

Subject: **Travel Drumheller Letter of Support – Transit Feasibility and Pilot**  
 Meeting Date: Tuesday, March 26, 2024  
 Prepared By: Wendy Gerbrandt, Manager of Economic Development  
 Presented By: Mike Haugen, CAO

**STRATEGIC PLAN ALIGNMENT: (Check all that apply)**

	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

**RELEVANT LEGISLATION:**

**Provincial (cite)-** N/A

**Council Bylaw/Policy (cite)-** Policy 11 – 2 Letters of Support

**BACKGROUND/PROPOSAL:**

Travel Drumheller contacted Administration on March 4, 2025 to discuss the expression of interest they are submitting to the Alberta Real Estate Foundation (AREF) for an upcoming project, “Exploring Transit Options in Rural Alberta: Drumheller Case Study.” This project is in alignment with Drumheller’s Municipal Development Plan to address the need for in-town transportation and is key to addressing long-term connections to Calgary and the region.

The project is a three-year project to explore transit use in Drumheller through a feasibility study informed by data to assess the potential of a Transit Pilot Program. Tourism is vital to Drumheller’s economy and growth and currently has no public transit for visitors or residents thus limiting economic activity and creates barriers for businesses, employees, and residents. The project is a starting point for fixing the lack of transit in Drumheller. It aims to ease housing cost concerns and labour issues that hurt economic growth. The project will inform long-term plans for a transit system.

The study will use a phased approach to exploring setting up transit in the town. It will consider ridership demand, including seasonal and service options, routes, fleet options, and costs. The pilot provides immediate value by providing visitors and residents access to amenities via a summer shuttle bus with a fixed schedule. Stops will reflect community input and transit best practices. The design of the pilot aims to achieve several critical outcomes:

1. Economic Growth: The shuttle will let visitors move around Drumheller. They will be able to explore and spend more.
2. Labour Force: The shuttle offers a new way to travel. This will help local businesses find more talent and reduce transportation barriers for youth, newcomers, and those without cars.
3. Housing: Reliable transport will let people explore a wider area for housing. This will help with local housing shortages.

**DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:**



## REQUEST FOR DECISION

Administration is seeking direction from Council on their interest in providing a letter of support to Travel Drumheller for the “Exploring Transit Options in Rural Alberta: Drumheller Case Study.” There is no financial request but rather support to remain informed and participate in engagement as necessary and required throughout the duration of the project.

### FINANCIAL & STAFFING IMPLICATIONS:

No financial implications.

Future staffing implications include participation in engagement sessions as necessary and travel costs incurred should the application be successful.

### RECOMMENDED ENGAGEMENT:

Directive Decision (Information Sharing, One-Way Communication)

Tools:	Individual Notification	Other:	
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### ATTACHMENTS:

Letter of Support – Travel Drumheller Exploring Transit Options in Rural Alberta

### COUNCIL OPTIONS:

That Council provides a letter of support to Travel Drumheller to support their expression of interest for the Exploring Transit Options in Rural Alberta: Drumheller Case Study.

That Council accepts as information.

### RECOMMENDED MOTION:

That Council provides a letter of support to Travel Drumheller to support their expression of interest for the Exploring Transit Options in Rural Alberta: Drumheller Case Study.

### FOLLOW-UP ACTIONS:

Administration to provide a letter of support to Council for signature and submit the letter of support to Travel Drumheller.

### APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

