

# Okotoks Transit Fixed-Route

APRIL 2025



**WHAT  
WE  
LEARNED**

okotokstransit.ca  
587-534-0510



**BOOK  
YOUR RIDE  
TODAY!**

#OKOTOK  
stronger!



Okotoks

ShapeOurTown.Okotoks.ca/Fixed-Route

# Background

The Okotoks on-demand transit service has proven to be an overwhelming success since its introduction in 2019, far surpassing initial expectations. The 2026 target of 45,000 rides was reached by the second year (2021) and in 2023, ridership grew to 76,937, nearly double the initial projection. However, a slight decrease to 68,000 rides in 2024 suggested potential service gaps, particularly in reliability and availability.

In response, the Town is proposing the introduction of a fixed-route service to enhance overall service delivery. A 2023 feasibility study analyzing four years of transit data identified opportunities for a fixed-route model to offer more consistent and accessible travel options for residents.

This proposed approach involves reallocating current transit resources to focus on the busiest times of day, with the goal of improving convenience, predictability and coverage.

The fixed-route system is designed in a figure-8 configuration, with buses running in opposite directions to minimize wait times and improve travel efficiency. Stops will be located approximately 300 to 500 metres apart and placed near high-demand destinations, key intersections, and employment hubs to maximize accessibility.

The proposed service will have two transit vehicles servicing the route, operating on weekdays from 7 a.m. to 6 p.m.—hours identified as peak demand periods based on both feasibility study findings and ridership data.

## 2025 TIMELINE

**FEB** **FEB**  
**6 TO 28**

Gathered input from transit customers and residents through online survey.

**FEB** **FEB**  
**7 TO 28**

Gathered in person feedback at community engagement pop-up and workshop events held at the Seniors Club, Recreation Centre and the Food Bank.

**APR**  
**28**

Present findings to Council.

**2025**  
**Q3**

If approved by Council, begin mapping out bus stops and implementing fixed-route service.

**2025**  
**Q4**

Fixed-route service operational and serving community needs.





# Community Engagement

We are committed (through the Town's Community Engagement Policy) to give the community an opportunity for input into decisions that will affect residents and businesses.

## Who did we engage?

Okotoks residents were engaged online and in person. People who participated in the engagement were both current Okotoks Transit customers and non-customers.

## LEVEL OF COMMUNITY ENGAGEMENT

This project falls within the **CONSULT** level.



**809**

Residents provided feedback online



**132**







Residents provided feedback across four in-person engagement events

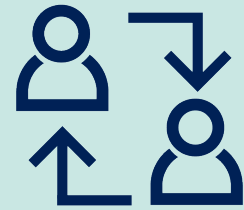


	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide balance and objective information to assist the public in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, issues, alternatives, and decisions.	To work directly with the public throughout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

# Highlights

Through in-person and online engagement we heard from 941 voices on the proposed addition of a fixed-route to Okotoks Transit and these are some of the highlights that we found.

-  66.1% of survey respondents had a positive or neutral sentiment towards adding a fixed-route service.
-  Based on engagement feedback, we have adjusted the transit stop to be closer to the recreation centre parking lot to eliminate additional walking.
-  Based on in-person engagement feedback, we have adjusted the proposed route to include the D'Arcy Commercial area to accommodate the needs that residents shared.
-  150 survey respondents selected downtown (Elizabeth Street and McRae Street) as the number one destination that they would like to see the fixed-route access.
-  55.5% survey respondents would like to see the fixed-route service run into the evening hours from 6 p.m. to 9 p.m.
-  21.6% survey respondents are current Okotoks Transit customers.



## Thank You for your Feedback

We've received a lot of thoughtful feedback through this public engagement—thank you to everyone who took the time to share their ideas and insights. Some of your input has already helped shape immediate changes to the proposed route, stop locations and service hours. We are excited about those improvements.

That said, we know there's still feedback we haven't been able to act on just yet. Please know that your voices are being heard. Even if you don't see your specific suggestions reflected right away, they're being considered carefully, alongside ridership data, to help guide future planning for Okotoks Transit and the development of a fixed-route service.

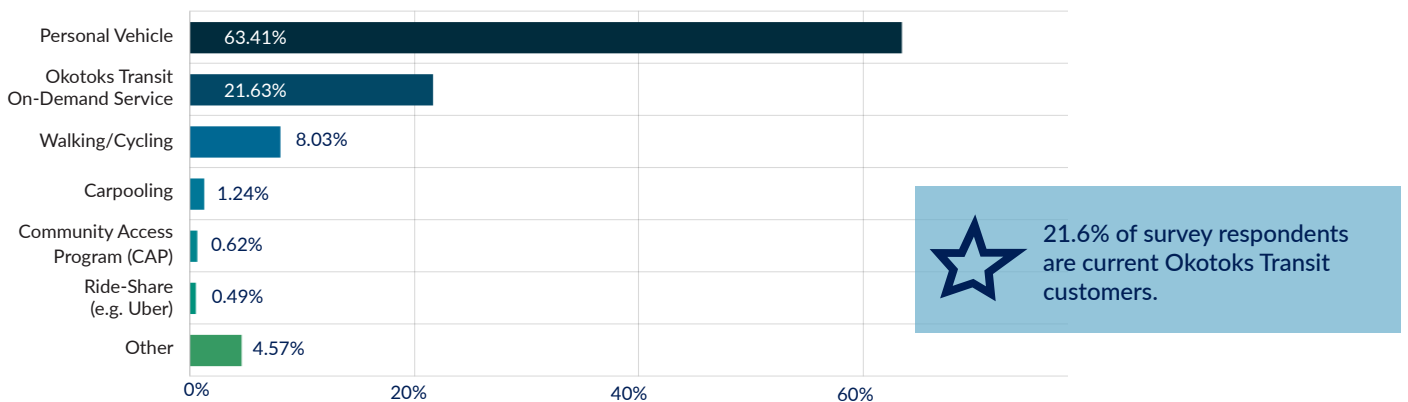
Your input truly makes a difference, and we're grateful to have such an engaged community helping us move forward.



# Online Engagement

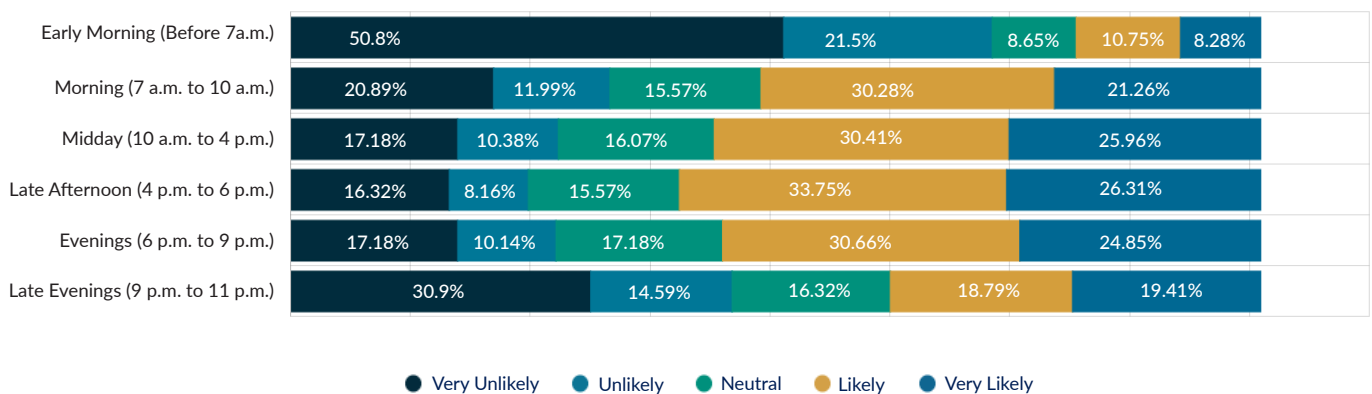
Q1

## How do you currently get around in Okotoks?



Q2

## From 'Very Unlikely' to 'Very Likely' mark how likely you would be to use a fixed-route service during these windows of time? (Weekdays Only)

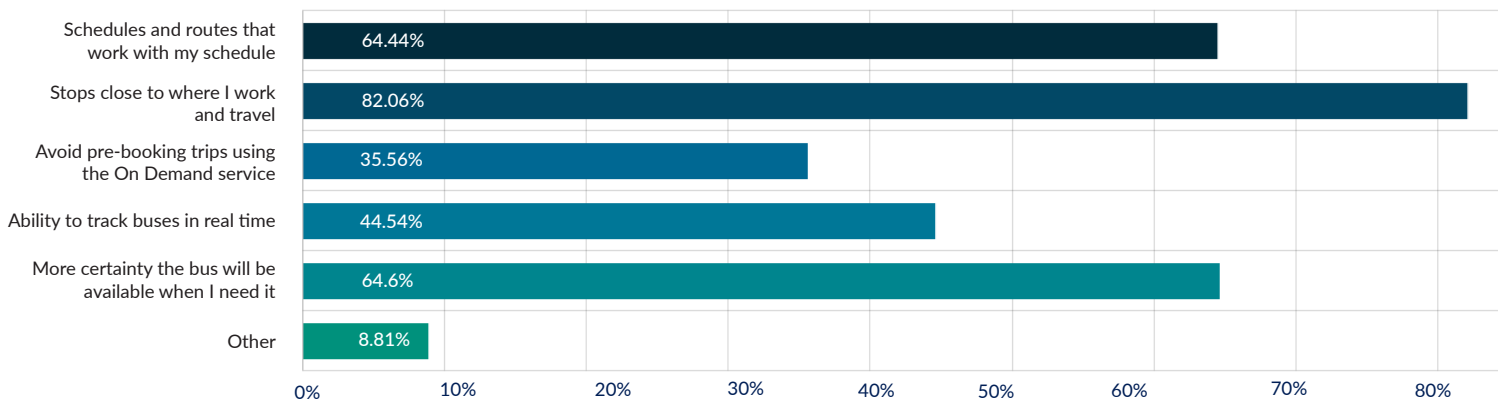


According to the feasibility study, peak hours run from 7 a.m. to 6 p.m., however 56% of online survey respondents would also be likely or very likely to use a fixed-route transit service in the evenings from 6 p.m. to 9 p.m.

# Online Engagement

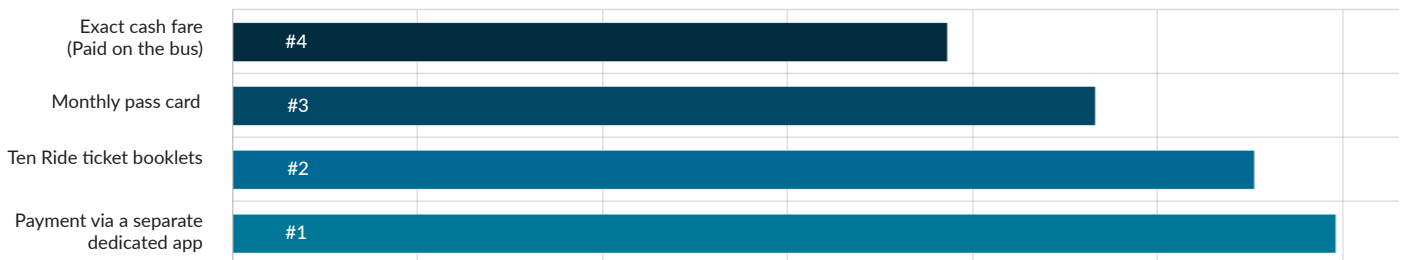
Q3

**What would make you more likely to use a fixed-route transit service in Okotoks? (Select your top three)**



Q4

**Please rank the following payment methods in order of convenience, with 1 being the most convenient and 4 being the least convenient:**



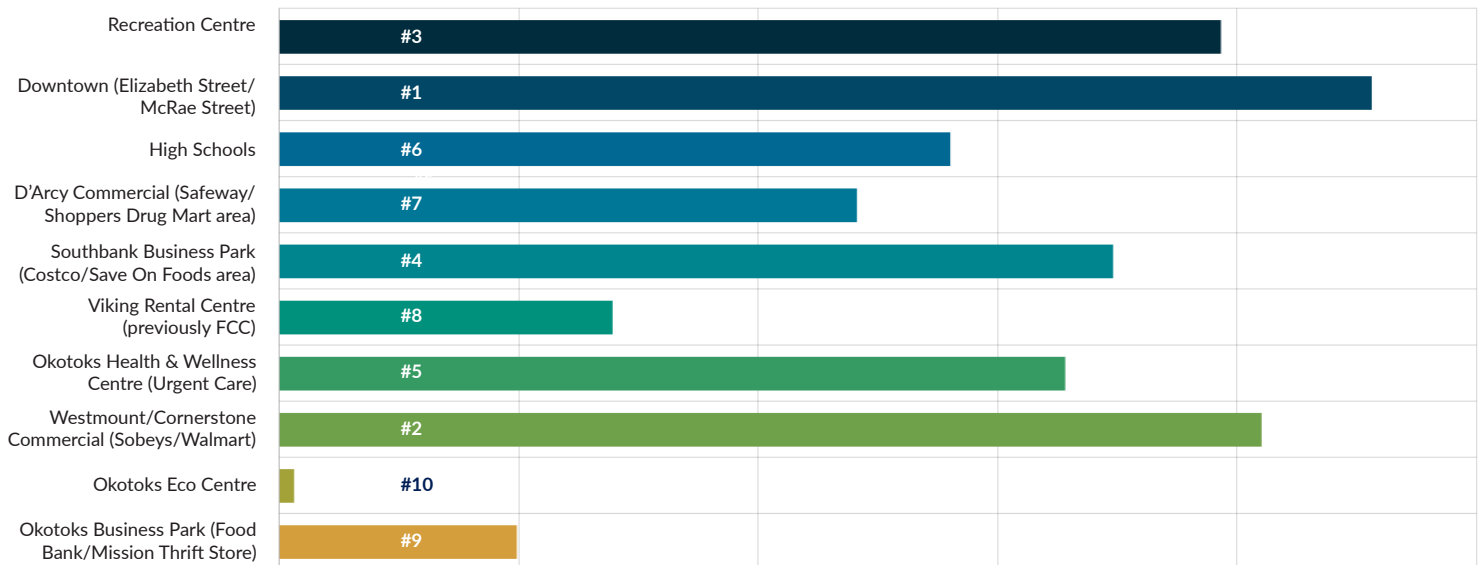
369 survey respondents selected 'Payment via a separate, dedicated app' as their number one payment method.



# Online Engagement

Q5

**Please rank the three most important places in Okotoks that a fixed-route should provide service to/from, with 1 being the highest priority.**



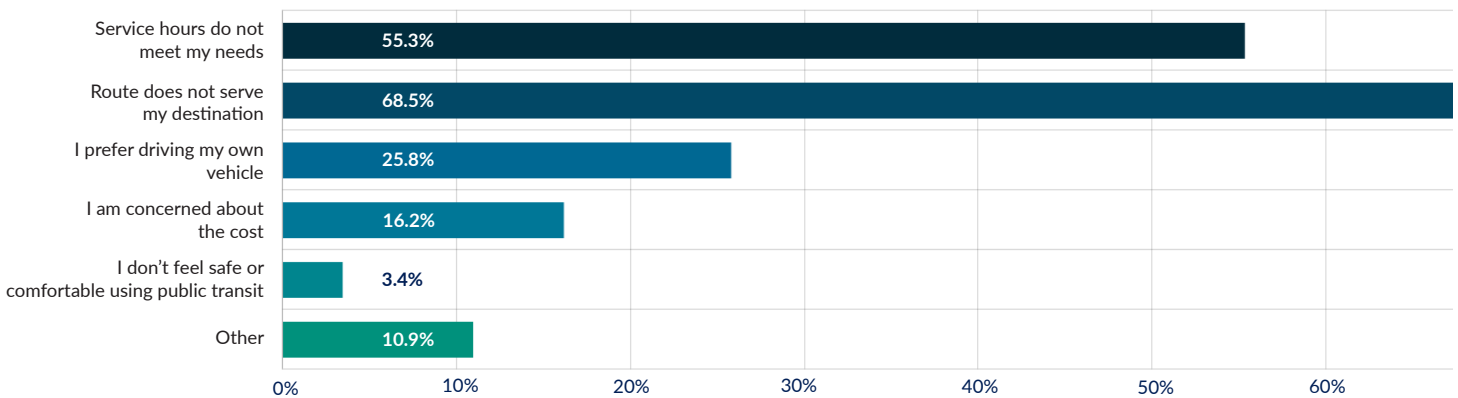
## TOP 5 RANKED LOCATIONS

- ★ Downtown (Elizabeth St & McRae St)
- ★ Westmount/Cornerstone Commercial
- ★ Okotoks Recreation Centre
- ★ Southbank Business Park
- ★ Okotoks Health & Wellness Centre

# Online Engagement

Q6

**What are the main reasons you might not use a fixed-route service? (Select all that apply)**



Q7

**Do you have any other thoughts, suggestions or concerns about the proposed fixed-route transit service?**



The sentiment of open ended responses.



Most common words and phrases in open ended responses.



69 survey respondents requested the route be extended into the Drake Landing area.



46 open ended responses requested the fixed-route service run past the proposed 6 p.m.

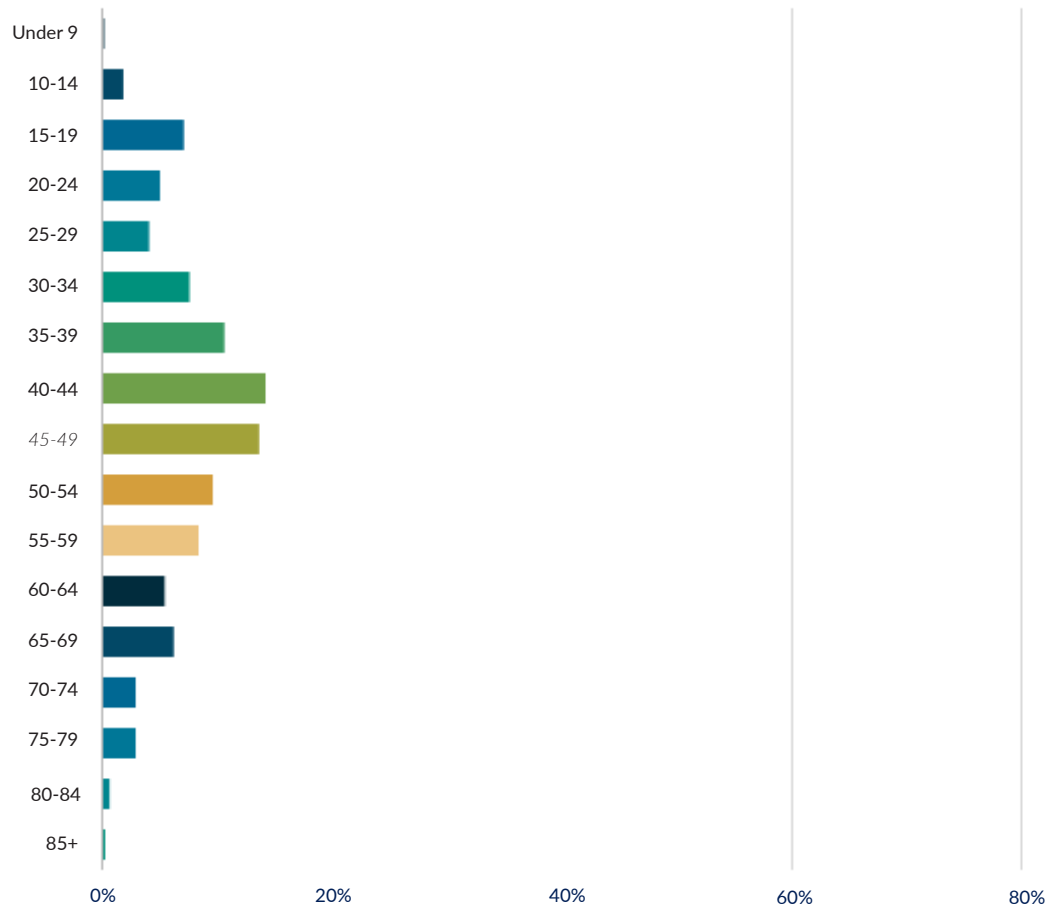


25 survey respondents requested the route be extended into the D'Arcy Commercial area.

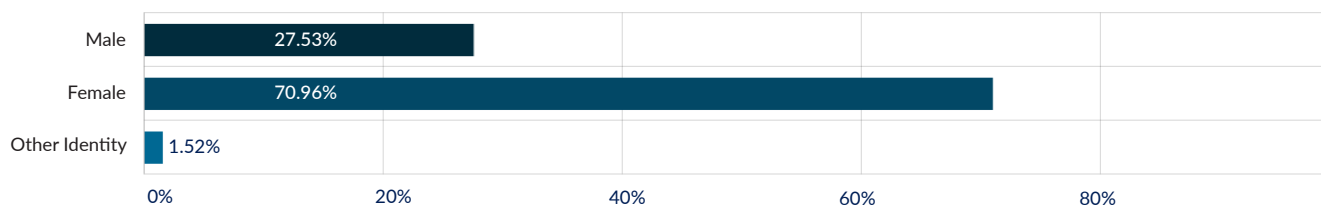


# Survey Demographics

## Age Group



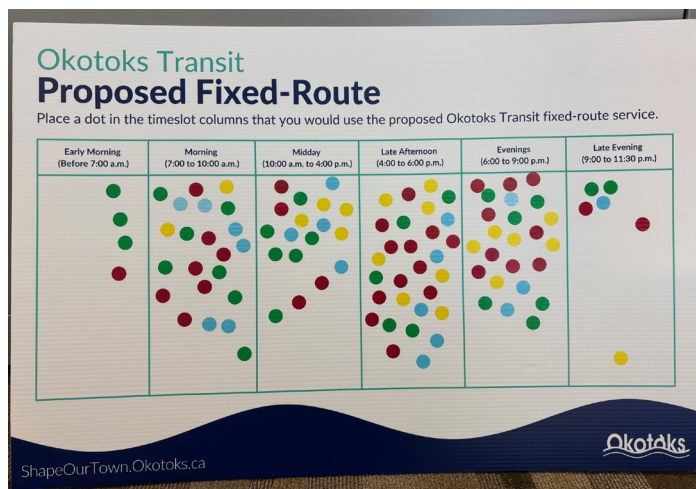
## Gender



# In-Person Engagement

Q1

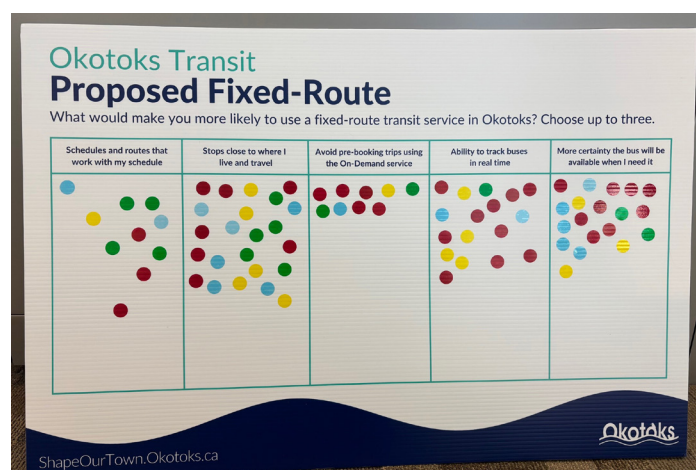
**Place a dot in the timeslot columns that you would use the proposed Okotoks Transit fixed-route service.**



Early Morning	4 Votes	#6
Morning	22 Votes	#3
Midday	18 Votes	#4
Late Afternoon	29 Votes	#1
Evenings	24 Votes	#2
Late Evenings	6 Votes	#5

Q2

**What would make you more likely to use a fixed-route transit service in Okotoks? (Choose up to three)**

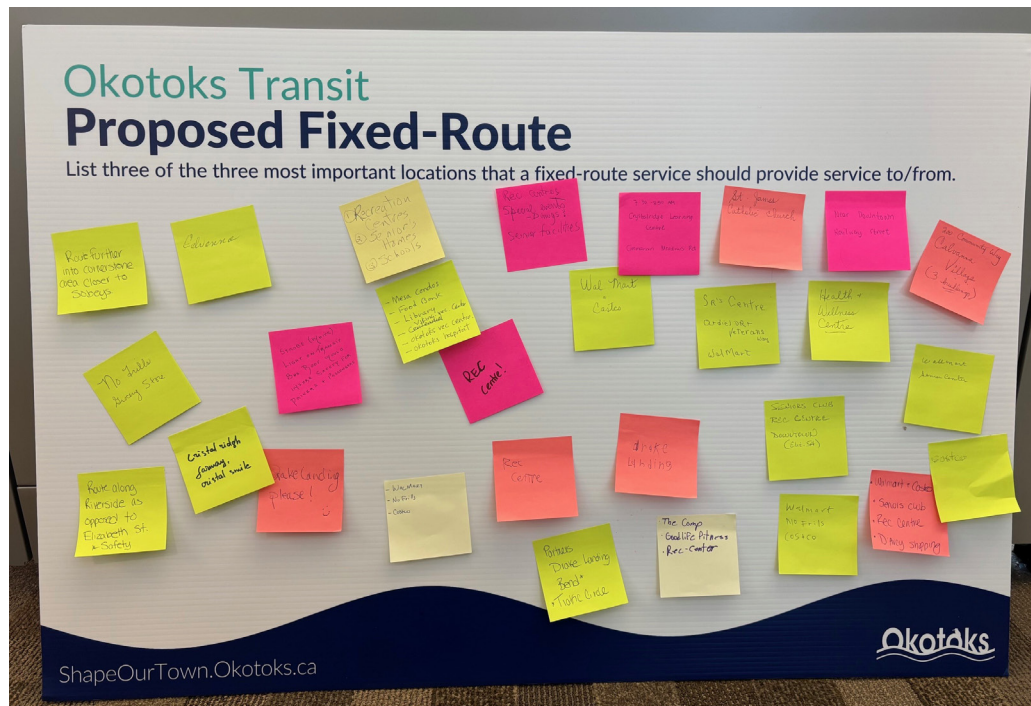


Schedules & routes that work with my schedule	10 Votes	#4
Stops close to where I live and travel	23 Votes	#1
Avoid pre-booking trips	9 Votes	#5
Ability to track buses in real time	17 Votes	#3
More certainty the bus will be available when I need it	19 Votes	#2

# In-Person Engagement

## Q3

List three of the most important locations that a fixed-route service should provide service to/from.



Ardiel Drive  
Arts and Learning Campus  
Calvanna Village (2)  
Cimarron Meadows Road  
Cornerstone Commercial (6)  
Crystal Ridge  
Crystal Ridge Learning Centre  
D'Arcy Shopping Area  
Downtown (2)  
Drake Landing (3)  
Food Bank  
Foothills Composite High School

Goodlife Fitness  
Health and Wellness Centre  
Library  
Mesa Condos  
No Frills (2)  
Railway Street  
Recreation Centre (8)  
Riverside Drive  
Schools  
Senior Centre (2)  
Senior Facilities  
Seniors Club

Seniors Homes  
Southbank Business Park (6)  
Special Events (Dawgs)  
St. James Catholic Church  
Traffic Circle (Milligan Drive)  
Urgent Care  
Veterans Way  
Viking Rentals Centre

*All suggested locations. Number beside location indicates number of times it was suggested.*



# Recommendations

Based on the engagement results—where 66.1% of survey respondents provided either positive or neutral feedback—we believe that implementing a fixed-route service alongside the existing on-demand system will enhance overall transit service and better meet the needs of residents.

The insights shared by all participants through these engagements are valuable inputs that have led to proposing several adjustments to the fixed route service, as well as informing future stages and potential expansion of the transit service. These recommendations will be proposed to Council as part of the fixed route service:

## IMMEDIATE RECOMMENDATIONS

### **Include D'Arcy Commercial Area:**

We recommend the immediate addition of the D'Arcy Commercial area to the proposed fixed-route. This will improve transit accessibility for residents and businesses in this growing part of the community.

### **Adjust Recreation Centre Stop Location:**

We recommend relocating one of the Milligan Drive stops to be directly at the Okotoks Recreation Centre, a location identified as a high-priority destination by the community during engagement.

## FUTURE RECOMMENDATIONS

### **Phase In Service to Outlying Areas:**

We recommend launching the fixed-route service without initially including Drake Landing, Ranchers Rise and the Air Ranch. Launching without these areas will help to ensure reliable service delivery from the outset, with future expansion guided by ridership data and public engagement feedback. Okotoks Transit will continue to offer a high level of service in these areas through the existing on-demand service in the meantime.

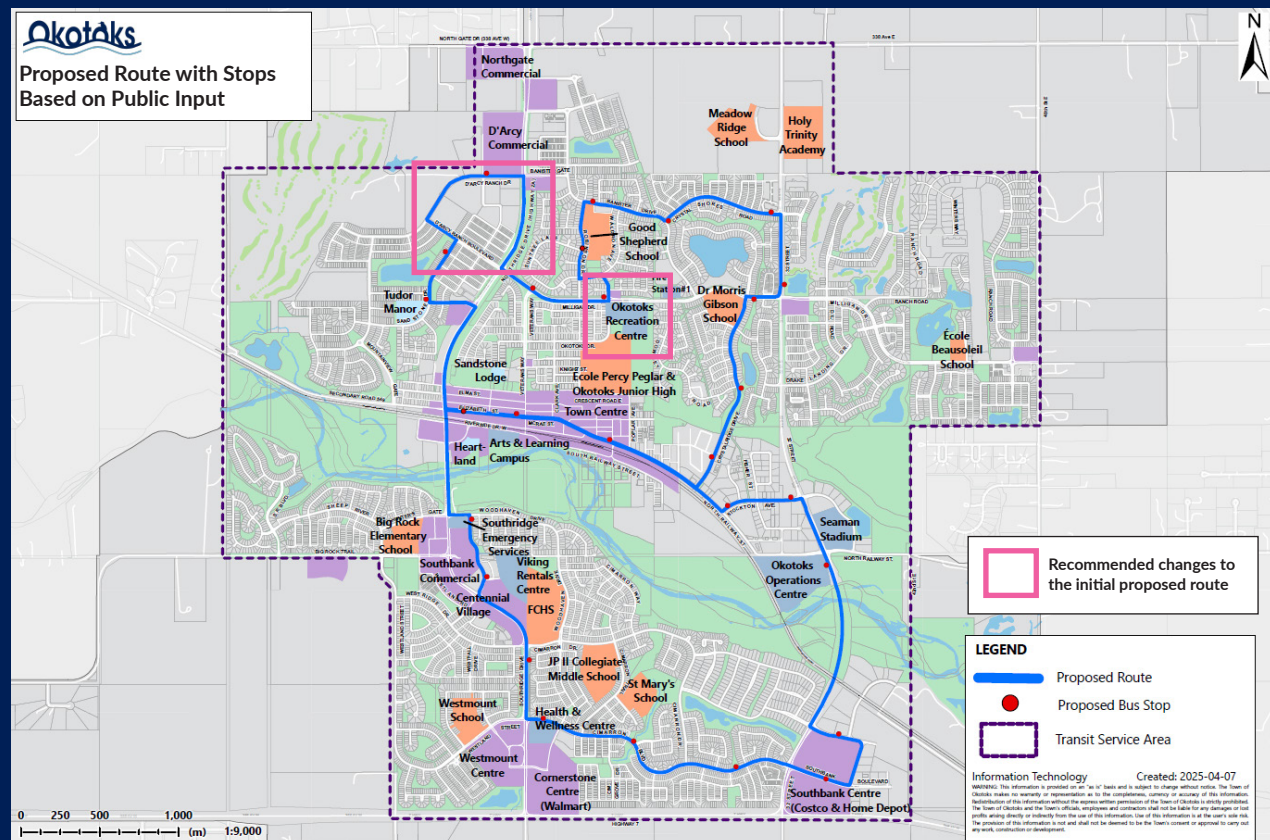
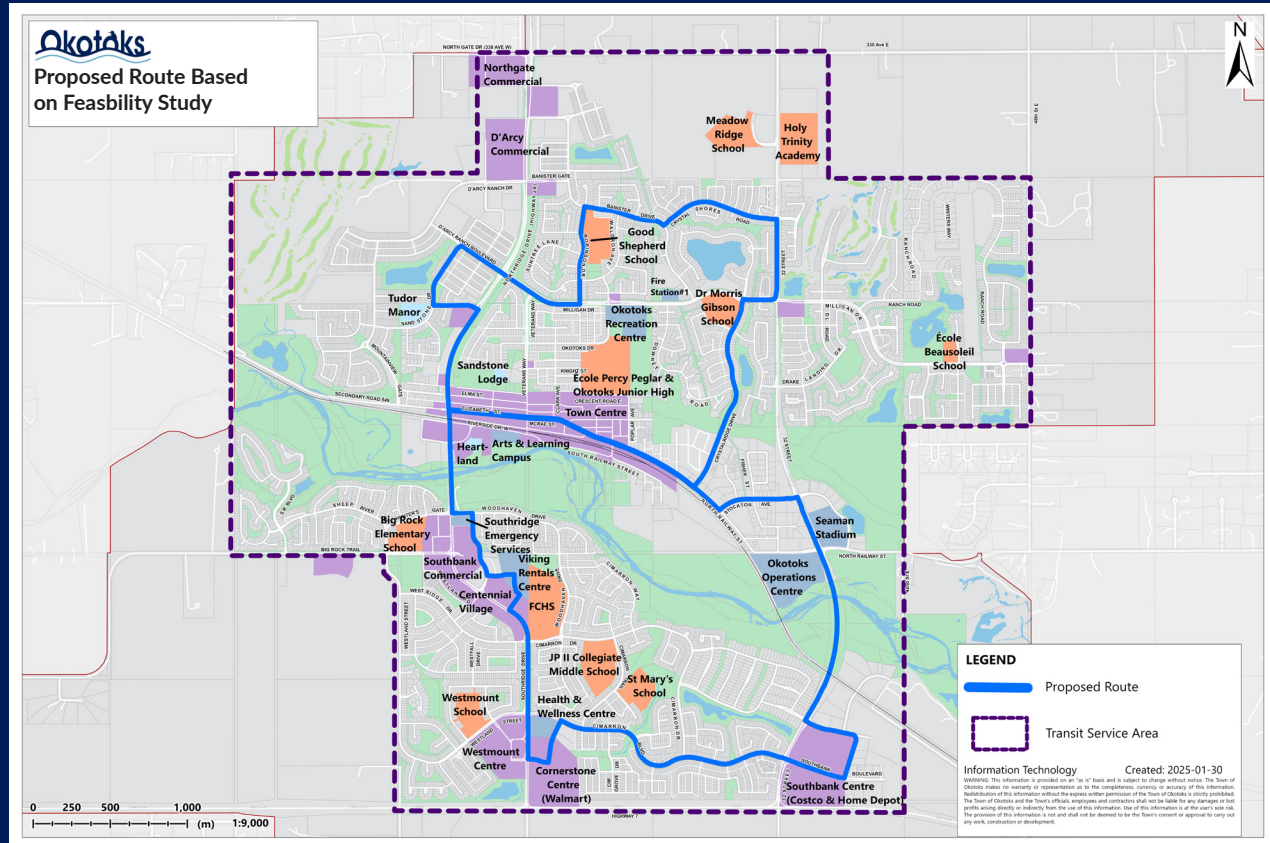
### **Adjust Service Hours:**

We recommend using ridership data in combination with public feedback gathered through this engagement to evaluate the addition of evening service hours from 6 to 9 p.m.

### **Conduct an Annual Service Review:**

We recommend a comprehensive review of ridership data annually, using insights from the transit app to evaluate route performance, service hours and to make data-driven adjustments as needed.

# Immediate Route Adjustments





# Next Steps

**2025****Q2**

Present engagement findings to Council at the Regular Council Meeting on April 28.

**2025****Q3**

If approved by Council, begin mapping out bus stops and implementing fixed-route service.

**2025****Q4**

Fixed-route service operational and serving community needs.

**2026****Q3**

Review of ridership data from the first year of the fixed-route service and present findings to Council.

