASTRUCTURE PROGRAM (NATURAL RESOURCES CANADA)**

This program is to support electric vehicle charging infrastructure for public-use and the private sector. This may be used to fund the charging infrastructure for a fleet of electric buses. The applications for this program are now closed, but there is potential for it to be renewed in the future. The link for more information and applications is <https://www.nrcan.gc.ca/energy-efficiency/transportation-alternative-fuels/zero-emission-vehicle-infrastructure-program/21876>.

In pursuit of electric bus or vehicle initiatives, it may be possible to collaborate with Banff and Canmore (Bow Valley Regional Transit Services Commission), who are growing their fleet of electric buses with an extended partnership between the local bus operator Roam Transit, the Government of Alberta, and Parks Canada. Combined funding applications are often considered favorably.

## 6 Transportation System Operating Budget

Based on the existing capabilities of the Municipality of Jasper and the challenges of operating an in-house transit service, it is recommended that transit services are contracted out to a private bus operator. There are existing operators, primarily serving the tourist market, who are ready and able to manage the delivery of services on behalf of the municipality. The single largest cost for the service would therefore be contracted operations, so that all employee wages, remittances, WCB and benefits are the responsibility of a third party. In addition to transit operators, staff required would include vehicle cleaners, service workers, dispatchers and supervisory staff. The successful proponent would demonstrate that they are able to manage the required number of operators, based on the specifics of the finalized shift schedule, and can ensure they are adequately trained and licensed. Further costs to be included in contract pricing are insurance and maintenance of the required Provincial Operating authority.

The municipality will require a resource to serve as Transit Coordinator or Transit Program Manager who will be tasked with the responsibility of managing the service, engaging with stakeholders and administering the contract on behalf of the municipality. Given that there is a substantial effort to launch service, this could be a dedicated full-time resource during the initial phases of the project, or a part time position supplemented by external consultants. The goal of this model is for the municipality to maintain control of what service is to be provided and how it is to be financed.

In addition to core transit staff and fleet operations, there are several critical support services that will enable the successfully launch and operation of service that responds to customer needs:

*Table 12: Support services to enable successful launch and operation of service*

Support Services	Explanation
<b>Technology</b>	Primarily on-demand transportation and fare payment modules; additional features such as real time arrival information or online trip planning could be added in the future
<b>Communications</b>	website service launch and branding, including vehicle wraps, advertising within the service area during the early summer will be important to build awareness during the higher use period over the summer
<b>Customer service</b>	provide a customer focused administrative support person who can respond to inquiries and follow up on customer quality concerns; anticipate a part time role for the three-year budget planning outlook
<b>Stop maintenance</b>	anticipate an initial outlay for stop signage and benches with cost incurred to clean and maintain these locations; addition costs expected for snow clearing in winter season

The following is an example budget for the year-round bus service concept described in Section 3.

The estimated third-party operating costs, below, are for a traditional ICE community bus fleet. The Municipality should expect the operating cost to launch service with third-party-provided ZEBs to be higher, due to the higher-cost bus leases, more complex storage requirements and the cost of establishing charging infrastructure. The additional capital cost of electrification is approximately

\$100,000 per bus and \$50,000 per charger (level three), plus the cost of indoor bus storage. For example, with the requirement for three ZEBs and two chargers, this is approximately \$150,000 per year on a three-year contract, additional to the costs estimated below. The cost of a maintenance and storage facility would be extra and to be determined based on fleet size and expansion plans.

This example budget includes the potential launch of on-demand bus service to replace winter fixed-route service starting in Q4 of 2024. This option is provided to demonstrate the estimated technology costs of on-demand service and additional program management and communication efforts for the service change. There is a lump sum technology cost incurred in Q3 of 2024, which may be required to purchase a software subscription, depending on the vendor, and an ongoing increase in technology cost starting in Q4, as vendors typically require a monthly subscription fee. Communications and program management efforts for on-demand are anticipated starting 6 months prior to launch.

Potential partner contributions are included in the revenue and represent a significant revenue contribution. These contribution level assumptions must be validated with the partners and are based on the existing reported costs provided by the key partners as well as a modest assumed contribution from supportive hotel operators. The annualized GYPSD contribution is applied throughout Q1, Q2 and Q4, when school is in session. The Fairmont contribution is assumed to be for Staff transportation services only, as the public transportation service is more aligned with the requirements of staff transport.

Performance metrics, including ridership per service hour, revenue/cost ratio, hourly cost and net cost per rider, are estimated for each quarter to demonstrate that there is expected to be improvement across most measures as the system matures.

	2023	2023	2023	2024	2024	2024	2024	2025	2025	2025	2025	2026
Service Level	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Service Days	56	91	91	91	91	91	91	91	91	91	91	91
Service Hours	784	1,274	819	819	1,274	1,274	819	819	1,274	1,274	819	819
Annual Total			2,877				4,186				4,186	
Estimated Ridership	4,000	8,000	6,000	6,000	10,000	12,000	7,000	7,000	12,000	15,000	8,000	8,000
<b>Revenue</b>												
Ticket Sales	10,000	20,000	9,000	9,000	25,000	30,000	10,500	10,500	30,000	37,500	12,000	12,000
Pass Sales	-	-	-	-	5,000	5,000	5,000	10,000	10,000	10,000	10,000	10,000
Potential Partner Contributions	55,500	47,500	55,500	55,500	55,500	47,500	55,500	55,500	55,500	47,500	55,500	55,500
Total Revenue	65,500	67,500	64,500	64,500	85,500	82,500	71,000	76,000	95,500	95,000	77,500	77,500
<b>Cost</b>												
Contract Operations	66,600	108,300	69,600	73,700	114,700	114,700	73,700	77,800	121,000	121,000	77,800	77,800
Fleet Operations and Maintenance	9,800	15,900	10,200	10,200	15,900	15,900	10,200	10,200	15,900	15,900	10,200	10,200
Program Management	20,000	30,000	10,000	10,000	25,000	25,000	10,000	10,000	10,000	10,000	10,000	10,000
Technology	2,000	2,000	2,000	2,000	2,000	15,000	5,000	5,000	2,000	2,000	5,000	5,000
Communications	30,000	5,000	5,000	5,000	20,000	5,000	5,000	5,000	20,000	5,000	5,000	5,000
Customer Service	8,500	8,500	8,500	9,100	9,100	9,100	9,100	9,500	9,500	9,500	9,500	9,500
Stop Maintenance	30,000	2,500	2,500	5,000	5,000	2,500	2,500	5,000	5,000	2,500	2,500	5,000
Total Costs	166,900	172,200	107,800	115,000	191,700	187,200	115,500	122,500	183,400	165,900	120,000	122,500
Net Municipal Contribution	101,400	104,700	43,300	50,500	106,200	104,700	44,500	46,500	87,900	70,900	42,500	45,000
<b>Performance Metrics</b>												
Ridership per Service Hour	5.1	6.3	7.3	7.3	7.8	9.4	8.5	8.5	9.4	11.8	9.8	9.8
R/C Ratio	0.39	0.39	0.60	0.56	0.45	0.44	0.61	0.62	0.52	0.57	0.65	0.63
Hourly Cost		135.16	131.62	140.42	150.47	146.94	141.03	149.57	143.96	130.22	146.52	149.57
Net Cost per rider		13.09	7.22	8.42	10.62	8.73	6.36	6.64	7.33	4.73	5.31	5.63



## 7 Public Transportation Action Plan

The following is a summary of the next steps for the Municipality of Jasper in pursuit of a public transportation system. The Actions are organized in the table below by year, with the first half of each year in the top rows, and the second half in the bottom rows. Each action includes a reference to the applicable section within this document.

	2023	2024	2025	2026+
Q1 and Q2	Refine bus service levels and service design with potential partners, including Marmot Basin, and confirm funding contributions (2.2, 3.3)	Implement the e-bike sharing strategy, including developing and administering an RFP for e-bike sharing operations (3.5)	Implement any summer service adjustments identified through the strategic service evolution cycle (4.4)	Implement any summer service adjustments identified through the strategic service evolution cycle (4.4)
	Develop and administer an RFP for the provision of fixed-route bus service (4.1)	Refine the capital funding application for electric fleet and supporting infrastructure using data collected during the first months of service (5.2)		Revisit this public transportation strategy
	Develop and implement a communications and marketing plan for the new bus service (4.2)	Implement any summer bus service adjustments identified through the strategic service evolution cycle (4.4)		
	Implement bus stop signage and a plan to address stop infrastructure (4.3)	Review the feasibility and benefit of on-demand bus service in the winter. If feasible, launch an RFP for on-demand technology providers. (3.6, 4.4)		
	Implement a fare payment plan and approach, including coordination with HotSpot to accept transit fare payments, if desired (4.6)			
	Launch summer public bus service (3.3)			
	Initiate data collection and the cycle of strategic service evolution (4.4)			
Q3 and Q4	Develop the details of the e-bike sharing strategy with key partners, contributors and other stakeholders. Include upgrades to Parks Canada's connector trails in the strategy (3.5, 4.3)	Implement any winter bus service adjustments identified through the strategic service evolution cycle (4.4)	Implement any winter service adjustments identified through the strategic service evolution cycle (4.4)	Implement any winter service adjustments identified through the strategic service evolution cycle (4.4)
	Launch winter public bus service (3.4)			
	Initiate the application for capital funding for electric fleet and supporting infrastructure and confirm the near-term feasibility of electrification (4.5, 5.2)			

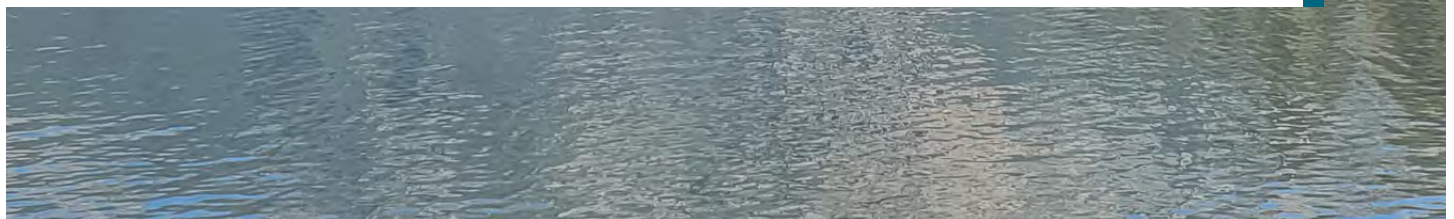




## **APPENDIX A**

# **EXISTING CONDITIONS AND CONSTRAINTS MEMO**

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## MEMO

**TO:** Bill Given, CAO, Municipality of Jasper  
**FROM:** Erin Toop, WSP, Micha Gutmanis, WSP, David Cooper, Leading Mobility  
**Subject:** **Jasper Transportation System Strategy and Action Plan – Background Review**  
**DATE:** **September 31, 2022**

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## INTRODUCTION

The Municipality of Jasper is striving toward environmental leadership and stewardship, and public transportation is an important tool in this endeavour. The aim of this assignment is to study the feasibility of different public transportation options and prepare a Strategy and Action Plan to implement the most feasible options within the municipality of Jasper and the surrounding community. This memo is a summary of the introductory work completed for the project, which provides an overview of Jasper's demographics, assesses the current transportation landscape as well as potential transit markets, and provides a jurisdictional scan of other mountain/resort communities with similar seasonal and transportation challenges.

Jasper is a mountain town home to less than five thousand residents but sees upwards of 2.5 million visitors per year. Jasper has distributed centres of employment, and high-volume areas of the municipality are seasonal, this presents unique challenges that not many other municipalities face when it comes to public transportation. Currently, non-automobile transportation is being provided by numerous entities such as tour buses, hotel operators, and private transportation companies, however each of these entities are providing localized transportation for business reasons which do not always align with the municipality's transportation objectives. Jasper is missing a coordinated plan to bring all these different transport modes together into a cohesive public transportation system.

With few alternatives to the private vehicle, some residents and visitors are limited in opportunities to access both essential services and Jasper's many amenities. Through its Community Conversations forum the Municipality has heard from many residents that more walkable amenities are required in the Jasper Townsite, for those with limited transportation options. Public transportation is another tool to expand opportunities for both residents and visitors to experience amenities both within and outside the relatively walkable townsite.

As the Municipality of Jasper is located within Jasper National Park of Canada, recognized for its natural beauty and cultural heritage, there is an inherent need for the Municipality to reduce environmental impact from residents and visitors. Therefore, transportation modes explored within the Municipality should encourage and prioritize environmental sustainability.

This memo includes a discussion of:

- The Municipality's goals for public transportation
- An overview of Jasper's potential transit customers
- Key destinations and potential transit trip generators
- An overview of Jasper's public transportation pilot from summer 2021
- Existing transportation providers and key stakeholders

- Transportation services and modes and a preliminary assessment of their applicability in Jasper
- A preliminary scan of comparable jurisdictions and their transportation offerings
- Funding and revenue opportunities for public transportation, and
- A summary of opportunities and constraints

## GOALS FOR PUBLIC TRANSPORTATION

As the primary service centre for residents (both short-term and long-term) and visitors to Jasper, the Municipality seeks to:

- reduce vehicle congestion,
- prioritize environmental sustainability,
- improve quality of life and transportation options for residents, and
- improve the quality of experience and transportation options for visitors.

To practically achieve these goals, the Municipality is open to a broad array of solutions and options. Central to this is the idea that the Municipality would act as an amplifier and coordinator of transportation services, to ensure the utility of existing and future transportation services is maximized for both the visitor and resident needs.

## STUDY AREA MAP

The focus of this study is on local or townsite and surrounding area transportation needs. Regional transit demand and feasibility is not part of this study.

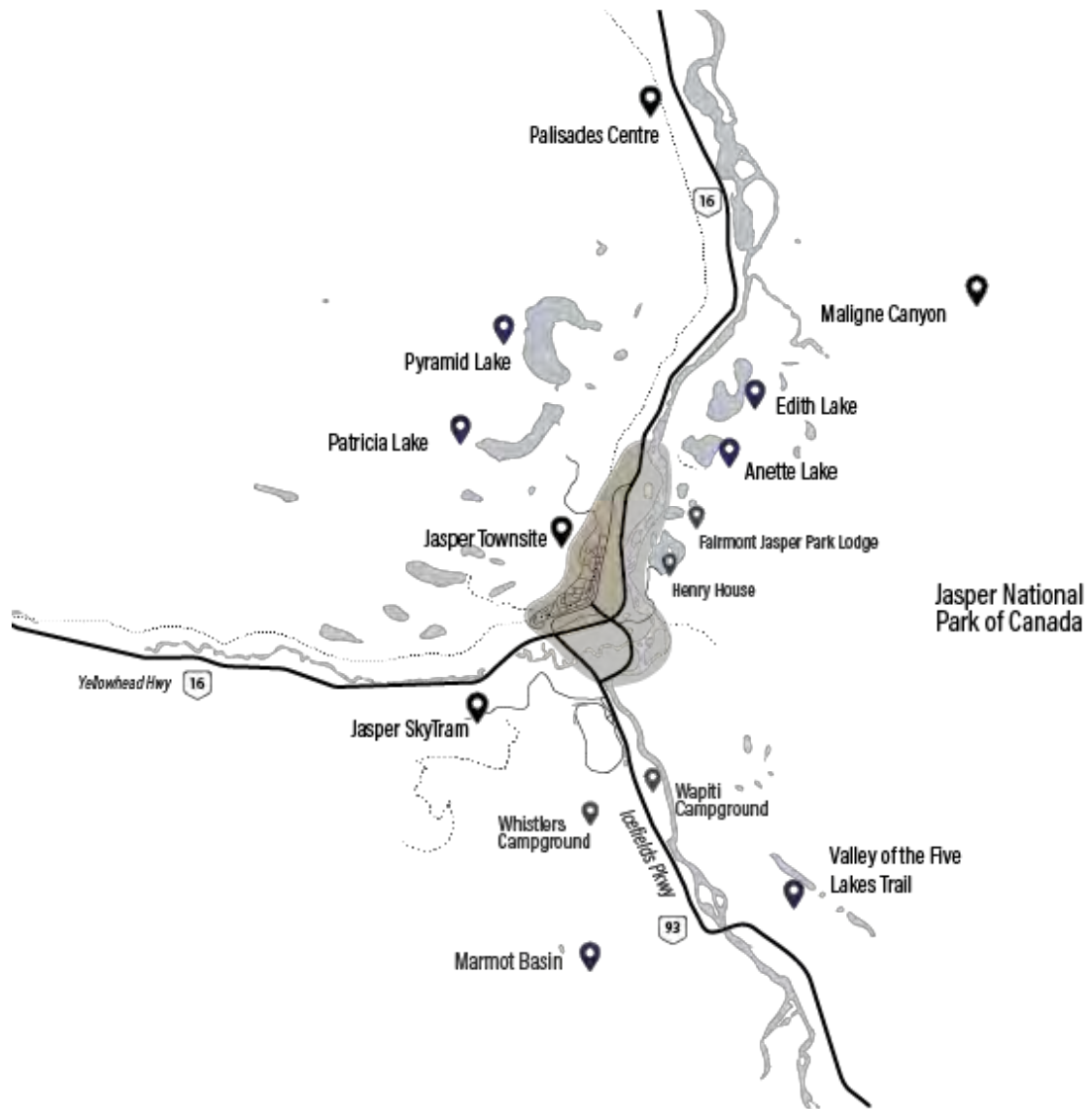


Figure 1: Jasper study area with key destinations

## PUBLIC TRANSPORTATION CUSTOMERS

Jasper is a community of just under 4,740 residents<sup>1</sup> and 1,675 households, nestled in the Rocky Mountains of Jasper National Park of Canada, and is part of a UNESCO World Heritage Site. This is a significant underestimation of the total year-round municipal population which includes many temporary residents who come to Jasper for seasonal employment opportunities. In addition to the local population, Jasper hosted 2.5 million visitors in 2019. The peak visitor season is summer, with more than 450,000 monthly visitors expected in July and August (based on Parks Canada's 2018 data). Visitation tapers off in October, with a typically steady

<sup>1</sup> <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/download-telecharger.cfm?Lang=E&SearchText=Jasper&DGUIDlist=2021A00054815033&GENDERlist=1,2,3&STATISTIClist=1&HEADERlist=0>

volume of approximately 50,000 monthly visitors from November through March until tourism ramps up again starting in April.

## RESIDENTS

Jasper residents, both permanent and seasonal, primarily reside within the townsite. Remote staff housing exists in locations such as Fairmont's Jasper Park Lodge (both permanent and seasonal) and the Parks Canada temporary staff housing compound south of Highway 16 on Highway 93A.

In many municipalities, the most predictable transit customers tend to be people with limited or no access to a private automobile; these are sometimes called *captive* transit riders. There are of course others who are inclined to choose not to use a personal vehicle to travel or those who use public transportation for the convenience of not having to drive or pay for parking; these are sometimes called *choice* transit riders. The latter, choice customers, are difficult to predict with demographic information alone. Quality of the public transportation services, traffic and parking congestion, costs of parking, and other factors about the services tend to be better predictors of public transportation use.

Looking at Jasper's demographics, and the most recent Statistics Canada Census data, which is limited to the permanent resident population, there are several population cohorts which may have higher propensity to use public transportation services:

- Youth (15 – 24 years old) – 13% of the permanent population
- Seniors (above 65 years old) – 13% of the permanent population
- Recent Immigrants to Canada (2011-2016) – 10% of the permanent population
- Median income of household in 2020 – \$98,000
- Low Income Households (Less than \$50,000 annual household income) – 17% of households
- Households in Multi-Family Dwellings (apartment dwellers) – 34% of households

## VISITORS

Jasper is a tourism-based community, which relies on the tourism-based economic activity to provide facilities, services, and infrastructure to support the community and its residents. There is seasonal variation in the number of visitors to Jasper and there is seasonality to some of the key destinations around the Jasper townsite.

As noted above, visitation in Jasper is seasonal. The majority of visitors come to Jasper during the summer months, between July and August, with a monthly average of 451,000 visitors, and tapering off in September with an average of 375,000 visitors. The spring between April and June is less busy, but are the second most popular times to visit with an average of 200,000 monthly visitors. Visitation drops significantly in the winter, with only 50,000 monthly visitors between October and March<sup>2</sup>.

There are no available statistics about the number of visitors arriving in Jasper by different transportation modes (ex. tour, bus, train, carpool, private vehicle). Although many visitors to Jasper arrive by private automobile, there are reasons that they may choose to leave their vehicle parked while visiting the area, including traffic and parking congestion, and potential convenience. The following section identifies destinations that may be candidates for public transportation services based on both popularity and congestion.

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<sup>2</sup> Parks Canada Data – Excel spreadsheet titled 'Jasper Attendance\_External Calendar Year'.

## KEY DESTINATIONS

The following table ranks Jasper's key destinations based on telecommunications tracking data provided by Tourism Jasper. The data represent cell phone activity throughout Jasper and surrounding area, which is a proxy to understand general trends about where people visit. Destinations in the data are aggregated to a neighbourhood level to illustrate trends, however more granularity is available for key destinations such as individual campgrounds, attractions, hotels and trailheads. Due to data privacy differences in various countries, the results may be skewed by those who allow app tracking on their devices. Therefore, the data may be overrepresented by those with lenient privacy (ex. North America) and underrepresented by those with higher privacy laws (ex. Asia and Europe). These data can not be used to understand magnitude of people at any given destination, but they provide insight into the areas in and around Jasper that are likely visited more than others.

From the table below it is clear that downtown Jasper is the most popular destination in both summer and winter, followed by Pyramid and Patricia Lakes, the remainder of the Jasper Townsite, and the area from Whistlers Campground south to Horseshoe Lake on the Icefields Parkway, including Highway 93A. Marmot Basin and the Fairmont are relatively more popular in the winter than in the summer.

	DESTINATION RANK SUMMER	DESTINATION RANK WINTER
Downtown Jasper	1	1
Pyramid/Patricia Lakes	2	4
Jasper Town (excluding downtown)	3	2
Icefields Parkway North	4	8
Highway 16 East	5	3
Maligne Canyon	6	6
Fairmont Jasper Park Lodge	7	5
Sky Tram	8	10
Lake Edith And Annette	9	11
Greater Jasper Area (Hwy 93A from Old Ft Point to Alpine Village)	10	12
Highway 16 West	11	9



Marmot Basin	12	7
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## JASPER'S PARKING LOT CAPACITY AT TOURIST DESTINATIONS

To better understand traffic and parking congestion, Parks Canada has shared parking lot capacity at its key tourist destinations. These data have been collected throughout summer 2022 and are used to build on the ranked destination information above, to validate the hot spot areas and opportunity areas for congestion mitigation. The following destinations have seen a recurring parking capacity issue, with over 90% occupancy, on several days in the months of July and August 2022, which indicates an issue with congestion at these destinations. Where the parking supply data are available from Parks Canada, the number of parking stalls are also included.

- Lake Anette and Lake Edith (Parking capacity of 150 stalls, including 5 accessible)
- Maligne Canyon
- Pyramid Beaches [including pyramid lake resort]
- (Parking capacity of 75 stalls, including 3 accessible)
- Pyramid Island to the end of the road (Parking capacity of 44 stalls, including 1 accessible)
- Old Fort Point
- Lac Beauvert
- Valley of the Five Lakes

## TOURIST ACCOMMODATIONS

In the summer, from mid-May to mid-October there are approximately 2,600 hotel rooms available in the Jasper townsite and surrounding area, and average occupancy for this time period is 91%, with little difference between weekdays and weekends. In the winter, from mid-October to mid-May, there are approximately 2,100 hotel rooms available and average occupancy is 52%. In the winter there is much more significant variation throughout the days of the week, with 70% or more occupied rooms on weekends, and often less than 40% of the rooms occupied during weekdays.

Camping is a popular summer activity in Jasper among tourists and residents. The most popular campsite in 2018 was Whistlers campground (87,230 visitors), followed by Wapiti campground (44,290 visitors), with Wabasso, Miette and Snaring being the third, fourth and fifth most popular campsites respectively.

## DESTINATIONS & HOT SPOTS SUMMARY

The table below shows some destinations which may be candidates for public transportation service due to their popularity or level of congestion and their proximity to the Jasper townsite. Each of the destinations within the table below is within the study area, which includes destinations up to 25km from the Jasper townsite. Distance between destinations is an important consideration in public transportation planning and affects the feasibility of different modes or types of transportation. Feasibility of different modes and transportation options will be evaluated further in this study.

COVERAGE AREAS	DESTINATION	DISTANCE FROM DOWNTOWN JASPER	PRIMARY CUSTOMERS	PRIMARY SEASON
Jasper Townsite	Downtown, Hotels, Parks, Visitor Information, Grocery Stores, and other townsite amenities.	Approximate coverage area of 3km <sup>2</sup> for Townsite,	Residents and Visitors	Year Round (townsite coverage)
Greater Jasper Area	Area south on Highway 93A to Old Fort Point, Tekarra Lodge and Alpine Village.	Approximate coverage area of 15 km <sup>2</sup> for Surrounding Area and Townsite	Visitors	Summer
Northeast          South	Maligne Canyon	11 km	Residents and Visitors	Year Round (Summer peak)
	Lake Edith	6.5 km	Residents and Visitors	Summer
	Lake Annette	7.5 km	Residents and Visitors	Summer
	Fairmont Jasper Park Lodge *currently served by private operation	7.5 km	Residents and Visitors	Year Round
	Valley of the Five Lakes Trailhead	11 km	Residents and Visitors	Summer
	Wapiti Campground	6 km	Visitors	Summer (May – October)
	Whistlers Campground	4.5 km	Visitors	Summer (May – October)
	Jasper SkyTram *currently served by private operation	7 km	Visitors	Summer (May – October)
	Marmot Basin *currently served by private operation	22 km	Residents and Visitors	Winter
	Pyramid Lake (Resort and Beaches)	6 km	Residents and Visitors	Year Round (Summer peak)
North	Patricia Lake (Bungalows)	5 km	Residents and Visitors	Summer

## 2021 PUBLIC TRANSIT PILOT

In June 2021, Jasper ran a pilot bus service to establish public transportation for the 2021 summer season to locations within the town site and Park. The \$24,000 pilot project was administered by a private operator, SunDog Transportation and Tour Company, and it was financially supported by Council. The pilot project ran from July 15 to Sept 26 with a limited route which included stops at Whistler and Wapiti Campgrounds, the bus zone on the 600 block of Patricia Street, Lake Annette and the Jasper Park Lodge. The fare for a one-way trip was \$5.00.

Revenue service hours are a typical measure of the amount of work completed by public transit systems. Based on the schedule information provided by the pilot operator, it is estimated to have operated for 11 revenue service hours daily. Ridership data were collected and aggregated to the daily level. The service saw average daily ridership that grew over the course of the project (July - 20.5/day, August – 48.8/day, Sept – 49/day). In September, ridership varied from 36 passengers per day to 72 passengers per day. All of the highest ridership days occurred on weekdays, with lower than average volumes observed on weekends.

It is typically recommended that public transit pilots remain in operation for at least one year and preferably two years, to establish knowledge of and familiarity with the service, a strong customer base, and to provide customers with the confidence that they can adjust their travel behaviour and rely on the service. After one to two years, the expectation for a fixed route bus service is an average productivity of at least 10 passengers per hour. Jasper's pilot productivity was approximately 4.5 passengers per revenue hour in September, its second full month of service. This is a good foundation and the growth in passenger volumes throughout the pilot and indicates potential to reach an acceptable productivity standard for fixed-route bus service, through ongoing marketing, attention to and improvement of customer experience, and customization of the service based on observed ridership and demand patterns.

To better understand ridership and use patterns, more granular data are required to explain ridership for each run, and boardings and alightings at each stop.

## TRANSPORTATION PROVIDERS AND KEY STAKEHOLDERS

There are several public transportation and tour operators in Jasper today, as well as private businesses that offer transportation services to their staff or guests to improve their quality of life and visitor experience. These entities are likely to be the primary project stakeholders and potential partners.

### **Companies Offering Transportation Services:**

- SunDog Transportation and Tour Co
- Marmot Basin
- SkyTram
- Pursuit Transportation and Tours: Maligne Adventures, Brewsters Transportation
- Pursuit Hotels with shuttle services
- Fairmont Jasper Park Lodge
- Taxis – Jasper Cabs, Caribou Cabs
- Car Rental Companies – Avis, Budget, National, Hertz
- GYPSD Transportation Services – Fairmont School Bus service

In addition to the organizations offering transportation services, there are several other key stakeholders and potential partners to consider:

- Parks Canada
- Tourism Jasper
- Jasper Chamber of Commerce
- ROAM Transit
- VIA Rail Canada
- Rocky Mountaineer
- Resorts outside the townsite: Pine Bungalow, Becker's Chalets, Tekarra Lodge, Alpine Village

## POTENTIAL PUBLIC TRANSPORTATION OPERATIONAL CHALLENGES

Based on observations of the various transportation providers and operators in Jasper, it appears that there are some operational challenges, which must be solved in the process of developing a more holistic and coordinated public transportation environment. Two examples are noted below, and this theme will be discussed during the

forthcoming stakeholder workshop, to understand other local transit operational challenges encountered by private transportation operators.

- **Bus parking / fleet storage:** Jasper has limited commercial space available due to its context within a National Park and the current Management Plan restrictions. Some fleet owners and larger operators utilize space in the industrial areas and others use municipal streets or other less typical locations to park fleet vehicles. The use of municipal on-street parking spaces for bus storage is unconventional, and inappropriate for a municipal public transit service, as fleet should be stored in a secure heated indoor and designated maintenance and storage facility.
- **Patricia Street Bus Stop:** The Municipality has one bus stop, located downtown at approximately 611 Patricia Street. The bus stop is used by several private transportation providers. Should public fixed-route or on-demand transit be recommended through this study, it will be critical to manage the use of this bus stop, and identify the placement and associated infrastructure for other stop locations throughout the community, so that the public transit schedule can be maintained and conflicts between the public transit and private operators can be avoided.



## EMERGING TECHNOLOGIES AND SOLUTIONS

Over the past 10-20 years, an onslaught of mobility services has created a variety of new ways for people to travel. These new technologies have resulted in disruptions to existing transportation business models. While some of these disruptions, such as bikeshare initiatives, have generally aligned with municipal and provincial transportation objectives, others have undercut these goals. This section of the report introduces mobility options (emerging and conventional) and casts a wide net for transportation modes that may be relevant in Jasper. The table below provides case study overviews for each mode's relevance to Jasper, highlights potential opportunities, challenges and an early assessment of applicability.

Definitions of several emerging mobility concepts are included below to pre-empt questions of a terminological nature. While the list of emerging mobility concepts described below is not exhaustive, it is intended to highlight our assessment of the most relevant forms of mobility (emerging and conventional) to consider. After discussion with Stakeholders and Partners, modes deemed to be a good fit in Jasper will be carried forward for more consideration.

TRANSPORT MODE / SERVICE	WHAT IS IT	WHERE HAS IT BEEN USED?	APPLICABILITY TO JASPER
MaaS	Mobility as a Service (MaaS) is the integration of various forms of transport services into a single mobility service accessible on demand. MaaS can exist as a subscription service or pay-as-you-go.	<p>Helsinki, Finland</p> <p>Others include: Paris, Eindhoven, Gothenburg, Montpellier, Vienna, Hanover, Las Vegas, Los Angeles, Denver, Singapore, and Barcelona</p> <p>TransLink in Metro Vancouver had a shared mobility pilot from Oct 2019-Aug 2020<sup>3</sup> bringing together bus, Evo car share, Mobi bikes, and Modo car co-op.</p>	<p><b>POTENTIAL:</b> MaaS works well when combining different forms of public transportation and micromobility. Jasper is a unique municipality with multiple mobility providers where MaaS could work well, as it brings together various modes of transportation which is easy for the customer to access through one aggregated service.</p> <p><b>CHALLENGES:</b> Challenges anticipated with introducing MaaS within Jasper are: 1) different tour bus providers may not want to work together, causing integration issues, and 2) other forms of mobility should be introduced simultaneously such as bikeshare, public bus service, or carshare.</p> <p><b>APPLICABILITY:</b> Potentially good fit</p> <p><b>TIMEFRAME:</b> Medium to long term</p>
Bike and E-Bike sharing	A service that provides bicycles for shared use to individuals on a short-term basis for a fee. Bike-share systems can be docked or dockless. Memberships allows for unlimited short-term rides, or	<p>Park City, Utah offers a bikesharing service within their downtown with free rides up to 30 minutes.</p> <p>The City of Vancouver has bikeshare Mobi by ShawGo which is partially funded by the municipality.</p>	<p><b>POTENTIAL:</b> Bikesharing service can relatively easy and cost-effective to implement. If implemented within Jasper, the cost and ease of use for the bikes may be a competitive option that users will consider when compared to the cost and convenience of parking at key destinations.</p> <p>E-bikes could be popular for getting around the townsite, and Parks Canada's "Connector" trails outside the townsite,</p>

<sup>3</sup> [https://www.translink.ca/-/media/translink/documents/plans-and-projects/programs-and-studies/translink-tomorrow/shared\\_mobility\\_pilot\\_final\\_report\\_2021\\_01\\_27.pdf](https://www.translink.ca/-/media/translink/documents/plans-and-projects/programs-and-studies/translink-tomorrow/shared_mobility_pilot_final_report_2021_01_27.pdf)



	<p>individuals can pay for each trip individually.</p> <p>E-bikes are a type of micro mobility. An electric bicycle (e-bike, eBike, etc.) is a motorized bicycle with an integrated electric motor used to assist propulsion. They are often used in bikesharing systems.</p>	<p>The City of Toronto has bikeshare offered by the Toronto Parking Authority with operating funding support from the City of Toronto and Metrolinx (Greater Toronto Area's Regional Transportation Authority).</p> <p>E-bike sharing is used in many cities that already offer bikesharing services.</p>	<p>such as Trail 12, Bighorn Alley, Red Squirrel and Woodpecker. Bikesharing is typically suited to shorter trips, up to 10km, while the use of e-bikes may extend the distance people are willing to cycle.</p> <p><b>CHALLENGES:</b> Bikeshare models are typically urban cruiser-style bicycles, which may not be conducive to Parks Canada's unpaved trails outside the Jasper Townsite. Prior to adopting bike-sharing a commitment is required from Parks Canada to suitably upgrade and maintain the key connector trails to an all ages and abilities standard. Dockless bikeshare systems have caused clutter in public spaces if there are not strict rules about where users may leave bikes or end their trips. Jasper's sidewalk and public realm space is highly constrained in the downtown area. There could be competition with local bike rental companies with a local bikesharing service. Potential partnerships with local bike rental companies could be explored.</p> <p><b>APPLICABILITY:</b> Good fit within the Townsite, improvements to trails are required within Parks Canada areas</p> <p><b>TIMEFRAME:</b> Near to medium term</p>
E-Scooter Sharing	<p>A type of micro mobility. A motorized scooter is a stand-up scooter powered by a small electric motor directly built in the front or the rear wheel. these scooters are generally designed</p>	<p>Commonly found in the U.S., Europe and Australia.</p> <p>E-scooters are in Calgary, Edmonton, Kelowna and Ottawa where they operate on a cost recovery model for</p>	<p><b>POTENTIAL:</b> E-Scooters are mostly suited to the townsite on paved paths and roads. E-scooters is typically suited to shorter trips of approximately 2 to 5km.</p> <p><b>CHALLENGES:</b> While they are useful for short duration trips , they may be unnecessary given the small walkable area of the Jasper Townsite. Similar to dockless bikesharing, they</p>

	<p>with a large deck in the center on which the rider stands.</p> <p>E-scooters have become popular with the introduction of scooter-sharing systems that use apps allowing users to rent the scooters by the minute. Various e-scooter companies exist, such as Lime, Spin, Bird, and Neuron.</p>	<p>the municipality. Municipalities also charge fees for the following:</p> <ul style="list-style-type: none"> <li>- Annual permit</li> <li>- Per device</li> <li>- Per trip</li> </ul> <p>These fees generate revenue for the municipality to offset program administration costs and fund active transportation infrastructure improvements.</p>	<p>have also introduced accessibility issues in areas that do not have strong policies about how and where they must be docked, which could be addressed with emerging sidewalk detection technology on the e-scooter device. E-scooters would be limited to low speed roads and paved trails and not as suitable as bikes for longer distance trips to amenities outside the townsite. E-scooter programs are seasonal in duration (April/May to October)</p> <p><b>APPLICABILITY:</b> Moderate fit (within the Townsite)</p> <p><b>TIMEFRAME:</b> Near to medium term</p>
Carsharing	<p>A shared service that provides members with a fleet of vehicles across a service area. These services are meant to allow efficient access to a vehicle for short periods of travel, whereas car rentals tend to be for longer windows (1 day or longer).</p> <p>Car sharing can be offered as round trip or one way, and peer-to-peer carsharing has recently emerged in Canada.</p>	<p>There are two two carsharing services in Metro Vancouver</p> <p>: 1) Modo, which is a round-trip car-sharing service in which the customer returns the vehicle to the location they picked it up from, and 2) EVO, which can be either round-trip or one-way and dropped off within the service area.</p> <p>A company called Turo offers peer-to-peer carsharing in Edmonton and other major cities, which allows people who own a car to rent it when it is not in use.</p>	<p><b>POTENTIAL:</b> Car sharing service within Jasper may be beneficial for both visitors and residents, for little cost to the Municipality. Car sharing can enable car-free households, as a bookable vehicle is available when occasionally needed. For example, Car sharing service can also allow visitors to take short trips without needing to rent a vehicle for their entire trip. Peer-to-peer carsharing could make the best use of existing vehicles within Jasper, by allowing residents to rent their vehicles to visitors or other residents, when they are not in use.</p> <p><b>CHALLENGES:</b> Round-trip and one-way carshare services require space to store fleet and maintenance of the fleet. The Municipality would need to work with carshare companies to permit on-street or public parking spaces for carsharing.</p>

			<p><b>APPLICABILITY:</b> Good fit</p> <p><b>TIMEFRAME:</b> Near to Medium term</p>
Carpooling	<p>A shared mobility service where the owner of a vehicle offers other travellers access to the vehicle in return for paying part of the costs of the trip. Car-pooling tends to work best where passengers and the driver have similar origins and destinations.</p>	<p>Poparide is one of many long-distance ride-sharing app for long distance travel. It is privately owned and often used in Canada for travel between major cities.</p> <p>BlaBlaCar is a common carpooling service used throughout Europe.</p> <p>The GTHA uses a free app called SmartCommute to help people explore options for carpooling<sup>4</sup>.</p>	<p><b>POTENTIAL:</b> Policies and programs to increase the likelihood of carpooling would be beneficial to Jasper. As Jasper has similar origins and destinations for tourism and employment, carpooling would work well.</p> <p><b>CHALLENGES:</b> It is not common for municipalities to offer carpooling services, but it is something that is of no cost to the Municipality and can be promoted through its media.</p> <p><b>APPLICABILITY:</b> Good fit</p> <p><b>TIMEFRAME:</b> Near to medium term</p>
Ridesharing/ Ridehailing Partnership	<p>Refers to using an application to book and pay for a ride with a TNC, taxicab, or limousine. Typically used synonymously with ride-sourcing.</p>	<p>Uber and Lyft are examples of ridehailing companies and are all over the world.</p> <p>After no history of public transit, the rural town of Innisfil partnered with Uber in 2017 to implement a shared ride transit system. Innisfil Transit provided door-to-door rides, as well as transportation to and from fixed locations at a flat rate. This is the first ridesharing-transit partnership of its kind in Canada. Similar to uberPOOL, Innisfil Transit matches riders with other commuters travelling in the same</p>	<p><b>POTENTIAL:</b> Subsidized ridehailing may be a good alternative to on demand or fixed route transit for areas of low population, particularly for local residents. Jasper may learn from the Innisfil Uber pilot. An analysis of fixed-route and on-demand transit should be done to assess the costs against a subsidized ridehailing service.</p> <p>Ridesharing/ridehailing may be a viable option specifically for residents within Jasper.</p> <p>Ridesharing partnerships can also be established with taxi and shuttle companies, however a digital interface or app to allow for easy customer access would be recommended.</p> <p>Ridesharing/ridehailing is very common in communities</p>

<sup>4</sup> <https://www.smartcommute.ca/Public/Home.aspx>

		<p>direction. Flexible job opportunities have also been provided to residents as thousands of drivers have provided service to fellow residents through Innisfil Transit.</p> <p>Austin's transit agency, Capital Metropolitan Transportation Authority, partnered with RideAustin in 2018 to increase mobility around the city's Exposition Area, a district near central Austin. The program provides free RideAustin trips within this area to/from the area to two nearby bus stops served by Metrobus routes.</p>	<p>across North America where visitors are likely to be highly familiar to this transportation model</p> <p><b>CHALLENGES:</b> Ridesharing has mixed and often the unintended impact on congestion. This is already a challenge within Jasper and may not reduce road emissions. Additionally, rideshare partnerships can succeed with the trade off of increased costs for the Municipality could find itself unable to subsidize the number of rides being requested (for residents only). Innisfil has had to cap uber trips to keep the cost down, limiting residents' ability to use it.</p> <p><b>APPLICABILITY:</b> Good fit</p> <p><b>TIMEFRAME:</b> Near to medium term</p>
Vanpooling	A shared mobility service where groups of people share the ride similar to carpool, but on a larger scale with concurrent savings in fuel and vehicle operating costs, often resulting in lower costs to the customer. There are different operating models for vanpooling, but the key concept is that people share the ride from home or one or more common meeting	The King County Metro Vanpool Program <sup>5</sup> is a successful demand responsive transport program in the Puget Sound area, specifically in King County, Washington. Another successful program is operated by Pace in Illinois <sup>6</sup> .	<p><b>POTENTIAL:</b> Vanpooling is most conducive to longer-distance or regional employment travel patterns. This could apply to some employment destinations outside the townsite such as Maligne Canyon or Maligne Lake. Opportunities could be explored for visitors as well.</p> <p>Similar to carpooling, Vanpooling could work well in Jasper, which could be operated either by the municipality or a private company.</p> <p><b>CHALLENGES:</b> The Jasper townsite is a small, walkable area with distributed small businesses. There may not be</p>

<sup>5</sup> <https://kingcounty.gov/depts/transportation/metro/travel-options/rideshare/programs/vanpool.aspx>

<sup>6</sup>

<https://www.pacebus.com/vanpool#:~:text=Pace%20Vanpool%20drivers%20can%20participate,receive%20a%20%2415%2Fmonth%20discount.&text=Avoid%20the%20stress%20of%20traffic%20by%20using%20Pace%20Vanpool.&text=Find%20other%20riders%20to%20share%20the%20fun%20with%20on%20your%20commute.>

	locations and travel together to a common destination or work center.		<p>enough people travelling to one work area to make it worthwhile.</p> <p><b>APPLICABILITY:</b> Moderate fit</p> <p><b>TIMEFRAME:</b> Near to medium term</p>
On-demand transit	<p>A type of shared mobility that offers small-scale flexible transit services typically with dynamic routing, compared to conventional fixed-route transit service with full-size buses. Trips are typically booked through an app or online.</p> <p>Stop models can range from hub to hub, stop to stop or door to door, or any combination of the above. Fixed or virtual stops can be used.</p>	<p>Powell River, BC launched a city-operated on-demand bus service for a service area of 15km<sup>2</sup> to augment local conventional fixed route transit</p> <p>Cochrane, AB runs fully on-demand transit for a service area of 31.1km<sup>2</sup> and is highly successful.</p>	<p><b>POTENTIAL:</b> On-demand transit service is becoming increasingly popular among small jurisdictions within Alberta and beyond. On-demand is flexible and can respond to the seasonality of Jasper's population base. It is best suited to developed lower-density areas such as the Jasper Townsite.</p> <p><b>CHALLENGES:</b> On-demand transit require investment (e.g. fleet), and the need for a storage and maintenance facility. On-demand transit is less suitable for longer distance trips and would have limited utility outside the townsite and immediately surrounding area.</p> <p><b>APPLICABILITY:</b> Good fit</p> <p><b>TIMEFRAME:</b> Near to medium term</p>
Fixed-route bus	A conventional fixed route transit service is a regularly scheduled bus route that has a fixed route, stops and schedule. There is no flexibility to these bus routes.	Most traditional transit service within Canada is a conventional fixed-route bus.	<p><b>POTENTIAL:</b> Fixed route service works well for major trip patterns or significant trip generators. Routing is best when it is highly direct, providing competitive travel time to personal vehicles. Fixed route service would work well connecting destinations outside the Jasper townsite with the townsite and along a defined corridor within the townsite.</p> <p><b>CHALLENGES:</b> Fixed route buses require investment, as they need to be stored at garage facilities and require maintenance. They are less flexible than on demand, and</p>



			<p>run even when there is low demand. Bus stops must be designated.</p> <p><b>APPLICABILITY:</b> Good fit</p> <p><b>TIMEFRAME:</b> Medium to long term</p>
Tour buses	<p>A tour bus service is an escorted tour or bus service that takes visitors sightseeing, with routes around tourist attractions. Double-decker buses and open top buses are often used to enhance the viewing experience. Coach buses are commonly used but are not typically accessible.</p>	<p>Jasper currently has various tour buses, along with other major cities around the world such as London, UK and the Cities of Toronto and Vancouver.</p>	<p><b>POTENTIAL:</b> Tour buses are already operating within Jasper, so partnership with existing tour bus companies could be effective for not only tourists, but also residents of Jasper.</p> <p><b>CHALLENGES:</b> Tour buses are common in Jasper, however they are owned and operated by different private companies with business objectives which do not always align with broader public policy and mobility objectives.</p> <p><b>APPLICABILITY:</b> Moderate fit</p> <p><b>TIMEFRAME:</b> Near to medium term</p>

## JURISDICTIONAL SCAN

The jurisdictional review focuses on mountain municipalities with best-in-class transportation systems. Six jurisdictions were reviewed based on:

- Similar rural or regional context to the Municipality of Jasper
- Interesting or innovating mobility options
- Fixed and on-demand transit systems

The municipalities reviewed are 1) Whistler, BC, 2) Banff, AB, 3) Innisfil, ON, 4) Cochrane, AB, 5) Aspen, Colorado, and 6) Park City, Utah.

Additional data on these jurisdictions and their transportation offerings will be collected through future stages of the project, as the number of options for Jasper's transportation system are narrowed.

## WHISTLER

Whistler is a resort municipality in British Columbia, with a land area of 240km<sup>2</sup> permanent population of approximately 13,982 according to the 2021 census, as well as a larger but rotating population of seasonal workers. Similar to Jasper, the seasonal visitor population far exceeds the locals. Over two million people visit Whistler annually, primarily for alpine skiing and snowboarding and, in the summer, mountain biking at Whistler Blackcomb.

### Bus and Shuttle Service

BC Transit operates bus routes connecting the Village, Creekside and neighbourhoods north and south including express services to Creekside and Cheakamus. In 2016, Whistler piloted free Saturday transit until 8 p.m., resulting in a 52 per cent increase in ridership. All municipal transit systems operated by BC Transit (all transit systems outside of Metro Vancouver) receive annual operating funding from the Provincial Government, which is an unique funding arrangement in Canada.

Whistler now offers **seasonal**, free shuttle services to Lost Lake Park (summer), Marketplace (winter) and the Upper Village (year-round). Whistler provides free and accessible transit for special occasions such as New Year's Eve, Canada Day, and during certain peak periods in the summer. The buses have bike racks on the front to carry up to 2 bikes per bus, skis and snowboards are allowed inside the bus, and there are special seating areas for strollers.

There is shuttle bus service to the Vancouver International Airport located 140km away, which is provided by the Whistler Shuttle and YVR Skylynx, and Whistlers bus service also goes to Pemberton, BC which is 38 minutes north of Whistler.

### Future Plans

The 2017 Short-Term Transportation Action Plan identifies a goal to increase transit service frequency to every 15 minutes in the winter season and every 30 minutes in summer season, implementing a pay parking fund to support the reduction of local transit fares, and to combine transit passes with Whistler Blackcomb lift tickets, and ticket sale revenue being invested in transit.

### Taxis and Ride Sharing

In addition to the bus service, there are two taxi companies and one rideshare company in Whistler that operates 24 hours a day. The ridesharing company is not affiliated with the Resort Municipality of Whistler, but the locally owned private ridesharing company, Whistle, is allowed to operate in Whistler and Tofino. It also provides service from Vancouver International Airport to Whistler, as well as Squamish and Pemberton.

### Bus Routes

4 Marketplace (Winter only)	20 Cheakamus
5 Upper Village/Benchlands	20X Cheakamus (Winter only)
6 Tapley's/Blueberry	21 Spring Creek
7 Staff Housing	25 Whistler Creek
8 Lost Lake (Summer only)	30 Emerald (via Alpine)
10 Valley Express (limited service)	31 Alpine (Winter only)
	32 Emerald (Winter only)

### Whistler Central

from Tapley's to Benchlands

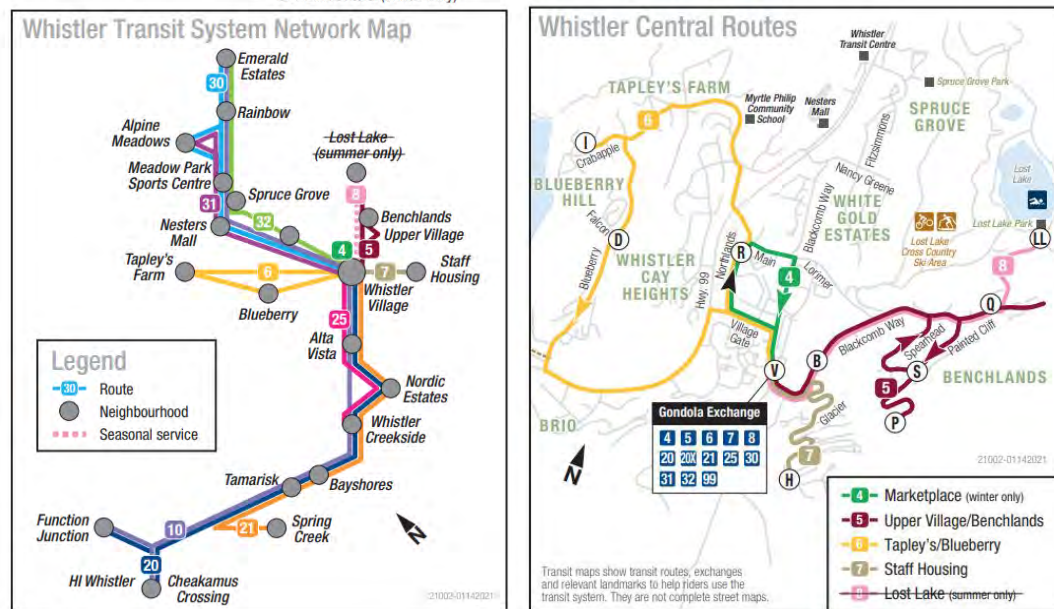


Figure 2: Whistler Transit System Network Map and Whistler Central Bus Routes 2021

### Bike Share

Whistler has partnered with the British Columbia Automobile Association (BCAA), operators of the Evo car share program, to launch a demonstration Evolve e-bike share program from August to October 2022. The project aims to assess the feasibility of implementing a future e-bike share program in Whistler.

The bikes are in stand-alone Evolve-branded bike racks throughout Whistler Village and local parks. Locations include Whistler Olympic Plaza, Day Lot 4, Fitzsimmons Connector (at Day Lot 2), Squamish Lil'wat Cultural Centre, Meadow Park Sports Centre, Rainbow Park, Lost Lake Park and Alpha Lake Park.

The cost for using the e-bikes starts with a \$1 unlocking fee. Users are then charged at \$0.35 per minute of use with overage fees if the bikes are used for more than 59 minutes during a single trip. The cost and ease of use for the e-bikes ensure it is a competitive option that users will consider when compared to the cost and convenience of parking at key destinations.

### BANFF

Banff is a resort municipality in the province of Alberta, located within Banff National Park. The Banff townsite is just 3.94 km<sup>2</sup>, making it is easy to get around by foot.

Banff's accessible public transit system, Roam, uses energy-efficient buses (primarily consisting of hybrid and electric buses) to Banff's most iconic designations with connections to Canmore and Lake Louise. The buses are equipped with bike racks and can accommodate up to 72 passengers (32 seated and 40 standing). They run daily throughout town, and as of May 2022, Banff residents can ride free on local routes, using a special SmartCard bus pass. To get the free bus pass, residents must provide proof of residency either in-person at the Roam Transit customer desk or an online form.

Ten of Banff's most popular bus stops feature LED signs with real-time GPS information to tell customers how long until the next bus arrives.

There are 15 bus routes, of which 4 are local and operate within the townsite. The bus system provides access to a number of local connections within town, as well as gondola and mountain access, and peak visitor areas such as Moraine Lake, Lake Louise, Johnson Lake, Lake Minnewanka, and Canmore.

A unique partnership between the Town of Banff, Town of Canmore, and Parks Canada has allowed for a new bus service called 'On-It', provided through a private sector operator which provides service between Calgary (Downtown and Crowfoot LRT Station), Banff and Canmore<sup>7</sup>.

Like Jasper, there are a number of private transit operators catered to visitors, providing access to the airport, multi-day tour buses, coach buses, taxis and shuttles.

## **INNISFIL, ON**

Innisfil is a low-density rural community near an urban centre, south of Barrie and 80km north of Toronto, ON. It is approximately 262km<sup>2</sup> and has a population of 43,000 people, which is quickly growing. While the Barrie line of the GO Transit commuter rail system passes through Innisfil, it does not stop in the town. Therefore, they were required to find creative solutions to their growing congestion problems.

After no history of public transit, Innisfil partnered with Uber in 2017 to implement a shared ride transit system. Innisfil Transit provided door-to-door rides, as well as transportation to and from fixed locations at a flat rate. This is the first ridesharing-transit partnership of its kind in Canada. Similar to uberPOOL, Innisfil Transit matches riders with other commuters travelling in the same direction. Flexible job opportunities have also been provided to residents as thousands of drivers have provided service to fellow residents through Innisfil Transit.

Users can travel to designated destinations with a flat rate while also having the option of travelling anywhere within Innisfil boundaries with a \$4 discount off Uber's standard ride fare. Several programs have been implemented to ensure accessibility of transit for all residents. These include Fair Transit for low-income households and wheelchair accessible rides. Due to the program's success, Innisfil Transit has limited residents to 30 to 50 rides per month in order to stay within the Town's budget. It is notable that operating costs have decreased during the pandemic due to the decrease in passengers and the per-trip subsidy model.

## **COCHRANE COLT SYSTEM**

Cochrane is a growing town with no history of public transportation aside from transportation for commuters to and from Calgary for work purposes. Cochrane's five-year pilot project, Cochrane On-demand Local Transit (COLT) is one of the few fully on-demand transit systems, utilizing 145 unique stops within the City's boundaries. COLT provides on-demand bus service between designated bus stops within the 31.1km<sup>2</sup> service area and during service hours (Mon-Fri 6am-8pm, Sat 9am-3pm). COLT has eight low-floor 21-seat buses with

<sup>7</sup> <https://www.onitregionaltransit.ca/maps/>

accessible entrance ramps, one wheelchair space, and bicycle racks. Service can be requested minutes in advance or up to one week in advance or through the COLT website, mobile app or by calling a phone number. As COLT runs on a first-come, first-serve basis, with dynamic bus routes created based on actual user demand, it is best to request the trip in advance.

The service was funded through the Provincial GreenTrip program with most of the funding being allocated towards setting up the service through the purchase of buses and construction of a transit hub. The Town contracted a third party operator to provide the service.

A free-to-use trial period was implemented from October 7 to December 31, 2019 and resulted in approximately 180 passengers per day. After the free-to-use period, ridership decreased slightly; however the system remained flexible and vehicles were added or reduced as needed. The Town of Cochrane is planning to implement fixed routes by moving an on-demand vehicle to a fixed route during peak periods, based on data they have collected to date illustrating the most popular routes. As well, regional routes have been proposed to connect to Calgary and potentially to Banff. The Town of Cochrane and Southland Transportation also recently partnered together to provide an enhanced regional service between Cochrane and Calgary which they are calling 'On-It' which started in August, 2022.

It is notable that after one year of service, COLT came in under budget, with additional revenue of \$39,990 beyond what was expected. A key factor to success indicated by the Town was the widespread communication and marketing that occurred over a period of one year in advance of the service initiation.

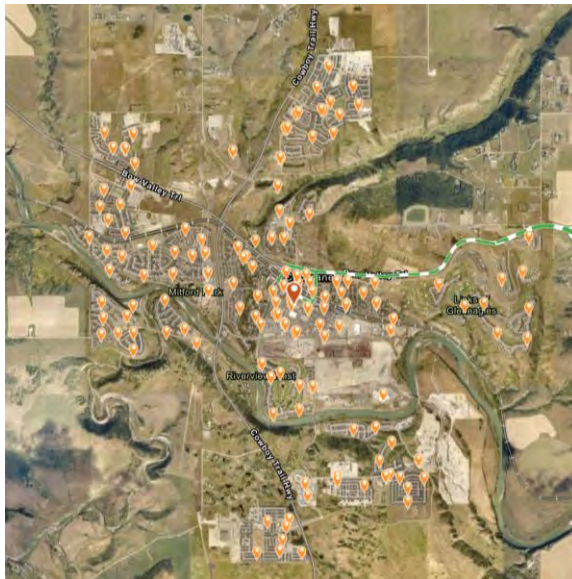


Figure 3: COLT designated bus stops

*Financial Summary of On-Demand System (Cochrane Budget 2021-2023)*

Total Operating Expenses	\$996,287
Net Operating Cost	\$629,051
Total Operating Revenue	\$367,236



## ASPEN, COLORADO

Aspen, Colorado is a ski resort municipality in the Rocky Mountains with a population of approximately 7,000. Aspen aims to reduce traffic congestion and pollution by offering residents and visitors convenient transportation options. Aspen-based Roaring Fork Transportation Authority (RFTA) has the highest rural ridership in the United States, with more than five million boardings per year<sup>8</sup>. A reason for such high ridership can be attributed to their fare free local transit service and connect to the Aspen-Pitkin County Airport<sup>9</sup>. This allows visitors to travel to the ski resorts and nearby towns, and helps connect residents and employees to their destinations. Five of the eight bus routes operate year round, while the Maroon Bells Scenic Bus Tour is offered only in the summer and the Cross-Town Shuttle is offered during the summer and winter only.

Additionally, the RFTA operates bus service in Aspen and Glenwood Springs (the first rural rapid bus transit system in the US), buses to the four Aspen ski resorts, and growing commuter services to communities as far west as Rifle, nearly 70 miles from Aspen.

They also offer an on-demand electric bus service (with heaters and ski racks) called the ‘Downtowner’ which provides free door-to-door service around aspen between 10am to 11pm. To request this service, residents and visitors must download the app.

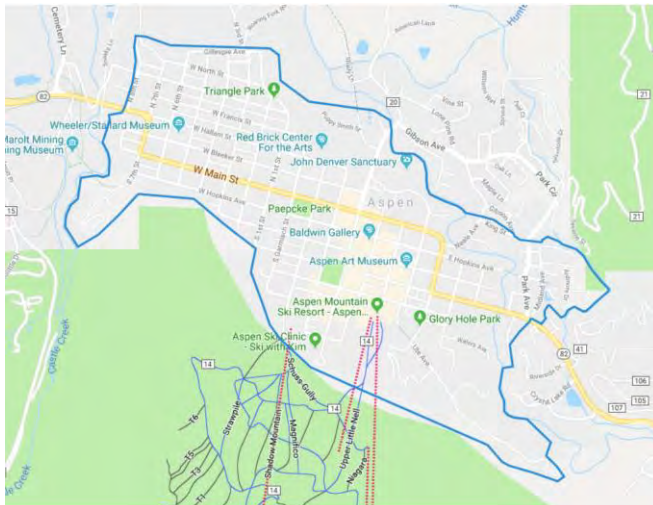


Figure 4: Aspen Downtowner On-Demand Service Area

In addition to bus service, Aspen hosts a free community bike-share system called WE-cycle<sup>10</sup> in which the first 30 minutes of every ride is free of charge. The bike share system has 284 bikes and 51 stations, and for longer trips overtime fees accrue at \$0.50/min for a pedal bike and \$5.00/min for an e-bike.

## PARK CITY, UTAH

Park City, Utah is a ski town approximately 32 miles southeast of downtown Salt Lake City. While the 2020 census population in this City is only 8,396, it sees approximately 600,000 tourists per year. The heavy reliance on tourism and seasonality of those tourists is very similar to that of Jasper.

<sup>8</sup> CDOT analysis of Federal Transit Administration data and Town of Vail

<sup>9</sup> <https://www.cityofaspen.com/215/Transportation>

<sup>10</sup> <https://www.we-cycle.org/>

Park City operates its own free intra-city transit system for both locals and visitors. Park City has a trolley that runs up and down the steep historic Main Street, while the local bus service goes to all major locations in town as well as both ski resorts. The service hours are typically between 6am to 12am, and both the bus and trolley are bike-friendly.

The new High Valley Transit (HVT) is Summit County's new transit service. The County offers fare-free fixed route and micro-transit service throughout the Wasatch Back region. This free service allows hikers and bikers to catch a ride from Park City to popular trailheads on weekends. This public service is provided by the Park City Municipal Corporation, Utah Open Lands, and Utah Mountain Shuttle, with funding from the Central Wasatch Commission.

In addition to public transit, Park City also has typical rideshare services, including Uber and Lyft, but they also have a new UberSki service guarantees that residents and visitors an all-wheel drive and room to carry skis and snowboards during the winter months.

Although there are several taxi services and shuttle companies in Park City, most visitors take advantage of the city's free public transportation to get around town and to get between the ski resorts.

Park City also has a bike-share program called 'Summit Bike Share'. This is a local bikeshare program to allow residents and visitors to explore the city by bike with an annual, monthly, daily, or per ride pass.

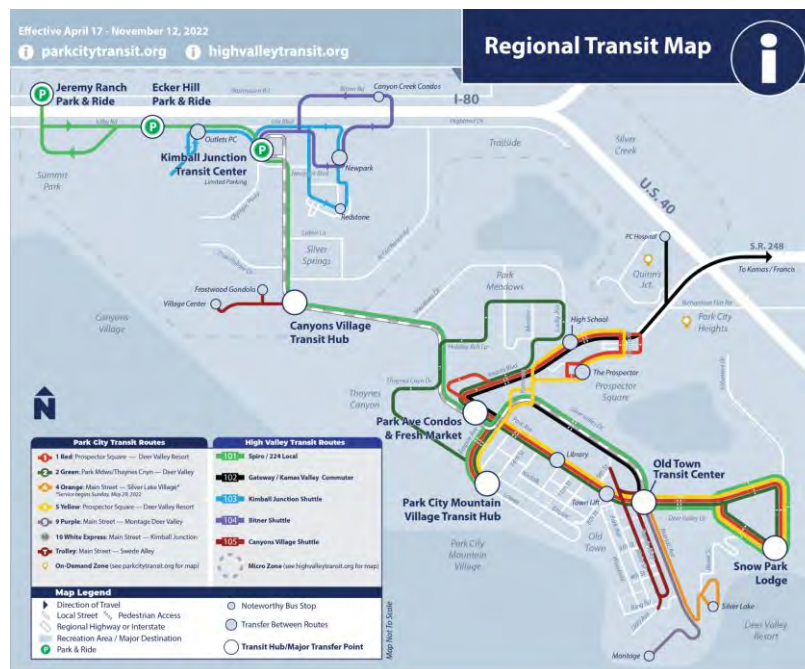


Figure 5: Park City Transit Map

## JURISDICTIONAL SCAN TAKEAWAYS

- Many jurisdictions within tourist destinations offer multiple public or shared transportation modes
- Many jurisdictions have found success in offering free transit rides for residents
- Bikesharing is becoming popular in tourist and mountainous resort destinations and could be viable in Jasper with the right operating partner and clear rules and regulations for the system.

- Implementing subsidized ridehailing can be more cost-effective than offering public transit until a certain usage threshold.
- Ridesharing partnership model is risky in a tourism context such as Jasper, as the municipality could end up subsidizing rides far beyond its budget due to significant tourist volumes
- Transportation options to carry skis and bikes may be favorable in mountain destinations
- Dedicating a portion of higher parking fees toward public transit can help lessen congestion while raising funds for transit
- Coordination with nearby towns on public transit may influence visitors to leave their cars at home

## PUBLIC TRANSIT FUNDING AND REVENUE OPPORTUNITIES

Regardless of which transit service alternative is prioritized, it is critical to ensure there is sufficient agency capacity to deliver a service reliably. The service model needs to be sustainable because once a community has a service in place, residents will come to rely on it for their regular needs.

Public transit requires investment from multiple levels of government to be successful. While there is potential for partial recovery from revenue streams such as fares, advertising and charter services, these are typically only cover a fraction of the total cost to operate the service, both in terms of operating staff, fleet and maintenance resources. While on-demand technology has the potential to increase cost effectiveness in certain scenarios, the service-area geography and demographics are the governing factors that determine costs and whether on-demand transit is an appropriate tool.

The components of a funding model are discussed below in further detail.

### REVENUE STREAMS

Municipal organizations contribute a significant portion of the operating cost of a transit service.

For a municipal organization contemplating direct operation or contracted operation of public transit services, it is important that community support is established for multiple years. Many third-party operators will not commence pilot service for less than 2 years as it is costly to arrange vehicles and support operations for a service that may be discontinued for a short period of time.

Municipal governments are typically limited in their ability to generate revenues other than through the annual budgeting process which relies on direct property taxes. There are examples of innovative funding mechanisms, such as dedicated fuel taxes or tolling; however, these are most suited to larger, more complex regional systems.

Generating revenue from employers would occur through business property taxes, which is not possible when a major employer is located outside a municipal boundary. Partnerships or collaboration between jurisdictions is an important way to ensure costs are shared appropriately across municipal and Park boundaries. Commercial partnerships with the tourism sector and the local business community could be explored as a potential operating funding mechanism (in addition to transit fares and property tax).

### FARE REVENUE

Fare revenue is an important source of cost recovery in public transit systems as it is the source of more than 90% of transit system revenue. According to CUTA, the following average statistics were reported in 2019 for systems that operate with a service area of less than 50,000 residents:

- Regular Service Passenger Revenue / Total Trips (Average Fare) = \$1.42

- Total Direct Operating Expenses / Total Trips = \$4.93
- Revenue / cost ratio = 31%

With respect to fare revenue, the average revenues listed are for mature systems that have had multiple years of operation. It is typically observed during a pilot period that lower revenues are generated as ridership develops and users become more familiar with the system.

## CHARTERING SERVICES

Charter services are also a source of revenue for many transit systems; however, this is a smaller portion of funding - less than 10% of total revenue in comparable systems. Charter services are possible when a transit vehicle is not in regular transit service and can be used for special purpose trips or events. Planning and billing third party agencies for charter services would be completed by the operating entity and are usually coordinated on a case-by-case basis. It would be important to charge appropriate rates that recover all of the operating overhead and capital investment by the operator. Typically, the operator offers charter services for volunteer organizations or service groups at a reduced cost, similar to the subsidized rates for regular public transit services.

## ADVERTISING

Advertising is an additional source of revenue for transit systems. Typically, the larger municipal systems will have sizable contracts with integrated marketing and advertising companies to cover the costs of advertising decals on vehicles and shelters and provide a net positive funding source for the municipal operator. In smaller communities, advertising arrangements are often less formalized and focused more on donor recognition and would have modest revenue potential (typically up to 3% of annual operating revenues)



The Town is seeking a total of \$4,500 in ongoing annual sponsorship from the local business community and service clubs. Sponsors of the Shuttle will be recognized on the side of the vehicle in proportion to the amount of their sponsorship with signage placed on both sides of the vehicles. Sponsors will also be listed on the Shuttle webpage on the Town of Black Diamond's website. The following signage sizes and sponsorship amounts are available:

Signage Size	Annual Donation
12" x 24"	\$750
8" x 48"	\$1000
12" x 48"	\$1250
8" x 72"	\$1500

**SHEEP RIVER SHUTTLE**  
CALL 403-933-4348 TO SPONSOR

A community project partnership of:




Advertising Example from Sheep River Shuttle (<http://www.town.blackdiamond.ab.ca/>)

## CAPITAL INVESTMENTS/TRANSIT FUNDING

### GRANT FUNDING OPPORTUNITIES

As a core public service, transit services that are operated at the local level rely on grant funding from provincial and federal levels of government. There are several potential grant sources for both general transit and electric/zero emission vehicles (ZEV). Funding sources span all levels of government and non-governmental organizations. The sources below include both active and inactive funds that may be renewed in future years.

#### FEDERATION OF CANADIAN MUNICIPALITIES (FCM)

The Green Municipal Fund Capital Project: Transportation Networks and Commuting Options grant accepts ongoing applications from Canadian municipalities. This fund is for capital transportation projects to reduce the number of vehicles on the road, vehicle kilometres traveled, or travel time for people and goods. The funding is available for regular loans and high-ranking loans. Regular loans and grants receive low-interest on up to \$5 million and a grant worth up to 15% of the loan that can cover up to 80% of eligible project costs. The high-ranking project loan is the same as regular loans with a loan limit up to \$10 million. For example, for a project worth \$500,000, Jasper could apply for a low-interest loan of up to \$400,000 (80% of the project cost) and a grant of \$60,000 (15% of the loan amount).

The link to the application is: <https://www.fcm.ca/en/funding/gmf/capital-project-transportation-networks-commuting-options>.

The Green Municipal Fund Pilot Project: Transportation Networks and Commuting Options grant accepts ongoing applications from Canadian municipalities. This fund is for pilot projects with the objective to reduce vehicles on the road, vehicle kilometres traveled, or travel time for people and goods. This fund also supports modal shift projects for public transit, walking, and cycling. The grant covers up to 50% of eligible costs to a maximum of \$500,000. The link to the application is: <https://fcm.ca/en/funding/gmf/pilot-project-transportation-networks-commuting-options>.

#### GOVERNMENT OF CANADA

The federal government provides grants and loans to municipalities to provide transportation funding including capital projects and transit-specific programs. The funds listed below include currently available funding and other sources that have closed applications for the year but may be available in future years.

The Rural Transit Solutions Fund was a two-stream fund for rural, remote, and Indigenous communities to implement transit to provide access to employment, school, and social activities. The first round of Planning Stream applications closed on October 7, 2021 and the Capital Stream closed on April 7, 2022. The Planning Stream provides up to \$50,000 for planning tasks including public engagement, surveys, and assessments of routes, while the Capital Stream provides up to \$3 million for conventional transit and up to \$5 million for zero-emission transit solutions. Although the funding opportunity has passed, there is potential for the funding to be renewed in the future through future calls for applications. The link to the website for this funding is <https://www.infrastructure.gc.ca/rural-trans-rural/index-eng.html>.

The Federal Government is currently in the process of designing the new Permanent Transit Fund, a dedicated \$3 Billion in annual funding starting in 2026-2027 for transit projects (e.g. transit fleets, maintenance and storage facilities, active transportation connections). This fund will replace the Investing in Canada Infrastructure Plan which already has been allocated for various transit infrastructure projects across Canada.



## ELECTRIFICATION OF TRANSIT / ZEV FUNDING

### **ZERO EMISSION TRANSIT FUND (GOVERNMENT OF CANADA)**

The fund supports public transit plans for the electrification of 5,000 zero emission busses as well as supporting charging infrastructure. The program is currently accepting applications and the link to apply is <https://www.infrastructure.gc.ca/zero-emissions-trans-zero-emissions/index-eng.html>.

### **ZERO EMISSION VEHICLE INFRASTRUCTURE PROGRAM (NATURAL RESOURCES CANADA)**

This program is to support electric vehicle charging infrastructure for public-use and the private sector. This may be used to fund the charging infrastructure for a fleet of electric buses. The applications for this program are now closed, but there is potential for it to be renewed in the future. The link for more information and applications is <https://www.nrcan.gc.ca/energy-efficiency/transportation-alternative-fuels/zero-emission-vehicle-infrastructure-program/21876>.

In pursuit of electric bus or vehicle initiatives, it may be possible to collaborate with Banff and Canmore (Bow Valley Regional Transit Services Commission), who are growing their fleet of electric buses with an extended partnership between the local bus operator Roam Transit, the Government of Alberta, and Parks Canada. Combined funding applications are often considered favorably.

## SUMMARY OF OPPORTUNITIES AND CONSTRAINTS

The following is a high-level summary of the opportunities and constraints around establishing public transportation service(s) in Jasper. This understanding of opportunities and constraints will be enhanced through discussions with Council, stakeholders and potential partners, and through public engagement.

### Opportunities:

- Pilot project results indicate some demand for public transportation in Jasper
- Strong tourism market, particularly in summer season.
- Significant number of key destinations in the summer season.
- Seasonal demand could present cost-saving opportunity, as most destinations would not require transit coverage in the winter.
- Potential partners in public transportation including existing transportation operators, Parks Canada
- Interest from Parks Canada in managing congestion at key amenities and parking areas, and in environmental sustainability
- Many existing transportation operators with existing fleet and experience in the Jasper context
- Some shared transportation services (bikesharing, e-bike sharing, e-scooters, carsharing, carpooling) can be implemented at little to relatively low cost to the Municipality and improve access to transportation options for both residents and visitors.
- Bow Valley Regional Transit Services Commission has experience to learn from in delivering transit service in a Parks Canada jurisdiction.
- Grant funding is available to support capital investments, especially in systems adopting alternative fuel technology. Some funding is also available for public transit pilot projects through the Green Municipal Fund and potentially the future Permanent Transit Fund
- Unique tourism markets for transit (e.g. train passengers, campers who want to travel to the Jasper Townsite from a nearby campground)

### Constraints:

- There are no existing public transportation services to leverage or integrate with.
- Tourism market is seasonal, requiring different solutions for summer and winter seasons.
- Several existing transportation operators with different business interests.
- Limitations on fleet storage and maintenance in Jasper and surrounding area, due to cap on municipal footprint.
- Newer public transportation options or shared mobility services are most effective when customers have access to and comfort with smartphone technology.
- There are no existing bus stop with the exception of the tourist bus stop on Patricia Street. Bus stops and pedestrian connections will have to be retrofitted throughout the Townsite if conventional fixed-route transit is pursued.

## DESTINATION-TRANSPORT MATRIX

The following destination-transportation table is a preliminary analysis of the relationship between potential transit customers, destinations, seasonality and most appropriate transportation modes. This is intended as a starting point, to be refined with Council, Partners and Stakeholders in next steps.

PRIMARY CUSTOMERS	DESTINATION	PRIMARY SEASON	CURRENT TRANSPORTATION MODE(S)	POTENTIAL TRANSPORTATION MODE(S)
Residents and Visitors	Jasper Townsite: Downtown, Hotels, Parks, Visitor Information, Grocery Stores, and other townsite amenities	Year Round with notable seasonal variation of demand	Tour bus, private vehicle, walk, bike	Bikeshare, e-bikeshare, on-demand bus, fixed-route bus, e-scooters, carsharing, carpooling, ridehailing
Residents and Visitors	Area surrounding the townsite: hotels along Highway 93A and Highway 93, Old Fort Point	Summer	Tour bus, private vehicle	On-demand bus, fixed-route bus, bikeshare, e-bikeshare, carsharing, carpooling, ridehailing
Visitors and Residents	Maligne Canyon	Summer	Tour bus, private vehicle	Seasonal fixed-route bus, carsharing, carpooling, ridehailing
Residents and Visitors	Lake Edith	Summer	Private vehicle	Seasonal fixed route bus, carsharing, bikeshare, e-bikeshare, carpooling, ridehailing
Residents and Visitors	Lake Annette	Summer	Private vehicle	Seasonal fixed route bus, carsharing, bikeshare, e-bikeshare, carpooling, ridehailing
Residents, Staff and Visitors	Jasper Park Lodge	Year Round (with summer peak)	Tour bus, private vehicle	Bikeshare, e-bikeshare, fixed-route bus, carsharing, ridehailing
Visitors and Residents	Valley of the Five Lakes Trailhead	Summer	Private vehicle	Seasonal fixed-route bus, carsharing, carpooling, ridehailing
Visitors	Wapiti Campground	Summer (May – October)	Private vehicle	Seasonal fixed-route bus, bikeshare, e-bikeshare

PRIMARY CUSTOMERS	DESTINATION	PRIMARY SEASON	CURRENT TRANSPORTATION MODE(S)	POTENTIAL TRANSPORTATION MODE(S)
Visitors	Whistlers Campground	Summer (May – October)	Private vehicle	Seasonal fixed-route bus, bikeshare, e-bikeshare
Visitors	Jasper SkyTram *currently served by private operation	Summer (May – October)	Tour bus, private vehicle	Tour bus, seasonal fixed route bus, carsharing, carpooling, ridehailing
Residents, Staff and Visitors	Marmot Basin *currently served by private operation	Winter	Tour bus, private vehicle	Tour bus, seasonal fixed route bus, carsharing, carpooling, ridehailing
Residents, Staff and Visitors	Pyramid Lake	Summer	Tour bus, private vehicle	Tour bus, seasonal fixed route bus, carsharing, carpooling, ridehailing
Residents, Staff and Visitors	Patricia Lake (Bungalows)	Summer	Private vehicle	Seasonal fixed route bus, carsharing, carpooling, ridehailing

## NEXT STEPS

Next steps in this study include:

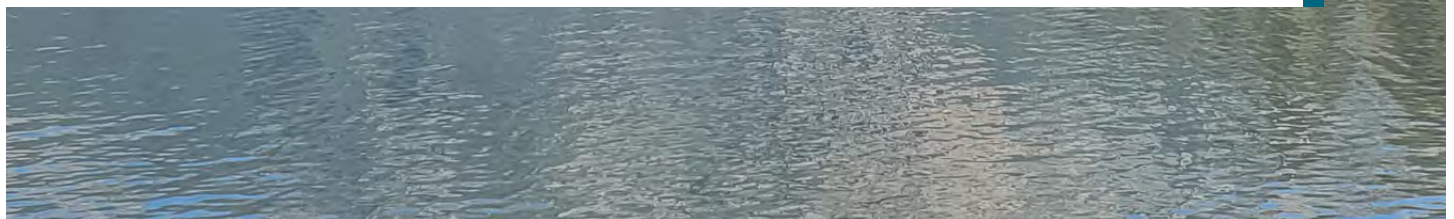
- Review and discussion of this background memo with the Municipal project lead.
- Presentation of the early findings and next steps to Municipal Council.
- Confirmation of Partner and Stakeholder engagement approach with the Municipal project lead; refining the information in this memo with input from potential Partners and Stakeholders.



## **APPENDIX B**

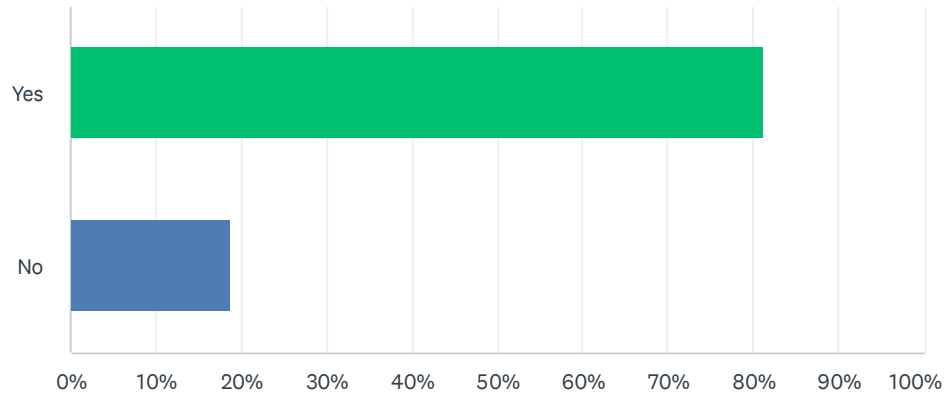
### **RESIDENT AND VISITOR SURVEY DATA**

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## Q1 Are you a Jasper resident?

Answered: 457 Skipped: 1

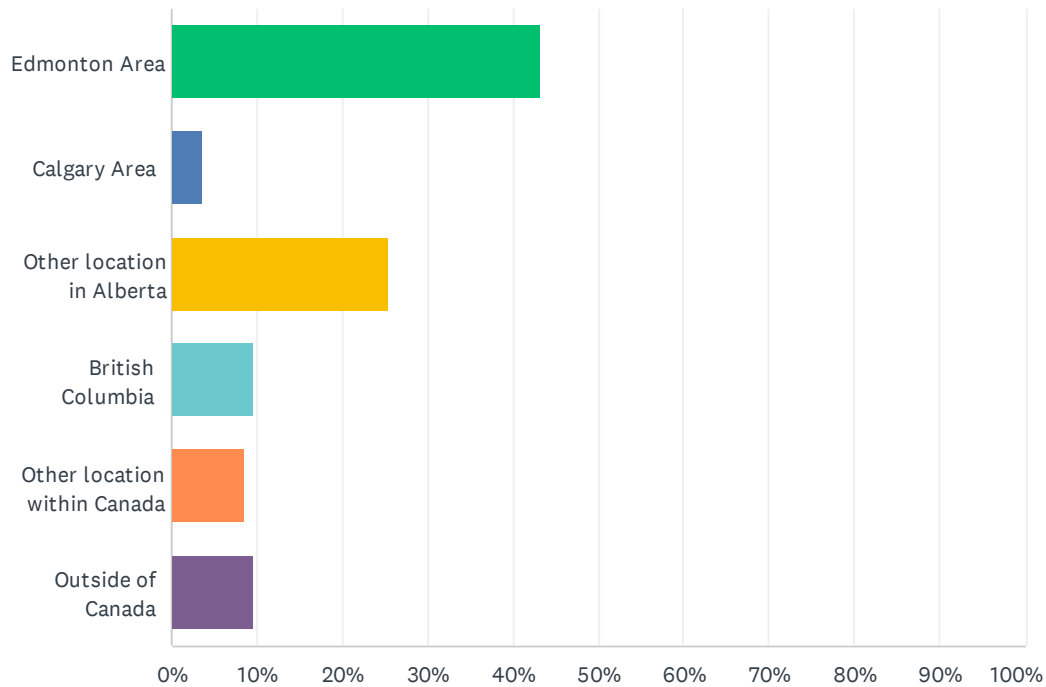


ANSWER CHOICES	RESPONSES	
Yes	81.18%	371
No	18.82%	86
TOTAL		457



## Q2 Where do you live?

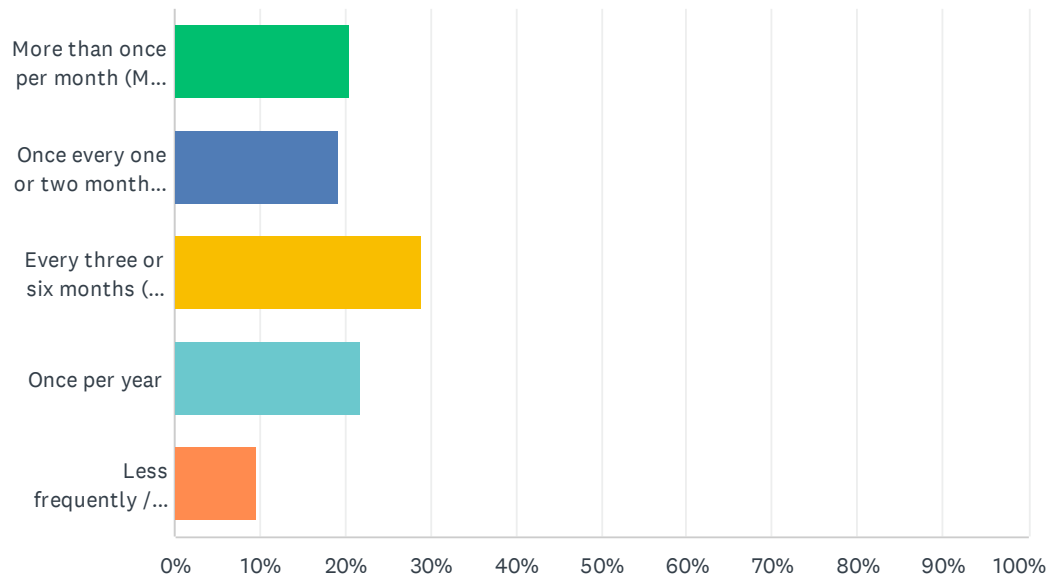
Answered: 83   Skipped: 375



ANSWER CHOICES	RESPONSES	
Edmonton Area	43.37%	36
Calgary Area	3.61%	3
Other location in Alberta	25.30%	21
British Columbia	9.64%	8
Other location within Canada	8.43%	7
Outside of Canada	9.64%	8
TOTAL		83

### Q3 How often do you travel to Jasper?

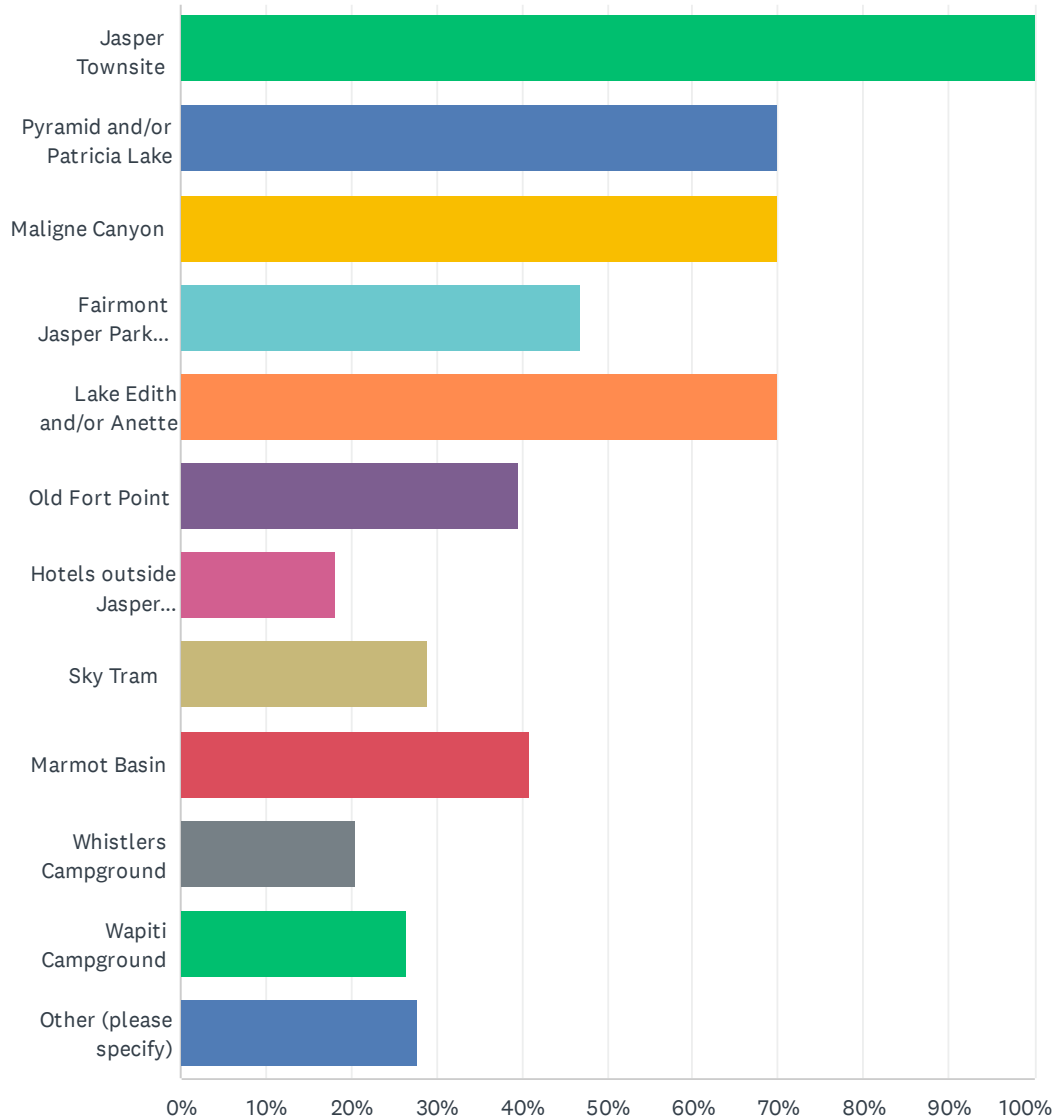
Answered: 83 Skipped: 375



ANSWER CHOICES	RESPONSES	
More than once per month (More than 10 times per year)	20.48%	17
Once every one or two months (6 to 10 times per year)	19.28%	16
Every three or six months (3 to 6 times per year)	28.92%	24
Once per year	21.69%	18
Less frequently / This is my first time	9.64%	8
<b>TOTAL</b>		<b>83</b>

## Q4 What locations did you visit during your trip to Jasper (check all that apply):

Answered: 83 Skipped: 375



## Jasper Residents + Visitors

ANSWER CHOICES	RESPONSES	
Jasper Townsite	100.00%	83
Pyramid and/or Patricia Lake	69.88%	58
Maligne Canyon	69.88%	58
Fairmont Jasper Park Lodge	46.99%	39
Lake Edith and/or Anette	69.88%	58
Old Fort Point	39.76%	33
Hotels outside Jasper Townsite, on Hwy 93A and Hwy 93	18.07%	15
Sky Tram	28.92%	24
Marmot Basin	40.96%	34
Whistlers Campground	20.48%	17
Wapiti Campground	26.51%	22
Other (please specify)	27.71%	23
Total Respondents: 83		

#	OTHER (PLEASE SPECIFY)	DATE
1	Maligne Lake, Edith Cavell	11/1/2022 11:10 PM
2	Various hiking trails	10/27/2022 8:16 PM
3	Athabasca falls	10/27/2022 3:20 PM
4	Becker Chalets	10/27/2022 8:22 AM
5	Medicine and Maligne Lake	10/26/2022 1:18 PM
6	Maligne lake area	10/26/2022 11:50 AM
7	Medicine Lake, Maligne Lake, Mount Robson, Mount Edith Cavell, hiking Maligne Lake area	10/25/2022 11:34 PM
8	Miette hotsprings	10/25/2022 11:33 PM
9	Snaring	10/25/2022 11:27 PM
10	Medicine Lake	10/25/2022 11:20 PM
11	cavell	10/25/2022 9:54 PM
12	Wabasso Campground	10/25/2022 4:21 PM
13	Maligne lake	10/25/2022 4:14 PM
14	Maligne lake	10/25/2022 1:27 PM
15	Edith Cavell, Valley of 5, Athabasca Falls	10/25/2022 1:27 PM
16	Miette Hot Springs	10/25/2022 1:02 PM
17	backcountry trailheads	10/25/2022 11:25 AM
18	Maligne Lake	10/25/2022 11:05 AM
19	Athabasca Falls	10/25/2022 10:57 AM
20	Medicine Lake	10/25/2022 10:43 AM
21	Valley of 5 Lakes, horseshoe lake, Wabasso lake	10/25/2022 10:33 AM

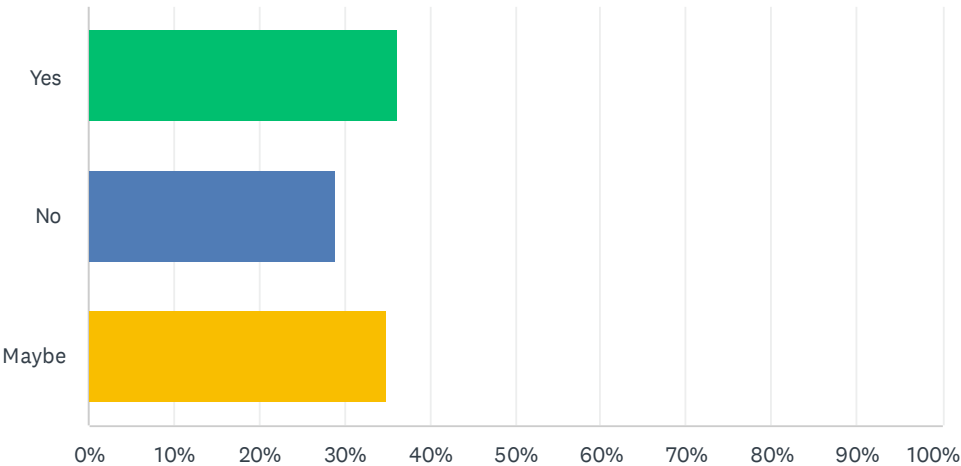
## Jasper Residents + Visitors

22	Palisades	10/25/2022 10:05 AM
23	Family resident	10/19/2022 3:59 PM



Q5 Would you use transit during your visit to Jasper if it was an option?

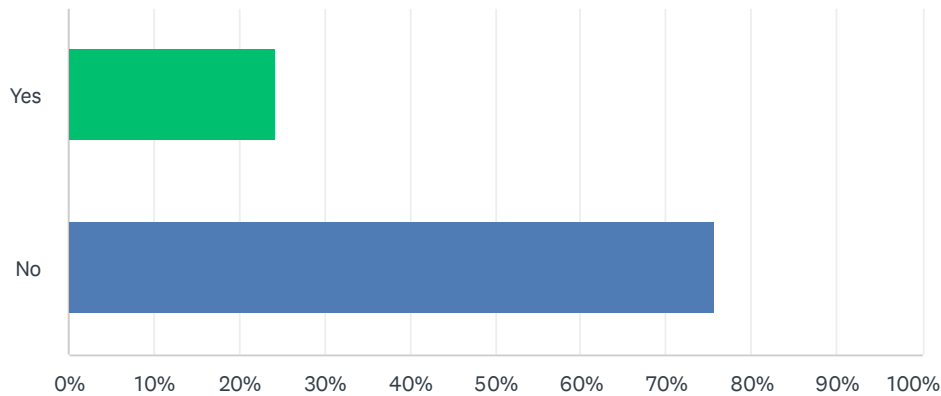
Answered: 83    Skipped: 375



ANSWER CHOICES	RESPONSES	
Yes	36.14%	30
No	28.92%	24
Maybe	34.94%	29
TOTAL		83

Q6 Do you own or operate a business in Jasper?

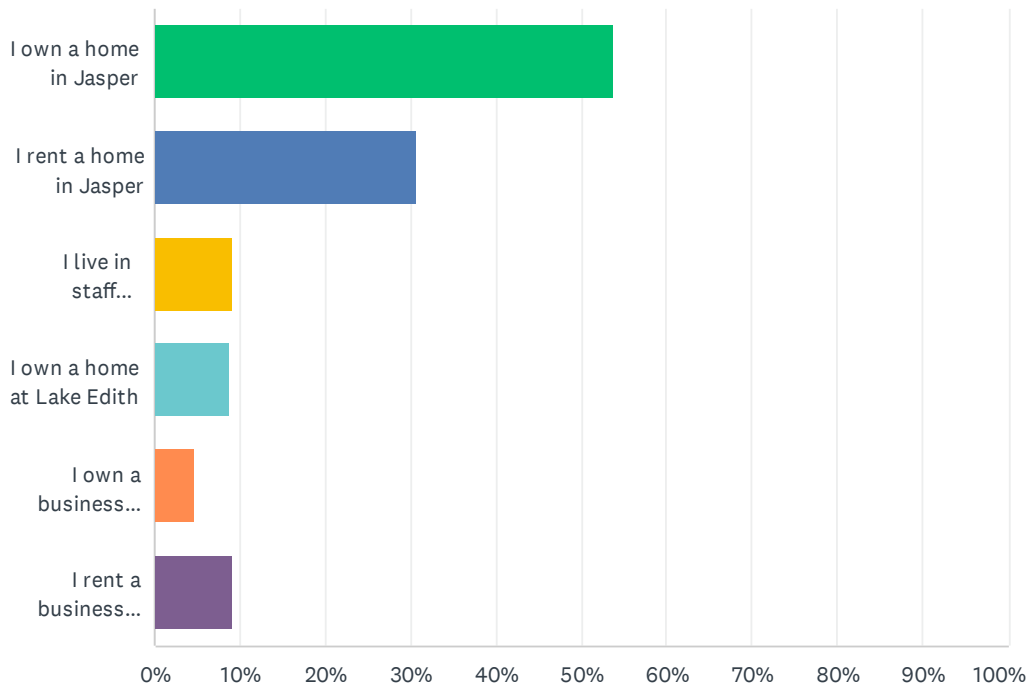
Answered: 321    Skipped: 137



ANSWER CHOICES	RESPONSES	
Yes	24.30%	78
No	75.70%	243
TOTAL		321

## Q7 Please check all that apply:

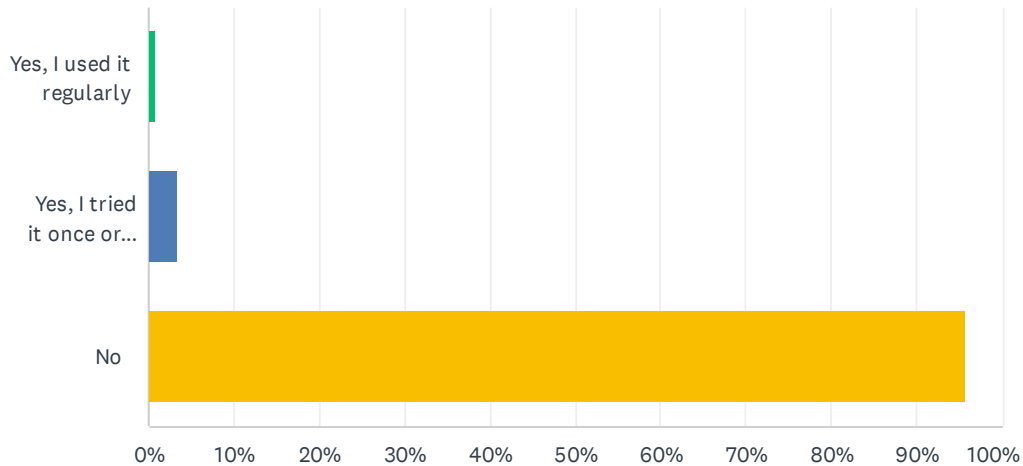
Answered: 320 Skipped: 138



ANSWER CHOICES	RESPONSES	
I own a home in Jasper	53.75%	172
I rent a home in Jasper	30.63%	98
I live in staff accommodation	9.06%	29
I own a home at Lake Edith	8.75%	28
I own a business property in Jasper	4.69%	15
I rent a business property in Jasper	9.06%	29
Total Respondents: 320		

Q8 In 2021, the Municipality of Jasper piloted transit service for eight trips daily between Whistlers and Wapiti campgrounds and downtown with on-request extensions to Jasper Park Lodge and Lake Annette. Did you have the opportunity to use Jasper's public transit bus pilot service?

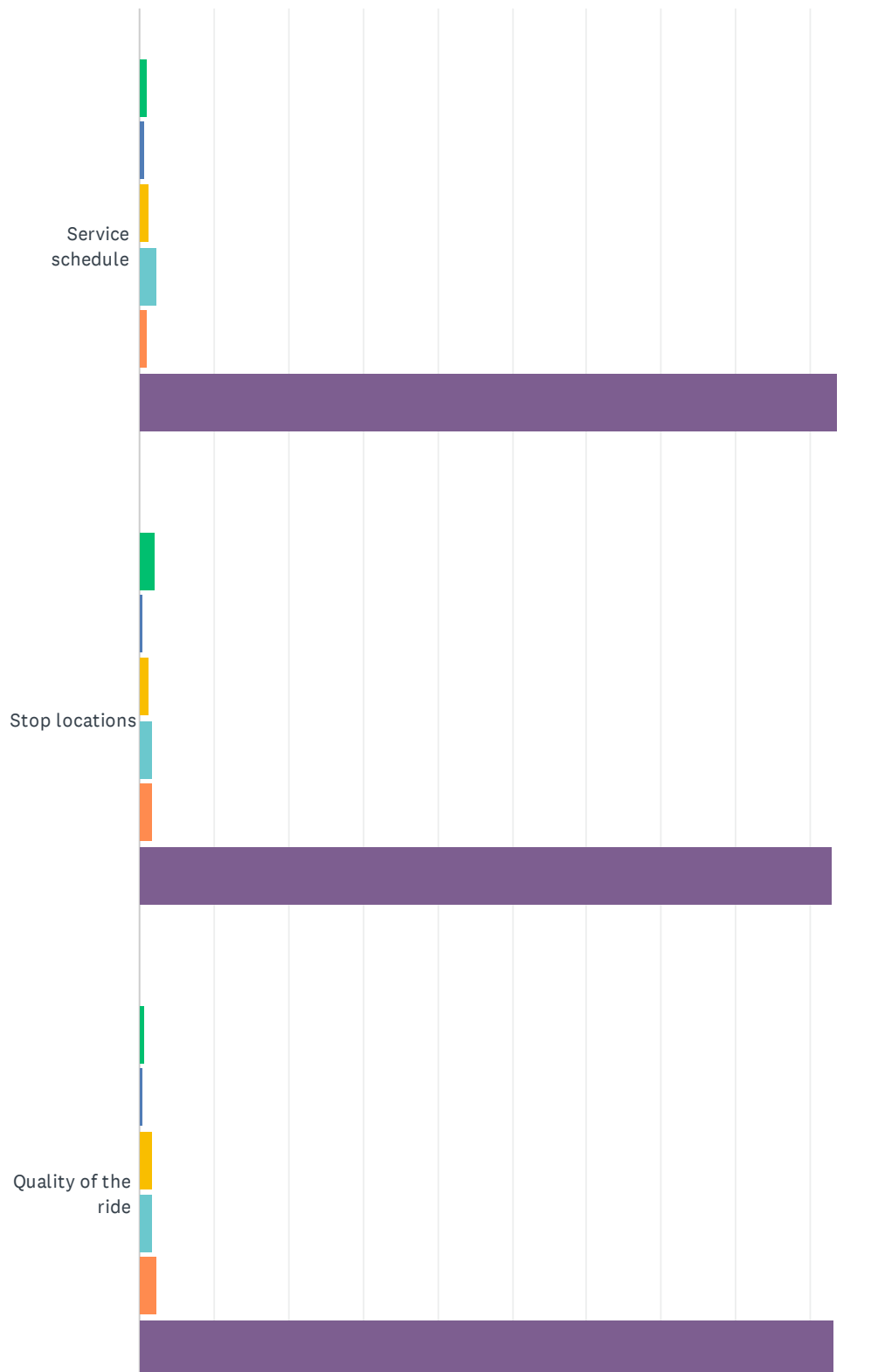
Answered: 321 Skipped: 137



ANSWER CHOICES	RESPONSES	
Yes, I used it regularly	0.93%	3
Yes, I tried it once or twice	3.43%	11
No	95.64%	307
TOTAL		321

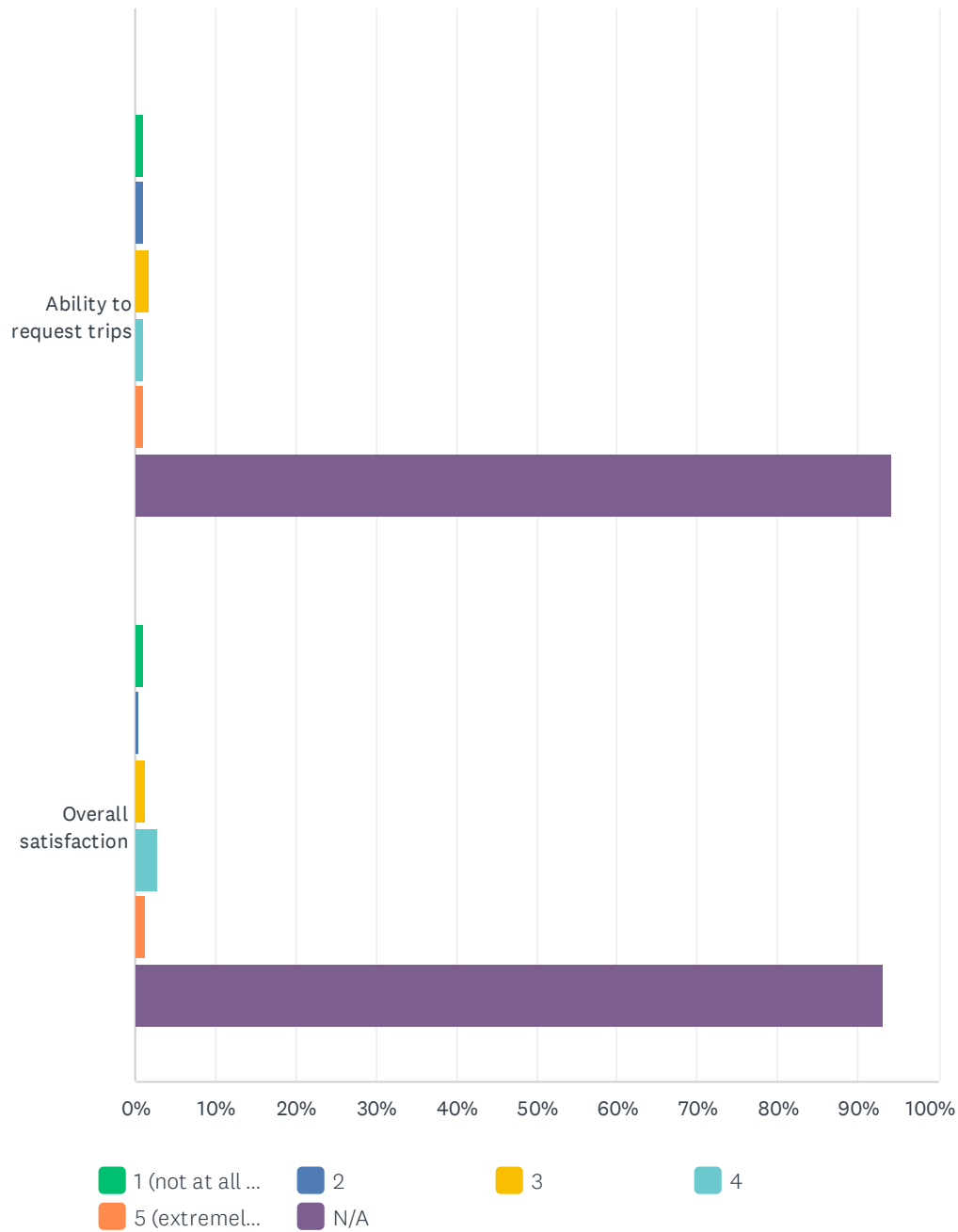
Q9 If you used the Jasper transit pilot, how satisfied were you with the following aspects of the pilot transit service (1 to 5 scale):(Please select N/A if you did not use the service)

Answered: 300 Skipped: 158





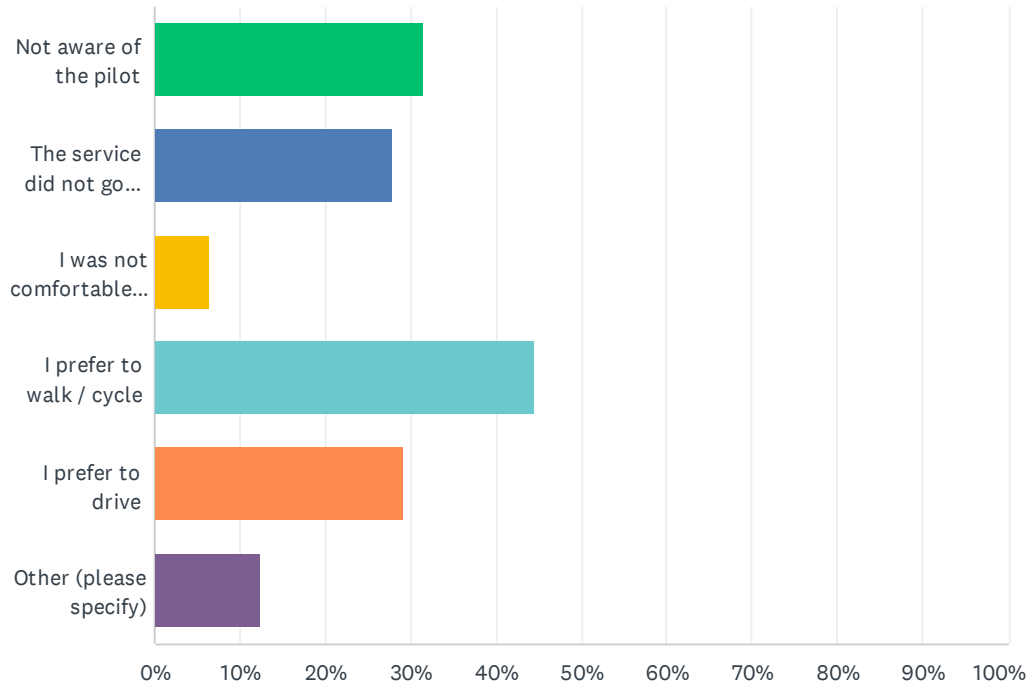
## Jasper Residents + Visitors



	1 (NOT AT ALL SATISFIED)	2	3	4	5 (EXTREMELY SATISFIED)	N/A	TOTAL	WEIGHTED AVERAGE
Service schedule	1.01% 3	0.67% 2	1.35% 4	2.36% 7	1.01% 3	93.60% 278	297	3.26
Stop locations	2.04% 6	0.34% 1	1.36% 4	1.70% 5	1.70% 5	92.86% 273	294	3.10
Quality of the ride	0.68% 2	0.34% 1	1.70% 5	1.70% 5	2.38% 7	93.20% 274	294	3.70
Ability to request trips	1.02% 3	1.02% 3	1.70% 5	1.02% 3	1.02% 3	94.22% 277	294	3.00
Overall satisfaction	1.02% 3	0.34% 1	1.36% 4	2.72% 8	1.36% 4	93.20% 274	294	3.45

## Q10 If you did not use the Jasper transit pilot, please indicate why (check all that apply):

Answered: 314 Skipped: 144



ANSWER CHOICES	RESPONSES	
Not aware of the pilot	31.53%	99
The service did not go where I needed to go	28.03%	88
I was not comfortable riding on public transit during the pandemic	6.37%	20
I prefer to walk / cycle	44.59%	140
I prefer to drive	29.30%	92
Other (please specify)	12.42%	39
Total Respondents: 314		

#	OTHER (PLEASE SPECIFY)	DATE
1	I didn't live here in 2021	11/9/2022 10:03 PM
2	Did not live here during pilot period	11/8/2022 1:00 PM
3	Not yet a resident	11/5/2022 3:02 PM
4	I did not need to use it	11/2/2022 8:42 AM
5	Unaware of the schedule and stops in town	11/1/2022 8:45 PM
6	Did not live here then	10/30/2022 9:03 PM
7	The stop at Lake Annette was not ideal since it did not reach the lake.	10/29/2022 5:42 PM

## Jasper Residents + Visitors

8	It was not useful for me.	10/28/2022 4:08 PM
9	I was not at a campsite needing transportation to town, my friends did not know how to access it when they visited	10/27/2022 2:47 PM
10	N/A	10/27/2022 1:14 PM
11	I have too much gear to transport - e.g. paddleboards, cooler, chairs etc. for trip to lakes Edith/Annette	10/27/2022 11:08 AM
12	Was not living here yet	10/27/2022 12:13 AM
13	Travel in a full car with my family usually.	10/26/2022 5:22 PM
14	Have a small child that requires a car seat, didn't feel comfortable using without car seat.	10/26/2022 2:16 PM
15	Don't find it necessary	10/26/2022 12:18 PM
16	See above	10/25/2022 1:45 PM
17	Time of shuttle	10/25/2022 12:51 PM
18	I have no need to go to the campgrounds.	10/25/2022 12:09 PM
19	Didn't need the service and if I am a resident why would I use it.	10/25/2022 11:08 AM
20	As a resident there is no need for me to go to campgrounds. This transportation was made for visitors as nothing in this town is for residents. We just pay bills for all this.	10/25/2022 11:07 AM
21	im a resident	10/25/2022 10:50 AM
22	I walk, bike or use my own vehicle	10/25/2022 10:20 AM
23	Didn't need it but think it's a great idea - except for the against the by-law idling your diesel busses committed regularly. Bad. Very bad message ...	10/25/2022 10:20 AM
24	I did not live here at the time	10/24/2022 10:37 AM
25	I often need to bring supplies / gear with me to those locations which could be challenging on public transit. Also, no stops near where I live.	10/24/2022 8:28 AM
26	My needs are work, grocery store, bank etc	10/21/2022 12:50 PM
27	Not well Informed on hours. Seemed to take an extra organizational step to take transit vs drive/bike	10/21/2022 9:59 AM
28	Just moved to Jasper end of August	10/21/2022 9:48 AM
29	Never needed it	10/21/2022 9:41 AM
30	Just didn't need it!	10/21/2022 9:38 AM
31	I did use it	10/20/2022 12:49 PM
32	I didn't need to go to some of the places (whistler wapiti) and if I go to lake annette edith I usually have my paddleboard	10/20/2022 7:39 AM
33	I assumed I'd have to get myself and kids to a pickup location to actually use it. And if we were to take it to the beach Wes have a load of beach gear we'd like to bring along. I didn't actually realize the bus went anywhere else than lake Annette area. I didn't see any sinage or any info at whistlers or in town anywhere.	10/19/2022 6:46 PM
34	Just didn't get to it	10/19/2022 6:05 PM
35	I don't believe the town tahould be offering this service when residents are paying taxes that support tourist visits.	10/19/2022 4:41 PM
36	Our family schedule with work etc. / gear transport / pets	10/19/2022 4:38 PM
37	There is no need for this	10/19/2022 4:28 PM
38	I heard about it but didn't know cost/ where to catch	10/19/2022 3:51 PM



## Q11 Do you have any comments about the pilot transit service?

Answered: 162   Skipped: 296

#	RESPONSES	DATE
1	No	11/9/2022 10:03 PM
2	It is a great idea, I hope it was well received	11/8/2022 3:53 PM
3	Just that I wish it would come back	11/8/2022 1:00 PM
4	I really didn't know much about it. I don't stay in the campgrounds since I live in town. Service to the local lakes is definitely needed and should be provided by Parks Canada and the businesses that bring all the tourists here	11/7/2022 8:52 PM
5	No	11/7/2022 8:17 PM
6	N/a	11/7/2022 10:33 AM
7	Should go other places other than campgrounds.	11/7/2022 8:44 AM
8	Had family working in town that could have used the on demand service had we known about it. Would use it next summer season,	11/7/2022 7:06 AM
9	Hardly new it existed	11/6/2022 11:32 PM
10	No	11/6/2022 9:33 PM
11	i think it is fantastic to reduce congestion at our popular areas	11/6/2022 7:51 PM
12	I think it's a good service for very visitors	11/6/2022 5:24 PM
13	N/a	11/6/2022 10:42 AM
14	I do think it will be good for tourists and locals without vehicles or bikes	11/6/2022 8:15 AM
15	No	11/5/2022 7:07 PM
16	n/a	11/5/2022 4:43 PM
17	I wish I had known more about it.	11/5/2022 12:00 AM
18	no	11/4/2022 10:52 AM
19	No	11/2/2022 8:42 AM
20	I think it's a great idea, even though I didn't have a chance to use it.	11/1/2022 8:45 PM
21	No	10/31/2022 4:41 PM
22	No	10/31/2022 11:55 AM
23	I did not understand the route for a return to sky tram	10/29/2022 7:12 PM
24	Though I did not use the transportation, it was brought to my attention on several occasions that the drop-off point at Lake Annette was not as expected. People were dropped off and then had to work quite a distance with all of their things.	10/29/2022 5:42 PM
25	great idea! Hope you keep it going!	10/29/2022 5:07 PM
26	An excellent initiative	10/29/2022 2:26 PM
27	Great idea! Consider also including other outlying accommodations and the Parks/Municipality compound.	10/29/2022 9:37 AM
28	Sounds like a great idea. Curious how easy it was to use/request a ride	10/29/2022 6:12 AM
29	It is a good idea and helpful to people who are unfamiliar with how to get to the main tourist	10/28/2022 7:45 PM



## Jasper Residents + Visitors

attractions. It also cuts down and traffic and potential roadkill.

30	No	10/28/2022 7:09 PM
31	I think it can be useful. Especially for campers wanting to visit town without their RV or cars. And for being dropped off and picked up at popular locations.	10/28/2022 6:17 PM
32	Sorry I was not aware that this service was being offered nor any information sent forth.	10/28/2022 4:50 PM
33	No	10/28/2022 4:28 PM
34	I think it is great. Was glad to see people using it.	10/28/2022 4:21 PM
35	I think it is a good idea for the campsites.	10/28/2022 4:08 PM
36	None	10/28/2022 3:51 PM
37	n/a	10/28/2022 3:21 PM
38	No	10/28/2022 3:08 PM
39	I would love to have known that was available, since I do not have a car.	10/28/2022 1:12 PM
40	This seems like tourist transit more than a municipal system aiding local transit needs. Why do we constantly cater resources to tourists?	10/28/2022 6:23 AM
41	fabulous idea. should make it free	10/28/2022 12:19 AM
42	No	10/27/2022 8:46 PM
43	I would have used it if I had known!	10/27/2022 8:37 PM
44	N/A	10/27/2022 5:01 PM
45	How much did this cost taxpayers?	10/27/2022 4:25 PM
46	Why not winter - to Marmot?	10/27/2022 2:57 PM
47	Let Parks run the service. Don't use my tax dollars for the benefit of select businesses and councillors.	10/27/2022 2:53 PM
48	more info provided to campsite bookers	10/27/2022 2:47 PM
49	No	10/27/2022 2:10 PM
50	Sounds like a good idea. As in Banff where it is free.	10/27/2022 1:14 PM
51	No	10/27/2022 11:22 AM
52	Not useful	10/27/2022 11:15 AM
53	Very pleased to see a pilot transit service. Now very interested in regularising it.	10/27/2022 11:08 AM
54	No	10/27/2022 11:01 AM
55	I think it is a much needed initiative and will increase in popularity in the coming years.	10/27/2022 11:00 AM
56	Although I personally didn't use it, I think this is a great opportunity and service for those who would. How about offers to users wanting to access trailheads?	10/27/2022 9:27 AM
57	No	10/27/2022 7:18 AM
58	Is this a chargeable service for locals?	10/26/2022 10:48 PM
59	Tried to spread the word, and most people I've told about, were not aware of it. I guess it could have been advertised better.	10/26/2022 7:57 PM
60	No	10/26/2022 6:15 PM
61	No	10/26/2022 5:42 PM
62	I think this is a great idea for those without vehicles, those wanting to go to places that have limited parking (example lake Annette), and for seniors that can't drive anymore but have limited mobility and require some form of transportation to these more difficult to access areas	10/26/2022 2:16 PM

## Jasper Residents + Visitors

outside of the townsite. Also great for around town in the winter months - I worry about seniors slipping and falling while trying to get to church or downtown or to the pool, etc.

63	I thought it was a great idea that provided alternatives to driving into the downtown core	10/26/2022 12:34 PM
64	Did not know Jasper even had a pilot transit service	10/26/2022 12:33 PM
65	no	10/26/2022 12:28 PM
66	I don't find it necessary. I never saw the shuttles full. That money could be used towards something else.	10/26/2022 12:18 PM
67	It's a good idea	10/26/2022 12:11 PM
68	Excellent initiative and really needs to be in place as we continue to see increased use and demands to parking at attractions such as lake annette and also parking downtown	10/26/2022 11:55 AM
69	I wanted to help a tourist with times and could not find a contact number	10/26/2022 11:52 AM
70	No	10/26/2022 11:49 AM
71	Keep offering the service	10/26/2022 9:03 AM
72	No	10/26/2022 8:26 AM
73	The pilot needs to become an everyday reality. As well more user friendly for residents with trips to Hinton for shopping and medical(like the Seniors bus) and shuttle for around town and to schools.	10/26/2022 8:20 AM
74	Sounds like a great idea for those with limited transportation options	10/26/2022 7:31 AM
75	No	10/26/2022 5:52 AM
76	Would have been nice to know about it.	10/26/2022 2:30 AM
77	No	10/26/2022 1:07 AM
78	Keep it going!	10/25/2022 10:59 PM
79	Jasper needs it. and a bike program	10/25/2022 10:53 PM
80	Better time management, and be more courteous. If someone asks to stop at not a normal stop, don't become argumentative	10/25/2022 10:17 PM
81	I think it's a great idea for tourists and seasonal employees. I personally will never use the service. I wonder how is it funded?	10/25/2022 9:31 PM
82	A transit to other places would be great	10/25/2022 9:20 PM
83	Why wasn't it available this year?	10/25/2022 9:19 PM
84	It didn't do anything for me. Waste of money!!	10/25/2022 7:25 PM
85	Buses from town to lake Annette, Edith, JPL, Maligne Canyon and Maligne Lake throughout the summer would be much more beneficial as well as campground stops. For the winter, Maligne Canyon and Marmot Basin, Pyramid Lake and JPL from town would make the most sense.	10/25/2022 6:25 PM
86	Definitely good option to have for tourists, since a lot of them don't arrive by car to Jasper	10/25/2022 3:55 PM
87	I think it's a great idea	10/25/2022 3:09 PM
88	It was a great idea and I know it helped put quite a few people	10/25/2022 3:03 PM
89	No	10/25/2022 2:15 PM
90	It seemed to work well for what it offered. More scheduled locations would have been a good option.	10/25/2022 2:13 PM
91	Is this a revenue positive program or do tax payers shoulder the costs	10/25/2022 1:45 PM
92	No	10/25/2022 1:38 PM
93	N/a	10/25/2022 1:32 PM

## Jasper Residents + Visitors

94	No	10/25/2022 1:18 PM
95	If there self funded, fill your boots	10/25/2022 1:17 PM
96	no	10/25/2022 1:14 PM
97	It would be great to see a transportation service available to both locals and visitors	10/25/2022 12:51 PM
98	Not sure why it was thought of a pandemic measure when it is really a parking control measure.	10/25/2022 12:46 PM
99	No	10/25/2022 12:18 PM
100	I recently visited Banff and used their public transit. The mobile app to buy a day pass was easy to use and quick to navigate. They have done a fantastic job with transit maps etc including showing where the free parking areas are.	10/25/2022 11:46 AM
101	I think it is a great idea and should continue through out the Park	10/25/2022 11:34 AM
102	N/A	10/25/2022 11:11 AM
103	As above	10/25/2022 11:07 AM
104	no	10/25/2022 10:50 AM
105	I think it is a great service for visitors and locals alike.	10/25/2022 10:46 AM
106	Service should run through townsite as well	10/25/2022 10:40 AM
107	I was not aware of the service. When I became aware through a friend it was unclear what stops there are and what the cost is.	10/25/2022 10:30 AM
108	No	10/25/2022 10:20 AM
109	Just the hypocrisy of using smoke billowing diesel/gas powered vehicles and allowing them to idle. It was loud, noxious & embarrassing, to be honest ...	10/25/2022 10:20 AM
110	I think the main reason for the shuttle was to reduce the number of vehicles entering the community and Lake Annette area from the campground. It was not applicable to those within the community wanting transportation within the community.	10/25/2022 10:12 AM
111	More information please	10/24/2022 1:11 PM
112	Great idea. I would be more likely to use it as a visitor and always use it when in Banff.	10/24/2022 8:28 AM
113	I think the pilot was a wonderful idea, I hope that visitors utilized it.	10/24/2022 6:46 AM
114	no	10/23/2022 8:01 PM
115	It's definitely a good idea. It's a shame Jasper and the park aren't super accessible to people travelling without cars.	10/23/2022 5:33 PM
116	This service seems only valid for tourists and seasonal workers, once again the town is catering to the tourism industry rather than its residents.	10/23/2022 7:44 AM
117	I think it's an excellent service and hopefully it will continue	10/23/2022 4:01 AM
118	Transit stops at Lake Annette should be all the way at the lake, not just the entrance to the road. Also, I spoke with lots of campers that were not aware of the shuttle option. There should be information handed out to all campers upon check-in with the PC booth as to the availability, frequency etc.	10/22/2022 8:30 PM
119	Would be great if it could go to further locations with limited parking on busy days (Miette Hot Springs, Edith Cavell, Maligne) so people can visit Jasper without needing a vehicle to see those sites.	10/22/2022 1:58 PM
120	No	10/22/2022 1:45 PM
121	N/A	10/21/2022 10:49 PM
122	It is really important to have a transportation option to the lakes and campgrounds, specially during summer months where parking is extremely limited. I work at one of the campgrounds and this season campers asked about this service at least 10 times everyday	10/21/2022 3:20 PM

## Jasper Residents + Visitors

123	No	10/21/2022 12:02 PM
124	I don't think I was well enough informed about the transit service program and I was a new mom. Transit just doesn't appeal to me as a new mom. How does it work with a baby? Do we bring a car seat? In a different circumstance I think I would have taken the bus to go to JPL (especially for dinner and drinks) but not so much to drive myself to the local beaches because we like to bring a lot with us (I.e. change of clothes, snacks/lunch, beach mat, chairs, floaties, etc.).	10/21/2022 9:59 AM
125	No	10/21/2022 9:57 AM
126	no	10/21/2022 9:48 AM
127	I think it was a great option for locals and tourist! Many guests of the hotel I work at were unaware of it thought	10/21/2022 9:38 AM
128	I wish it happened in 2022 as well.	10/21/2022 9:04 AM
129	It does not serve the residences	10/21/2022 12:16 AM
130	Sounds like a good idea	10/20/2022 10:29 PM
131	No	10/20/2022 9:41 PM
132	no	10/20/2022 9:32 PM
133	I'm sure it was great for seasonal workers that may not have transport and visitors from campgrounds that didn't want to drive in.	10/20/2022 7:39 PM
134	Much needed. Appreciate the pilot offer and would like to see this continue	10/20/2022 3:28 PM
135	Na	10/20/2022 3:24 PM
136	Make sure you are more careful when you are dealing with disabled people, because some drivers were overwhelmed. Not good cut the attitude 😞😞	10/20/2022 9:36 AM
137	No	10/20/2022 9:30 AM
138	Seems like a good idea	10/20/2022 8:04 AM
139	N/a	10/20/2022 8:01 AM
140	I think it's a great idea for visitors and to reduce vehicles and parking stress from campground users in town and hopefully at the lakes	10/20/2022 7:39 AM
141	No	10/19/2022 11:04 PM
142	It should continue with more stops like lake Annette/lake Edith	10/19/2022 10:25 PM
143	No	10/19/2022 8:49 PM
144	Nope	10/19/2022 8:20 PM
145	Not really relevant for residents	10/19/2022 7:47 PM
146	Better communication and publicity. Connect with parks to advertise at the campsites or even on the parks website when sharing info about the campgrounds.	10/19/2022 6:46 PM
147	Was not aware of its existence.	10/19/2022 6:40 PM
148	Nope	10/19/2022 6:30 PM
149	Free pilots to Marmot would be great.	10/19/2022 6:06 PM
150	No	10/19/2022 6:05 PM
151	Great service for visitors	10/19/2022 6:03 PM
152	was unaware of it	10/19/2022 6:00 PM
153	think it's great!	10/19/2022 5:55 PM
154	No	10/19/2022 5:49 PM

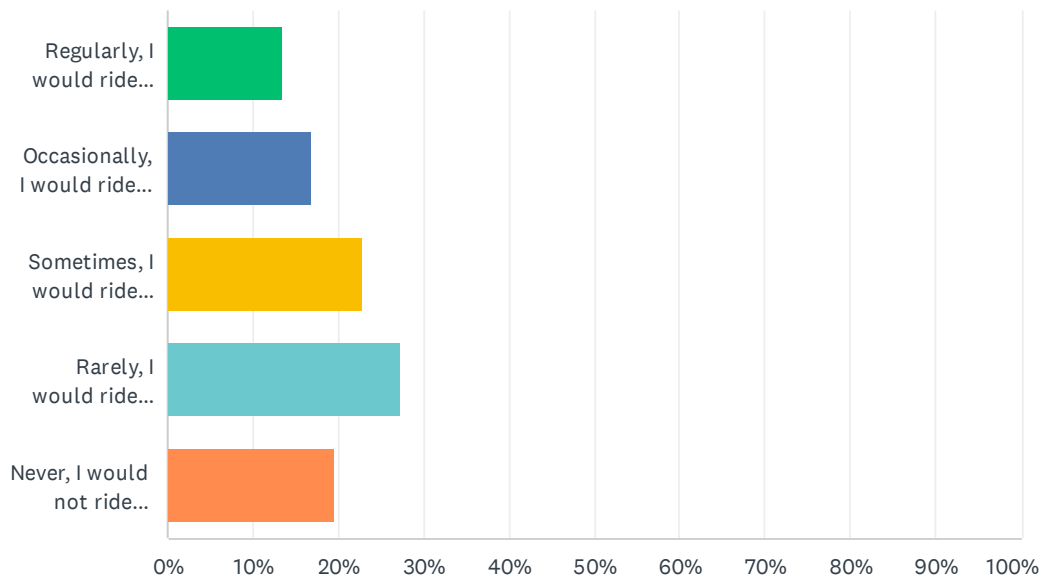
## Jasper Residents + Visitors

155	Trips from town to maligne canyon would be good.	10/19/2022 5:40 PM
156	Happy to see ideas being tried out	10/19/2022 5:14 PM
157	Seemed more fit to tourist than locals. It would be more handy if it stopped at grocery stores, and in residential neighbourhoods.	10/19/2022 4:53 PM
158	I feel tourists should pay on there own dime. I'm not in agreement at all with public transit at all in Jasper. This is costly, and is driving up costs/taxes/utilities in Jasper as we play host to people around the world. Many residents are not able to afford the rising costs to live here and raise a family.	10/19/2022 4:41 PM
159	Make bike lanes and paved trails. There is no need for transportation of this type	10/19/2022 4:28 PM
160	I like the idea. It helps with vehicle congestion downtown while bringing people to the townsite.	10/19/2022 4:00 PM
161	It should be a self sustaining operation. Not tax payer funded.	10/19/2022 3:52 PM
162	Seems like a good idea but if I can't bring my paddle board/ kayak then I will still need to drive	10/19/2022 3:51 PM



**Q12 The Municipality of Jasper is striving toward environmental leadership and public transportation is an important option for people to meet their daily travel needs in a sustainable way. The Municipality is studying different public transportation options with the goal of identifying the most feasible options within the Municipality of Jasper and the surrounding community. If there were a Public Transit bus service in Jasper, how often would you be likely to ride it?**

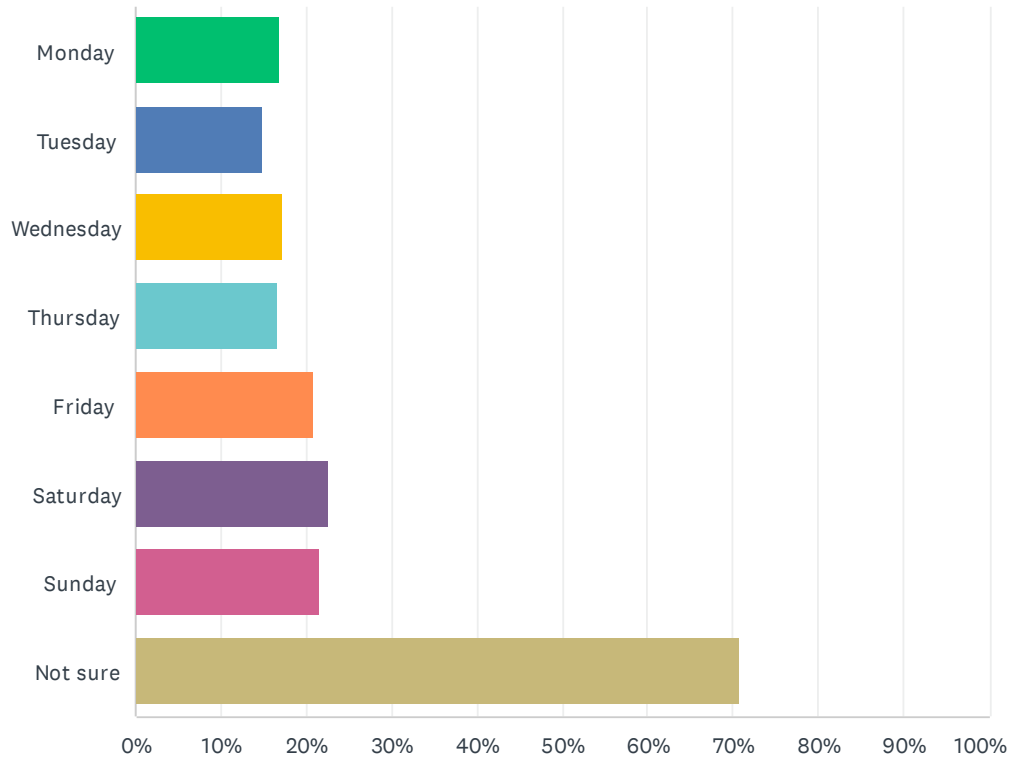
Answered: 315 Skipped: 143



ANSWER CHOICES	RESPONSES	
Regularly, I would ride transit 3 or more times per week	13.33%	42
Occasionally, I would ride transit 1 to 2 times per week	16.83%	53
Sometimes, I would ride transit 1 to 2 times per month	22.86%	72
Rarely, I would ride transit 1 or 2 times per year	27.30%	86
Never, I would not ride transit	19.68%	62
<b>TOTAL</b>		<b>315</b>

## Q13 What days of the week would you ride a public transit service? (check all that apply)

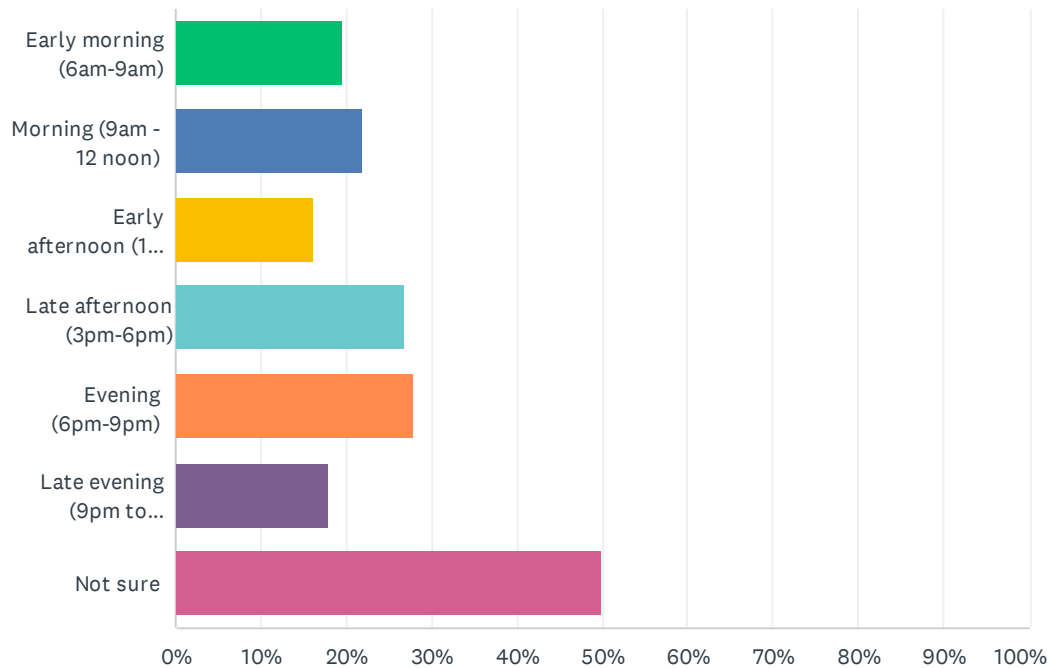
Answered: 301 Skipped: 157



ANSWER CHOICES	RESPONSES	
Monday	16.94%	51
Tuesday	14.95%	45
Wednesday	17.28%	52
Thursday	16.61%	50
Friday	20.93%	63
Saturday	22.59%	68
Sunday	21.59%	65
Not sure	70.76%	213
Total Respondents: 301		

## Q14 What times would you ride public transit? (check all that apply)

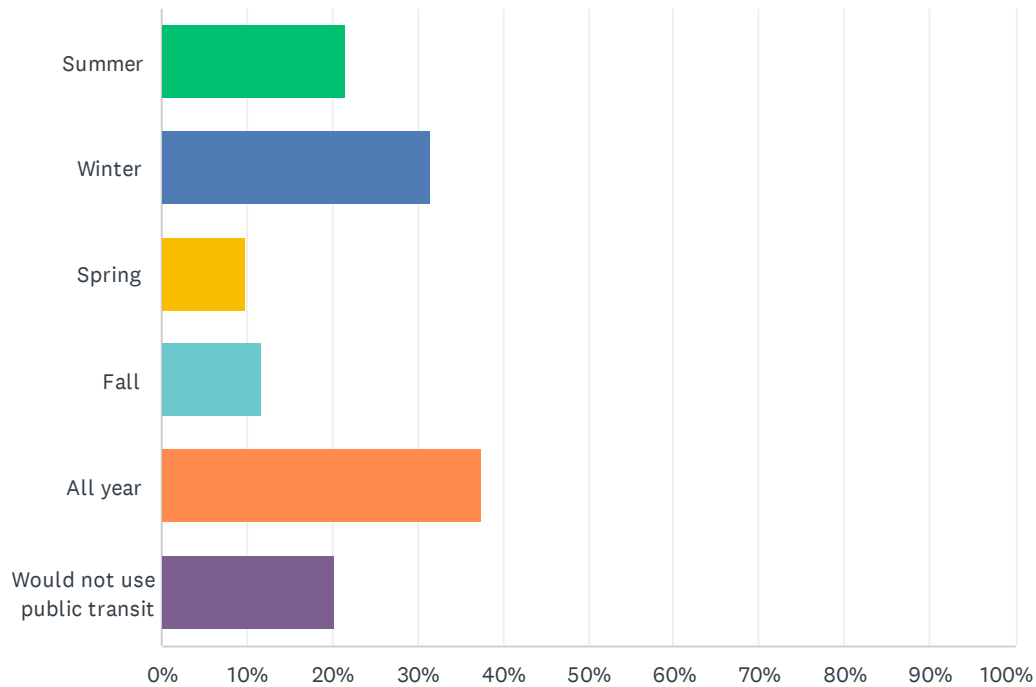
Answered: 301 Skipped: 157



ANSWER CHOICES	RESPONSES	
Early morning (6am-9am)	19.60%	59
Morning (9am - 12 noon)	21.93%	66
Early afternoon (12 noon - 3pm)	16.28%	49
Late afternoon (3pm-6pm)	26.91%	81
Evening (6pm-9pm)	27.91%	84
Late evening (9pm to midnight)	17.94%	54
Not sure	49.83%	150
Total Respondents: 301		

## Q15 What time of year would you ride public transit? (select all that apply)

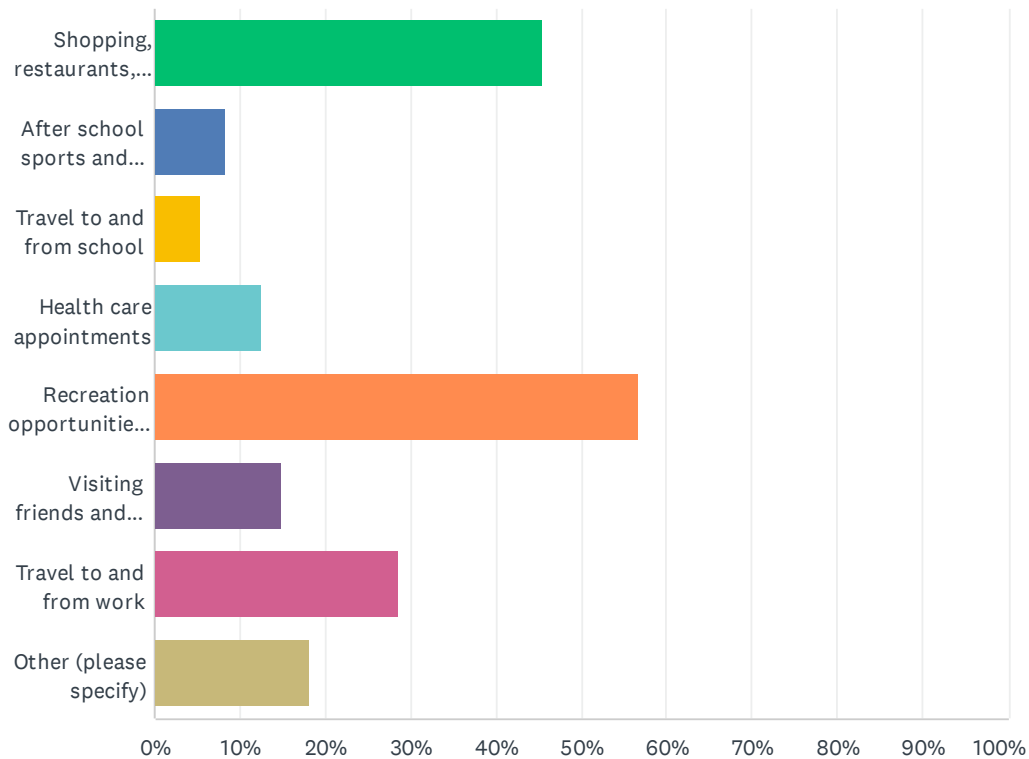
Answered: 307   Skipped: 151



ANSWER CHOICES	RESPONSES	
Summer	21.50%	66
Winter	31.60%	97
Spring	9.77%	30
Fall	11.73%	36
All year	37.46%	115
Would not use public transit	20.20%	62
Total Respondents: 307		

## Q16 I would use Public Transit for: (check all that apply):

Answered: 280 Skipped: 178



ANSWER CHOICES	RESPONSES	
Shopping, restaurants, visiting friends	45.36%	127
After school sports and activities	8.21%	23
Travel to and from school	5.36%	15
Health care appointments	12.50%	35
Recreation opportunities such as skiing, hiking, snowshoeing	56.79%	159
Visiting friends and family	15.00%	42
Travel to and from work	28.57%	80
Other (please specify)	18.21%	51
Total Respondents: 280		

#	OTHER (PLEASE SPECIFY)	DATE
1	Swimming at the lakes in the summer when there are no parking spots	11/7/2022 8:52 PM
2	to get back from the lodge or in to town from the campground	11/6/2022 7:51 PM
3	going the Pyramid Lake beach, lake annette	11/1/2022 8:39 AM
4	to the beach	10/31/2022 11:59 AM

## Jasper Residents + Visitors

5	Church	10/29/2022 6:54 AM
6	I wouldn't use it because I have to drive to town from Lake Edith and can then drive to any of the places in town I need to go to.	10/28/2022 7:45 PM
7	Would not use it	10/28/2022 4:22 PM
8	General travel to and from town from Lake Edith	10/28/2022 3:12 PM
9	I'm a resident at Lak Edith	10/28/2022 3:08 PM
10	i would use it in every way i could because i don't have a car or bike	10/28/2022 1:12 PM
11	to and from ski hill	10/28/2022 12:19 AM
12	Would not	10/27/2022 4:25 PM
13	I wouldn't.	10/27/2022 2:53 PM
14	IF we go to a venue for a late night, maybe at the sawridge for kareokee, would be nice to bus back into the down town core	10/27/2022 2:47 PM
15	only if I could not walk or ride on my own	10/27/2022 1:14 PM
16	Calgary	10/27/2022 12:29 PM
17	Go to Hinton, marmot	10/27/2022 11:15 AM
18	Wouldn't use it	10/27/2022 11:01 AM
19	Getting to busy locations in the park when parking is no longer available.	10/27/2022 11:00 AM
20	Visit places that I haven't been able to since the last 3.5 years that I have been in Japaer	10/26/2022 10:48 PM
21	To get to the lake	10/26/2022 7:57 PM
22	None of the above, within Jasper I can walk or bike	10/26/2022 5:42 PM
23	answering this for my mother. For her to get to church when the weather isn't good	10/26/2022 2:16 PM
24	Nothing	10/26/2022 1:58 PM
25	Enjoying an evening out for dinner	10/26/2022 11:52 AM
26	None	10/25/2022 9:31 PM
27	Not	10/25/2022 7:25 PM
28	Outside of town	10/25/2022 3:38 PM
29	I would not use	10/25/2022 1:45 PM
30	Jasper is too small to justify a transit system . It's only 3km long	10/25/2022 1:38 PM
31	I would not use public transport	10/25/2022 1:32 PM
32	I wont	10/25/2022 1:17 PM
33	none	10/25/2022 10:50 AM
34	All/none/some of the above	10/25/2022 10:20 AM
35	To get to lakes.	10/24/2022 8:28 AM
36	Gym and when I drink at Deddog	10/23/2022 8:52 PM
37	Going home from bars	10/23/2022 5:33 PM
38	recreation - getting to/from lake	10/22/2022 8:30 PM
39	Travel to and from sites that are further from town.	10/22/2022 1:58 PM
40	Likely wouldn't use this service	10/21/2022 10:18 PM
41	none	10/20/2022 9:32 PM

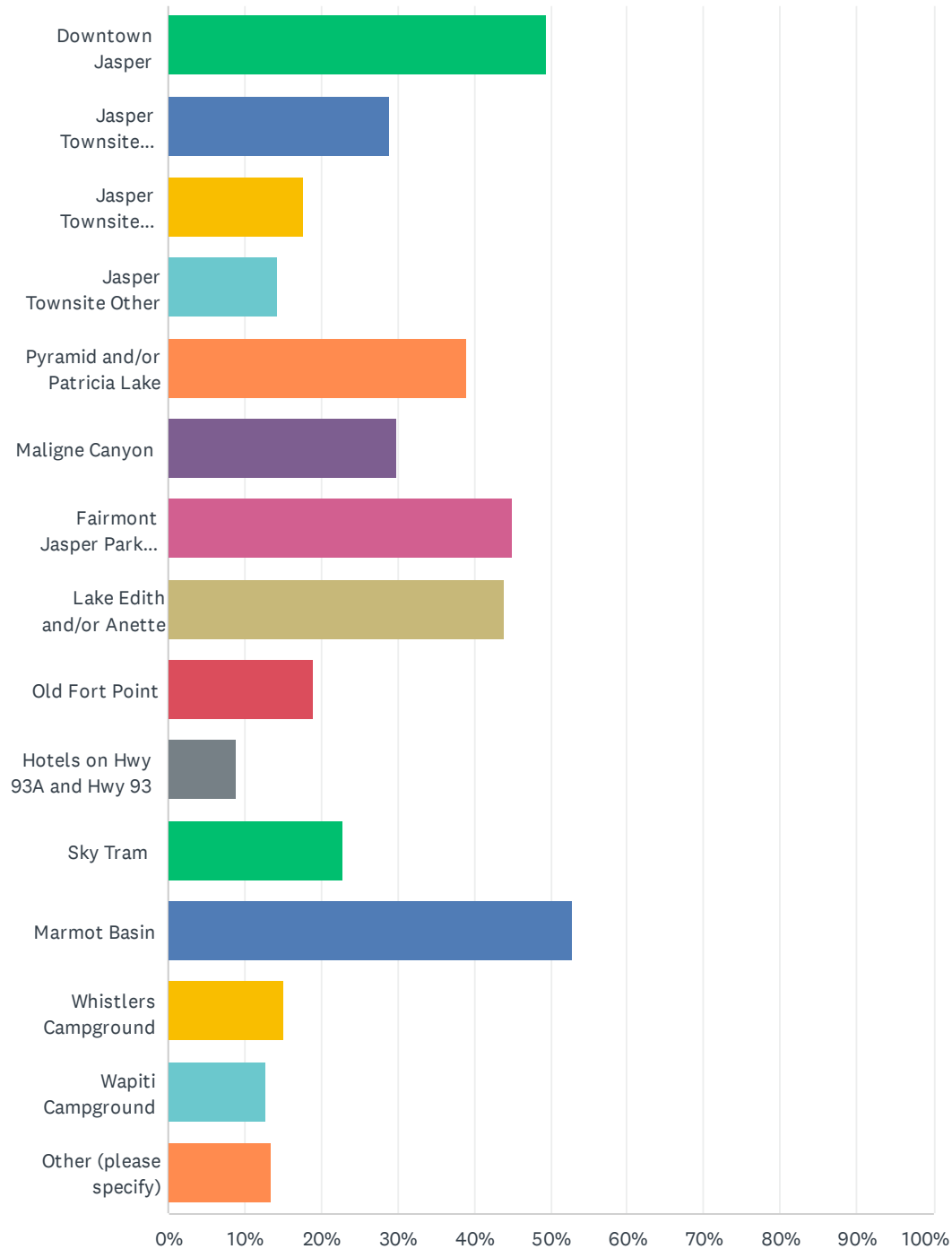


## Jasper Residents + Visitors

42	Going to lakes. I would not use transit within the townsite.	10/20/2022 7:39 AM
43	errands, attend special events	10/19/2022 11:10 PM
44	As a sober ride	10/19/2022 8:20 PM
45	Possibly picking up child from school in the snow when we can't bike? But, the bus would need to pick up close to the school and bring us close to home.	10/19/2022 6:46 PM
46	out of townsite excursions - town is only 10? blocks long...easy to bike or walk	10/19/2022 6:00 PM
47	Activity centre/pool. Bars at night.	10/19/2022 4:53 PM
48	Jasper is not big enough for public transport when you can walk or ride everywhere. This is a waste of time and money.	10/19/2022 4:41 PM
49	I would never use it	10/19/2022 4:28 PM
50	Getting to and from tourist hot spots like Lake Annette etc where parking is a nightmare	10/19/2022 4:25 PM
51	not using	10/19/2022 3:49 PM

## Q17 What destinations would you ride to or from using public transit? (select all that apply)

Answered: 289 Skipped: 169



## Jasper Residents + Visitors

ANSWER CHOICES	RESPONSES	
Downtown Jasper	49.48%	143
Jasper Townsite Institutional Area: Activity Centre, Fitness Centre, Library, Schools	29.07%	84
Jasper Townsite Industrial Area: Stan Wright Drive, Sleepy Hollow Rd, Compound Rd	17.65%	51
Jasper Townsite Other	14.19%	41
Pyramid and/or Patricia Lake	39.10%	113
Maligne Canyon	29.76%	86
Fairmont Jasper Park Lodge	44.98%	130
Lake Edith and/or Anette	43.94%	127
Old Fort Point	19.03%	55
Hotels on Hwy 93A and Hwy 93	9.00%	26
Sky Tram	22.84%	66
Marmot Basin	52.94%	153
Whistlers Campground	15.22%	44
Wapiti Campground	12.80%	37
Other (please specify)	13.49%	39
Total Respondents: 289		

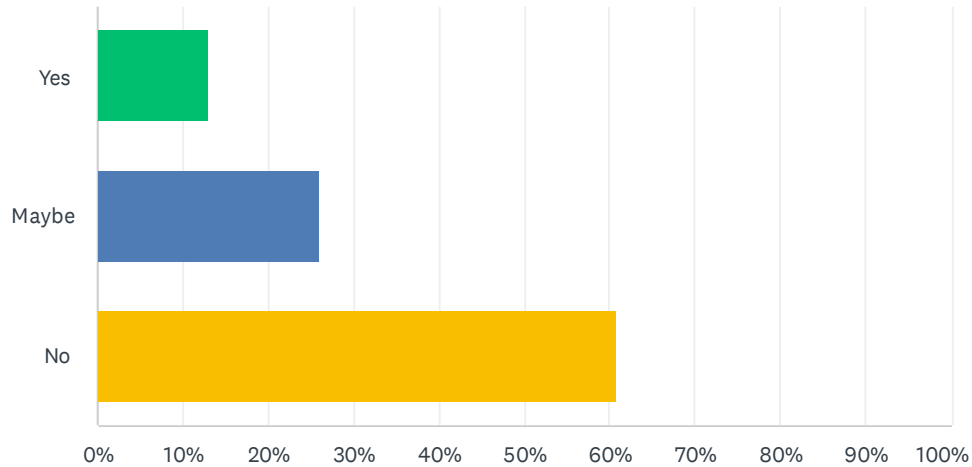
#	OTHER (PLEASE SPECIFY)	DATE
1	None	10/28/2022 7:45 PM
2	I would hike or bike.	10/28/2022 7:09 PM
3	N/A	10/28/2022 4:22 PM
4	I would not use	10/28/2022 3:08 PM
5	This seems more for tourists than residents	10/27/2022 4:25 PM
6	Nowhere	10/27/2022 2:53 PM
7	Calgary	10/27/2022 12:29 PM
8	Hinton	10/27/2022 11:15 AM
9	None	10/27/2022 11:01 AM
10	Potential trailheads located nearby	10/27/2022 9:27 AM
11	None	10/26/2022 5:42 PM
12	Church	10/26/2022 2:16 PM
13	Cabin Creek	10/26/2022 11:52 AM
14	Maligne lake	10/26/2022 1:10 AM
15	Maligne Lake, edith Cavell	10/25/2022 10:53 PM
16	None	10/25/2022 9:31 PM
17	Hinton	10/25/2022 9:02 PM

## Jasper Residents + Visitors

18	Not	10/25/2022 7:25 PM
19	2	10/25/2022 6:25 PM
20	Valley of the 5	10/25/2022 1:50 PM
21	I would not use	10/25/2022 1:45 PM
22	Would not use it	10/25/2022 1:32 PM
23	Won't use	10/25/2022 1:17 PM
24	Maligne Lake, edith Cavell, miette hot springs.	10/25/2022 11:46 AM
25	none	10/25/2022 10:50 AM
26	Hospital, seniors home	10/25/2022 10:30 AM
27	Residential to downtown	10/25/2022 10:20 AM
28	All/none/some of the above	10/25/2022 10:20 AM
29	These are all within walking distance of town. I'd prefer a Hinton/Edson bus	10/23/2022 7:44 AM
30	Edith Cavell, Maligne, Miette Hot Springs	10/22/2022 1:58 PM
31	East side of town (Forest Park, Starbucks, Evil Dave's end of town)	10/21/2022 9:41 AM
32	none	10/20/2022 9:32 PM
33	JPL	10/19/2022 7:29 PM
34	Miette hot springs	10/19/2022 6:10 PM
35	West end residential to east end residential	10/19/2022 4:53 PM
36	None. This is not viable or what are taxes should be going toward.	10/19/2022 4:41 PM
37	None	10/19/2022 4:28 PM
38	None	10/19/2022 3:52 PM
39	not using transit	10/19/2022 3:49 PM

## Q18 If there was a transit service you could rely on for your travel needs, would you and/or your household consider giving up an automobile?

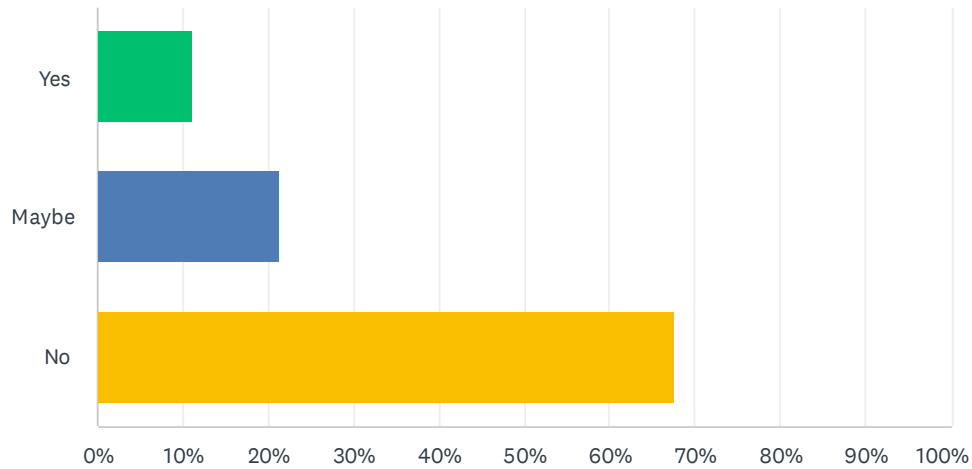
Answered: 314 Skipped: 144



ANSWER CHOICES		RESPONSES
Yes		13.06% 41
Maybe		26.11% 82
No		60.83% 191
TOTAL		314

## Q19 If there was a carsharing service you could rely on for your travel needs, would you and/or your household consider giving up an automobile?

Answered: 315 Skipped: 143

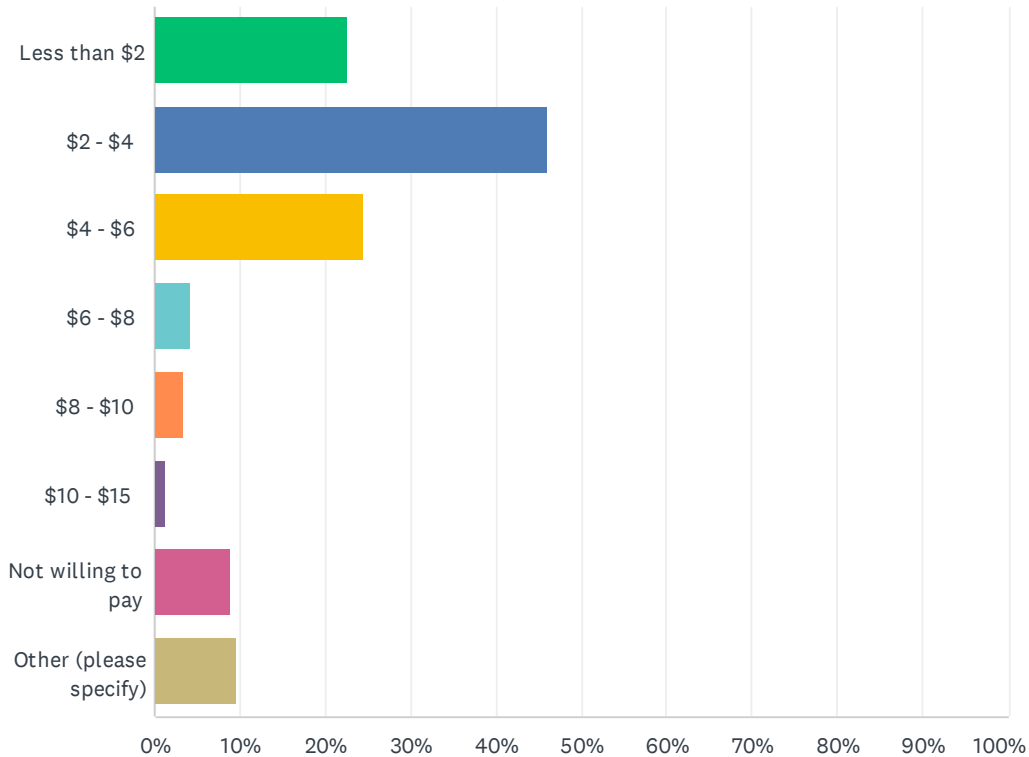


ANSWER CHOICES	RESPONSES	
Yes	11.11%	35
Maybe	21.27%	67
No	67.62%	213
TOTAL		315



## Q20 How much would you be willing to pay for a one-way transit ticket within Jasper and to the nearby attractions?

Answered: 326 Skipped: 132



ANSWER CHOICES	RESPONSES	
Less than \$2	22.70%	74
\$2 - \$4	46.01%	150
\$4 - \$6	24.54%	80
\$6 - \$8	4.29%	14
\$8 - \$10	3.37%	11
\$10 - \$15	1.23%	4
Not willing to pay	8.90%	29
Other (please specify)	9.51%	31
Total Respondents: 326		

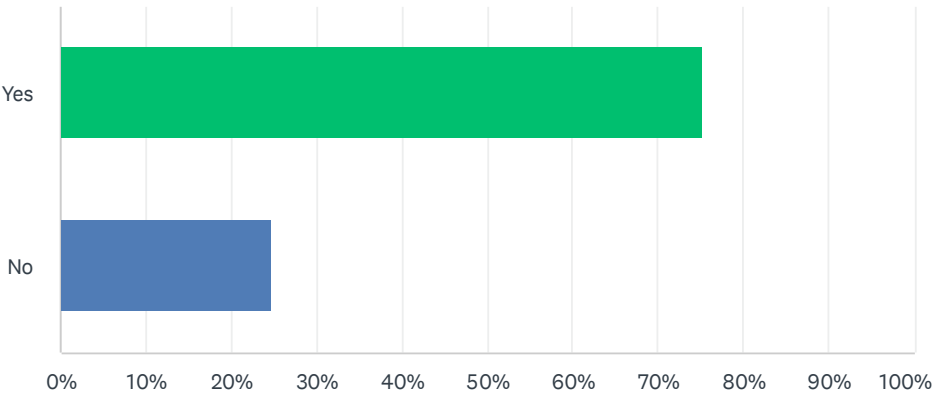
#	OTHER (PLEASE SPECIFY)	DATE
1	I bike	11/6/2022 8:06 PM
2	Less than \$2 in town, \$4-6 out of town to make it cost equitable for my family with the car	11/6/2022 10:44 AM
3	I think within town should be a different price then services outside of town.	11/6/2022 8:17 AM

## Jasper Residents + Visitors

4	Monthly	10/31/2022 12:05 PM
5	Depends on how far it was to get to it	10/29/2022 7:25 AM
6	Make it support itself	10/28/2022 3:52 PM
7	Depends how far the other attraction is, or the scope of the network	10/27/2022 8:18 PM
8	\$2-4 within town and \$8-10 to outlying areas	10/27/2022 2:13 PM
9	I think it should be free as an incentive to get huger ridership and more tourists using the bus if it's complimentary- also more people would visit attractions and the ski hill and there would be less parking issues	10/27/2022 12:18 AM
10	Willing to buy a transit pass of some sort as well.	10/26/2022 8:01 PM
11	Not sure I would be using it so not sure if I'd be down to pay	10/26/2022 6:17 PM
12	If you have physical limits, a car is the easiest	10/26/2022 1:22 PM
13	\$2 for in town transportation, a graduating scale for outside town. For Example, JPL or Sky Tram \$4 - 5 each way	10/26/2022 11:57 AM
14	Bus pass option	10/26/2022 11:54 AM
15	depends on the way/how far away	10/25/2022 11:41 PM
16	Marmot!!!!	10/25/2022 11:01 PM
17	I think bike and scooter rentals would be nice	10/25/2022 7:26 PM
18	Depending on distance	10/25/2022 3:06 PM
19	Consider a day pass. Unlimited rides for the day.	10/25/2022 11:51 AM
20	We are usually riding our bikes or walking.	10/25/2022 11:32 AM
21	variable for destinations along Parkway and Maligne Valley	10/25/2022 11:30 AM
22	Day pass.	10/25/2022 10:39 AM
23	Free for residents-2\$ per visitor	10/21/2022 1:29 PM
24	\$10 for a 2-way trip to marmot	10/20/2022 8:15 AM
25	Local discount or yearly card	10/20/2022 7:59 AM
26	Rate could vary depending on destination ex. In town is cheaper than further areas like malignant canyon	10/19/2022 7:31 PM
27	I'd expect town to be cheap and more for out of town locations. If I were to use it for school pickup I would not if I had to pay \$10 to get to the school and bring my child home... that would be \$50/week. It would need to be affordable for families to use daily.	10/19/2022 6:53 PM
28	outside of townsite - \$10	10/19/2022 6:05 PM
29	A season pass would be good where you pay a fixed sum and can use the shuttle service anytime. In London UK we had "Oyster cards" that you can pre-load with payments. Different trips cost different amounts depending on distance.	10/19/2022 4:56 PM
30	\$2	10/19/2022 4:42 PM
31	Rate must reflect the cost to operate	10/19/2022 3:54 PM

Q21 Do you support offering free transit to Jasper residents?

Answered: 385    Skipped: 73

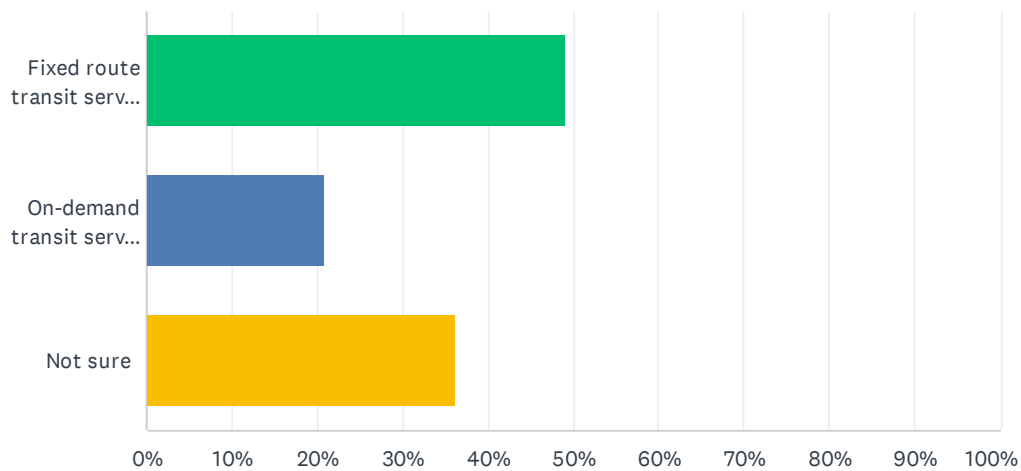


ANSWER CHOICES	RESPONSES	
Yes	75.32%	290
No	24.68%	95
TOTAL		385

Q22 We are evaluating both fixed route and on-demand transit service.

Fixed route service has a set schedule and route that is published in advance, sometimes called regular or conventional transit. On-demand service adjusts the timing and routing based on customer demands and would allow you to book a trip for where you need to go using an app, although you may have to wait depending on how many people are using the system at any given time. Which type of service would benefit you the most:

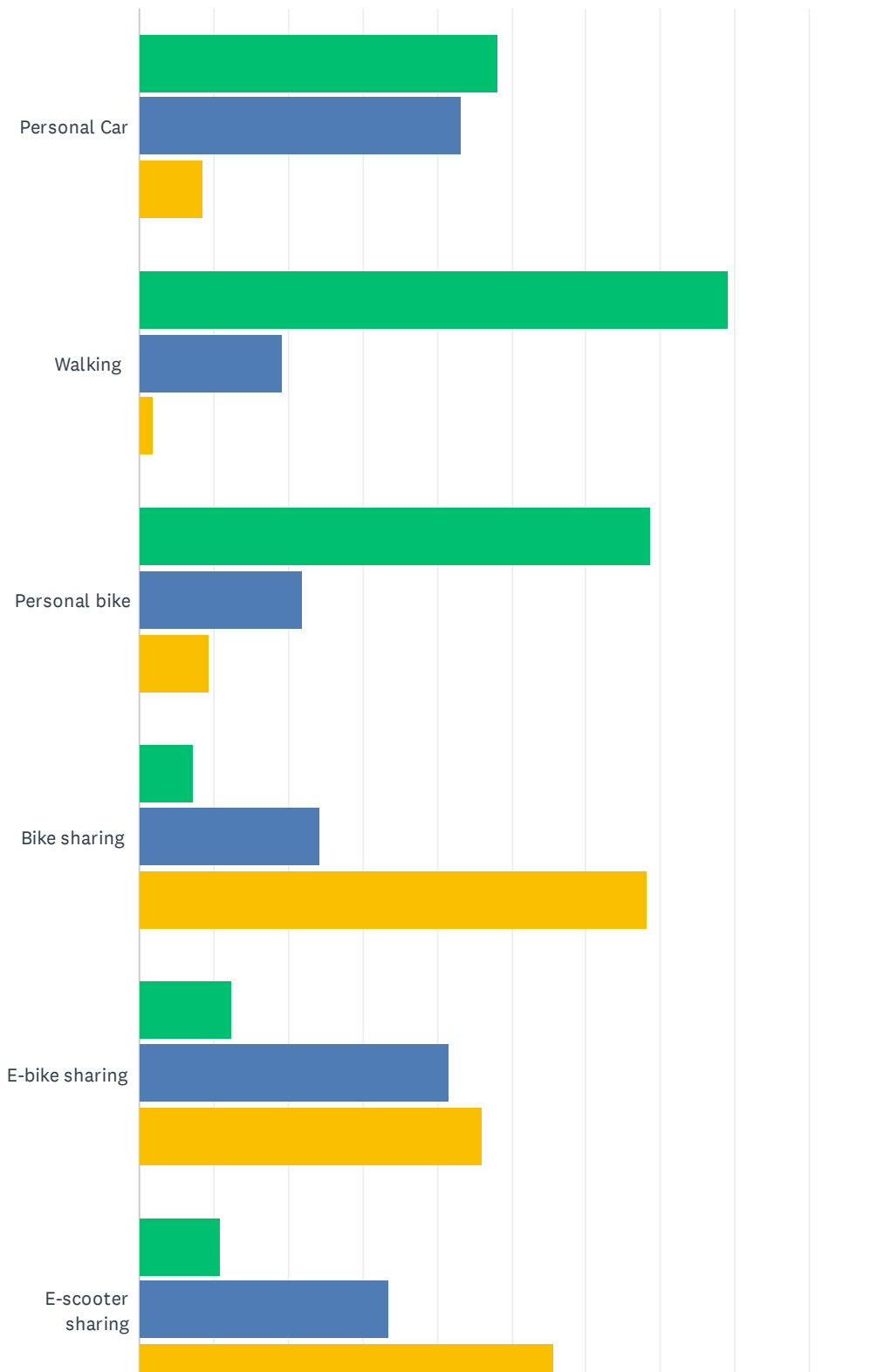
Answered: 380 Skipped: 78



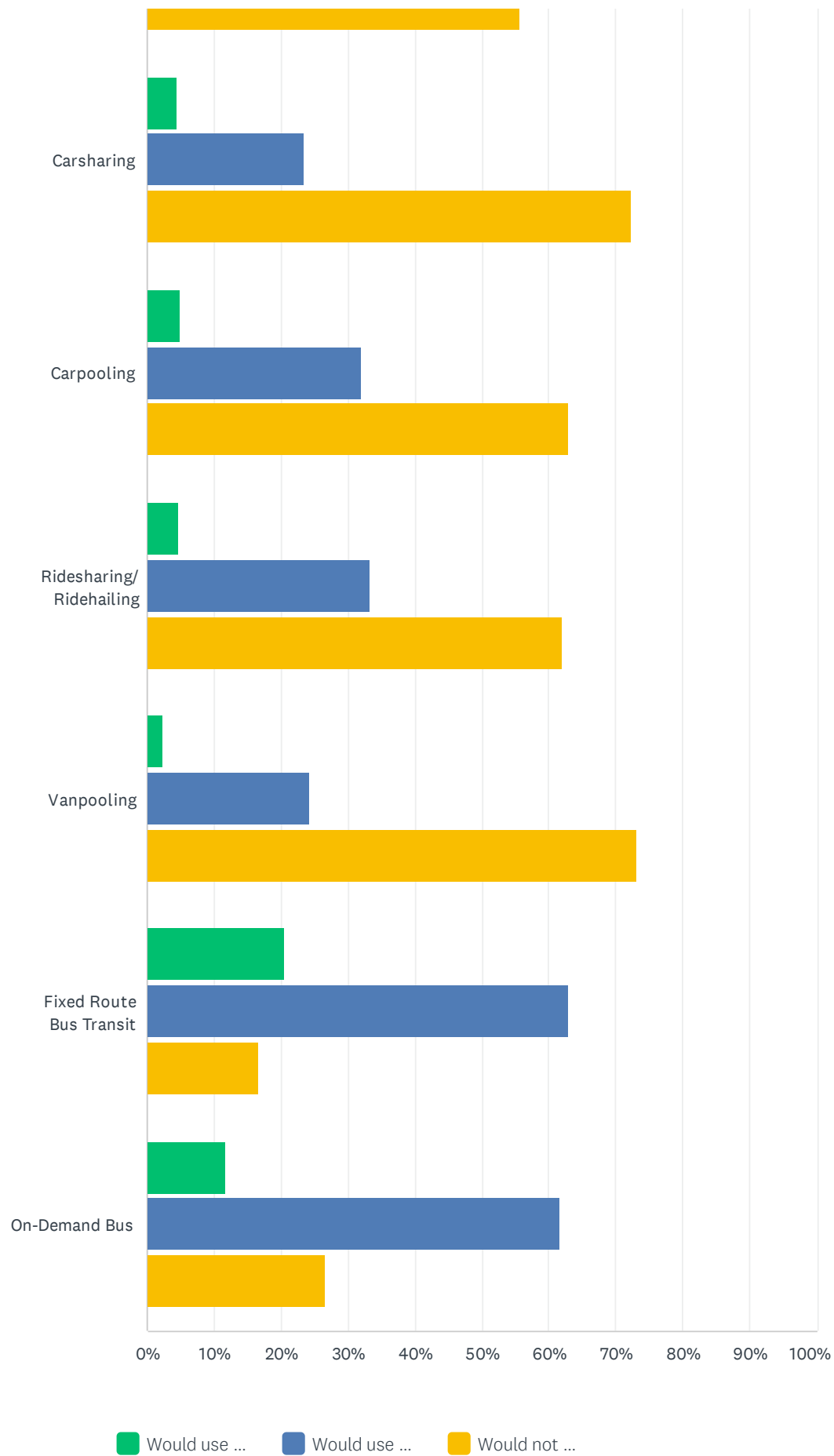
ANSWER CHOICES	RESPONSES	
Fixed route transit service	48.95%	186
On-demand transit service	20.79%	79
Not sure	36.32%	138
Total Respondents: 380		

Q23 In addition to public transit, what other ways would you and other members of our household use to get around Jasper and the surrounding area? (How often would you use them?)

Answered: 382 Skipped: 76



## Jasper Residents + Visitors



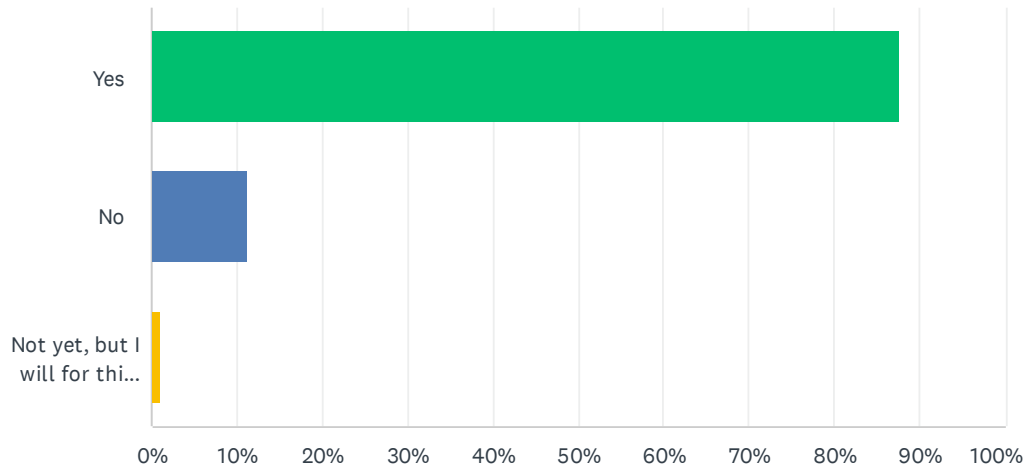


# Jasper Residents + Visitors

	WOULD USE OFTEN	WOULD USE SOMETIMES	WOULD NOT USE	TOTAL	WEIGHTED AVERAGE
Personal Car	48.12% 179	43.28% 161	8.60% 32	372	1.60
Walking	79.05% 298	19.10% 72	1.86% 7	377	1.23
Personal bike	68.63% 256	21.98% 82	9.38% 35	373	1.41
Bike sharing	7.35% 25	24.41% 83	68.24% 232	340	2.61
E-bike sharing	12.32% 43	41.55% 145	46.13% 161	349	2.34
E-scooter sharing	10.79% 37	33.53% 115	55.69% 191	343	2.45
Carsharing	4.39% 15	23.39% 80	72.22% 247	342	2.68
Carpooling	4.91% 17	32.08% 111	63.01% 218	346	2.58
Ridesharing/ Ridehailing	4.66% 16	33.24% 114	62.10% 213	343	2.57
Vanpooling	2.35% 8	24.41% 83	73.24% 249	340	2.71
Fixed Route Bus Transit	20.40% 72	62.89% 222	16.71% 59	353	1.96
On-Demand Bus	11.63% 40	61.63% 212	26.74% 92	344	2.15

## Q24 Do you have reliable cellular data that would allow you to book a bus trip, bike trip, scooter trip, taxi trip or carsharing vehicle using an online or app-based platform?

Answered: 382 Skipped: 76



ANSWER CHOICES	RESPONSES	
Yes	87.70%	335
No	11.26%	43
Not yet, but I will for this service	1.05%	4
TOTAL		382

## Q25 Is there anything else you would like to tell us?

Answered: 174 Skipped: 284

#	RESPONSES	DATE
1	No	11/9/2022 10:05 PM
2	I like that there are lots of options being considered	11/8/2022 1:02 PM
3	Seems to be too many options, what is the need? A scheduled shopping bus for people to get their groceries would be good, early in the day mid-day for night workers and late afternoon for regular day workers. More space for people to walk on the sidewalks with their strollers, bicycles and walkers	11/7/2022 9:01 PM
4	No	11/7/2022 8:21 PM
5	Public transport is critical for the tourists' attractiveness for our beautiful Jasper.	11/7/2022 1:45 PM
6	Thanks for asking the community questions about public transportation. I do hope we get something in the future.	11/7/2022 10:37 AM
7	Public transit should not have to be booked. Plans throughout the day change and if buses need to be booked this will result in low rider ship. Should be a set route that picks up whoever is at the bus stop. Why limit public transit and residents and or tourists.	11/7/2022 8:52 AM
8	Need to have Google maps change parking info for lake Edith.large amount of traffic down road for cabins 17-24, no parking on that road, google maps directs parking to non existent parking area there.	11/7/2022 7:13 AM
9	Edith Cavell bus makes a lot of sense	11/6/2022 11:35 PM
10	Your survey is too longwinded	11/6/2022 9:37 PM
11	Bring back the studded tire rebate	11/6/2022 8:06 PM
12	No	11/6/2022 5:28 PM
13	My answer to the early question how often I would use the service is dependent on cost, destination and availability. It is impossible to answer that question without details.	11/6/2022 10:44 AM
14	Regular transportation for our seniors who can no longer drive would be a valuable community service. Perhaps some of the drivers that should not be driving would be more willing to give it up if there was a regular transportation option for them.	11/5/2022 7:12 PM
15	n/a	11/5/2022 4:45 PM
16	no	11/4/2022 10:55 AM
17	No	11/2/2022 8:44 AM
18	Edith Cavell and Maligne Lake are two major attractions, especially with backcountry hikers needing transportation. How were they left off the survey list?	11/1/2022 11:14 PM
19	Many residents in Jasper, like me, don't know how to drive, do not own a car and have health issues, and are struggling to bring their kids to school on time, especially during the winter months, so it will be great at least to schedule a bus in the mornings and afternoons for a drop offs and pick-ups at the schools. Also, the same people do not enjoy the summer beaches as they don't have a car.	11/1/2022 9:04 AM
20	Some of these services may be utilized by tourists, which is great to reduce congestion. However, Jasper residents should not subsidize the cost of providing the service to tourists.	10/31/2022 4:46 PM
21	There is a need for carsharing like communauto or other similar approaches. Car sharing would really help avoiding buying a second vehicle for times when a second vehicle is needed, also help low-income people, seasonal workers, etc. THis could be set up as a non-for profit. I suggest using the profit for the paid parking to fund a transit system that would benefit Jasper	10/31/2022 1:14 PM

## Jasper Residents + Visitors

residents so residents see where the money goes and they get some benefits. Also, the transit system could connect parking lots so visitors can easily travel from one end of the town to the other end.

22	Is this service meant to accommodate tourists as well? I'm not sure how any of these options would work if residents had to compete with tourists in the busy seasons(s). And although we might not be able to give up our personal vehicle, we would certainly appreciate the ability to rent a bigger vehicle at times. I hope electric vehicles are on the menu, let's keep working toward a cleaner Jasper. Great work!	10/30/2022 9:09 PM
23	Nope	10/30/2022 2:20 PM
24	No. Good questions to study options.	10/29/2022 7:20 PM
25	Please consider the fact that visitors would require reliable free wifi if digital services are required. We're hearing this often with paid parking as most visitors from out of country don't have data or available wifi to use.	10/29/2022 5:45 PM
26	Needs to have wheelchair accessible options!☹️ I am in a wheelchair but it do not stop me coming to jasper at i l kayak ski and jet sound on all your trails is in most seasons	10/29/2022 7:25 AM
27	Not really interested in anything that will raise my taxes. I'll just walk if it dies that. We pay enough already	10/29/2022 6:15 AM
28	No	10/28/2022 8:45 PM
29	No	10/28/2022 7:11 PM
30	Cellular service can be spotty at best in JNP	10/28/2022 6:22 PM
31	No	10/28/2022 4:30 PM
32	No	10/28/2022 4:24 PM
33	Fairly small town for most of th services suggested	10/28/2022 3:52 PM
34	n/a	10/28/2022 3:22 PM
35	No	10/28/2022 3:09 PM
36	Having a bus to get around would make living in Jasper way more accessible & easier for all people. The fact that it is a 45 min walk or \$50 round trip for a 10 min drive to the JPL or Pyramid Lake is absolutely outrageous and greedy feeding off people who don't have any other option. a bus or shuttle would help people be able to volunteer more or work shifts if the distance/cab fare is hindering them.	10/28/2022 1:16 PM
37	Transfers from the town site to Maligne Lake or arranging pick up at the end of Skyline Trail (where everyone parks) to the start of the trail would be amazing!	10/28/2022 12:41 PM
38	Previously was resident of jasper.	10/28/2022 9:49 AM
39	Transit in town is ridiculous. If hotels want to offer a shuttle to their guests, that is for them to staff and schedule. This town is small, you can bike (there are LOTS of used bikes out there) or walk everywhere. People can ride share on their own, they do not need the government organizing it for them. We can't pay for the services we currently provide, let alone add more. Now, if you want to have a shuttle to the beaches to alleviate parking issues, then people will need a place to rent beach chairs, or buy food. Locals are not going to take a shuttle to the beach without their beach "gear". That should be a federal government initiative. They need to solve that.	10/28/2022 8:27 AM
40	Jasper is so small that transit, in the townsite proper, seems like an unnecessary expenditure. While transit to the outlying properties (campgrounds, hotels, destinations) makes sense.	10/28/2022 8:13 AM
41	Town is small, the idea of having a bus route and the costs associated seem ridiculous. Some of the other things should be driven by business models and private investment (car sharing, e-travel, etc.	10/28/2022 6:30 AM
42	I would no like to see e-scooters in Jasper, those that already own them do not follow the rules of the road and looking at the way they are used and treated by users in other jurisdictions does not make them an attractive option. They are ridden on the side walk with little concern	10/27/2022 8:53 PM

## Jasper Residents + Visitors

for pedestrians , dropped in or left in inconvenient places and do not follow the rules of the road.

43	Thank you!	10/27/2022 8:40 PM
44	I love Jasper	10/27/2022 8:18 PM
45	N/A	10/27/2022 5:02 PM
46	I feel like this would be more for visitor experience than locals. Town is small enough to walk or ride. Seniors who do not drive often order a cab. Is this really best use of taxpayer dollars?	10/27/2022 4:26 PM
47	Please don't ruine the village feel to jasper making it like Banff	10/27/2022 3:24 PM
48	Need to go to Marmot	10/27/2022 2:59 PM
49	No	10/27/2022 2:55 PM
50	e scooters and something for older people maybe a rental e bike/ rent per ride as they do in the cities with many drop locations all around town and someone to manage this. Would need not only a app to book the on demand bus but a phone number so that people who do not have smart phones or are less advantagous can utilize these services easily. Love the carsharing in the event a senior needs to get to an appointment. Also why don't we have a DD program, and have people register to be DD drivers. It would solve a few problems here in town.	10/27/2022 2:50 PM
51	No	10/27/2022 2:12 PM
52	I have two young children. We bike as much as possible, as long as possible before the snow falls. We are a two car family and will likely remain that way, although we have one small car that remains in Jasper. We try to bike as much as possible to reduce how often we use our cars in town. As our children get older I would love to see public transit of some sort that is safe and reliable for children. I think it gives kids a sense of freedom to be able to get around without relying on adults, especially in the winter when biking is less realistic...although not impossible! ;)	10/27/2022 1:34 PM
53	Would like to see route and Bus from Staff accomodation to school return - bus passes should be affordable and available for children	10/27/2022 12:33 PM
54	More bike rack systems, block off more curb space...walking streets, no cars, pedal cab type service to shuttle people..on/ off as needed..electric carts can be used by independent operators for parking lot shuttle services... design curb free streets...save lots of money and way more user friendly for pedestrians and bikes. Proper and safe bike lanes on the main streets.	10/27/2022 12:12 PM
55	We don't need a transit service in jasper. The town is to small for that.	10/27/2022 11:18 AM
56	I would like to acknowledge that as residents many of us would not be your target audience for transit (I ride my bike year-round just about everywhere). The 2 Million visitors to Jasper National Park and Jasper townsite would be a significant ridership, especially to dayuse areas/trails.	10/27/2022 11:12 AM
57	Make sidewalks wider. Put in separate bike lanes. Reduce parking and parking lots. Close Patricia street in summer.	10/27/2022 11:03 AM
58	I don't have school age children but I do see a large number of parents transporting children to and from school. A fixed route bus schedule based around the school schedule might reduce the number of individual cars used for that purpose.	10/27/2022 9:36 AM
59	Paid parking - it would be nice if it were free again or cheaper than \$3 per hour.	10/27/2022 8:25 AM
60	No	10/27/2022 7:19 AM
61	More EV chargers would be great	10/26/2022 11:02 PM
62	Nope	10/26/2022 10:52 PM
63	Way to go jasper! We are in desperate need of transit.	10/26/2022 8:01 PM
64	Not really	10/26/2022 6:17 PM
65	Apps are so hard for our seniors to use. If there was a schedule route and they can see get a monthly schedule in the newspaper or some form of hardcopy. Not everyone is tech savvy	10/26/2022 2:18 PM

## Jasper Residents + Visitors

66	We have stopped visiting Jasper due to no transport between Jasper town and Marmot Basin as there is no longer any way to get to the ski hill	10/26/2022 2:12 PM
67	You need something that meets all age demographics!	10/26/2022 1:53 PM
68	Would the rideshares have child seats?	10/26/2022 1:42 PM
69	Don't be like Banff Nat Park where I am so restricted due to physical limitations that make using transit very awkward. I rely on a car	10/26/2022 1:22 PM
70	It is important for locals to appreciate and use a transit system but I think more importantly it is a way for visitors to get around. Hopefully easing some of the parking challenges in town and at popular trailheads.	10/26/2022 12:39 PM
71	Coordinate/cooperate with Alpine summit Lodge bus especially on their downtown/medical appointments days.	10/26/2022 12:38 PM
72	I would be curious to see the fixed route selections and times	10/26/2022 12:36 PM
73	No	10/26/2022 12:35 PM
74	no	10/26/2022 12:31 PM
75	The fixed shuttle would be a huge benefit for residents to access areas outside of the downtown core... Marmot Basin no longer has a ski shuttle which is difficult for a large amount of the residents and seasonal workers that do not otherwise have transportation. Maligne Canyon, JPL and such would also have a benefit. It can also be very difficult at times for visitors and residents that require taxis to get to events (and minimize risks of drinking and driving) when taxis are in high demand or limited staffing... we have had to wait hours to get home safely from the Fairmont at times. Naturally all visitors would benefit from a regularly scheduled shuttle, with seasonal routes and reduce environmental impacts, and, parking congestion. If the schedules are inconsistent, I don't see this being successful with a forward thinking plan for long term success. It will take time to build it and grow its use. Electric buses or hybrids would be ideal if they can support the distances and weather (cold) without issues. Storage for skis and also bike racks would be an asset. Not sure if you picture a city transit bus style with bike rack option on the front for example.	10/26/2022 12:05 PM
76	There needs to be other options than having an app. I think an example of this is the parking downtown.	10/26/2022 11:54 AM
77	No	10/26/2022 11:51 AM
78	No	10/26/2022 9:06 AM
79	No	10/26/2022 8:28 AM
80	No	10/26/2022 7:59 AM
81	N/A	10/26/2022 7:33 AM
82	It would be nice to have evening and early morning guest shuttles into the heart of downtown for hotels that are further away. That way we could drink and not have to fight for parking spots.	10/26/2022 7:19 AM
83	No	10/26/2022 5:54 AM
84	No	10/26/2022 1:12 AM
85	You do a great job in "protecting" the area Jasper that it's not getting bigger and bigger like a second Banff. ☺	10/25/2022 11:41 PM
86	Don't masquerade the true costs of private vehicles. Clearly communicate the costs of parking, maintenance, damage done by vehicles, enforcement, emergency response etc. When drivers push back with the "user should pay" argument for cyclists, transit etc., extend that principle to vehicles and charge for vehicles accordingly. The hidden costs of driving should not be hidden. This includes really hidden costs such as traffic infrastructure for non-drivers (eg pedestrians) that only exists to help drivers who can't or won't follow the law. Rant over. Thanks. Short story ... I'm okay with user pay, just make damn sure that applies to real costs of driving.	10/25/2022 11:38 PM



## Jasper Residents + Visitors

87	Parking should be free as before.	10/25/2022 11:36 PM
88	bike lane/path to Maligne Lake	10/25/2022 11:23 PM
89	I have mobility issues so a handicap bus would be amazing	10/25/2022 11:03 PM
90	Bus to Marmot. Bike racks on busses	10/25/2022 11:01 PM
91	skyline shuttles and tonquin shuttles are in demand	10/25/2022 10:57 PM
92	Pick up the pace, if you haven't noticed traffic jams and traffic in itself is getting ridiculous	10/25/2022 10:20 PM
93	Possibly unrelated: I have no qualms about paying for parking, but I do not have data on my phone. Luckily, I had parked near the library, so I was able to go over and get some wifi. There should really be a way to pay with cash or card in person.	10/25/2022 10:00 PM
94	I like the idea of e-scooters, bikes, etc, but they are abandoned all over te city and it looks terrible. I also worry that people (locals, staff and tourists) would take these down the highway to try to get out JPL. We would use a fixed bus service to get out to Maligne Canyon and to JPL, but the town itself is small enough that we always walk everywhere.	10/25/2022 9:28 PM
95	Transportation service to Marmot Basin would be great. Helps the environment, less traffic and less cars at Marmot.	10/25/2022 9:23 PM
96	Not everyone has cell phones or data so it is hard to use features that require it such as paid parking in the townsite	10/25/2022 6:02 PM
97	I would not use transit in Jasper. It would be difficult to plan the sites we would want to see if we had to use transit.	10/25/2022 5:29 PM
98	It would be nice to have dog-friendly transit options. Sometimes I want to do the skytram with my dog and it would be great it well behaved dogs would be considered on certain schedules or routes. Calgary transit allows well behaved dogs on their routes and I hope Jasper would adopt this too.	10/25/2022 4:24 PM
99	Fixed route bus service is the way to go. But your real problem is the parking situation and program.	10/25/2022 4:18 PM
100	Having bike share with stations would be excellent in Jasper, especially if there could be stations just outside town, like Pyramid, Annette, OFP, and Campgrounds	10/25/2022 3:57 PM
101	Provide town WiFi service.	10/25/2022 3:45 PM
102	Love how Jasper is trying to always improve but not get so commercialized	10/25/2022 3:14 PM
103	It needs to be affordable and not raise property taxes any great amount.	10/25/2022 3:06 PM
104	It is important to support transit even if it needs to happen in stages. Not having any transit is not a reasonable option if all transit wants/hopes aren't met.	10/25/2022 2:24 PM
105	Apps are not user friendly for seniors who might utilize this service	10/25/2022 1:48 PM
106	Need a shuttle to go to Hinton on a daily basis. It's a waste of time and money to have a municipal based transit system in Jasper. Biking and walking is feasible to getting around town and surrounding areas.	10/25/2022 1:41 PM
107	I do not own a cell phone and cannot access any Apps.	10/25/2022 1:25 PM
108	The towns 2km long, what's with all this public transport stuff? Enough wasting our money	10/25/2022 1:22 PM
109	No	10/25/2022 1:20 PM
110	I think e-bikes and escooters would work great especially around townsite and to and from campgrounds	10/25/2022 12:54 PM
111	I hate using apps	10/25/2022 12:53 PM
112	Have a fixed route transit in Jasper similar to the one in Banff the Roam transit.	10/25/2022 12:50 PM
113	Patios in the summer make biking very difficult on connaught and often present stress for bike users when there is traffic.	10/25/2022 12:48 PM
114	A frequent small bus shuttle service from Whistlers to the townsite would be a great option	10/25/2022 12:46 PM

## Jasper Residents + Visitors

115	Dump the unworkable parking plan and invest in a transit plan! Fixed route is optimal, but an on-demand system would be preferable to no system. Seasonally, the routes should loop through the campgrounds (more frequently in AM and then evenings).	10/25/2022 12:42 PM
116	Dedicated bike lanes would make getting around the downtown core easier.	10/25/2022 12:21 PM
117	There are always visitors/hikers looking for rides to trail heads (skyline, Tonquin) that would also use a dedicated bus service going to Maligne Lake and Edith Cavell. Having a dedicated bus service to there areas would alleviate parking situations and provide an options for those that travel to Jasper with no vehicle.	10/25/2022 11:51 AM
118	Let's keep this going	10/25/2022 11:37 AM
119	Cell coverage in the Jasper area can be spotty. In the summer months, I feel that the tower seems overloaded.	10/25/2022 11:32 AM
120	there is a need for bus service along the Parkway and Maligne Valley. It is a scandal that we are forced into private vehicles to visit Jasper's attractions and trailheads and to arrange expensive wasteful shuttles between distant trailheads. Parks info person told me that existing tour buses are NOT ALLOWED to stop along the Parkway unless it is a specifically permitted destination. Wasteful and a scandal. Perhaps part of JNP administration's purposeful attempts to keep people out of the backcountry, who knows?	10/25/2022 11:30 AM
121	N/A	10/25/2022 11:13 AM
122	As an overseas visitor to both Banff & Jasper NP this summer, it was great to be able to use public transport (we did hire a RV but this wasn't always practical to reach all tourist spots). We were disappointed to see there was not many transit options in Jasper compared to Banff. We did use a local tour guide and also took the RV from Whistlers campground into the townsite, however, we try to use public transit where possible to minimise traffic/pollution etc.	10/25/2022 11:11 AM
123	No	10/25/2022 11:09 AM
124	As a Hinton resident who goes to Jasper quite often, I would appreciate a decent discount (50%). I know that many people from Hinton love and support many of the small businesses there.	10/25/2022 11:00 AM
125	no,except please pavethe bad streets, ie patricia and geikie	10/25/2022 10:53 AM
126	It would be great for bus service for students to get to school.	10/25/2022 10:49 AM
127	The biggest help would be to REMOVE paid parking in the townsite (especially in the large parking lot adjacent to the train station). Nobody is going to use transit to go visit any of the out of town sites (Pyramid Lake, Mt Edith Cavell, etc) if they have to pay to park in town; they'll just drive to the sites themselves. Offering free parking in town and a cheap shuttle service to these sites might reduce traffic on the roads to these sites, and also improve the overall parking situation there.	10/25/2022 10:47 AM
128	Change the hours of parking in jasper. Parking should be free from 7 am to 6 pm. In the summer, people are out and about. At night when it's free that's when everyone is around. You are punishing the people who want to eat and shop early with children. The bars don't get penalized because parking is free. That's not fair to people who have kids and want yo be on the streets before 9 pm. Also there should be a weekly pass instead of having to pay for parking every day. I watched elderly people struggle with this problem this summer. In September you get mostly older crowds. Make it easier for them to pay for parking.	10/25/2022 10:39 AM
129	I usually fly into Edmonton and rent a car to come to Jasper. But a friend took the Rocky Mountain express train to Jasper and could have used transportation options to get to hikes outside the townsite.	10/25/2022 10:37 AM
130	If free transit was available to locals I would use it as much as possible in place of using my vehicle. I would still use my vehicle for grocery shopping or running errands in the tight timeline. But with a reliable and affordable public transit I would be able to reduce my use of vehicle significantly.	10/25/2022 10:35 AM
131	Get rid of Park & Municipal gas/diesel vehicles. Lead by example.	10/25/2022 10:26 AM
132	I like the freedom of travel in personal vehicle as you can set your own schedule and not worry about missing a bus.	10/25/2022 10:07 AM

## Jasper Residents + Visitors

133	There are plenty of business in Jasper who hire bikes, the municipality does not need to be in competition with their tax base, nor should they look to hire out the service to out of town operators.	10/24/2022 4:53 PM
134	Please make a fixed bus schedule around town and to ski hill and lakes	10/24/2022 1:14 PM
135	kjkhkh	10/24/2022 10:11 AM
136	no	10/23/2022 8:02 PM
137	We do not need intown transit, we need transit to Hinton/Edson. I didn't like the insinuation you are moving toward banning personal vehicles. We live in a rural community and rely on travelling to other communities to meet our needs and our muni caters only to tourists. This survey seems to favour tourists once again and an attempt to push out/exclude/make it impossible to live here for year-round residents. I'd appreciate a car share program only because my car is old, I cannot afford a new one with how our muni fleeces it's residents. I need on demand travel to Edson at least 2 times a month for my child and if we had the option of transport to Hinton and Edson, we're able to choose our times of arrival, and it didn't cost \$200 a trip, I would use that.	10/23/2022 7:51 AM
138	No	10/22/2022 1:47 PM
139	No	10/21/2022 10:51 PM
140	I could see this working for elderly or those with mobility issues. Aside from that within town everywhere is very easily accessible. Those without ways of transportation it could benefit to out of townsite destinations I guess. I think a bike share/scooter share program would be very well utilized in this town by locals and maybe even tourists that want that experience of feeling as though they are part of the town.	10/21/2022 10:31 PM
141	Increase green walking spaces and routes within Jasper, particularly bike paths and walking paths. Many residents and tourists walk and bike at all times of the year, and yet biking designated paths are almost non-existent. Connaught should be especially focused on for biking. Patricia Street, particularly between Hazel and Miette, should have no car access at all (aside from local delivery and needs for those with disabilities. Remove the parking and create a walking boulevard. Beautify it with trees, plaza spaces for the restaurants, and common sitting areas.	10/21/2022 5:59 PM
142	Please make transportation happen in out town. It will improve the experience for residents and visitors, we will have less emissions and less congestion in lakes and townsite.	10/21/2022 3:23 PM
143	No	10/21/2022 12:03 PM
144	Improve the recycling program we have in Jasper. It's rather embarrassing considering we are a national park and should be setting an example	10/21/2022 10:24 AM
145	Clarification that our household has one vehicle only which is why we wouldn't consider getting rid of it. We are a family of 5 (2 adults, 3 teens/kids). Our main mode of transportation within the Jasper townsite is to bike. A bus would be advantageous for solo trips to Hinton or JPL. We would prefer to drive to local beaches and when we go on hikes within the park. We usually start from town if we want to mountain bike. We prefer to drive to Marmot Basin because we usually go as a family with all our own gear.	10/21/2022 10:07 AM
146	There should be a line for bikes, scooters on the side of the road instead of paid parking	10/21/2022 10:03 AM
147	Designated bike lanes! It's terrifying biking down Connaught in the summer; trying to navigate patios with RVs running you off the road.	10/21/2022 10:01 AM
148	Could kids ride for free?	10/21/2022 9:49 AM
149	Return trips from out-of-service locations would be difficult with only an on-demand system	10/21/2022 9:46 AM
150	Our household has only one vehicle - which is why I would not be willing to give up a vehicle if this were implemented. If we had two, then perhaps yes.	10/21/2022 9:08 AM
151	No	10/20/2022 10:31 PM
152	Nope	10/20/2022 9:42 PM
153	no	10/20/2022 9:33 PM

## Jasper Residents + Visitors

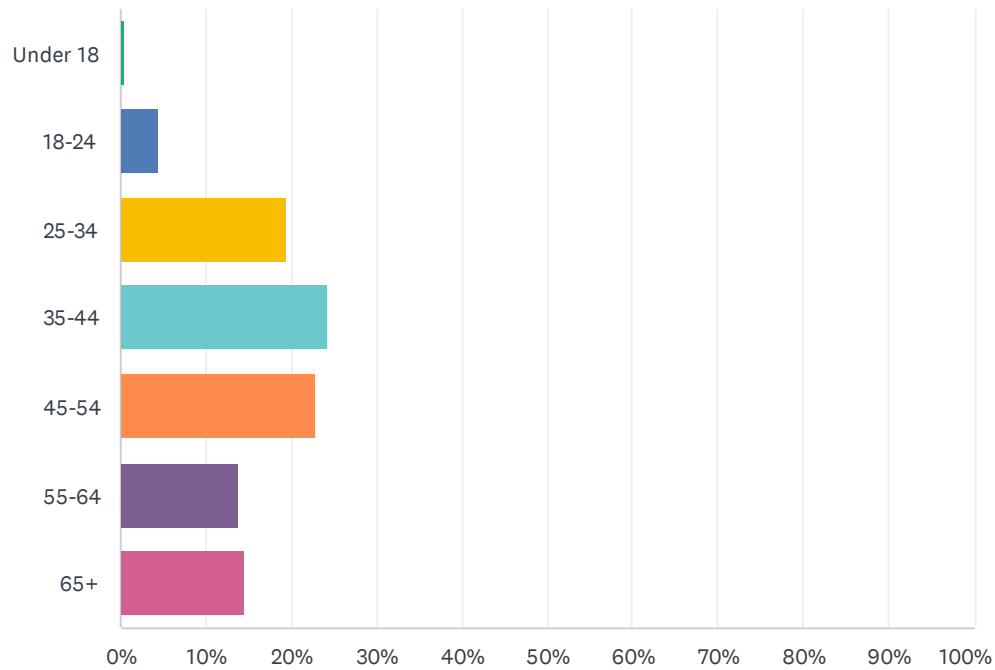
154	I own an escooter, it has mostly replaced my personal vehicle usage during snow free times and is a very effective mode of transportation for townsite travel. I would like to see granted/rebates for personal e-bike purchases for local residents similar to banff and Canmore	10/20/2022 3:33 PM
155	It would be really useful to have a bus that moves from one side of Town to the other (Cavell to Cabin Creek) in Winter season, due the lower temperatures. Also, for people do not have a car, it would be awesome to have some buses going to Hinton maybe 1 or 2 times a day. In case of Doctor appointments or some other needs. Thanks	10/20/2022 9:44 AM
156	The people who are running this aren't ones who ride bikes or are active. It should be left to people who actually care about the town	10/20/2022 9:39 AM
157	The car sharing program would be interesting. I bike/walk everywhere for the most part, but having a car out here is still essential for most activities outside of the townsite. I've used programs like that in cities I've lived in, and it allowed me to not own a vehicle. My main reason for replying here was to push for a marmot basin shuttle. Decreasing the amount of traffic going up there would be great, and I've spoken to MANY people - especially new comers - that would like to access the hill, but don't have their own transportation. Ideally we'd have shuttles running early, mid day and at the end. Thanks for running the survey!	10/20/2022 8:15 AM
158	N/a	10/20/2022 8:04 AM
159	I prefer not to have a system dependant on any kind of app. I think there was a lot of confusion over the parking program and the Muni would be wise to carefully consider options and keep things simpler and all-user friendly.	10/20/2022 7:42 AM
160	Thanks for asking all of this. The chance to share ideas is appreciated.	10/19/2022 8:52 PM
161	How about looking at making the downtown core of Jasper car free? Utilizing large parking lots on the end of each town, use shuttle service within the townsite and use the parking spaces to allow for pedestrian and cyclist movement - Also if there is service to wapiti/whistler campgrounds in the summer, why wouldn't there be to Marmot in the winters?	10/19/2022 8:07 PM
162	I like the idea of a tour bus for visitorsto keep costs lower than the organized operators, a daily one fee for numerous dropoffs and pick ups at various locations might be well-received by tourists. I do not support municipality funds paying for free bus transit for all residents. I do support free bus service for seniors, and low income residents. I also think that a designated bike lane around the downtown core would make families biking to school feel safer.	10/19/2022 6:53 PM
163	If you are looking to make biking\bike sharing\ scooters more attractive to visitors and residents there should be bike lanes in town. Biking downtown with visitors in their vehicles who may or may not be familiar with driving in jasper can be quite dangerous and I am amazed that jasper has no bike lanes whatsoever.	10/19/2022 6:37 PM
164	Allow developments (housing/hotels) to reduce parking requirements in exchange for having a car share. Free parking and priority parking spots for carshare vehicles. Racks or trailers for kayaks and paddle boards on buses going to Lakes. Allow dogs on transport.	10/19/2022 6:11 PM
165	Free bus rides to Marmot	10/19/2022 6:07 PM
166	No	10/19/2022 6:06 PM
167	Jasper needs reliable free internet in the downtown core for these types of services.	10/19/2022 6:05 PM
168	N/a	10/19/2022 5:43 PM
169	No	10/19/2022 5:15 PM
170	I would love to see bike lanes on Patricia and Connaught. Bus will be useful if it is regular, and if there is space for "equipment" (hockey bags etc) and groceries. I would use it a lot more often if my dog was allowed on the bus.	10/19/2022 4:56 PM
171	This is a waste of time and money. How about spending money on an updated recreation centre where people actually have options to be part of a community. Racket sports, seniors programs a youth area with accessible hours and activities. How are we building community for our community members, not the continual catering to tourists. I feel like the municipality has lost its focus with connecting to residents young and old. Transit system? Who thinks these things up? Not at all on what I would say is a priority.	10/19/2022 4:47 PM
172	Make paved paths and bike lanes	10/19/2022 4:30 PM

## Jasper Residents + Visitors

173	Nope	10/19/2022 4:23 PM
174	This will need to be a user pay system that doesn't rely on tax dollars	10/19/2022 3:54 PM

## Q26 What is your age?

Answered: 381 Skipped: 77

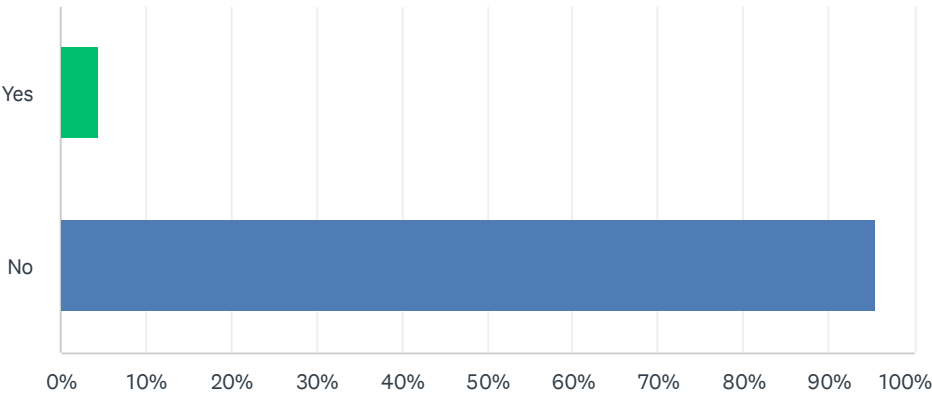


ANSWER CHOICES	RESPONSES	
Under 18	0.52%	2
18-24	4.46%	17
25-34	19.42%	74
35-44	24.41%	93
45-54	22.83%	87
55-64	13.91%	53
65+	14.44%	55
TOTAL		381



Q27 Are you a student?

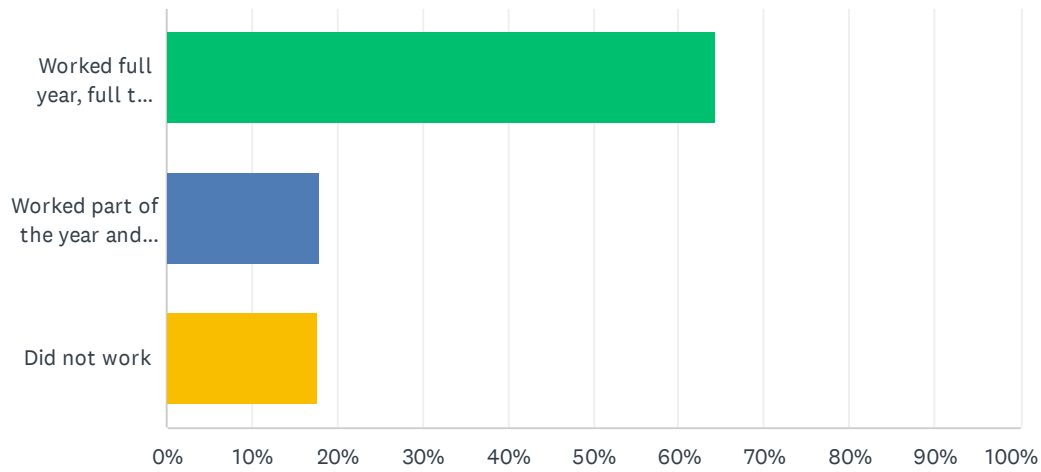
Answered: 380    Skipped: 78



ANSWER CHOICES	RESPONSES	
Yes	4.47%	17
No	95.53%	363
TOTAL		380

## Q28 In the past year, what was employment status?

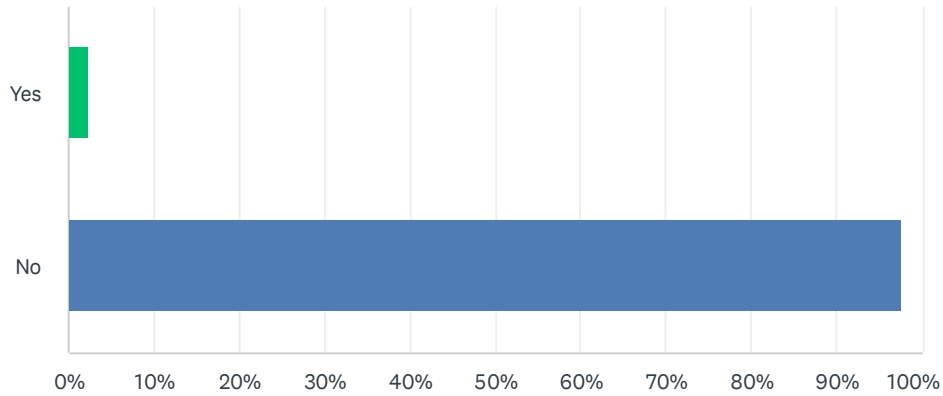
Answered: 379 Skipped: 79



ANSWER CHOICES	RESPONSES	
Worked full year, full time	64.38%	244
Worked part of the year and/or part time	17.94%	68
Did not work	17.68%	67
TOTAL		379

## Q29 Do you require a lift to board vehicles? (ie. For wheelchairs, physical impairments, walkers, etc.)

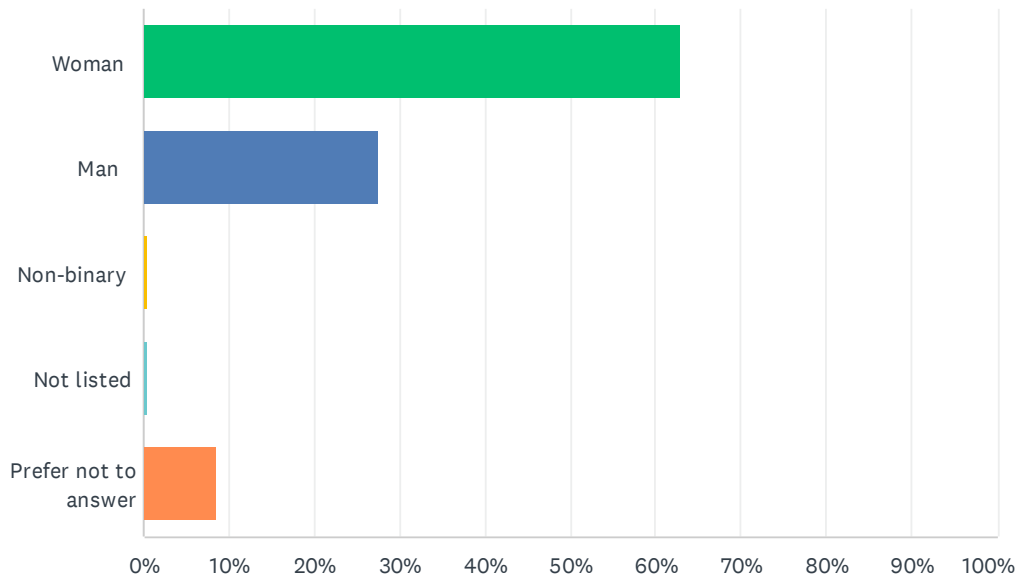
Answered: 381 Skipped: 77



ANSWER CHOICES	RESPONSES	
Yes	2.36%	9
No	97.64%	372
TOTAL		381

## Q30 To which gender do you most identify?

Answered: 383 Skipped: 75



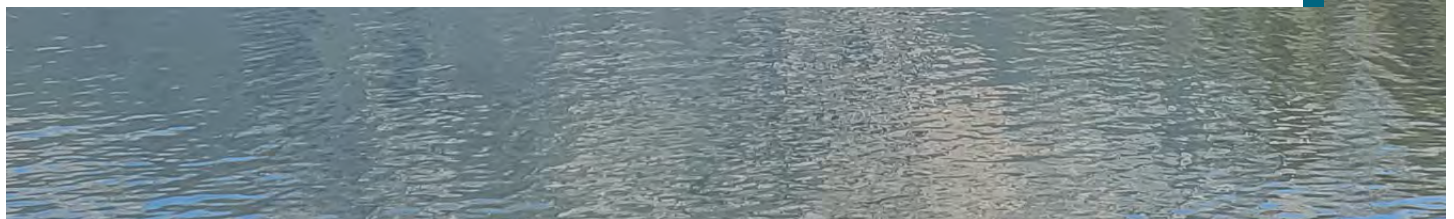
ANSWER CHOICES	RESPONSES	
Woman	62.92%	241
Man	27.42%	105
Non-binary	0.52%	2
Not listed	0.52%	2
Prefer not to answer	8.62%	33
TOTAL		383



## **APPENDIX C**

### **HOTEL QUESTIONNAIRE RESPONSES**

---



#1

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, October 25, 2022 6:16:56 PM  
**Last Modified:** Tuesday, October 25, 2022 6:26:45 PM  
**Time Spent:** 00:09:49  
**IP Address:** 173.225.245.67

---

Page 1

Q1

What is the name of your hotel(s)?

Mount Robson Inn

Q2

What is the approximate number of guests and staff do you typically have in a typical month in each season?

Staff Winter	20
Staff Summer	30

Q3

No

Do you currently offer any guest and/or staff transportation services?

Page 2

Q4

Respondent skipped this question

How much do you currently pay for transportation services for:(if the question is not applicable, please write n/a in the form)

Q5

Respondent skipped this question

Would your business benefit from a public transit service offered by the Municipality of Jasper?

Q6

Respondent skipped this question

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?



**Q7**

Respondent skipped this question

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

---

**Q8**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

---

**Q9**

Respondent skipped this question

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

---

**Q10**

Respondent skipped this question

Is there anything else you would like to tell us?

---

Page 3

**Q11**

Respondent skipped this question

Would your business benefit from a public transit service offered by the Municipality of Jasper?

---

**Q12**

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

Downtown Jasper	<b>High Priority</b>
Jasper Townsite: Activity Centre, Fitness Centre, Schools Area	<b>Low Priority</b>
Jasper Townsite: Other, including S-Block, Sleepy Hollow Rd	<b>Low Priority</b>
Pyramid and/or Patricia Lake	<b>Medium Priority</b>
Maligne Canyon	<b>Medium Priority</b>
Fairmont Jasper Park Lodge	<b>Medium Priority</b>
Lake Edith and/or Anette	<b>Medium Priority</b>
Old Fort Point	<b>Medium Priority</b>
Hotels on Hwy 93A and Hwy 93	<b>Medium Priority</b>
Sky Tram	<b>High Priority</b>
Marmot Basin	<b>High Priority</b>
Whistlers Campground	<b>Not a Priority</b>
Wapiti Campground	<b>Not a Priority</b>

**Q13****No**

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

**Q14****Not willing to contribute**

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

**Q15**

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-scooter sharing	<b>Not interested in Hosting or Contributing</b>
Carsharing	<b>Not interested in Hosting or Contributing</b>
Carpooling	<b>Not interested in Hosting or Contributing</b>
Ridesharing/ Ridehailing	<b>Not interested in Hosting or Contributing</b>
Vanpooling	<b>Not interested in Hosting or Contributing</b>

**Q16**

Is there anything else you would like to tell us?

MANY OF THESE OFFERINGS CAN BE COMPLICATED ENDEAVOURS WHICH MIGHT BE BEST OPERATED BY EXPERIENCED TRANSPORTATION BUSINESSES.

---

**Q17**

Optional: Please provide your email address so we can follow-up with you later in this study process

chad@mountrobsoninn.com

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## #2

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, October 26, 2022 10:07:43 AM  
**Last Modified:** Wednesday, October 26, 2022 10:11:51 AM  
**Time Spent:** 00:04:08  
**IP Address:** 184.70.82.170

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Page 1

**Q1**

What is the name of your hotel(s)?

Tonquin Inn and Maligne Lodge

**Q2**

What is the approximate number of guests and staff do you typically have in a typical month in each season?

Guests Winter	0
Guests Summer	0
Staff Winter	70
Staff Summer	100

**Q3**

No

Do you currently offer any guest and/or staff transportation services?

Page 2

**Q4**

Respondent skipped this question

How much do you currently pay for transportation services for:(if the question is not applicable, please write n/a in the form)

**Q5**

Respondent skipped this question

Would your business benefit from a public transit service offered by the Municipality of Jasper?

**Q6**

Respondent skipped this question

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

**Q7**

Respondent skipped this question

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

---

**Q8**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

---

**Q9**

Respondent skipped this question

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

---

**Q10**

Respondent skipped this question

Is there anything else you would like to tell us?

---

Page 3

**Q11**

Yes

Would your business benefit from a public transit service offered by the Municipality of Jasper?

---

## Q12

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

Jasper Townsite: Activity Centre, Fitness Centre, Schools Area	<b>Not a Priority</b>
Jasper Townsite: Other, including S-Block, Sleepy Hollow Rd	<b>Not a Priority</b>
Pyramid and/or Patricia Lake	<b>Low Priority</b>
Maligne Canyon	<b>Low Priority</b>
Fairmont Jasper Park Lodge	<b>Not a Priority</b>
Lake Edith and/or Anette	<b>Low Priority</b>
Old Fort Point	<b>Low Priority</b>
Hotels on Hwy 93A and Hwy 93	<b>Low Priority</b>
Sky Tram	<b>Medium Priority</b>
Marmot Basin	<b>High Priority</b>
Whistlers Campground	<b>Not a Priority</b>
Wapiti Campground	<b>Not a Priority</b>

## Q13

**No**

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

## Q14

**Not willing to contribute**

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

## Q15

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-scooter sharing	<b>Not interested in Hosting or Contributing</b>
Carsharing	<b>Not interested in Hosting or Contributing</b>
Carpooling	<b>Not interested in Hosting or Contributing</b>
Ridesharing/ Ridehailing	<b>Not interested in Hosting or Contributing</b>
Vanpooling	<b>Not interested in Hosting or Contributing</b>



**Q16**

**Respondent skipped this question**

Is there anything else you would like to tell us?

---

**Q17**

**Respondent skipped this question**

Optional: Please provide your email address so we can follow-up with you later in this study process

---

#3

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, October 26, 2022 11:19:41 AM  
**Last Modified:** Wednesday, October 26, 2022 11:24:01 AM  
**Time Spent:** 00:04:19  
**IP Address:** 209.91.66.212

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Page 1

**Q1**

What is the name of your hotel(s)?

Becker's Chalets

**Q2**

What is the approximate number of guests and staff do you typically have in a typical month in each season?

Guests Winter	0
Guests Summer	0
Staff Winter	2
Staff Summer	0

**Q3**

No

Do you currently offer any guest and/or staff transportation services?

Page 2

**Q4**

Respondent skipped this question

How much do you currently pay for transportation services for:(if the question is not applicable, please write n/a in the form)

**Q5**

Respondent skipped this question

Would your business benefit from a public transit service offered by the Municipality of Jasper?

**Q6**

Respondent skipped this question

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

**Q7**

Respondent skipped this question

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

---

**Q8**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

---

**Q9**

Respondent skipped this question

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

---

**Q10**

Respondent skipped this question

Is there anything else you would like to tell us?

---

Page 3

**Q11**

Yes

Would your business benefit from a public transit service offered by the Municipality of Jasper?

---

**Q12**

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

Downtown Jasper	<b>High Priority</b>
Jasper Townsite: Activity Centre, Fitness Centre, Schools Area	<b>High Priority</b>
Jasper Townsite: Other, including S-Block, Sleepy Hollow Rd	<b>Low Priority</b>
Pyramid and/or Patricia Lake	<b>Not a Priority</b>
Maligne Canyon	<b>Not a Priority</b>
Fairmont Jasper Park Lodge	<b>Not a Priority</b>
Lake Edith and/or Anette	<b>Not a Priority</b>
Old Fort Point	<b>Not a Priority</b>
Hotels on Hwy 93A and Hwy 93	<b>High Priority</b>
Sky Tram	<b>Medium Priority</b>
Marmot Basin	<b>Not a Priority</b>
Whistlers Campground	<b>Not a Priority</b>
Wapiti Campground	<b>Not a Priority</b>

**Q13****No**

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

**Q14****Not willing to contribute**

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

**Q15**

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-scooter sharing	<b>Not interested in Hosting or Contributing</b>
Carsharing	<b>Not interested in Hosting or Contributing</b>
Carpooling	<b>Not interested in Hosting or Contributing</b>
Ridesharing/ Ridehailing	<b>Not interested in Hosting or Contributing</b>
Vanpooling	<b>Not interested in Hosting or Contributing</b>

**Q16**

Is there anything else you would like to tell us?

-

---

**Q17**

Respondent skipped this question

Optional: Please provide your email address so we can follow-up with you later in this study process

---

#4

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, October 27, 2022 11:00:51 AM  
**Last Modified:** Thursday, October 27, 2022 11:05:42 AM  
**Time Spent:** 00:04:51  
**IP Address:** 184.70.190.226

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Page 1

**Q1**

What is the name of your hotel(s)?

Jasper House Bungalows

**Q2**

Respondent skipped this question

What is the approximate number of guests and staff do you typically have in a typical month in each season?

**Q3**

No

Do you currently offer any guest and/or staff transportation services?

Page 2

**Q4**

Respondent skipped this question

How much do you currently pay for transportation services for:(if the question is not applicable, please write n/a in the form)

**Q5**

Respondent skipped this question

Would your business benefit from a public transit service offered by the Municipality of Jasper?

**Q6**

Respondent skipped this question

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?



**Q7**

Respondent skipped this question

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

---

**Q8**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

---

**Q9**

Respondent skipped this question

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

---

**Q10**

Respondent skipped this question

Is there anything else you would like to tell us?

---

Page 3

**Q11**

No

Would your business benefit from a public transit service offered by the Municipality of Jasper?

---

**Q12**

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

Downtown Jasper	<b>Low Priority</b>
Jasper Townsite: Activity Centre, Fitness Centre, Schools Area	<b>Not a Priority</b>
Jasper Townsite: Other, including S-Block, Sleepy Hollow Rd	<b>Not a Priority</b>
Pyramid and/or Patricia Lake	<b>Not a Priority</b>
Maligne Canyon	<b>Not a Priority</b>
Fairmont Jasper Park Lodge	<b>Not a Priority</b>
Lake Edith and/or Anette	<b>Not a Priority</b>
Old Fort Point	<b>Not a Priority</b>
Hotels on Hwy 93A and Hwy 93	<b>Medium Priority</b>
Sky Tram	<b>Not a Priority</b>
Marmot Basin	<b>Low Priority</b>
Whistlers Campground	<b>Not a Priority</b>
Wapiti Campground	<b>Not a Priority</b>

**Q13****No**

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

**Q14****Not willing to contribute**

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

**Q15**

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-scooter sharing	<b>Not interested in Hosting or Contributing</b>
Carsharing	<b>Not interested in Hosting or Contributing</b>
Carpooling	<b>Not interested in Hosting or Contributing</b>
Ridesharing/ Ridehailing	<b>Not interested in Hosting or Contributing</b>
Vanpooling	<b>Not interested in Hosting or Contributing</b>

**Q16**

Is there anything else you would like to tell us?

e scooters, bikes, ebikes, etc. for sharing or renting on site are an eyesore and usually a cluster of garbage on the side of the street. Why expose the town of jasper to that?

---

**Q17**

Respondent skipped this question

Optional: Please provide your email address so we can follow-up with you later in this study process

---

#5

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, November 01, 2022 9:32:21 AM  
**Last Modified:** Tuesday, November 01, 2022 9:42:43 AM  
**Time Spent:** 00:10:22  
**IP Address:** 207.34.112.82

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Page 1

**Q1**

What is the name of your hotel(s)?

Pursuit Collection (Lobstick, Marmot, Crimson, Forest Park, Chateau Jasper, Pyramid Lake Lodge, Miette Mountain Cabins)

**Q2**

What is the approximate number of guests and staff do you typically have in a typical month in each season?

Guests Winter	<b>20000</b>
Guests Summer	<b>50000</b>
Staff Winter	<b>400</b>
Staff Summer	<b>640</b>

**Q3**

Do you currently offer any guest and/or staff transportation services?

Yes (please describe):  
We offer point-to-point transportation to/from our other businesses/attractions

Page 2

**Q4**

How much do you currently pay for transportation services for:(if the question is not applicable, please write n/a in the form)

Guests	<b>n/a</b>
Staff	<b>n/a</b>

**Q5****Yes**

Would your business benefit from a public transit service offered by the Municipality of Jasper?

**Q6**

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

Downtown Jasper	<b>Medium Priority</b>
Jasper Townsite: Activity Centre, Fitness Centre, Schools Area	<b>Low Priority</b>
Jasper Townsite: Other, including S-Block, Sleepy Hollow Rd	<b>Low Priority</b>
Pyramid and/or Patricia Lake	<b>Medium Priority</b>
Maligne Canyon	<b>Medium Priority</b>
Fairmont Jasper Park Lodge	<b>Low Priority</b>
Lake Edith and/or Anette	<b>Low Priority</b>
Old Fort Point	<b>Low Priority</b>
Hotels on Hwy 93A and Hwy 93	<b>Not a Priority</b>
Sky Tram	<b>Medium Priority</b>
Marmot Basin	<b>High Priority</b>
Whistlers Campground	<b>Not a Priority</b>
Wapiti Campground	<b>Not a Priority</b>

**Q7**

Yes

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

**Q8**

Less than \$5

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

**Q9**

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

Bike and e-bike sharing	<b>Both Host and Financially Contribute</b>
E-scooter sharing	<b>Not interested in Hosting or Contributing</b>
Carsharing	<b>Not interested in Hosting or Contributing</b>
Carpooling	<b>Not interested in Hosting or Contributing</b>
Ridesharing/ Ridehailing	<b>Not interested in Hosting or Contributing</b>
Vanpooling	<b>Not interested in Hosting or Contributing</b>

**Q10**

Respondent skipped this question

Is there anything else you would like to tell us?

---

Page 3

**Q11**

Respondent skipped this question

Would your business benefit from a public transit service offered by the Municipality of Jasper?

---

**Q12**

Respondent skipped this question

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

---

**Q13**

Respondent skipped this question

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

---

**Q14**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

---

**Q15**

Respondent skipped this question

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

---

**Q16**

Respondent skipped this question

Is there anything else you would like to tell us?

---

**Q17**

Respondent skipped this question

Optional: Please provide your email address so we can follow-up with you later in this study process

---

#6

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, November 01, 2022 9:41:57 AM  
**Last Modified:** Tuesday, November 01, 2022 9:53:48 AM  
**Time Spent:** 00:11:51  
**IP Address:** 209.115.223.194

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Page 1

**Q1**

What is the name of your hotel(s)?

Fairmont Jasper Park Lodge

**Q2**

What is the approximate number of guests and staff do you typically have in a typical month in each season?

Guests Winter	0
Guests Summer	0
Staff Winter	400
Staff Summer	800

**Q3**

Do you currently offer any guest and/or staff transportation services?

Yes (please describe):  
Both guest and staff shuttles to and from JPL and Town, additional shuttles to skytram and Marmot Basin

Page 2

**Q4**

How much do you currently pay for transportation services for:(if the question is not applicable, please write n/a in the form)

Guests	10K a month
Staff	Internal cost...approx \$15K a month

**Q5**

Yes

Would your business benefit from a public transit service offered by the Municipality of Jasper?



**Q6**

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

Downtown Jasper	<b>High Priority</b>
Jasper Townsite: Activity Centre, Fitness Centre, Schools Area	<b>High Priority</b>
Jasper Townsite: Other, including S-Block, Sleepy Hollow Rd	<b>Low Priority</b>
Pyramid and/or Patricia Lake	<b>Low Priority</b>
Maligne Canyon	<b>Medium Priority</b>
Fairmont Jasper Park Lodge	<b>High Priority</b>
Lake Edith and/or Anette	<b>Medium Priority</b>
Old Fort Point	<b>Medium Priority</b>
Hotels on Hwy 93A and Hwy 93	<b>Not a Priority</b>
Sky Tram	<b>High Priority</b>
Marmot Basin	<b>High Priority</b>
Whistlers Campground	<b>Medium Priority</b>
Wapiti Campground	<b>Medium Priority</b>

**Q7**

Yes

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

**Q8**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

**Q9**

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

Bike and e-bike sharing	<b>Host</b>
E-scooter sharing	<b>Host</b>
Carsharing	<b>Host</b>
Carpooling	<b>Host</b>
Ridesharing/ Ridehailing	<b>Host</b>
Vanpooling	<b>Host</b>

**Q10**

Respondent skipped this question

Is there anything else you would like to tell us?

---

Page 3

**Q11**

Respondent skipped this question

Would your business benefit from a public transit service offered by the Municipality of Jasper?

---

**Q12**

Respondent skipped this question

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

---

**Q13**

Respondent skipped this question

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

---

**Q14**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

---

**Q15**

Respondent skipped this question

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

---

**Q16**

Respondent skipped this question

Is there anything else you would like to tell us?

---

**Q17**

Respondent skipped this question

Optional: Please provide your email address so we can follow-up with you later in this study process

---

#7

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, November 01, 2022 9:39:01 AM  
**Last Modified:** Tuesday, November 01, 2022 10:00:10 AM  
**Time Spent:** 00:21:08  
**IP Address:** 184.67.59.130

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Page 1

**Q1**

What is the name of your hotel(s)?

Jasper Inn &amp; Suites

**Q2**

What is the approximate number of guests and staff do you typically have in a typical month in each season?

Staff Winter	60
Staff Summer	90

**Q3**

No

Do you currently offer any guest and/or staff transportation services?

Page 2

**Q4**

Respondent skipped this question

How much do you currently pay for transportation services for:(if the question is not applicable, please write n/a in the form)

**Q5**

Respondent skipped this question

Would your business benefit from a public transit service offered by the Municipality of Jasper?

**Q6**

Respondent skipped this question

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

**Q7**

Respondent skipped this question

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

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**Q8**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

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**Q9**

Respondent skipped this question

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

---

**Q10**

Respondent skipped this question

Is there anything else you would like to tell us?

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Page 3

**Q11**

Yes

Would your business benefit from a public transit service offered by the Municipality of Jasper?

---

**Q12**

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

Downtown Jasper	<b>High Priority</b>
Jasper Townsite: Activity Centre, Fitness Centre, Schools Area	<b>Not a Priority</b>
Jasper Townsite: Other, including S-Block, Sleepy Hollow Rd	<b>Not a Priority</b>
Pyramid and/or Patricia Lake	<b>Low Priority</b>
Maligne Canyon	<b>High Priority</b>
Fairmont Jasper Park Lodge	<b>Medium Priority</b>
Lake Edith and/or Anette	<b>Medium Priority</b>
Old Fort Point	<b>Medium Priority</b>
Hotels on Hwy 93A and Hwy 93	<b>Not a Priority</b>
Sky Tram	<b>High Priority</b>
Marmot Basin	<b>High Priority</b>
Whistlers Campground	<b>Not a Priority</b>
Wapiti Campground	<b>Not a Priority</b>
Other High Priorities (please specify):	Maligne Lake

**Q13****Yes**

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

**Q14****\$0-\$10**

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

**Q15**

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

Bike Sharing	<b>Both Host and Financially Contribute</b>
E-Bike Sharing	<b>Financially Contribute</b>
E-scooter sharing	<b>Not interested in Hosting or Contributing</b>
Carsharing	<b>Not interested in Hosting or Contributing</b>
Carpooling	<b>Not interested in Hosting or Contributing</b>
Ridesharing/ Ridehailing	<b>Not interested in Hosting or Contributing</b>
Vanpooling	<b>Not interested in Hosting or Contributing</b>

**Q16**

**Respondent skipped this question**

Is there anything else you would like to tell us?

**Q17**

**Respondent skipped this question**

Optional: Please provide your email address so we can follow-up with you later in this study process

#8

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, November 01, 2022 10:00:06 AM  
**Last Modified:** Tuesday, November 01, 2022 10:08:36 AM  
**Time Spent:** 00:08:30  
**IP Address:** 204.191.67.162

---

Page 1

**Q1**

What is the name of your hotel(s)?

Atha-B

**Q2**

What is the approximate number of guests and staff do you typically have in a typical month in each season?

Guests Winter	1500
Guests Summer	3000
Staff Winter	60
Staff Summer	80

**Q3**

No

Do you currently offer any guest and/or staff transportation services?

Page 2

**Q4**

Respondent skipped this question

How much do you currently pay for transportation services for:(if the question is not applicable, please write n/a in the form)

**Q5**

Respondent skipped this question

Would your business benefit from a public transit service offered by the Municipality of Jasper?

**Q6**

Respondent skipped this question

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?



**Q7**

Respondent skipped this question

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

---

**Q8**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

---

**Q9**

Respondent skipped this question

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

---

**Q10**

Respondent skipped this question

Is there anything else you would like to tell us?

---

Page 3

**Q11**

Yes

Would your business benefit from a public transit service offered by the Municipality of Jasper?

---

**Q12**

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

Downtown Jasper	<b>High Priority</b>
Jasper Townsite: Activity Centre, Fitness Centre, Schools Area	<b>Medium Priority</b>
Jasper Townsite: Other, including S-Block, Sleepy Hollow Rd	<b>Low Priority</b>
Pyramid and/or Patricia Lake	<b>Low Priority</b>
Maligne Canyon	<b>Not a Priority</b>
Fairmont Jasper Park Lodge	<b>Medium Priority</b>
Lake Edith and/or Anette	<b>Not a Priority</b>
Old Fort Point	<b>Not a Priority</b>
Hotels on Hwy 93A and Hwy 93	<b>Not a Priority</b>
Sky Tram	<b>Medium Priority</b>
Marmot Basin	<b>Medium Priority</b>
Whistlers Campground	<b>Medium Priority</b>
Wapiti Campground	<b>Medium Priority</b>

**Q13****No**

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

**Q14****Not willing to contribute**

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

**Q15**

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-Bike Sharing	<b>Not interested in Hosting or Contributing</b>
E-scooter sharing	<b>Not interested in Hosting or Contributing</b>
Carsharing	<b>Not interested in Hosting or Contributing</b>
Carpooling	<b>Not interested in Hosting or Contributing</b>
Ridesharing/ Ridehailing	<b>Not interested in Hosting or Contributing</b>
Vanpooling	<b>Not interested in Hosting or Contributing</b>

**Q16**

Respondent skipped this question

Is there anything else you would like to tell us?

---

**Q17**

Respondent skipped this question

Optional: Please provide your email address so we can follow-up with you later in this study process

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#9

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, November 01, 2022 12:04:45 PM  
**Last Modified:** Tuesday, November 01, 2022 12:11:37 PM  
**Time Spent:** 00:06:51  
**IP Address:** 207.167.16.98

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Page 1

**Q1**

What is the name of your hotel(s)?

Astoria Hotel

**Q2**

What is the approximate number of guests and staff do you typically have in a typical month in each season?

Guests Winter	<b>500</b>
Guests Summer	<b>2000</b>
Staff Winter	<b>20</b>
Staff Summer	<b>40</b>

**Q3****No**

Do you currently offer any guest and/or staff transportation services?

Page 2

**Q4****Respondent skipped this question**

How much do you currently pay for transportation services for:(if the question is not applicable, please write n/a in the form)

**Q5****Respondent skipped this question**

Would your business benefit from a public transit service offered by the Municipality of Jasper?

**Q6****Respondent skipped this question**

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

**Q7**

Respondent skipped this question

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

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**Q8**

Respondent skipped this question

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

---

**Q9**

Respondent skipped this question

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

---

**Q10**

Respondent skipped this question

Is there anything else you would like to tell us?

---

Page 3

**Q11**

No

Would your business benefit from a public transit service offered by the Municipality of Jasper?

---

**Q12**

If a public bus transportation service existed in Jasper, which of the following destinations would be a priority for your guests and staff?

Downtown Jasper	<b>High Priority</b>
Jasper Townsite: Activity Centre, Fitness Centre, Schools Area	<b>High Priority</b>
Jasper Townsite: Other, including S-Block, Sleepy Hollow Rd	<b>Medium Priority</b>
Pyramid and/or Patricia Lake	<b>Medium Priority</b>
Maligne Canyon	<b>Medium Priority</b>
Fairmont Jasper Park Lodge	<b>Low Priority</b>
Lake Edith and/or Anette	<b>Medium Priority</b>
Old Fort Point	<b>Medium Priority</b>
Hotels on Hwy 93A and Hwy 93	<b>Low Priority</b>
Sky Tram	<b>Medium Priority</b>
Marmot Basin	<b>Medium Priority</b>
Whistlers Campground	<b>Low Priority</b>
Wapiti Campground	<b>Low Priority</b>

**Q13****No**

Would you consider financially contributing to a public bus transportation solution for your guests and/or staff?

**Q14****Not willing to contribute**

Roughly how much would you be willing to contribute per passenger if the Municipality of Jasper offered bus transportation solutions that addressed the needs of your business?

**Q15**

Would you be interested in financially contributing or hosting any of the additional public transportation options on or at your hotel location?

Bike Sharing	<b>Both Host and Financially Contribute</b>
E-Bike Sharing	<b>Both Host and Financially Contribute</b>
E-scooter sharing	<b>Both Host and Financially Contribute</b>
Carsharing	<b>Host</b>
Carpooling	<b>Host</b>
Ridesharing/ Ridehailing	<b>Host</b>
Vanpooling	<b>Host</b>

**Q16**

Respondent skipped this question

Is there anything else you would like to tell us?

---

**Q17**

Respondent skipped this question

Optional: Please provide your email address so we can follow-up with you later in this study process

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## **APPENDIX D**

### **FIXED ROUTE CONCEPT DETAILS**

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Fixed Route Concept – Summer Stopping Pattern



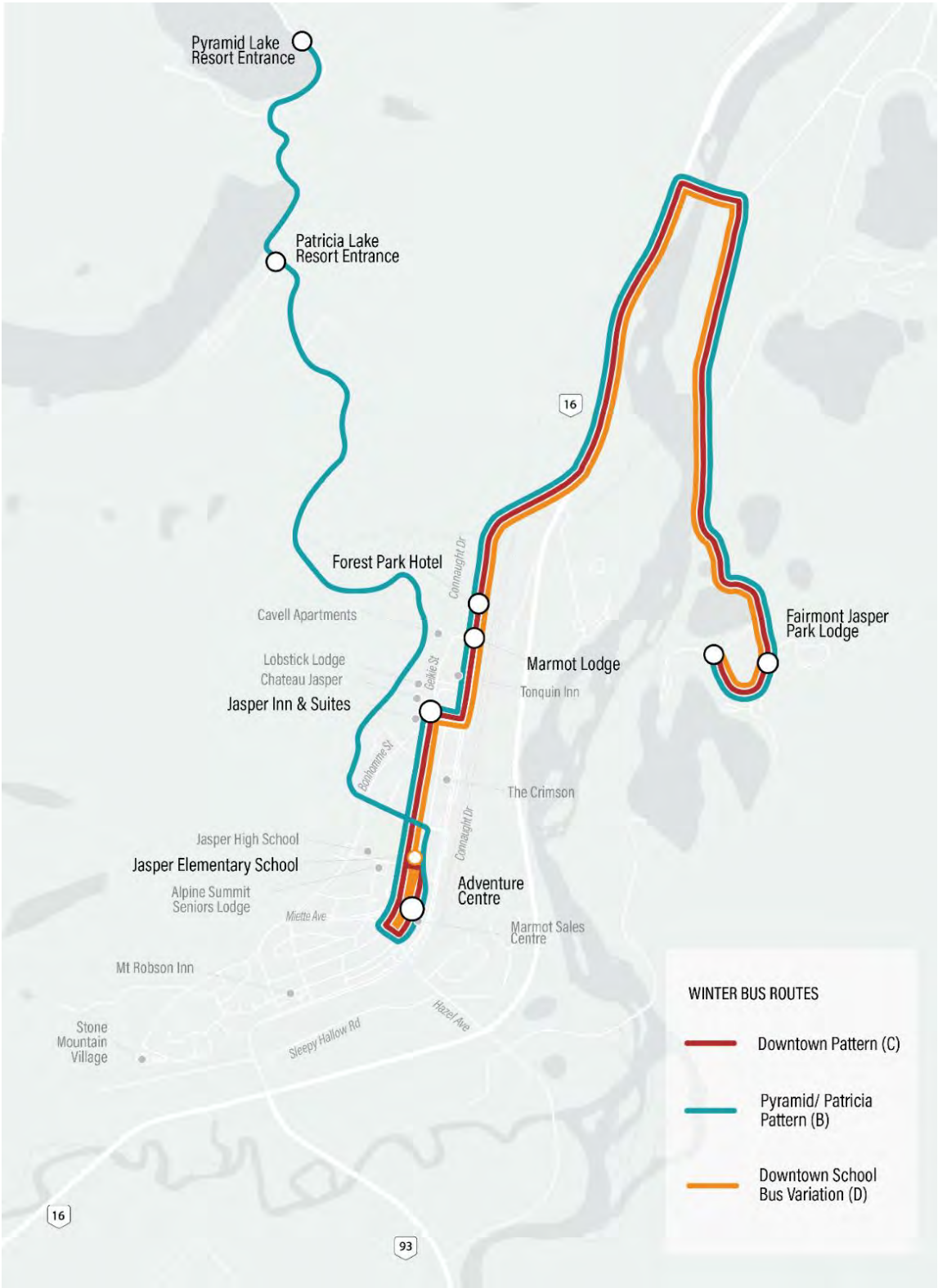
<b>Whistlers / Wapiti Pattern (B)</b>	<b>Morning School Trip Variation (A: 7:45 AM)</b>
Fairmont - Old Lodge Rd at Mildred Lake Staff Housing	Fairmont - Old Lodge Rd at Mildred Lake Staff Housing
Fairmont - Old Lodge Rd at P3	Fairmont - Old Lodge Rd at P3
Forest Park Entrance - Connaught Drive	<b>School Bus Stop - Geikie Street at Elementary School Fence</b>
Marmot Lodge Entrance - Connaught Drive	Jasper Adventure Centre - Patricia Street
Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street	Whistlers Campground
Jasper Adventure Centre - Patricia Street	Wapiti Campground
Whistlers Campground	Jasper Adventure Centre - Patricia Street
Wapiti Campground	Fairmont - Old Lodge Rd at P3
Jasper Adventure Centre - Patricia Street	Fairmont - Old Lodge Rd at Mildred Lake Staff Housing
Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street	
Marmot Lodge Entrance - Connaught Drive	
Forest Park Entrance - Connaught Drive	
Lake Annette / Edith Entrance – Old Lodge Rd	
Fairmont - Old Lodge Rd at P3	
Fairmont - Old Lodge Rd at Mildred Lake Staff Housing	

<b>Pyramid / Patricia Pattern (C)</b>	<b>Afternoon School Trip Variation (D: Approx 2:00 PM)</b>
Fairmont - Old Lodge Rd at Mildred Lake Staff Housing	Fairmont - Old Lodge Rd at Mildred Lake Staff Housing
Fairmont - Old Lodge Rd at P3	Fairmont - Old Lodge Rd at P3
Forest Park Entrance - Connaught Drive	Forest Park Entrance - Connaught Drive
Marmot Lodge Entrance - Connaught Drive	Marmot Lodge Entrance - Connaught Drive
Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street	Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street
Jasper Adventure Centre - Patricia Street	Jasper Adventure Centre - Patricia Street
Patricia Lake - Pyramid Lake Road at Patricia Lake Resort entrance	Patricia Lake - Pyramid Lake Road at Patricia Lake Resort entrance
Pyramid Lake Resort Entrance - Pyramid Lake Road	Pyramid Lake Resort Entrance - Pyramid Lake Road
Jasper Adventure Centre - Patricia Street	Jasper Adventure Centre - Patricia Street
Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street	<b>School Bus Stop - Geikie Street at Elementary School Fence</b>

Marmot Lodge Entrance - Connaught Drive	Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street
Forest Park Entrance - Connaught Drive	Marmot Lodge Entrance - Connaught Drive
Lake Annette / Edith Entrance – Old Lodge Rd	Forest Park Entrance - Connaught Drive
Fairmont - Old Lodge Rd at P3	Lake Annette / Edith Entrance – Old Lodge Rd
Fairmont - Old Lodge Rd at Mildred Lake Staff Housing	Fairmont - Old Lodge Rd at P3
	Fairmont - Old Lodge Rd at Mildred Lake Staff Housing



Fixed Route Concept – Winter Stopping Pattern



<b>Downtown Pattern (C)</b>	<b>Downtown Pattern School Bus Variation (D)</b>
Fairmont - Old Lodge Rd at Mildred Lake Staff Housing	Fairmont - Old Lodge Rd at Mildred Lake Staff Housing
Fairmont - Old Lodge Rd at P3	Fairmont - Old Lodge Rd at P3
Forest Park Entrance - Connaught Drive	Forest Park Entrance - Connaught Drive
Marmot Lodge Entrance - Connaught Drive	Marmot Lodge Entrance - Connaught Drive
Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street	Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street
Jasper Adventure Centre - Patricia Street	Jasper Adventure Centre - Patricia Street
Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street	<b>School Bus Stop - Geikie Street at Elementary School Fence</b>
Marmot Lodge Entrance - Connaught Drive	Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street
Forest Park Entrance - Connaught Drive	Marmot Lodge Entrance - Connaught Drive
Fairmont - Old Lodge Rd at P3	Forest Park Entrance - Connaught Drive
Fairmont - Old Lodge Rd at Mildred Lake Staff Housing	Fairmont - Old Lodge Rd at P3
	Fairmont - Old Lodge Rd at Mildred Lake Staff Housing

<b>Pyramid / Patricia Pattern (B)</b>
Fairmont - Old Lodge Rd at Mildred Lake Staff Housing
Fairmont - Old Lodge Rd at P3
Forest Park Entrance - Connaught Drive
Marmot Lodge Entrance - Connaught Drive
Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street
Jasper Adventure Centre - Patricia Street
Pyramid Lake Resort Entrance - Pyramid Lake Road
Jasper Adventure Centre - Patricia Street
Jasper Inn & Suites / Chateau Jasper / Lobstick Lodge - Geikie Street
Marmot Lodge Entrance - Connaught Drive
Forest Park Entrance - Connaught Drive
Fairmont - Old Lodge Rd at P3
Fairmont - Old Lodge Rd at Mildred Lake Staff Housing

## REQUEST FOR DECISION

**Subject:** Activity Centre Renovation Progress Update  
**From:** Bill Given, Chief Administrative Officer  
**Prepared by:** Christopher Read, Director of Community Development  
**Reviewed by:** Angella Franklin, Recreation Facilities Manager  
**Date:** February 6, 2023

---



### **Recommendation:**

That Committee receive the December 2022 Activity Centre Renovation Progress Update for information.

### **Alternatives:**

That Committee direct Administration return to a future meeting with additional details.

### **Background:**

In 2019 the Municipality of Jasper secured provincial and federal grant funding towards a major renovation of the Activity Centre, Arena and Fitness and Aquatics Centre facilities. In 2021, Council budgeted \$1,056,228 for Design and Engineering related to the facilities and an additional \$200,000 for a Structural Review of the Fitness and Aquatics Centre.

In August 2021, Council awarded Project Management services on the renovation to WSP and in December 2022, Council selected GEC Architecture as the prime consultant. On May 3<sup>rd</sup> Council approved the project scope which included a total of approximately \$14 million dollars in items. Most recently in July 2022, Council awarded the Construction Management services contract to Carlson Construction.

### **Discussion:**

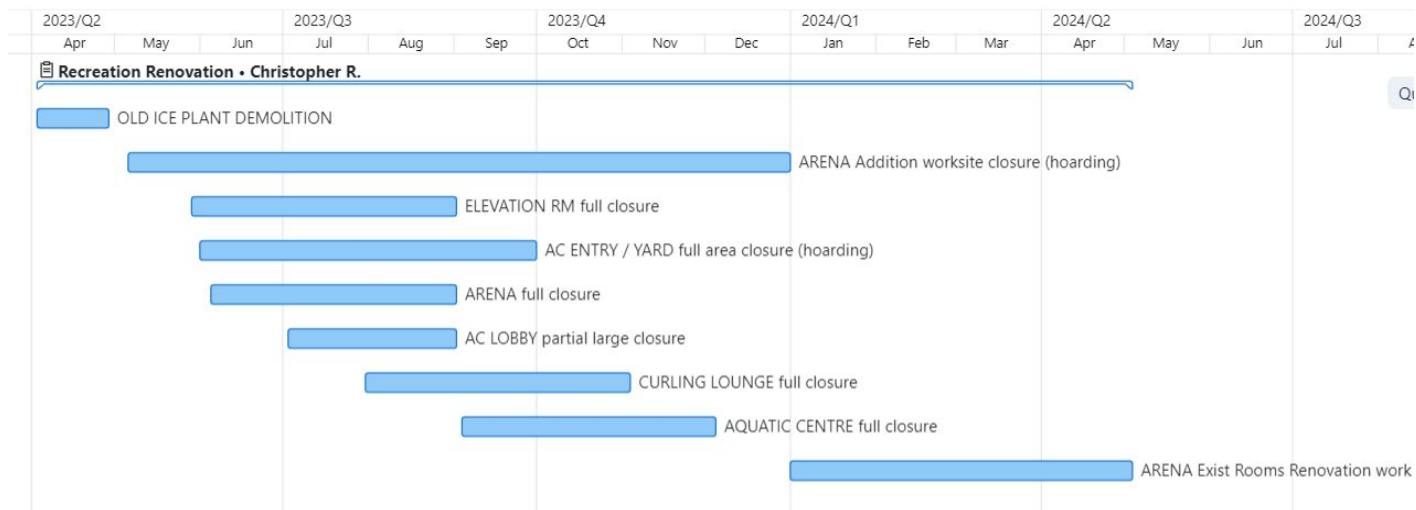
Administration is committed to ensuring Council and the community are provided with regular updates about its progress.

The attached update summary provides an overview of recently completed actions, items currently underway and a long-range forecast.

The following milestones are scheduled for completion within Q1:

- Approval to award Subtrade Tenders for tender package 1 scheduled for February 2023;
- Tender package 2 issued for tender documents scheduled for March 2023;
- Approval to award Subtrade Tenders for tender package 2 scheduled for May 2023; and
- Construction start date is scheduled for May 2023, and the estimated schedule of major impacts is shown in the chart below:





Administration is confident that the project is on track and is available to provide additional detail or answer Council questions.

#### Strategic Relevance:

- Community Health:
  - Promote and enhance recreational and cultural opportunities and spaces.
  - Enable and facilitate events that provide opportunities to increase community connections.
  - Leverage and create opportunities for greater inclusion.
  - Recognize the fundamental importance of our tourism economy.
- Relationships
  - Communicate and engage with residents.
  - Welcome the expertise, innovation, creativity and commitment of community members, groups, associations, and businesses.
- Organizational Excellence
  - Ensure residents receive quality service that provides strong value for dollar.

#### Inclusion Considerations:

The Municipal Inclusion Assessment Tool has been applied to this RFD.

#### Financial:

The project is currently within the approved budget.

#### Attachments:

Jasper Activity Centre Project Status Report December 2022



# JASPER ACTIVITY CENTRE COUNCIL UPDATE PROJECT STATUS REPORT Q4 2022



BUDGET STATUS	SCHEDULE STATUS																																																														
<p><b>Budget</b> \$ 14,001,550</p> <p><b>Committed</b> \$ 1,161,886</p> <p><b>Forecast Cost at Completion</b> \$13,834,791</p> <p><b>Forecast Variance at Completion</b> Under \$166,759</p>	<table> <tr> <th>Milestone</th><th>Date</th></tr> <tr> <td colspan="2"><b>Completed</b></td></tr> <tr> <td>Procurement of Prime Consultant</td><td>9-Dec-21</td></tr> <tr> <td>Building Condition Assessment</td><td>2-Feb-22</td></tr> <tr> <td>Scope Validation</td><td>4-May-22</td></tr> <tr> <td>Approval of Award – Construction Manager</td><td>06-Jul-22</td></tr> <tr> <td>Schematic Design Report</td><td>13-Jul-22</td></tr> <tr> <td>Award Construction Manager</td><td>19-Jul-22</td></tr> <tr> <td>Class D Cost Estimate</td><td>11-Aug-22</td></tr> <tr> <td colspan="2"><b>Currently Underway</b></td></tr> <tr> <td><b>Approval of Schematic Design and Revised Scopes</b></td><td><b>31-Jan-22</b></td></tr> <tr> <td colspan="2"><i>The project team is finalizing the last remaining Schematic Design elements (i.e., Aquatic Centre Universal Changerooms and Arena Dressing Rooms and Seating)</i></td></tr> <tr> <td><b>Start of Design Development</b></td><td><b>Nov 2022</b></td></tr> <tr> <td colspan="2"><i>Design Development on the scopes that are not changing from the Schematic Design have begun in order to accelerate the schedule.</i></td></tr> <tr> <td><b>Tender Package 1 - Issued for Tender Documents Complete</b></td><td><b>31-Jan-23</b></td></tr> <tr> <td colspan="2"><i>The project team is working on getting the first Tender Package ready for issuance to mitigate long lead times on the procurement of equipment (i.e., Elevator and Electrical Equipment)</i></td></tr> <tr> <td><b>Development Permit Application</b></td><td><b>Dec 2022</b></td></tr> <tr> <td colspan="2"><i>The project team has been working with the development permit officer with Parks Canada and is working towards a Development Permit Application.</i></td></tr> <tr> <td><b>Class C Cost Estimate</b></td><td><b>Jan 2023</b></td></tr> <tr> <td colspan="2"><i>Once the design development stage is completed the Construction Manager will complete a Cost Estimate associated with the updated design.</i></td></tr> <tr> <td colspan="2"><b>Upcoming</b></td></tr> <tr> <td><b>Start of Detailed Design</b></td><td><b>Jan 2023</b></td></tr> <tr> <td><b>Development Permit Approval</b></td><td><b>Feb 2023</b></td></tr> <tr> <td><b>Approval to Award Subtrade Tenders for Tender Package 1</b></td><td><b>Feb 2023</b></td></tr> <tr> <td><b>Tender Package 2 – Issued for Tender Documents Complete</b></td><td><b>Mar 2023</b></td></tr> <tr> <td><b>Class A Cost Estimate</b></td><td><b>Apr 2023</b></td></tr> <tr> <td><b>Approval to Award Subtrade Tenders for Tender Package 2</b></td><td><b>May 2023</b></td></tr> <tr> <td><b>Construction Start</b></td><td><b>Apr 2023</b></td></tr> <tr> <td><b>Substantially Complete</b></td><td><b>Dec 2023</b></td></tr> <tr> <td><b>Total Completion</b></td><td><b>Jan 2024</b></td></tr> <tr> <td colspan="2"><i>The project team has been working to accelerate the schedule. There has been an improvement to the overall schedule of 5 months from June 2024 to January 2024.</i></td></tr> </table>	Milestone	Date	<b>Completed</b>		Procurement of Prime Consultant	9-Dec-21	Building Condition Assessment	2-Feb-22	Scope Validation	4-May-22	Approval of Award – Construction Manager	06-Jul-22	Schematic Design Report	13-Jul-22	Award Construction Manager	19-Jul-22	Class D Cost Estimate	11-Aug-22	<b>Currently Underway</b>		<b>Approval of Schematic Design and Revised Scopes</b>	<b>31-Jan-22</b>	<i>The project team is finalizing the last remaining Schematic Design elements (i.e., Aquatic Centre Universal Changerooms and Arena Dressing Rooms and Seating)</i>		<b>Start of Design Development</b>	<b>Nov 2022</b>	<i>Design Development on the scopes that are not changing from the Schematic Design have begun in order to accelerate the schedule.</i>		<b>Tender Package 1 - Issued for Tender Documents Complete</b>	<b>31-Jan-23</b>	<i>The project team is working on getting the first Tender Package ready for issuance to mitigate long lead times on the procurement of equipment (i.e., Elevator and Electrical Equipment)</i>		<b>Development Permit Application</b>	<b>Dec 2022</b>	<i>The project team has been working with the development permit officer with Parks Canada and is working towards a Development Permit Application.</i>		<b>Class C Cost Estimate</b>	<b>Jan 2023</b>	<i>Once the design development stage is completed the Construction Manager will complete a Cost Estimate associated with the updated design.</i>		<b>Upcoming</b>		<b>Start of Detailed Design</b>	<b>Jan 2023</b>	<b>Development Permit Approval</b>	<b>Feb 2023</b>	<b>Approval to Award Subtrade Tenders for Tender Package 1</b>	<b>Feb 2023</b>	<b>Tender Package 2 – Issued for Tender Documents Complete</b>	<b>Mar 2023</b>	<b>Class A Cost Estimate</b>	<b>Apr 2023</b>	<b>Approval to Award Subtrade Tenders for Tender Package 2</b>	<b>May 2023</b>	<b>Construction Start</b>	<b>Apr 2023</b>	<b>Substantially Complete</b>	<b>Dec 2023</b>	<b>Total Completion</b>	<b>Jan 2024</b>	<i>The project team has been working to accelerate the schedule. 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<b>Substantially Complete</b>	<b>Dec 2023</b>																																																														
<b>Total Completion</b>	<b>Jan 2024</b>																																																														
<i>The project team has been working to accelerate the schedule. There has been an improvement to the overall schedule of 5 months from June 2024 to January 2024.</i>																																																															

Legend		
On Track	Requires Attention	Off Track

## REQUEST FOR DECISION

**Subject:** Community Conversations Policy A-005 Review  
**From:** Bill Given, Chief Administrative Officer  
**Prepared by:** Lisa Riddell, Community Development Manager  
**Reviewed by:** Christopher Read, Community Development Director  
**Date:** February 14, 2023

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### **Recommendation:**

That Committee recommend Council adopt the revised Community Conversations Policy (attached) as discussed below.

### **Alternatives:**

That Committee direct Administration to revise the Community Conversations Policy with proposed amendments discussed today and return to a future Committee of the Whole meeting.

### **Background:**

On September 21, 2021, Council approved the Community Conversations Policy (A-005) which outlines Council's commitment to meaningful resident engagement to ensure that municipal services and programs remain responsive to changing community needs. Administration implemented the Community Conversations policy over the course of 2022. This policy brought focus to the new areas that were added in, but as an unintended impact the new areas in effect diluted the very successful model focused on Life Stages. On October 25, committee directed administration to perform a review of Policy A-005 and report back to a future Committee of the Whole meeting.

On December 13, administration presented a review of policy A-005, and Committee directed administration to return to a future Committee of the Whole meeting with the following amendments to the Community Conversations policy:

- define with more clarity the role of council and staff
- remove 'Recreation' and include an area of focus for 'Economic Prosperity'

### **Discussion:**

With feedback from Council, administration revised the policy to refocus Community Conversations back to the fundamental success represented in the Life Stage conversations. Administration has also noted that issues related to economic well-being, arts & culture, recreation, and environmental concerns tend to come up in the context of the life stage conversations. Also, there are a number of existing platforms for conversations about economic issues that the municipality is represented in. These include: the Jasper Partnership Initiative, Chamber of Commerce and the Chamber's successful NETMA events, Council's participation in Community Futures and work with Tourism Jasper in the development of a Tourism Master plan.

Therefore, the attached policy draft has removed the conversations themes that were added in 2022 and it does not include the economy as previously requested by council. The review of Policy A-004: Public Engagement, also will provide Council an additional opportunity to consider ways to engage the public in these matters.

Community Conversations participants were surveyed in June and again in December 2022 on format, frequency, time of day and reporting system. 20 surveys were collected in June and another 19 in December. The input from these surveys helped to inform the proposed amendments to policy A-005.

- 63% of respondents prefer the in-person with the option to zoom in. 42% prefer in-person only.
- While 68% of respondents like the monthly frequency, 32% would prefer every two months.
- 100% of respondents agreed that the conversation format (trends, opportunities) works well.
- 94% of respondents agreed that the system to manage flow of feedback to Council is working well. One participant further emphasized the value of having Councillors present at the conversations.

In response to the motion by committee on October 25, and the subsequent motion by committee on December 13, as well as the input from Council from their strategic priorities retreat, administration is proposing the following revisions to policy A-005 Community Conversations for consideration by Council.

1. **Roles:** proposed revision to make small grammatical edits to better set expectations of what Council's role is at Community Conversations.
2. **Roles:** proposed revision to add in more detail on administration's role in Community Conversations.
3. **Roles:** proposed revision to remove '*may determine via consensus what items to include in summary reports to council*'. Rationale: attendance at conversations varies too much to carry this out. Administration currently includes everything and gives the opportunity for participants to review reports to Council. Thus far, feedback is very positive on the reports going to Council.
4. **Areas of Focus:** proposed revision to remove the recreation, arts and culture as well as environmental responsibility conversations. Rationale: these topics come up at the life-stage focused conversations. Having separate conversations for some topics separates potential collaborators instead of bringing them together.
5. **Format:** proposed revision to remove recreation, arts and culture as well as environmental responsibility; and to remove the column with the length of meeting.
6. **Information Flow:** proposed revision to reduce reporting to two times from three times per year, with a mid-way report in June (prior to budget) and an annual report in December each year.
7. **Information Flow:** proposed revision to remove the 'Council to Community Conversations' section. Rationale: Council may direct administration to investigate matters raised at Community Conversations by motion passed by majority vote. The CAO will then determine how best to carry out that motion. This follows the regular municipal flow of direction from Council to CAO to administration.
8. **Responsibilities:** proposed revisions to better clarify Council's responsibilities with Community Conversations.

#### Relevant Legislation:

- [Policy A-105: Community Conversations Policy](#)
- [Policy A-004: Public Engagement Policy](#)

#### Strategic Relevance:

##### Relationships

- Communicate and engage with residents.
- Welcome the expertise, innovation, creativity and commitment of community members, groups, associations, and businesses.

- Entrust our staff to develop healthy relationships with the people they serve.
- Nurture our most important relationships which are those within our organization.

**Financial:**

The costs to implement the Community Conversations Policy are within the 2023 Operating Budget and the removal of the Arts and Culture, and Recreation conversation focus areas will free up additional staff capacity to focus on other Council priorities including the Public Engagement policy.

**Attachments:**

- PROPOSED DRAFT Policy A-105: Community Conversations

**Policy Title:** Community Conversations Policy DRAFT 2023

**Policy #: A-005**

**Date adopted by Council:**

## 1. POLICY STATEMENT

The Municipality of Jasper recognizes the role of meaningful resident engagement to help ensure that municipal services and programs remain responsive to changing community needs.

The Municipality of Jasper is committed to engaging residents in identifying and exploring needs impacting the community and developing locally driven solutions to address those needs, through regular, facilitated *Community Conversations*.

As an addition to other communication channels and processes, *Community Conversations* are intended to facilitate dialogue and information flow: between residents; from residents to the municipality; and from the municipality to residents.

## 2. PURPOSE

The Municipality of Jasper will, by adopting this policy:

- Establish role clarity for Council, Administration and Residents participating in *Community Conversations*,
- Set out a consistent format for *Community Conversations*,
- Identify areas of focus for *Community Conversations*,
- Describe who may participate in *Community Conversations*, and;
- Define the expected information flow between *Community Conversations* and the municipality.

## 3. RELATED INFORMATION

### Membership

All residents of Jasper are welcome to participate in Community Conversations. Additionally, an individual representing an agency or organization that serves the community of Jasper is welcome to participate. This also includes anyone working on a time-limited project whose focus is on the community of Jasper. There is a short application process and individuals can apply and start participating at any time throughout the year.

### Roles

**Councillors** appointed to Community Conversations are expected to attend and share information on current Council topics of discussion, and are invited to participate fully in any conversation they may attend, but should not represent themselves as expressing the opinion or position of Council unless speaking to an action approved by a majority of council members via motion. Appointed Councillors may report back to all of Council summarizing what was talked about at Community as they deem appropriate. Council will receive a report twice per year summarizing what was identified, what action was taken and what opportunities exist for further action. Council may then choose to direct administration to investigate any opportunity(ies) identified and present more detail and recommendations to council for consideration. It is Council's role to determine which (if any) items from the Community Conversations Report - that fall outside of existing scope, authority, and budget - to direct administration to spend additional time on.

**Administration** is expected to support Community Conversations by seeking participants, engaging participants, facilitating the conversations, taking notes and ensuring a smooth flow of information from Community Conversations through to Council and back. Administration may attend or send staff to

**Policy Title:** Community Conversations Policy DRAFT 2023**Policy #: A-005****Date adopted by Council:**

Community Conversations as subject matter experts from time to time or as requested. When relevant opportunities identified fall within administration's scope, authority and budget, administration will incorporate the input received at Community Conversations into their work. When opportunities fall outside of administration's existing scope, authority or budget, administration will not take any action and the items will be listed in the Community Conversations report for Council's consideration.

**Participants** in Community Conversations are expected to have read and understood the Municipality's Community Conversations Policy and administrative procedures. They are not expected to facilitate, take notes or report directly to Council. Participants may choose to assist to facilitate conversations or break-out room style conversations. Participants are not prevented from presenting to Council representing themselves as individual residents of Jasper or representing a community group or external agency but should not represent themselves as expressing an opinion on behalf of other Community Conversations participants. Participants will be given the opportunity to review reports to council.

**Areas of Focus**

Community Conversations are structured around life-stage to support dialogue in the following focus areas:

- Early Childhood
- School Age
- Adults
- Seniors

**Format**

Area of Focus	Frequency of Conversation	# per year
Early Childhood	Monthly	9 (excl. Jul, Aug, Dec)
School Age	Monthly	9 (excl. Jul, Aug, Dec)
Adults	Monthly	9 (excl. Jul, Aug, Dec)
Seniors	Monthly	9 (excl. Jul, Aug, Dec)

**Information Flow****Community Conversations to Council**

For each community conversation focus area administration shall provide a report summarizing the trends and opportunities identified to Committee of the Whole a minimum of two times per year. Reports shall be presented by administration using standard municipal report processes.

Report to Council	For the period covering
June (first COTW)	January to May
December (first COTW)	Annual Report



**Policy Title:** Community Conversations Policy DRAFT 2023

**Policy #: A-005**

**Date adopted by Council:**

#### **4. RESPONSIBILITIES**

*CAO*

- Designate administrative resources, within approved budgets to support Community Conversations.
- Approve any procedures related to the policy.

*Council*

- Budget appropriate resources to support Community Conversations.
- Ensure that a municipal councillor is appointed to participate on each *Community Conversation*.
- Receive Community Conversations reports for information,
- Direct administration to take action and generate recommendations on any items in the Community Conversations report that council deems relevant to advancement of its strategic priorities.
- Establish by policy the areas of focus for *Community Conversations*.

## REQUEST FOR DECISION

**Subject:** Permanent Continuous Position Request

**From:** Bill Given, Chief Administrative Officer

**Prepared by:** Lisa Riddell, Community Development Manager  
Beth LeBlanc, Outreach Services Manager

**Reviewed by:** Christopher Read, Community Development Director

**Date:** February 14, 2023

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### Recommendation:

That committee recommend Council approve the conversion of the following positions from “term” to “permanent continuous” within the municipality’s staff establishment chart:

- (1) Client Services Coordinator
- (2) Settlement Workers
- (1) Community Development Coordinator

### Alternatives:

- That committee direct administration to bring forward additional information and return to a future committee meeting.
- That committee refer the matter to the 2024 budget deliberations.

### Background:

For a number of years, the Municipality has maintained grant supported positions as “term employees.” Additionally, we have had a contractor fulfilling the role of Client Services Coordinator due to practical constraints of the individuals which we no longer need to follow.

The following definitions from the CUPE Collective Agreement are helpful in clarifying the typical difference between these two employment types:

"CONTINUOUS EMPLOYEE" – an employee hired on a continuous basis who has successfully completed the required probationary period.

"TERM EMPLOYEE" – an employee who performs one or more of the following:

- i) is hired for a specific term not exceeding five (5) months;
- ii) is hired to fill vacancies of more than thirty (30) consecutive working days;
- iii) is employed for work overloads and special projects of more than thirty (30) working days with specific start and finish dates;
- iv) works regularly scheduled continuous shifts.

The Community Development department currently has five full time continuous employees - the five Outreach Workers - that are sustained each year by external grant funding, in some cases with decades-long recurring agreements. These positions were converted to continuous several years ago, to the benefit of both the

employees and the municipality. This applies to the Settlement Worker positions as well as the CD Coordinator position.

The Client Service Coordinator position evolved from a continuous position to a contract position due to the restrictions of available staff over the years. The existing contractor (a MoJ employee on secondment as a contractor) no longer has those same restrictions. With the contractor working regular hours, and in our office - bringing many benefits to our operational efficiency and effectiveness - the situation is no longer appropriate as a contract.

While funded largely by external grant funding, all of the positions under consideration here are in longer-term agreements with high expectation of renewals. These positions all work out of the COS office at 627 Patricia St.

Term Employees	Funding for Positions	Outputs
Client Services Coordinator (est. 2015)	Grant Funded by several long-term funders, all have been in place for 15 years or longer	<ul style="list-style-type: none"><li>- Oversight of client services at Community Outreach Services</li><li>- Reporting on client services to funders</li><li>- Family Resource Network lead.</li></ul>
Settlement Worker x 2 (est. 2018)	Grant Funded since 2018, current IRCC contract expires in 2025	<ul style="list-style-type: none"><li>- One-on-one support to newcomers in Jasper.</li><li>- Support in settlement journey in Jasper.</li><li>- Support to immigrants of all ages.</li></ul>
Community Development Coordinator (est. 2018)	<ul style="list-style-type: none"><li>-35% MOJ ESS Funded</li><li>-65% IRCC Funded since 2018, current contract expires in 2025</li></ul>	<ul style="list-style-type: none"><li>- Emergency Social Services plan and program integrated into the Emergency Management Plan.</li><li>- Jasper Local Immigration Partnership engagement and implementation of the Settlement Strategy.</li><li>- Engagement of local newcomers through the Newcomer Network</li><li>- Events like Culture Night.</li></ul>

#### Discussion:

Making these positions permanent continuous municipal positions would not affect the 2023 budget and budgets going forward providing the grant funding continues. A key point of discussion is that in the event these longer-term contracts were to end, Administration would then bring the service deliverables, costs, and funding options for these positions to the applicable year's budget deliberations.

While these conversions would have no immediate impact to the 2023 budget, this would result in increased employee equity, thus improving morale, and enable more long-term work and planning in these areas.

Two of the staff currently serving in these roles have been in term positions for 4.5 years, while the other two are at 17 and 19 years of service with the Municipality of Jasper.

#### Relevant Legislation:

- [Policy E-115 - Equity, Diversity and Inclusion Policy](#)
- [Policy E-001 General Personnel Policy.pdf](#)

**Strategic Plan Relevance:**

- Relationships
  - Nurture our most important relationships which are those within our organization, all of whom share a commitment to best serve our community.
- Organizational Excellence
  - Entrust our staff to develop healthy relationships with the people they serve.
  - Ensure residents receive quality service that provides strong value for dollar.

**Inclusion Considerations:**

Each of these positions advances our organizational commitment to promoting equity, diversity and inclusion. The inclusion tool was reviewed for this request.

**Financial:**

All related conversion costs can be accommodated within the approved 2023 Operating Budget.

## REQUEST FOR DECISION

**Subject:** Hakone, Japan Initiatives 2023  
**From:** Bill Given, Chief Administrative Officer  
**Prepared by:** Christine Nadon, Director of Protective & Legislative Services  
**Reviewed by:** Emma Acorn, Legislative Services Coordinator  
**Date:** February 14, 2023

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### Recommendation:

- That Committee recommend Council approve the participation of the Mayor in a delegation to Hakone, Japan in the fall of 2023, with expenditures to be allocated to the Hakone Travel and Subsistence budget, and the balance of the funds available to be divided amongst other councillors who wish to join the delegation;
- That Committee direct Administration to not pursue the high school student exchange program in 2023 and to re-evaluate the program and develop recommendations for Council consideration; and
- That Committee direct Administration to draft Terms of Reference for the Hospitality and Twinned Communities Committee.

### Alternatives:

- That Committee suggest a different distribution of funding for expenses related to a delegation to Hakone in 2023;
- That Committee recommend Council defer a delegation to Hakone to a future year;
- That Committee direct Administration to organize a high school student exchange with Hakone in 2023;
- That Committee discuss the possible termination of the Jasper-Hakone sister city relationship; or
- That Committee receive the report for information and take no further action.

### Background:

The community of Jasper has a long-standing sister-city relationship with Hakone, Japan (1972). The purpose of establishing sister city relationships is to promote friendship, education and tourism. The relationship strengthens economic and community development and provides opportunities for municipal officials, students and community members to explore another culture through a long-term community partnership.

As part of the operating budget for 2023, Council approved a \$10,000 allocation to send a delegation from Jasper to Hakone, Japan, and \$6,000 for the Municipality of Jasper to host the 2023 Alberta-Japan Twinned Municipalities Association conference.

The student exchange program provides an opportunity for grade 11 students to spend three weeks with a family in Hakone, and in turn host a student from Hakone in Jasper. In previous years, the majority of the costs for the program have been covered through donations from community and service groups based in Jasper, with some costs covered by the student or their families. Following efforts to revive and update the program after two years with no applicants (2017 and 2018), two students from Jasper participated in the exchange in 2019. The program did not run in 2020, 2021 and 2022 due to the COVID-19 pandemic and associated travel restrictions.

## **Discussion:**

The Legislative Services Coordinator has been historically responsible for sister city relationships and associated programming. The level of focus and effort placed on the program has varied over the years, and is subject to input and leadership from elected officials through the Hospitality and Twinning Relationships committee. Mayor Ireland and Councillor Waxer are currently appointed to this committee. Administration is recommending the creation of formal terms of reference for this committee to clarify its role and how it interfaces with Administration. The committee has met recently to discuss items such as conference planning and the potential to host a student exchange in 2023. The “hospitality” aspect of the committee is meant to support ad hoc requests from dignitaries and elected officials visiting Jasper and requesting to meet with local elected officials.

The Municipality of Jasper has been largely inactive on the twinning relationships file for some amount of time, due to the COVID-19 pandemic but also due to changes in staffing in the Legislative area. Our previous, long-serving Administrative Officer (now re-titled Legislative Coordinator) had an equally long-standing connection with Hakone, and provided a notable level of effort towards keeping the relationship going. Following their retirement, the level of importance and priority of this file in relation to competing demands on the department has decreased. A \$2,000 annual transfer to reserves to support future delegations to Hakone has been the main policy action in relation to sister-city relationships, which now provides Council the opportunity to use the funds set aside (up to \$10,000) to travel to Hakone this fall.

### Delegation to Hakone, fall of 2023

A review of previous practice for delegations to Hakone shows that the travel costs for the Mayor are usually covered by the Hakone Travel and Subsistence budget allocation, with the rest of the funds available split equally amongst participating councillors. This practice aligns with the [administrative procedures](#) of the Council Member Development Opportunities Policy (B-003), but could be subject to further debate and discussion by Council, who could choose to allocate the funding differently and clarify its intentions by motion. In addition to specifying how costs are to be allocated, a motion confirming Council’s intentions with respect to travel to Hakone this fall would confirm direction to Administration to start planning for the trip, which includes finding a travel agent to support the project and liaising with counterparts in Hakone.

### AJTMA Conference

In 2022, Councillors Waxer and Melnyk attended the Alberta-Japan Twinned Municipalities Association (AJTMA) conference in Taber, Alberta. Later that year, the Association’s executive was searching for its next host community, which resulted in a discussion and decision by Council to allocate funding and direct Administration to host the conference in Jasper in 2023. The Legislative Services Coordinator has been busy booking venues, developing a program, engaging with the Hospitality and Twinned Communities committee, and communicating with AJTMA members to facilitate the event, scheduled for May 12 and 13. Although there is no direction required from Council on this item at this time, this project is included in this report to document the existing impact on the administrative workload related to sister-city relationships in 2023.

### Student Exchange Program

As noted in the background, this program was affected by the COVID-19 pandemic and associated travel restrictions. Administration is recommending that Council direct a review of the program before proceeding any further with this initiative, which would result in the next student exchange program being deferred until 2024 at the earliest. Preliminary administrative discussions about the program identified a certain level of concern regarding municipal liability with respect to sending unaccompanied minors overseas outside of a formalized

exchange program, in addition to workload management concerns in the Legislative Services area. While twinning relationships do align with some Council Strategic Priorities (as outlined below), they are also competing directly for available staff capacity with other priorities such as updating the municipal legislative suite (policies and bylaws); legislative compliance in the areas of records management and Freedom of Information and Protection of Privacy (FOIP); and organizational excellence, including the formal transfer of cemetery duties to the Operations Department. Administration is requesting the opportunity to explore other options to operate the program that may include working with third parties or non-profit organizations to facilitate a student exchange program.

**Strategic Relevance:**

- Community Health
  - Promote and enhance recreational and cultural opportunities and spaces
  - Embrace our growing diversity
- Relationships
  - Collaborate with other municipalities, orders of government, Indigenous partners and advocacy associations
- Organizational excellence
  - Ensure residents receive quality service that provides strong value for dollar

**Inclusion Considerations:**

- The Municipal Inclusion Assessment Tool is not applicable to this recommendation.

**Relevant Legislation:**

- [Policy B-019: Twinning and Sister City Relationships](#)
- [Policy B-019: Administrative Procedures](#)

**Financial:**

Council has allocated \$10,000 towards a potential Jasper delegation to Hakone in the fall of 2023, and \$6,000 to host the Alberta-Japan Twinned Municipalities Association conference in Jasper in May. There is no fiscal allocation to support the student exchange program in the municipal budget but requests have been sent to local service clubs seeking support. Some expenses are typically incurred for incidentals related to the student exchange, gifts, hospitality costs (lunch with the students) and similar items, which must be disbursed from the Legislative Services operating budget.

Administration estimates that completing all three activities in 2023 (delegation to Hakone, AJTMA Conference and Student Exchange) would require approximately 0.15 FTE (full time equivalency) this year.



## MOTION ACTION LIST

SHORT TITLE	REQUESTED (DATE)	RESPONSIBLE (WHO)	COUNCIL MOTION (DESCRIPTION)	TARGET (DATE)
Community Conversations – Town Internet Access	August 23, 2022	Director of Finance & Administration	That Committee direct Administration to explore opportunities for town wide internet access.	February 2023
Fruit Trees on Municipal Property	August 23, 2022	CAO & Director of Operations	That Committee direct Administration to return to a future committee of the whole meeting with proposed alternatives on how to deal with fruit trees on municipal land.	February 2023
S-Block Parking	October 11, 2022	Director of Protective & Legislative Services	That Committee direct Administration to develop a revised parking program for stalls in the S-Block parking lot, and report back at an upcoming Committee of the Whole meeting; and  That Committee direct Administration to propose a fee increase to the Storage Lots Bylaw (#208), and report back at an upcoming Committee of the Whole meeting.	February 2023
Traffic Advisory Committee Draft Terms of Reference	October 25, 2022	Director of Operations and Director of Protective & Legislative Services	That Council direct Administration to develop a draft Terms of Reference for a Traffic Advisory Committee and return to a future committee of the whole meeting.	March 2023
Communities in Bloom Draft Terms of Reference	October 25, 2022	CAO	That Council direct Administration to develop a draft Terms of Reference for a Communities in Bloom Committee and return to a future committee of the whole meeting.	February 2023
Provision of Services to Private Leaseholders at No Cost	November 1, 2022	Director of Operations	That Council direct Administration to bring the matter of the provision of services to private leaseholders at no cost back to the first Committee of the Whole meeting in April 2023.	April 2023
Victim Services Changes	December 13, 2022	Director of Community Development	That Committee direct Administration to review and report back to a future Committee of the Whole meeting regarding local impacts on service levels for victims of non-criminal trauma.	February 2023

<b>Community Conversations Policy A-005 Policy Review</b>	<b>December 13, 2022</b>	<b>Director of Community Development</b>	That Committee direct Administration to return to a future Committee of the Whole meeting with the following amendments to the Community Conversations policy: <ul style="list-style-type: none"> <li>• define with more clarity the role of council and staff</li> <li>• remove 'Recreation' and Include an area of focus for 'Economic Prosperity'</li> </ul>	<b>February 2023</b>
<b>Clean Energy Improvement Program</b>	<b>December 13, 2022</b>	<b>Director of Operations and Director of Finance &amp; Administration</b>	That Committee direct Administration to work with Alberta Municipalities and develop the following and present them at a future committee of the whole meeting: <ul style="list-style-type: none"> <li>• A Clean Energy Improvement Program business case for Jasper</li> <li>• Draft Clean Energy Improvement Tax bylaw</li> </ul>	<b>March 2023</b>
<b>Early Learning and Child Care Strategy</b>	<b>December 13, 2022</b>	<b>Director of Community Development</b>	That Committee direct Administration to work with community stakeholders to develop a draft early learning and child care strategy for Jasper and return to a future Committee of the Whole meeting.	<b>February 2023</b>
<b>JCHC Governance</b>	<b>January 10, 2023</b>	<b>CAO</b>	That Committee direct Administration to begin the process of converting the Jasper Community Housing Corporation to a Municipally Controlled Corporation, by developing: <ol style="list-style-type: none"> <li>1. a draft business plan</li> <li>2. a draft Unanimous Shareholder's Agreement</li> </ol>	<b>June 2023</b>
<b>Jasper Park Chamber of Commerce – RCMP Musical Ride</b>	<b>January 24, 2023</b>	<b>CAO</b>	That Committee receive the presentation by the Jasper Park Chamber of Commerce for information, and; that Committee direct administration to bring a request for decision to the next Regular Council meeting.	<b>February 2023</b>
<b>Jasper Seniors' Society Request</b>	<b>January 24, 2023</b>	<b>Director of Community Development</b>	That Committee receive the correspondence for information, and; that Committee refer the request from the Jasper Seniors' Society to administration for a report back at the next Committee of the Whole meeting.	<b>February 2023</b>