



# ETS Bus Network Redesign & On Demand Transit Implementation

Edmonton

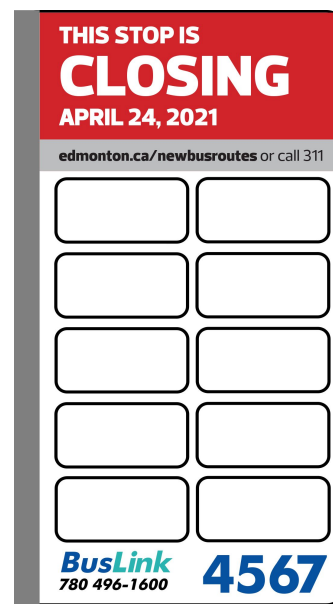
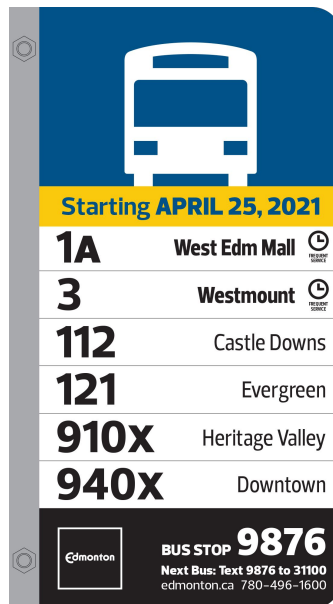
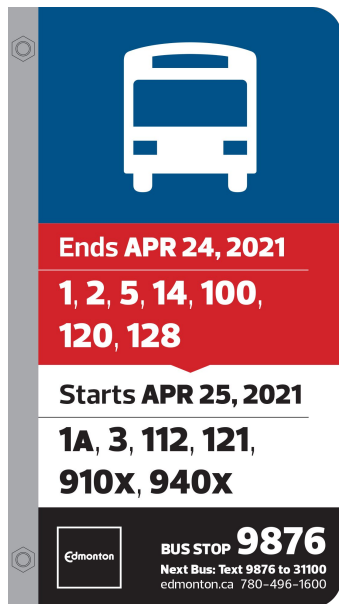
## **2022 APTA AdWheel Entry**

**Best Marketing and Communications Initiative  
Comprehensive Campaign**

February 2022

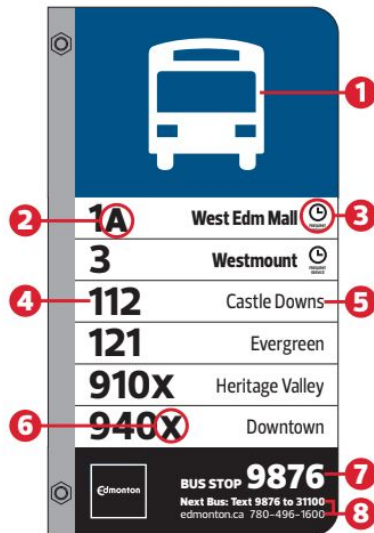
The successful launch of the new bus network and On Demand transit service is the result of three years of highly integrated work and collaboration across several business areas within the City of Edmonton: Edmonton Transit Service (ETS) Branch, the Research, Engagement and Communications (REC) Branch and Traffic Operations. Strong relationships and collaboration were key to rolling out the most significant transit changes in two decades, amidst a global pandemic.

## New Bus Stop Signs



As 7,000 bus stop signs needed to be updated with new bus route information, temporary decals were applied to signs at bus stops that were staying in service (left), were starting new (middle) or closing (right) to help riders prepare.

# New Bus Stop Signs



1. The bus icon lets you know Edmonton Transit buses stop here.
2. This indicates a branch of a route.
3. The clock means this route stops here every 15 minutes or better at most times of day.
4. New bus routes that will stop here starting April 25, 2021.
5. The final destination for this route.
6. Rapid (express) routes are marked with an 'X'.
7. Bus stop ID number.
8. Check when your next scheduled bus will arrive.

An online graphic helped educate transit riders about how to read the new bus stop signs. Decals were peeled off after launch day, and signs at closed stops were removed.

## New Bus Stop Signs



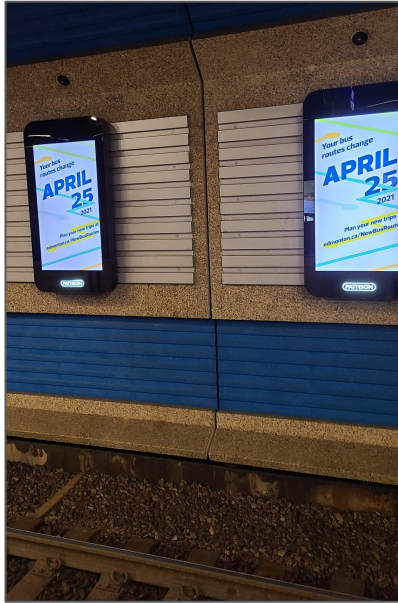
Media were invited to photograph the mayor installing the first new bus stop sign, which marked the start of a six month countdown until launch day.

## On Demand Transit Signs



To help on-demand transit users find designated pick-up and drop-off spots, signs were installed in neighbourhoods and transit hubs. These signs also provided information about how to access the service when it became live. A decal was placed on closing bus stops in these neighbourhoods to let residents know about the new service.

# Transit Property Advertising



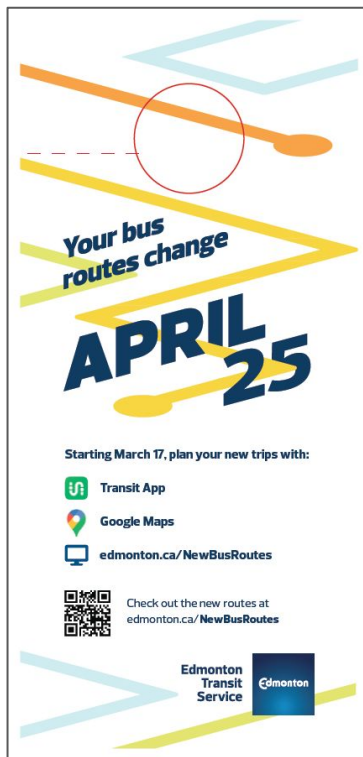
All available transit property across the system was used to make transit users aware that bus routes were changing.

# Transit Property Advertising



# Bus Hangers

One month before launch day, hangers were placed inside all buses and LRT trains to encourage riders to plan their new trips before the new bus routes were implemented.







A graphic with a stylized background of orange, yellow, and light blue lines. A red circle highlights a section of the orange line. The text "Your bus routes change" is written in a bold, sans-serif font, with "APRIL 25" in a larger, bold, sans-serif font below it. Below the date, the text "Starting March 17, plan your new trips with:" is followed by three icons: a green "i" in a circle, a red location pin, and a computer monitor. Below these icons are the labels "Transit App", "Google Maps", and "edmonton.ca/NewBusRoutes". At the bottom, there is a QR code and the text "Check out the new routes at edmonton.ca/NewBusRoutes". The Edmonton Transit Service logo is in the bottom right corner.


**Your bus routes change**

**APRIL 25**

Starting March 17, plan your new trips with:

-  Transit App
-  Google Maps
-  [edmonton.ca/NewBusRoutes](https://edmonton.ca/NewBusRoutes)

 Check out the new routes at [edmonton.ca/NewBusRoutes](https://edmonton.ca/NewBusRoutes)


Edmonton Transit Service 



A graphic with a stylized background of orange, yellow, and light blue lines. A red circle highlights a section of the orange line. The text "The new bus network will provide a better experience by having different types of routes to meet a variety of travel needs." is written in a bold, sans-serif font. Below this, three bullet points describe the new routes: "Frequent routes", "Rapid express routes", and "Crosstown routes". Below these, two more bullet points describe "Local and community routes" and "On Demand Transit". At the bottom, there is a QR code and the text "Visit edmonton.ca/OnDemandTransit to learn more." The Edmonton Transit Service logo is in the bottom right corner.

The new **bus network** will provide a better experience by having different types of routes to meet a variety of travel needs.

- Frequent routes** will come more often in central areas of the city.
- Rapid express routes** will move you from suburban areas to central locations.
- Crosstown routes** connect city quadrants without going through downtown.
- Local and community routes** connect neighbourhood destinations to frequent routes and the LRT.
- ETS is also introducing **On Demand Transit** in select neighbourhoods starting April 25, 2021.

 Visit [edmonton.ca/OnDemandTransit](https://edmonton.ca/OnDemandTransit) to learn more.

Edmonton Transit Service 

# Print Advertising

On Demand Transit  
is coming to Edmonton

**APRIL 25 2021**

To 37 neighbourhoods and 16 seniors' residences  
where there is no regular bus route.

Book a shuttle that connects you to and from  
an Edmonton Transit hub.

Visit [edmonton.ca/ondemandtransit](http://edmonton.ca/ondemandtransit) to learn  
more about how this service works and where it's being offered.

Edmonton  
Transit  
Service

**VIVA LA NISSAN!**

**25 ਅਪ੍ਰੈਲ 2021**

ਤੂੰ ਐਡਮੰਟਨ ਟਰਾਂਜ਼ਿਟ  
ਬਸ ਰੂਟ ਬਦਲ ਗਏ ਹਨ

ਨਵੇਂ ਟਰਾਂਜ਼ਿਟ ਬਸ ਰੂਟ ਦੇ ਨੈਟਵਰਕ ਦੀ ਜ਼ਿਆਦਾ  
ਜਾਣਕਾਰੀ ਲਈ ਸਾਡੀ ਵੈਬਸਾਈਟ ਤੇ ਜਾਓ  
[edmonton.ca/NewBusRoutes](http://edmonton.ca/NewBusRoutes)

Edmonton  
Transit  
Service

Các tuyến xe buýt  
Edmonton thay đổi

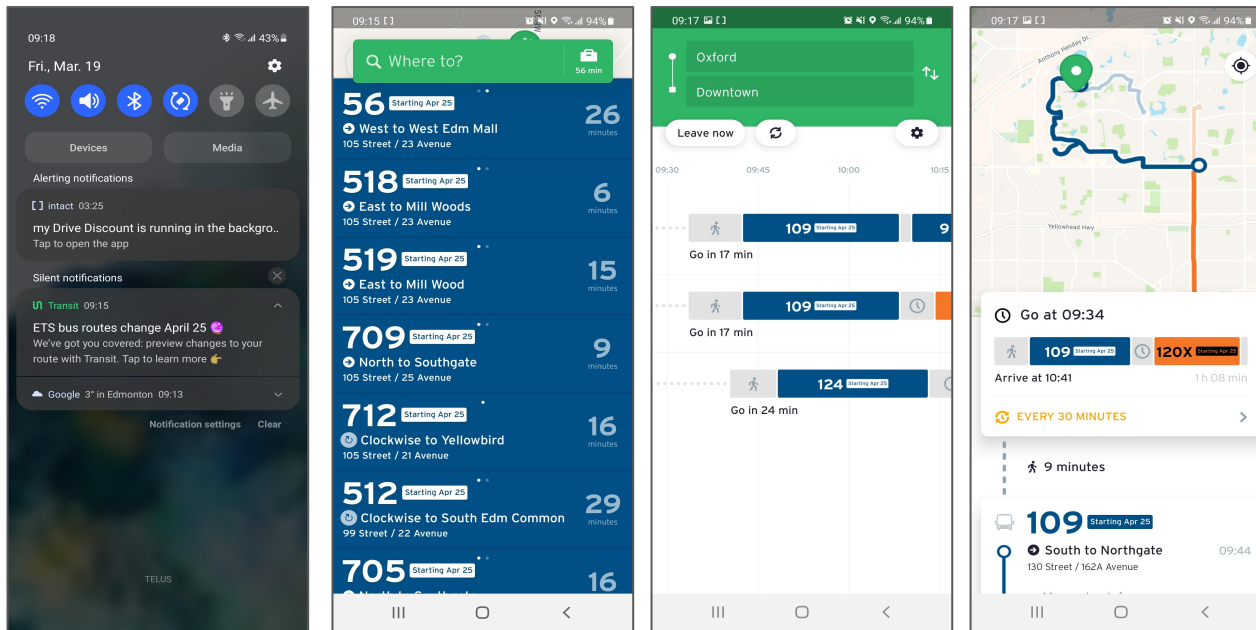
**APRIL 25 2021**

Tìm hiểu thêm về mạng lưới  
xe buýt mới Tại  
[edmonton.ca/NewBusRoutes](http://edmonton.ca/NewBusRoutes)

Edmonton  
Transit  
Service

Traditional print advertising was used to target seniors and other transit riders who are not online and wouldn't see the digital campaign. Advertising was also translated into other languages to reach Edmonton's diverse communities.

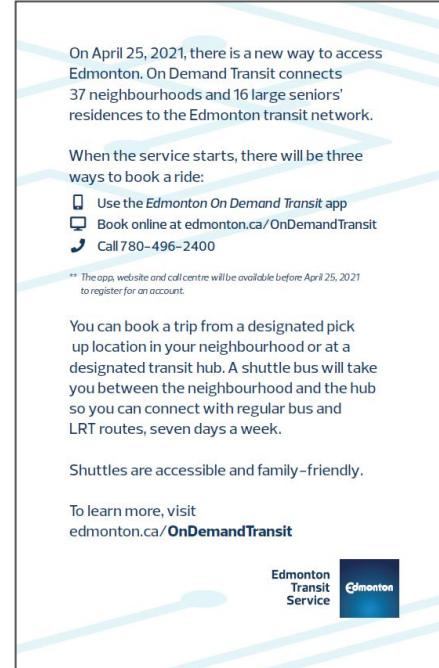
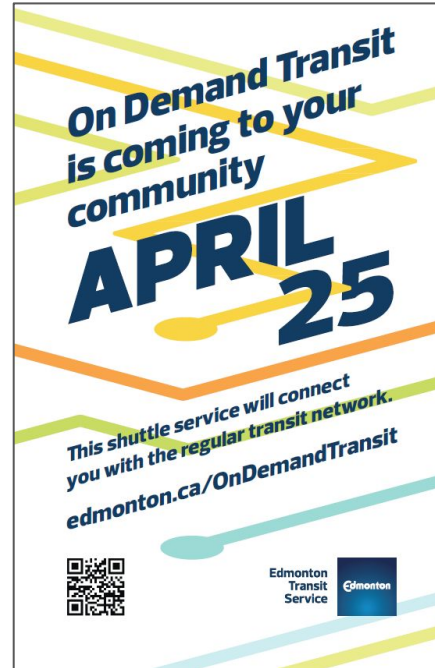
## Route Preview



In partnership with Transit app, riders were able to preview the new bus routes using a tool they were already familiar with. Transit app encouraged their riders to check their new routes through push notifications and in-app banners.

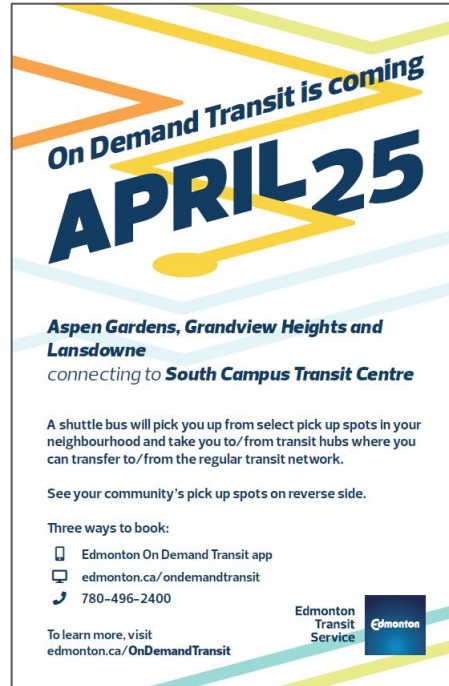
# On Demand Transit Direct Mail

In advance of On Demand Transit launching, residences within the new on-demand transit zones received a postcard in the mail to make them aware of the service and how to use it.



# On Demand Transit Direct Mail

A second postcard was mailed within 10 days before launch to remind residents of the new service, and to let them know where they can access it in their neighbourhood.



## On Demand Transit Road Signs



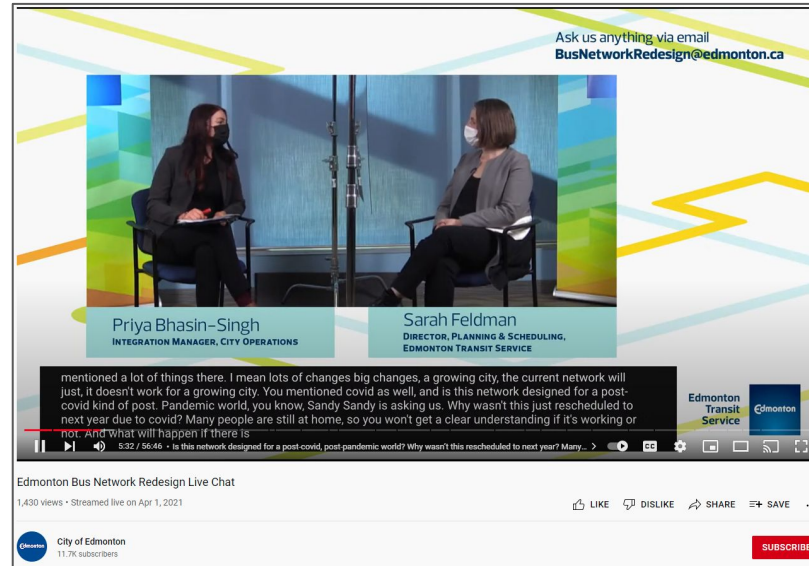
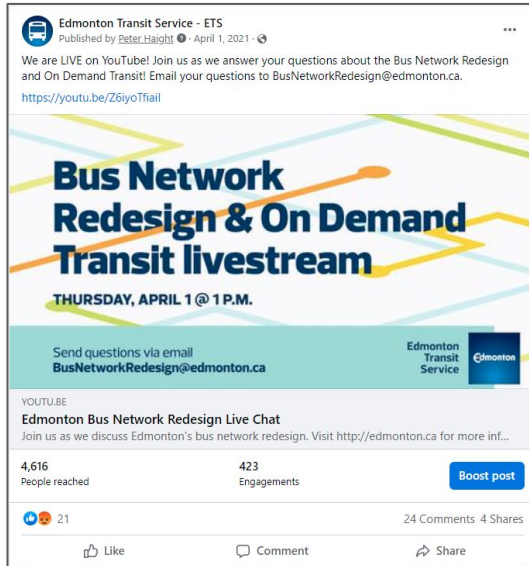
Road signs were placed in or near entrances to on-demand transit neighbourhoods to let residents know that the service was coming.

## Social Media Advertising



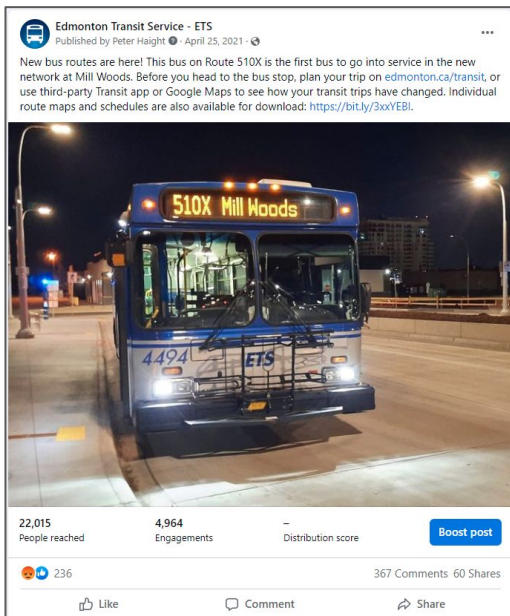
From mid-February until launch day, digital advertising was phased. The first phase was about awareness, phases two and three were asking riders to plan their new trips through an increasing sense of urgency, and phase four let riders know the new routes were in effect.

# Social Media Engagement



Approximately four weeks before launch, riders were encouraged to submit their questions about the new network, which were answered during a [live stream](#) on YouTube.

# Outreach and Education



In the lead up to launch day and immediately after, riders who use social media were regularly reminded to check their new bus routes and schedules before going to the bus stop.

## Outreach and Education



In the week leading up to the launch of the new bus routes, and during the first week, ETS staff were stationed at transit centres around the city to help users navigate the new system. Transit Inspectors also patrolled neighbourhoods that transitioned to On Demand Transit.