

Municipality of Jasper
Committee of the Whole Meeting Agenda
September 29, 2026 | 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 Hall to chair meeting

2. Additions to agenda

3. Approval of agenda

3.1 September 29, 2026 Committee of the Whole agenda attachment

4. September 8, 2026 Committee of the Whole meeting minutes attachment

4.1 Business arising from minutes

5. Delegations

6. Correspondence

6.1 Government of Alberta, Public Security Division – Police Funding Model attachment

7. New business

7.1 Community Parking Update attachment

7.2 Jasper's Town Plan Engagement Approach attachment

7.3 2027 Visitor Paid Parking Program attachment

7.4 Jasper Municipal Leasehold Assets Society Transfer of Assets attachment

7.5 ATCO Electric & Natural Gas Franchise Fee Rates attachment

7.6 Jasper Transit Business Planning Update attachment

7.7 Activity Centre Emergency Capital Funding Request attachment

8. Motion Action List attachment

9. Councillor upcoming meetings

10. Upcoming events

[National Day for Truth and Reconciliation](#) – Wednesday, September 30

Library & Cultural Centre Anniversary – 10am-8pm, October 2, Jasper Library & Cultural Centre

[Jasper Dark Sky Festival](#) – October 16-25

NETMA – October 21, Jasper Library & Cultural Centre

Nomination Deadline for [Mayor's Special Awards](#) – November 1

11. Adjournment

All regular and committee meetings of Council are video-recorded and archived on YouTube.

AGENDA ITEM 4.1

Municipality of Jasper
Committee of the Whole Meeting Minutes
Tuesday, September 8, 2026 | 9:30am
Jasper Library & Cultural Centre, Quorum Room

Virtual viewing and participation	Council attendance is in Council chambers at the Jasper Library & Cultural Centre. This meeting was also conducted virtually and available for public livestreaming through Zoom. Public viewing during Council meetings is through both Zoom livestreaming and in-person attendance. Public participation is facilitated through in-person attendance.		
Present	Mayor Richard Ireland, Deputy Mayor Wendy Hall, Councillors Kable Kongsrud, Ralph Melnyk, Danny Frechette, Kathleen Waxer, and Laurie Rodger		
Absent	none		
Also present	Bill Given, Chief Administrative Officer Christine Nadon, Director of Protective & Legislative Services Natasha Malenchak, Director of Finance & Administration Lisa Riddell, Community Development Manager Emma Acorn, Legislative Services Coordinator 7 observers		
Call to Order	Deputy Mayor Hall called the September 8, 2026 Committee of the Whole meeting to order at 9:30am.		
Additions/ deletions to the agenda	none		
Approval of agenda #394/26	MOTION by Councillor Waxer that Committee approve the agenda for the September 8, 2026 Committee of the Whole meeting as presented.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Business arising from minutes	none		
Delegations	none		
Correspondence	none		
Arnica Avenue Servicing Cost Recovery Policy #395/26	Committee received a draft policy for consideration. Director of Finance & Administration Natasha Malenchak reviewed the background, recommendations, and alternatives for the Arnica Avenue Servicing Cost Recovery Policy. MOTION by Councillor Frechette that Committee recommend Council approve the Arnica Avenue Servicing Cost Recovery Policy as presented.		
	FOR	AGAINST	

	7 Councillors	0 Councillor	CARRIED
Canada Day 2026	Committee received a request for decision regarding future Canada Day activities. Lisa Riddell, Community Development Manager, reviewed the costs of the 2026 Canada Day activities as well as staffing levels and contributions from other groups.		
#396/26	MOTION by Councillor Melnyk that Committee refer \$12,000 to the 2027 budget discussions to enable the municipality to lead future Canada Day activities; and That Committee refer \$30,000 to the 2027 budget discussions to enable the municipality to incorporate Canada Day entertainment into its program offering.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Jasper Municipal Leasehold Assets Society Transfer of Assets	Committee received a verbal update on the transfer of assets from the Jasper Municipal Leasehold Assets Society from Mr. Given and Director of Protective & Legislative Services Christine Nadon.		
#397/26	MOTION by Councillor Melnyk that Committee receive the verbal update for information; and when additional information is received this comes back to a future Committee of the Whole meeting.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Proclamation Request	Committee received a proclamation request presented by Mayor Ireland.		
#398/26	MOTION by Mayor Ireland that Committee recommend Council proclaim September 24, 2026 as “National Resilience Day™” in Jasper.		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Motion Action List	Administration reviewed the Motion Action List.		
#399/26	MOTION by Councillor Waxer that Committee approve the updated Motion Action List with the removal of the following items: • Canada Day • Arnica Avenue Servicing Cost Recovery Policy		
	FOR 7 Councillors	AGAINST 0 Councillors	CARRIED
Councillor upcoming meetings	Councillor Melnyk will be participating in the Community Futures West Yellowhead business walk in Jasper tomorrow and a network for Alberta in Whitecourt next Wednesday.		

Councillor Frechette is busy with the Communities in Bloom Committee as the judges are arriving in town this week for Thursday’s event.

Councillor Hall will be participating in an Indigenous Relations Strategy workshop next Tuesday as well as a meeting of the Climate Caucus.

Upcoming Events Council reviewed a list of upcoming events.

Adjournment MOTION by Councillor Frechette that, there being no further business, the Committee of
#400/26 the Whole meeting of September 8, 2026 be adjourned at 10:39am.

FOR
7 Councillors

AGAINST
0 Councillors

CARRIED

AGENDA ITEM 6.1

AR 34118

September 21, 2026

His Worship Richard Ireland
Municipality of Jasper
303 Pyramid Lake Road
Box 520
Jasper AB T0E 1E0
rireland@jasper-alberta.ca

Dear Mayor Ireland:

Thank you for your letter of August 13, 2026 to the Honourable Mike Ellis, Deputy Premier and Minister of Public Safety and Emergency Services, regarding Alberta's renewed Police Funding Model (PFM). As the Assistant Deputy Minister of Public Security Division, I appreciate the opportunity to respond to the matters raised in your correspondence.

I appreciate that municipal administration has taken the time to work closely with ministry officials as the Municipality of Jasper seeks a greater understanding of the renewed PFM. The ministry values this engagement and the opportunity to provide further clarity regarding the methodology used to calculate annual municipal contributions.

The estimates previously provided to municipalities are intended to assist with long-term budget planning and do not fully reflect all variables that will be applied when annual invoices are generated. Each year, municipal contributions are calculated using the most current municipal population and equalized assessment data published by Municipal Affairs, together with eligible front-line policing expenditures. Consequently, annual invoices will differ from the preliminary estimates provided to municipalities in January 2026.

I would also like to clarify that the multi-year estimates provided to municipalities were developed using an assumed annual increase of 8% in front-line policing costs for planning purposes. This assumption was based on historical growth patterns and was intended to provide municipalities with a reasonable basis for long-term financial forecasting. The 8% figure does not represent a predetermined increase that will be applied to future municipal contribution invoices. Actual annual invoices will be based on eligible front-line policing expenditures from the most recently completed fiscal year. Consequently, future policing cost increases may be lower than the 8% planning assumption, and annual municipal contributions will reflect actual eligible front-line policing expenditures.

With respect to the Population Density Subsidy (PDS) identified in your letter, eligibility is assessed annually using the methodology prescribed by the Police Funding Regulation (PFR) and current municipal data available when annual invoices are generated. Because eligibility is determined through the annual calculation process, it cannot be established through the preliminary multi-year estimates previously provided to municipalities. Accordingly, the annual calculation process will determine whether Jasper qualifies for the PDS when 2026-27 municipal contributions are calculated.

I also acknowledge the municipality's request that the Minister exercise discretion under section 4(3)(c) of the PFR in consideration of Jasper's unique circumstances, having regard for its visitor population, geographic service area, and assessment profile. The Government of Alberta recognizes these considerations and other unique policing circumstances identified in your correspondence.

At this time, however, the municipality's actual 2026-27 policing contribution has not yet been determined. Municipal contributions under the renewed PFM will be calculated when annual invoices are prepared in March 2027, using the most recent municipal population and equalized assessment information together with eligible front-line policing expenditures. As a result, the municipality's final contribution will differ from the preliminary planning estimates previously provided.

Given that the annual calculation process has not yet occurred, and the municipality's final contribution is not yet known, it would be premature to consider any request for Ministerial discretion. The Government of Alberta is committed to ensuring that any consideration of such a request would be informed by the completed annual calculation and the full application of the PFR.

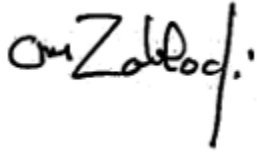
I would also note that the renewed PFM includes a phased transition to the distribution formula established under the Regulation. During implementation of the renewed model, the weighting assigned to equalized assessment will gradually decrease from 50% to 30%. As a result, equalized assessment will have a reduced influence on the allocation of municipal contributions over time, while continuing to serve as an indicator of municipal capacity to contribute.

The Government of Alberta recognizes the importance of providing municipalities with information that supports effective budget planning and long-term financial management. The government remains committed to transparency and ensuring municipalities receive updated information as the renewed PFM continues to be implemented.

As the first year of the renewed PFM is implemented, Public Safety and Emergency Services remains committed to working with municipalities to support understanding of the annual calculation process and the factors that influence municipal contributions.

Thank you for your continued engagement on this matter. Ministry officials remain available and can be reached at abpfm@gov.ab.ca to discuss the methodology and answer any additional questions the municipality may have.

Sincerely,

A handwritten signature in black ink, appearing to read "Curtis Zablocki". The signature is stylized with a large "C" and "Z".

C.M. (Curtis) Zablocki, O.O.M.
Assistant Deputy Minister
Director of Law Enforcement

AGENDA ITEM 7.1

REPORT FOR INFORMATION

Subject: Community Parking Update

From: Bill Given, Chief Administrative Officer

Prepared by: Isla Lewis, Town Planner
Leanne Pelletier, Municipal Housing Manager

Reviewed by: Beth Sanders RPP, Director of Urban Design & Standards
Courtney Donaldson, Director of Utilities & Operations

Date: September 29, 2026



Recommendation:

That Committee receive the *Community Parking Update* for information.

Alternatives:

- That Committee direct Administration to provide a follow-up report with additional information.
- That Committee refer the development a curbside management strategy to the 2027 budget discussions.

Background:

- In October 2024, Parks Canada amended the Jasper Land Use Policy, in consultation with Administration, to reduce the required number of parking stalls on residential lots.
- In April, May, and June 2025, Administration engaged with residents to explore changes to the Land Use Policy, including removing minimum parking requirements for new residential development (Attachment 1).
- On June 17 and July 8, 2025, Council held a public hearing to hear directly from residents on proposed Land Use Policy recommendations related to housing and parking.
- On July 8, 2025, Council asked Parks Canada to make twelve amendments to the Town of Jasper Land Use Policy; Parks Canada approved nine amendments.
- On July 14, 2026, Committee of the Whole directed Administration to provide an update regarding future residential parking plans at a future Committee of the Whole meeting.

Discussion:

Communities face two typical categories of parking challenges: parking on private land and parking on “public,” municipally controlled land.

In Jasper, parking challenges feel acute for community members during the busy summer months when most visitors spend time in town (484,869 and 473,964 visitors in July and August 2026). Parking is a complicated challenge that continues to have Administration’s attention as we work through housing and operational challenges.

Parking for Community Members on Private Land

Most land use policies and bylaws include minimum parking requirements for development, especially for housing. On-site parking requirements are a distinct barrier to housing development because they limit the amount of land available for housing on a site. For example, at the JMHC housing project at 737 Connaught Drive, more land is used for parking than for the apartment building.

Amendments to the Town of Jasper Land Use Policy in 2025 reduced minimum parking requirements on private leaseholds to ensure that as Jasper rebuilt after the 2024 Jasper Wildfire, we did not recreate the 0% housing vacancy challenge.

In July 2025, Council considered, but did not recommend to Parks Canada, removing parking minimums. Most leaseholders in Jasper can provide additional parking on their properties to meet their needs or arrange to park on other properties as needed. These decisions align with our commitments as recipients of CMHC's Housing Accelerator Fund funding (\$10.9M).

The Engage Jasper webpage on Residential Density and Parking Policies (Attachment 1) has extensive information about engagement activities and decision-making in 2025.

Parking for Community Members on Public, Municipally-Controlled Land

On-street public parking is available as a public amenity throughout town, in residential areas, and near schools, the hospital, the activity centre, downtown, and S Block. Our streets have many curbside uses: parking (paid and unpaid), loading zones, bus stops, bike parking, and patios.

While the Municipality does not have a curbside management strategy (Attachment 3) to guide decision-making about how to use this public space, our work is guided by the following assumptions:

1. Streets are public amenities available to all community members and visitors
2. Curbside parking is not allocated for individual private use
3. Downtown parking lots are available for residents and visitors
4. Demand for curbside parking and parking lot spaces increases during periods of high tourism activity
5. Encouraging alternative modes of transportation (walk, bike, transit) is helpful

While Administration is working on a transportation plan and streetscape guidelines, the following strategies are embedded in our work:

1. Make it easy and comfortable to choose active modes of transportation
2. Encourage residents to own fewer personal vehicles
3. Gather data to understand use of personal vehicles in town

Conclusion

The demands on Jasper's streets are diverse and complicated. A community curbside management strategy that assesses the current state of parking and curbside use, explores options for a future state, and provides recommendations based on public engagement, would be appropriate at a later date, after completion of the transportation plan and streetscape guidelines. Considerations could include:

1. How residents and visitors experience different areas (e.g. residential, downtown, activity centre, schools)
2. How to use curbside space (parking for personal vehicles, buses, RVs, delivery vehicles; bicycle parking; patios and seating)
3. How curbside space is managed and paid for (e.g. parking, patios)
4. How to encourage active modes of transportation (i.e. walking, cycling, rolling, transit)
5. How to encourage desired transportation patterns (e.g. transit, car-share, active transportation)
6. How to support a vibrant downtown experience

Administration continues to integrate parking considerations in its current projects. A list of strategies and tactics Administration is using to manage community parking can be found in Attachment 2.

Strategic Relevance:

- Improve transportation systems so movement works for residents and visitors
- Facilitate development of diverse housing options to meet community needs
- Advance initiatives to mitigate the local impacts of climate change
- Include an environmental lens in decision-making and operational plans
- Proactively plan and invest in maintenance and management of natural and built infrastructure

Inclusion Considerations:

Promoting walking, cycling, public transit, and other alternatives to private vehicle use and ownership supports residents with diverse needs and abilities. Transportation options enable community members who cannot drive, do not own a vehicle, or face financial or mobility-related barriers to vehicle ownership, to actively participate in community life and access employment, services and community amenities.

Relevant Legislation:

- [Jasper Community Sustainability Plan](#)
- [Town of Jasper Land Use Policy](#)
- [Equity, Diversity and Inclusion Policy E-115](#)
- [Commercial Use of Public Space Bylaw #246](#)

Financial:

There are no additional financial implications associated with this report.

Some strategies and tactics identified in Attachment 4 remain under consideration and are not currently approved or funded and will be subject to future council decision making.

Attachments:

1. [Town Values & Residential Density and Parking Policies](#) (on the Engage Jasper webpage)
2. Current Parking-Related Tactics and Strategies

Attachment 2—Current Parking-Related Tactics and Strategies

TACTICS	DETAILS	STRATEGIES		
		Make it easy and comfortable to choose active modes of transportation	Encourage residents to own fewer personal vehicles	Gather data to understand use of personal vehicles in town
INCREASE INCLUSIVITY				
Address overall comfort, accessibility and attraction of moving through town (e.g. sidewalks, benches, landscaping)	Streetscape guidelines are being developed to ensure that Jasper's streets (including sidewalks and boulevards) meet a variety of community needs.	Underway		
Amend Land Use Policy to establish criteria for evaluating requests for reduced on-site vehicle parking for larger-scale residential projects	The change establishes the expectation that projects with reduced parking provide alternative and active transportation opportunities based on guiding standards.	Complete	Complete	
ENCOURAGE WALKING				
Improve accessibility for all ages and abilities	Streetscape guidelines are being developed to ensure that investment in public infrastructure includes design direction for all ages and abilities.	Underway	Underway	
	Create accessibility guidelines for Jasper.	To consider		
Reduce conflicts between pedestrians, cyclists and vehicles	Transportation plan and streetscape guidelines are being developed to ensure all users of our streets are safe.	Underway		
Minimize the visual impact of parking areas from nearby pedestrian areas	Streetscape guidelines are being developed to improve the visual impact of parking areas.	Underway		
ENCOURAGE PARKING CLOSE TO DOWNTOWN, WALKING THE REST OF THE WAY				
Maximize efficient use of space for vehicle parking in other areas of town	The Operations and Utilities Department is testing alternative curbside parking arrangements. The primary example is angle parking along Pyramid Lake Road beside Commemoration Park.	Underway		

Reduce number of parking spaces in select areas (e.g. areas with high pedestrian traffic)	A transportation plan is being developed to explore how to maximize pedestrian traffic downtown as a vital economic driver while providing suitable parking nearby.	Underway		
Improve wayfinding between public parking lots and downtown	New wayfinding signage is being installed around town.	Underway		To consider
Connect public parking lots to the downtown area with comfortable walking connections	The transportation plan and streetscaping guidelines will identify specific implementation tactics.	To consider		
Increase parking fees	Increasing parking fees could serve as a deterrent to bringing vehicles downtown and encourage use of nearby parking areas. Exception to consider: community members that need to use a personal vehicle to move around town.	To consider		
ENCOURAGE CYCLING				
Amend the Land Use Policy to include requirements for bike parking for multi-unit dwellings and apartment buildings	The Town of Jasper Land Use Policy now includes design standards for indoor and outdoor bike parking for new residential developments.	Complete	Complete	
Improve cycling infrastructure for all ages and abilities	The transportation master plan and streetscape guidelines will identify opportunities for cost-effective cycling infrastructure in appropriate locations.	Underway		
Reduce conflicts between pedestrians, cyclists and vehicles	The transportation plan and streetscape guidelines will identify options to reduce conflicts between users of our streets.	Underway		
Increase the amount of bike parking in all areas of town	New bike parking will be added to the Jasper Activity Centre (across from Commemoration Park).	Underway		
Create an e-bike share program	An e-bike share program is being developed.	Underway		
ENCOURAGE USE OF PUBLIC TRANSIT				
Offer multiple routes to provide service across town	With feedback from riders, transit routes have been adjusted to better meet residents' needs. Ongoing feedback is encouraged.	Complete	Complete	
Ensure buses are accessible to all	Our transit buses are wheelchair accessible and accommodate other mobility devices. Buses are also equipped with bike racks to encourage multi-modal trips.	Complete	Complete	
Provide shelters at bus stops	Bus shelters are being developed for select stops in town.	Underway	Underway	

ENCOURAGE SHARING OF CARS				
Provide a car share program for residents only	A car share program is being developed that will allow for local and long-distance use of vehicles (e.g. to travel to trailheads, Edmonton or Calgary).		Underway	
DETERMINE THE NUMBER OF AVAILABLE CURBSIDE PARKING SPACES				
Conduct regular counts of on-street parking spaces	Tracking the number of functional on-street parking spaces will assist with future decision-making. (For example, ____ parking spaces are within a ____ m of ____.)			To consider
Conduct regular traffic counts along significant routes	Tracking the number and types of traffic movements will assist with future decision-making.			To consider
UNDERSTAND USE OF PUBLIC PARKING LOTS				
Track resident and visitor use of public parking lots	Understanding who the users are of our public parking lots will assist with future decision-making.			To consider
UNDERSTAND HOW VISITORS MOVE IN JASPER				
Conduct regular counts of vehicles entering and exiting the townsite	Understanding how many vehicles enter and exit the townsite will assist with future decision-making.			To consider
Track use of visitor vehicles in the townsite	Understanding visitors' use of personal vehicles in the townsite will assist with future decision-making.			To consider

AGENDA ITEM 7.2

REQUEST FOR DECISION

Subject: Jasper's Town Plan Engagement Approach
From: Bill Given, Chief Administrative Officer
Prepared by: Micheal Borland RPP, Town Planner
Reviewed by: Beth Sanders RPP, Director of Urban Design & Standards
Isla Lewis, Town Planner
Date: September 29, 2026



Recommendation:

That Committee receive the attached Engagement Approach for development of Jasper's Town Plan for information.

Alternatives:

- That Committee direct administration to delay community engagement until January 2027.

Background:

- The current community plan required by the *Canada National Parks Act*, the Jasper Community Sustainability Plan, was adopted in 2011.
- On July 19, 2022, Council passed a motion to formally request that Land Use Planning and Development approval powers be transferred to the Municipality of Jasper.
- On Nov 29, 2022, Committee of the Whole received Localis Consulting's report, an assessment of what would be involved in assuming planning and development functions from Parks Canada.
- On April 2, 2024 Council approved the creation of a new full-time permanent Director of Urban Design and Standards position.
- In fall 2024, Bill C-76 received royal assent to enable the transfer of land use planning and development authorities from Parks Canada to the Municipality of Jasper.
- On September 18, 2025, the Municipality of Jasper and Parks Canada signed a commitment to draft a transfer agreement within 18 months from the date of signing.
- On June 17, 2025, Council received for information the results of initial engagement on community values and directed Administration to incorporate the values into future work on the Town Plan.

Discussion:

The Municipality and Parks Canada are working together to facilitate the transfer of land use planning and development authority within the town boundary from Parks Canada to the Municipality. A key element of preparing for the transfer to occur is the preparation and approval of a new Town Plan that fulfills the obligations of the *Canada National Parks Act* (a community plan) and the *Alberta Municipal Government Act* (a municipal development plan). While a date for the transfer has not been confirmed, work on a new plan can begin to help facilitate the transfer of planning and development authority and guide future land use and community decision-making for both Parks Canada and the Municipality of Jasper.

The Town Plan will build on the 2011 Jasper Community Sustainability Plan. The Town Plan will be the Municipality's highest-level statutory plan and establish a long-term vision for how the Municipality will grow and change over time. It will establish policies to guide municipal decisions on housing, transportation, parks, community services, and future development within the town boundary. It will also advance the Municipality's direction on various topics in recent plans and studies.

Engagement is needed to ensure the Town Plan reflects current and future needs and priorities for the local community, Indigenous Partners, as well as regional and national public. The six town values developed by Jasperites in 2025 will be revisited as part of the Town Plan engagement process to confirm they are still relevant and to help guide the plan. The six values are *Belonging, Connection, Nature, Responsible, Thriving, and Inclusive*.

The Town Plan development process includes the following phases:

- Phase 1: Town Values (Spring/Summer 2025, Fall 2026)
- Phase 2: Community Levers and Preferences (Fall 2026)
- Phase 3: Policy Statements and Future Land Use Concepts (Winter 2027)
- Phase 4: Draft Town Plan (Summer 2027 to Spring 2028)

As engagement activities occur, What We Are Hearing reports will be shared with the community and Council.

Following the engagement, **the final draft Town Plan and Implementation Strategy will be presented to Council for decision in August 2027**. The above timeline will allow Council to give first reading to a bylaw to adopt the Town Plan and conduct a public hearing in fall 2027. After a public hearing, Council will decide if amendments are needed, or if they wish to give second reading. Parks Canada must certify the bylaw to adopt the Town Plan prior to third reading.

The Municipality must develop a Town Plan to receive planning and development authority within the Jasper townsite from Parks Canada. Regardless of the transfer of authority, Jasper needs an updated version of Jasper's Community Sustainability Plan, adopted in 2011. Municipal development plans are typically updated every five to ten years.

Strategic Relevance:

- Improve transportation systems so movement works for residents and visitors
- Align land use decisions to local priorities
- Include an environmental lens in decision-making and operational plans
- Foster public engagement and informed dialogue to strengthen trust and clarity
- Provide and maintain the core services and infrastructure that enable the visitor economy
- Proactively plan and invest in maintenance and management of natural and built infrastructure

Inclusion Considerations:

The proposed Engagement Approach will invite Indigenous Partners and the local, regional, and national public to help shape the future of Jasper. Particular attention will be paid to reach communities that do not typically participate in community engagement activities.

Relevant Legislation:

- [Canada National Parks Act](#)
- [Agreement for the Establishment of Local Government in the Town of Jasper](#)
- [Jasper Community Sustainability Plan](#)
- [Alberta Municipal Government Act](#)

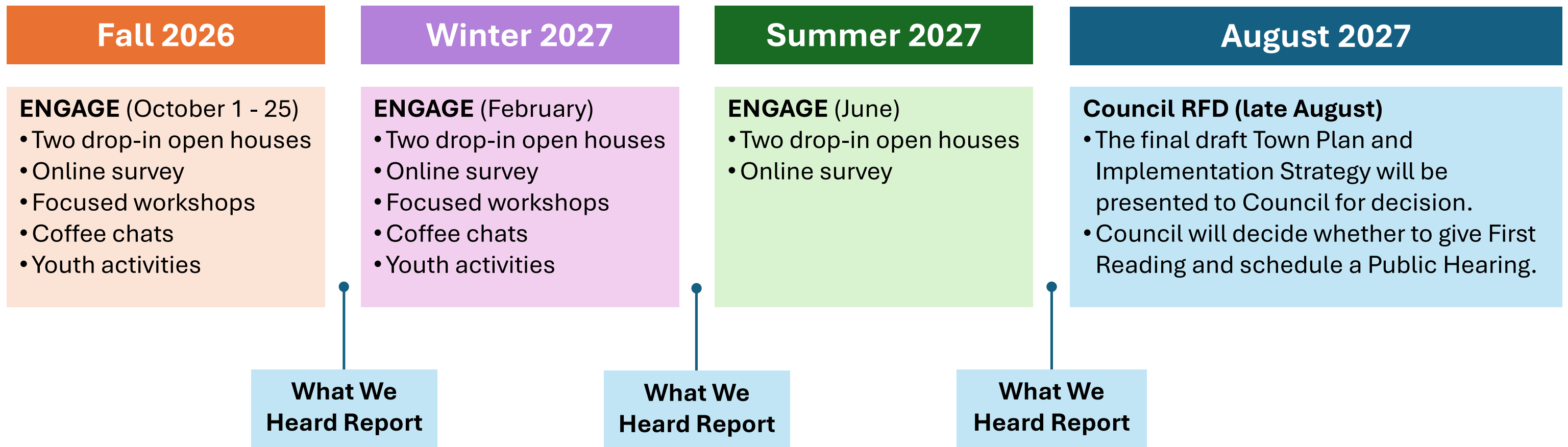
Financial:

The delivery of the Engagement Approach in 2026 is incorporated in the Municipality of Jasper's capital budget for 2026.

Attachments:

1. Town Plan Engagement Approach

Town Plan Engagement Approach



Online surveys will be the only engagement opportunities for the regional and national public.

AGENDA ITEM 7.3

REQUEST FOR DECISION

Subject: 2027 Visitor Paid Parking Program
From: Bill Given, Chief Administrative Officer
Prepared by: Christine Nadon, Director of Protective & Legislative Services
Reviewed by: Natasha Malenchak, Director of Finance & Administration
Emily Dawson, Finance Manager
Date: September 29, 2026



Recommendation:

- That Committee recommend Council expand the seasonal Visitor Paid Parking season from April 1 to October 31 annually; and
- That Committee direct Administration to return to a future meeting with additional information on the proposed Visitor Paid Parking program expansion.

Alternatives:

- That Committee recommend Council maintain the current Visitor Paid Parking season; or
- That Committee recommend Council extend the Visitor Paid Parking program to year-round.
- That Committee direct Administration to maintain the current Visitor Paid Parking program zones as-is.

Background:

- On March 10, 2026, Committee directed Administration to explore the feasibility of a year-round visitor paid parking program, including potential winter operating models, and to engage with the community and report back at a future committee meeting.

Discussion:

Following Council's direction, Administration issued an online survey which ran from July 16 to August 15, 2026. A total of 182 respondents participated in the survey.

Respondents were asked to:

- Identify their preferred paid parking option:
 - extending paid parking year-round at the current rates;
 - extending the program to include the month of April; or
 - maintaining the current seasonal paid parking period;
- Share their views in an open-ended format on extending the program;
- Rank the importance of key program considerations, including:
 - generating revenue to support municipal services;
 - supporting local businesses during the winter season;
 - ensuring parking availability;
 - keeping visitor costs affordable; and
 - maintaining Jasper's visitor experience;

- Share any additional feedback for Council consideration.

Detailed survey questions and results are presented as an attachment to this report.

To frame the public engagement process, Administration considered the visitor statistics published annually by Parks Canada, which show that 80% of visitors come to Jasper during the summer season (May to October), and therefore potentially contribute to paid parking revenue. Of the remaining months of the year, April stands out as a high visitation month which could be added to the paid parking season.

	Parks Canada Visitation Data	2025 Parking Revenue	Parking Revenue per Park Visitor	Potential Revenue Based on 2025 Data*
January	52,939			\$39,174.86
February	52,590			\$38,916.60
March	62,695			\$46,394.30
April	152,724			\$113,015.76
May	187,458	\$137,815.40	\$0.735	
June	230,577	\$218,292.76	\$0.946	
July	457,982	\$299,647.21	\$0.654	
August	498,086	\$340,641.04	\$0.683	
September	355,820	\$233,752.35	\$0.656	
October	64,580	\$114,749.13	\$1.77	
November	44,739			\$33,106.86
December	48,239			\$35,696.86
	2,208,429	\$1,344,897.88	\$0.907	\$306,305.24

**Based on an average revenue of \$0.74 per visitor (May to September only)*

As shown in the table above, while the Parking Revenue per Park Visitor varies from month to month (low of \$0.654 per visitor in July and a high of \$1.77 per visitor in October) over the course of the current seasonal program, the Municipality received an average of \$0.907 for each park visitor. This approach allows the Municipality to make some forecasts of potential revenue yield from other months.

To estimate the potential revenue from adding other months, Administration applied a conservative estimate of \$0.74 in parking revenue for each visitor to the park visitor number for the month.

As shown, while moving to a 12-month program could yield \$306,305 in additional revenue, over one third of the total revenue increase would come from April alone.

Despite the public engagement survey results showing most respondents in favor of keeping the current visitor paid parking season as-is, the combined number of respondents who were either in favor of extending the program into April or extending to year-round exceeds the number of respondents in the first category.

Administration is recommending Council extend the season to include the month of April. The statistics show that visitors are in-destination during that month, and extending the season by one month only does take into consideration the reluctance to expand the program to winter months, where survey respondents expressed concerns with the impact on local businesses and the regional visitor experience if the program was extended to

the slower months of the year.

In addition to extending the paid parking season by one month, Administration is also proposing an expansion of the established zone to include the RV parking lot on Hazel Avenue and the section of Pyramid Lake Road immediately adjacent to Commemoration Park (angle parking area). Staff have identified these two locations as heavily used by visitors, in areas immediately adjacent to the current zone. These changes would not impact residents, who could continue to park free of charge through the residential permit program.

If Council wishes to consider those options further, Administration could return to a future meeting with more detailed estimates on expected revenue, operational impacts and other relevant considerations.

Strategic Relevance:

- Foster public engagement and informed dialogue to strengthen trust and clarity.
- Support local business to enhance economic resilience.
- Align fiscal capacity to sustain priority services.

Inclusion Considerations:

Conducting a resident survey on the duration of the paid parking program provides an accessible opportunity for community members to participate in a decision that may affect residents, businesses, employees, and visitors. Seeking feedback on whether the program should remain limited to the current high-visitation season or operate for an extended period supports transparent and inclusive decision-making and helps Council consider community perspectives alongside operational, financial, and transportation considerations.

Relevant Legislation:

- [Traffic Safety Bylaw #244](#)
- [Policy B-126: Visitor Paid Parking Revenue](#)

Financial:

Extending the paid parking season into April and expanding the paid parking zone to new areas will provide an opportunity for additional revenue. Maintaining current program parameters would provide financial and operational predictability while continuing to focus the program on the period of highest visitation and parking demand.

Attachments:

- Visitor Paid Parking Public Engagement Summary
- Current Visitor Paid Parking zones map

Visitor Paid Parking Public Engagement Summary

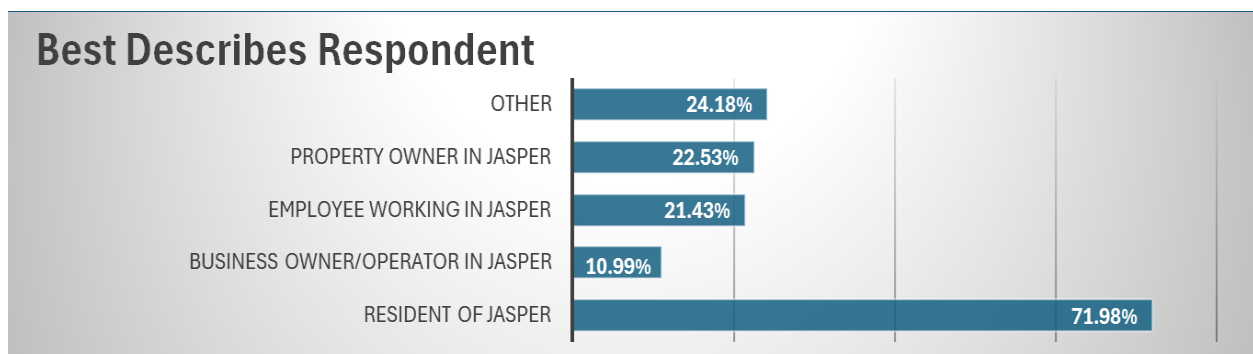
Following Council's direction, Administration issued an online survey which ran from July 16 to August 15, 2026. A total of 182 respondents participated in the survey, including:

- 131 Jasper residents
- 20 business owners or operators
- 39 employees working in Jasper
- 41 property owners; and
- 44 individuals who identified as "other".

The survey included five key questions designed to gather community feedback on the potential extension of visitor paid parking and the factors Council should consider.

1. Community Representation

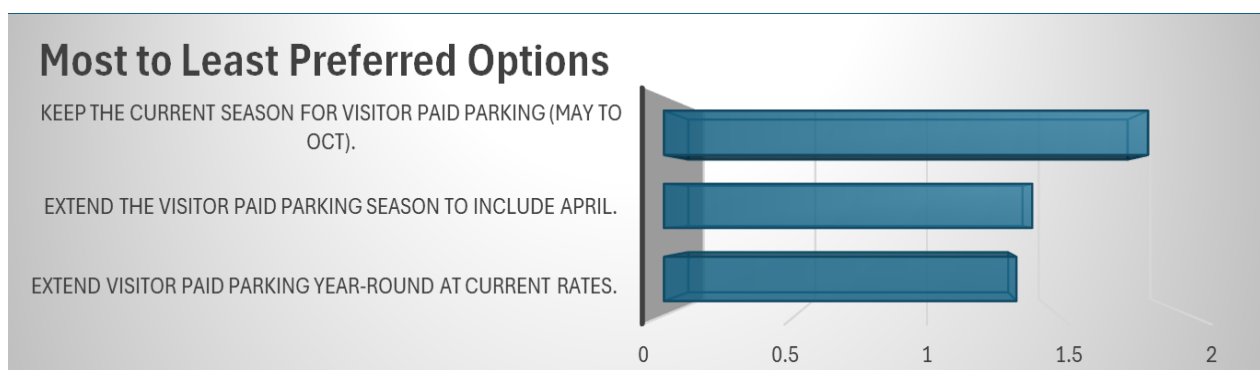
Respondents were asked to identify how they identify within the community.



2. Preferred Paid Parking Option

Respondents were asked to rank the following options:

- Extend visitor paid parking year-round at the current rates.
- Extend visitor paid parking to include the month of April.
- Maintain the current seasonal paid parking period.



Maintaining the current seasonal paid parking period received the highest overall ranking, indicating that respondents generally preferred retaining the existing model over extending paid parking into April or year-round.

3. Community Perspectives on Extending Paid Parking

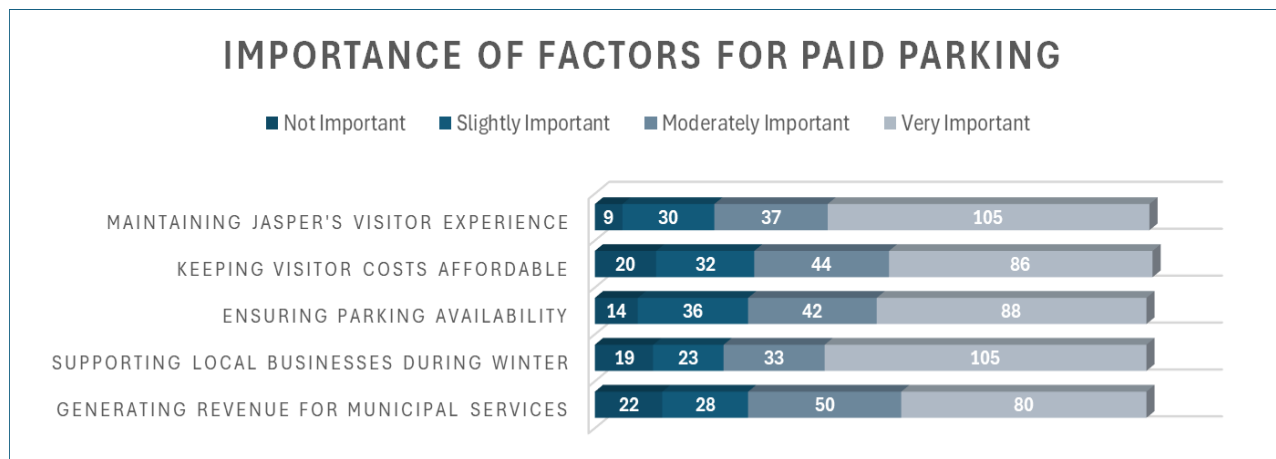
Respondents were invited to provide open-ended feedback on the potential extension of paid parking. Feedback reflected a range of views. Many respondents identified extended paid parking as a beneficial source of municipal revenue and indicated support for an expansion if the additional revenue could help reduce reliance on property taxation.

Several respondents mentioned our close neighbors such as Hinton and Edson residents who come to Jasper in all seasons to support our community. Increasing paid parking to year-round may deter them. Respondents also identified paid parking as an additional barrier for visitors and businesses, particularly during the winter and other slower tourism periods.

4. Importance of Key Considerations

Respondents were asked to rank the importance of the following factors when considering paid parking:

- Generating revenue to support municipal services.
- Supporting local businesses during the winter season.
- Ensuring parking availability.
- Keeping visitor costs affordable.
- Maintaining Jasper's visitor experience.



As the above results indicate, the items which were considered very important to respondents are maintaining Jasper's visitor experience and supporting local businesses during the winter.

5. Additional Considerations for Council

Respondents were asked whether there was anything else they would like Council to consider before making a decision.

A total of 128 comments were received and categorized based on respondents' perspectives. Of the submissions received, 47 were supportive of extending paid parking, while 51 expressed opposition. Eight (8) respondents specifically suggested reduced or seasonal rates, and the remaining comments were either inconclusive or provided other suggestions related to the paid parking program, such as improvements to parking infrastructure and the introduction of additional parking kiosks.



Jasper Paid Parking Map

Paid Parking in Effect May 1st to October 31st, 9AM - 9PM

Map Key

 Free Parking Lot

 Paid Parking Lot

 2-Hour Paid Street Parking

 Paid Street Parking

 15-Minute Zone

 Commercial Street Parking

 Resident Parking Only

 Accessible Parking

 Electric Vehicle Charging Station

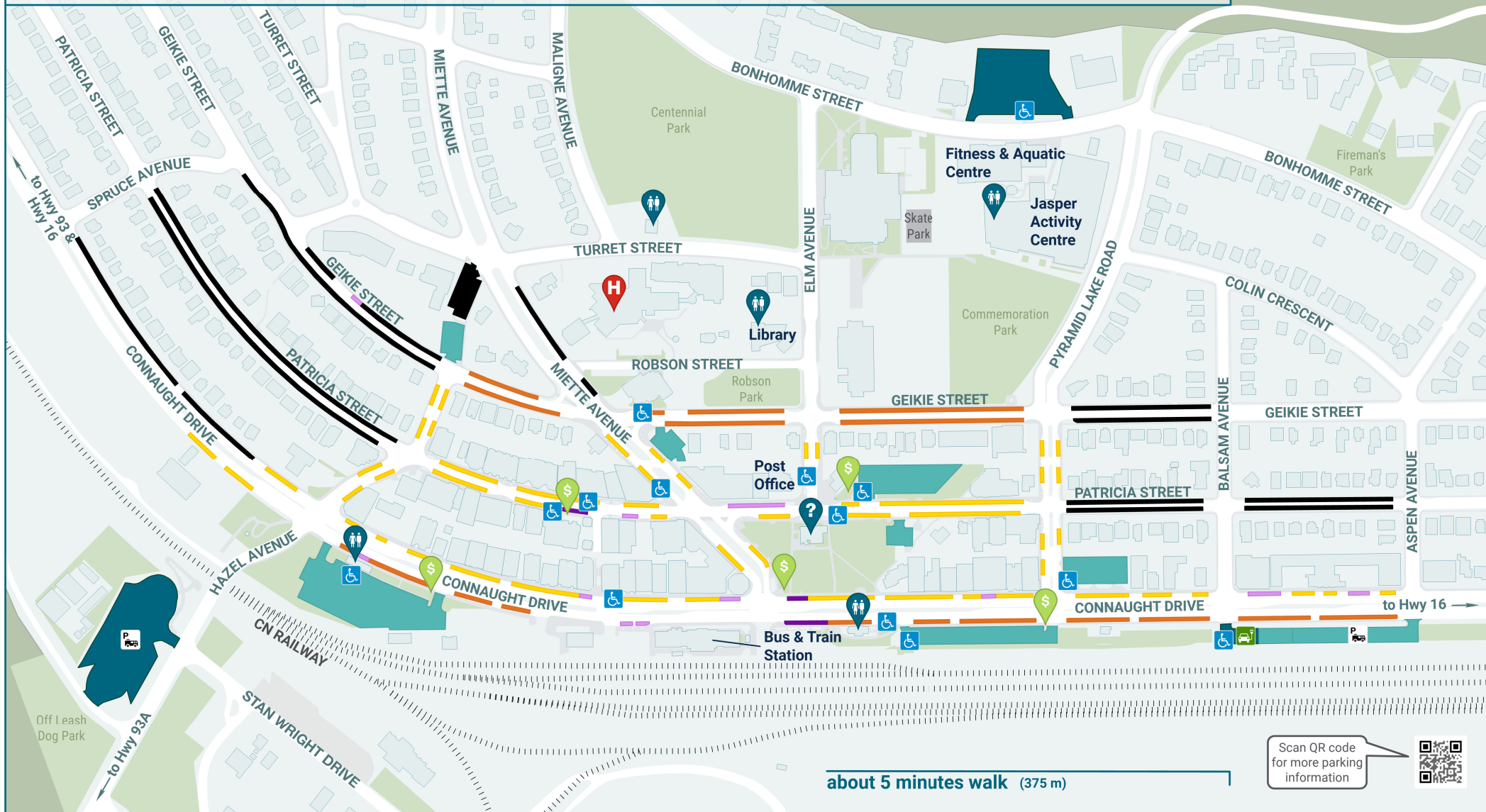
 Oversized Vehicles Parking Lot

 Payment Kiosk

 Information Centre

 Public Washroom

 Hospital



about 5 minutes walk (375 m)

Scan QR code
for more parking
information



AGENDA ITEM 7.4

REQUEST FOR DECISION

Subject: Jasper Municipal Leasehold Assets Society Transfer of Assets
From: Bill Given, Chief Administrative Officer
Prepared by: Christine Nadon, Director of Protective & Legislative Services
Reviewed by: Emma Acorn, Legislative Services Coordinator
Date: September 29, 2026



Recommendation:

- That Committee recommend Council approve the transfer of the Cottage Medical Clinic and 1251 Cabin Creek from the Jasper Municipal Leasehold Assets Society to the Jasper Municipal Housing Corporation.

Alternatives:

- That Committee direct Administration to report back at a future committee meeting once the Municipality receives a reply from the Minister on the request to waive Land Titles Office fees.

Background:

- The Jasper Municipal Leasehold Assets Society (JMLAS) was established in 1995. The members of the society are the members of municipal council.
- A number of assets which are functionally owned and operated by the Municipality of Jasper are held in trust by the JMLAS. These properties include:
 - Jasper Activity Centre (including the arena and fitness and aquatic centre)
 - Activity Centre parking lot
 - Centennial Park, Fireman's Park and Lion's Park
 - Cabin Creek residential property (1251 Cabin Creek Drive)
 - Cottage Medical Clinic
 - Robson House
- At the August 25, 2026 meeting, Committee directed Administration to consult with our auditors regarding the potential to have an assignment of some of the leasehold assets directly to the Jasper Municipal Housing Corporation; and directed the Mayor to write to the Minister responsible for land titles to request a waiver of transfer fees or registration fees for all properties.

Discussion:

Administration has received information confirming that from a fiscal perspective, a reassignment of leases from the JMLAS to the JMHC should be treated the same as a regular process of disposal of assets. Since the Municipality of Jasper is the only owner of both entities, transferring assets from the JMLAS directly to the JMHC should be feasible.

Mayor Ireland wrote a letter to the Minister of Service Alberta and Red Tape Reduction to request a waiver of Land Titles Office fees, which was sent on September 9. The Municipality has not yet received a response.

The recommended approach to transfer only specific assets from the JMLAS directly to the JMHC will limit the

fees incurred while we await a response from the Minister. This step is recommended to ensure transfers are completed by year-end 2026, which will reduce budget complexity for 2027. This approach will reduce financial entanglements between the Municipality of Jasper and the JMHC, so the 2027 fiscal year can proceed with increased clarity.

Transferring or assigning specific assets to the JMHC will secure the JMHC's role as a management body and improve its borrowing capacity to fund other housing projects. The remaining properties would continue to be operationally managed by the Municipality with no impact to residents. The transfers of the remainder of the assets, namely large assets such as the Jasper Activity Centre and Centennial Park, can be brought forward for Council consideration once a response from the Minister is received.

Once all transfers are complete, the JMLAS will no longer be required, allowing the Municipality to simplify the existing ownership structure and proceed with its dissolution.

Strategic Relevance:

- Facilitate development of diverse housing options to meet community needs.
- Leverage JMHC to increase supply of below market housing.
- Invest in practices and processes which support high quality decision making.
- Advance interests of strategic importance to secure policy and funding outcomes.

Relevant Legislation:

- [Municipal Government Act, RSA 2000, cM-26](#)
- [Society's Act, RSA 2000, cS-14](#)

Financial:

Transferring or assigning assets from one body to another involves Alberta Land Titles Office fees. Administration currently estimates that the transfer of all assets from the JMLAS to the Municipality of Jasper (total assessed value of approximately \$35M to \$40M) would cost approximately \$35,000 to \$40,000. The current recommendation of transferring only two properties (total assessed value of approximately \$2,220,000), from the JMLAS to the JMHC, would cost approximately \$2,000 to \$3,000.

Attachments:

- None

AGENDA ITEM 7.5

REQUEST FOR DECISION

Subject: ATCO Electric & Natural Gas Franchise Fee Rates
From: Bill Given, Chief Administrative Officer
Prepared by: Natasha Malenchak, Director of Finance & Administration
Reviewed by: Courtney Donaldson, Director of Operations & Utilities
Date: September 29, 2026



Recommendation:

- That Committee recommend Council approve an increase of the ATCO Electric franchise fee by 2 percentage points; and
- That Committee recommend Council approve an increase of the ATCO Gas franchise fee by 2 percentage points.

Alternatives:

- That Committee recommend a different increase to either or both franchise fee rates.
- That Committee receive the report for information and take no further action.

Background:

Under section 45 of the Municipal Government Act, a municipality may enter into an agreement granting a right to provide a utility service within the municipality. In exchange for the franchise rights granted under the agreements, the Municipality may charge the utility a franchise fee, which the utility recovers the fee from customers.

The Municipality has franchise agreements with ATCO Electric and ATCO Gas and Pipelines Ltd. (ATCO) for the provision of electricity and natural gas distribution services within the Municipality. These agreements provide ATCO with the right to use municipal lands and rights-of-way required to deliver utility services to customers.

- The current ATCO Electric franchise agreement expires on July 2, 2028.
- The current ATCO Gas franchise agreement expires February 28, 2027.

Discussion:

The Alberta Utilities Commission (AUC) regulates electricity and natural gas utilities and approves franchise fee rate riders. The AUC has established maximum franchise fee rates of 20% for electricity and 35% for natural gas. A municipality wishing to amend its franchise fee must complete the required public notice and application process before a revised rate can take effect.

Franchise fees provide the Municipality with a source of revenue that is separate from property taxation. The Municipality currently receives franchise fee revenue from both electricity and natural gas distribution within Jasper. The table at right shows historic franchise fee revenue.

Jasper Historic Franchise Fee Revenue			
YEAR	ELECTRICITY	GAS	COMBINED
2016	\$215,161	\$191,653	\$406,813
2017	\$229,320	\$218,133	\$447,453
2018	\$236,555	\$173,165	\$409,719
2019	\$246,557	\$196,344	\$442,901
2020	\$232,500	\$189,933	\$422,433
2021	\$241,632	\$195,816	\$437,448
2022*	\$381,726	\$277,327	\$659,053
2023	\$369,433	\$248,374	\$617,807
2024	\$340,237	\$238,021	\$578,258
2025	\$302,258	\$193,305	\$495,563

**In 2022, franchise fee rates increased by 2 percentage points for electricity and 1 percentage point for natural gas.*

A comparison with similar municipalities indicates that Jasper's current electricity and natural gas franchise fee rates are below the average of the comparator communities.

Franchise Fee Rate Comparator					
	Electricity	Gas	Combined Average	Electricity Supplier	Gas Supplier
Cold Lake	7.25%	15.50%	11.38%	ATCO Electric	ATCO Gas and Pipelines Ltd.
Hinton	11.73%	12.00%	11.87%	Fortis Alberta	ATCO Gas and Pipelines Ltd.
Jasper	8.00%	19.10%	13.55%	ATCO Electric	ATCO Gas and Pipelines Ltd.
Edson	6.70%	22.54%	14.62%	Fortis Alberta	ATCO Gas and Pipelines Ltd.
Banff	8.00%	35.00%	21.50%	Fortis Alberta	ATCO Gas and Pipelines Ltd.
Grande Prairie	10.00%	31.63%	20.82%	ATCO Electric	ATCO Gas and Pipelines Ltd.
Canmore	18.00%	35.00%	26.50%	Fortis Alberta	ATCO Gas and Pipelines Ltd.
Okotoks	20.00%	35.00%	27.50%	Fortis Alberta	ATCO Gas and Pipelines Ltd.
Average	12.00%	33.88%	22.94%		

Increasing each rate by 2 percentage points would move Jasper's rates closer to the comparator average without moving directly to the average or to the maximum rates permitted by the AUC.

Administration recommends a 2-percentage-point increase to each franchise fee as a measured adjustment.

Based on ATCO's forecasted 2027 distribution revenue, each additional percentage point is estimated to generate approximately \$45,236 annually from electricity and \$11,940 annually from natural gas.

ATCO Forecasted 2027 Revenue				
	ATCO Forecasted 2027 Revenue	Current Rate	Estimated Municipal Revenue at Current Rate	Additional Revenue per 1 Percentage Point
Electricity	\$4,523,590.04	8.0%	\$361,887.20	\$45,235.90
Natural Gas	\$1,194,000.00	19.1%	\$228,054.00	\$11,940.00

A 2-percentage-point increase to each rate is estimated to generate approximately \$114,350 in additional annual municipal revenue.

Franchise fees are recovered by ATCO from customers through their utility bills. Increasing the rates would therefore result in additional costs for residential and non-residential utility customers. The recommended 2-percentage-point increase balances the opportunity to increase non-property-tax revenue and move Jasper's rates closer to those of comparator communities with the objective of limiting the additional impact on individual customers.

Council could choose a larger increase to one or both franchise fee rates. A larger increase would generate additional municipal revenue and could move Jasper's rates closer to, or beyond, the comparator average, depending on the rates selected. It would also result in a greater increase to the franchise fees recovered from utility customers.

Council could instead approve a smaller increase, increase only one of the two franchise fees, or establish different increases for electricity and natural gas. These approaches would allow Council to adjust the distribution of the financial impact between electricity and natural gas customers. If the combined adjustment were lower than the recommended increase, these alternatives would generate less additional municipal revenue.

Council could also maintain the existing franchise fee rates. This would avoid any additional impact on utility customers but would leave Jasper's rates below the comparator average and would not generate additional franchise fee revenue.

If Council approves a change, Administration will complete the public notice and application process required by the AUC. Any additional revenue would begin once the revised rates take effect through the applicable AUC process.

Administration recommends increasing both franchise fee rates by 2 percentage points because this approach moves Jasper toward the rates charged by comparator communities, increases an existing non-property-tax revenue source, and limits the adjustment relative to the larger increases available to Council.

Strategic Relevance:

- Manage funding transitions to protect service stability.
- Align fiscal capacity to sustain priority services.
- Clearly and simply communicate the facts around our finances.

Inclusion Considerations:

Franchise fees are recovered through utility bills and therefore affect residential and non-residential customers who receive electricity and natural gas services. The required public notice process provides residents with an opportunity to understand the proposed changes and provide feedback.

Relevant Legislation:

- Municipal Government Act, RSA 2000, c M-26 – section 45
- Electric Utilities Act
- Gas Utilities Act
- Alberta Utilities Commission Rule 29 – Applications for Municipal Franchise Agreements and Associated Franchise Fee Rate Riders

Financial:

Based on ATCO’s forecasted 2027 distribution revenue, the recommended 2-percentage-point increase to each franchise fee rate is estimated to generate the following additional annual revenue:

Gas (2% increase)	~\$23,880
<u>Electricity (2% increase)</u>	<u>~\$90,470</u>
Total	~114,350

Actual franchise fee revenue will vary based on ATCO’s applicable distribution revenue. Additional revenue would begin following completion of the required AUC process and the effective date of the revised rates.

Attachments:

None

AGENDA ITEM 7.6

REQUEST FOR DECISION

Subject: Jasper Transit Business Planning Update
From: Bill Given, Chief Administrative Officer
Reviewed by: Courtney Donaldson, Director of Operations & Utilities
Prepared by: Erin Toop, Jasper Transit Manager
Date: September 29, 2026



Recommendation

- That Committee recommend Council approve the 2027 – 2031 Jasper Transit Business Plan as presented; and
- That Committee refer the following Transit service expansion items to the 2027 Budget discussion:
 - Winter service span increase starting Q4 2027
 - Ski Hill winter service starting Q4 2027,

Alternatives

- That Committee direct Administration to modify the Jasper Transit Business Plan and bring updated implementation actions to the 2027 Budget discussion.
- That Committee receive the report for information and take no further action.

Background

- On September 5, 2023, Jasper Transit began operations.
- In January 2026, Council directed Administration to return to a future Committee of the Whole meeting with a Draft Business Plan for Transit prior to June 2026.
- In June 2026, Council directed Administration to incorporate the following service expansion options into the 2027 - 2031 Transit business plan and return prior to budget:
 - Summer frequency increase,
 - Year-round townsite service,
 - Winter service span increase,
 - Ski Hill winter service.

Discussion

The Business Plan is intended to guide service levels, program investments and other transit priorities from 2027 to 2031 and to inform Council's annual budget decisions.

Administration began developing the 2027–2031 Jasper Transit Business Plan in February 2026 to align future transit service with Council's Strategic Priorities and establish a long-term service delivery and financial framework. The plan has been informed by stakeholder engagement, the Summer 2025 rider survey, customer feedback, and transit performance data.

Administration incorporated the four service expansion options into the Summer 2026 rider survey to help prioritize implementation and sequencing. Survey responses included 97 transit riders and 100 non-riders. The table below shows how survey participants ranked the importance of different service expansion options.

	Average Importance Score		
	Riders	Non-Riders	Combined
Winter service span increase	2.38	1.84	2.11
Summer frequency increase	2.49	1.79	2.14
Year-round townsite service by fixed route	2.11	1.8	1.95
Ski Hill winter service	1.54	2.03	1.79

As shown above, Transit riders have a stronger preference for the summer frequency and winter service span increases, while non-riders have a stronger preference for the ski hill winter service.

The ski hill winter service is subject to working collaboratively with the local business community to arrive at a detailed service and cost sharing plan. Administration has developed a high-level plan for this work and continues to engage with the Jasper Park Chamber of Commerce as the key touchpoint with the business community and the convener of a working group of business members to support this initiative.

For service to launch in November 2027, a detailed service and cost-sharing plan will need to be presented to Council for approval by the end of Q2 2027.

The Business Plan outlines a phased implementation of service expansions based on both input from riders and community stakeholders, as well as operational considerations and best practice from the municipal transit sector.

It is important to note that while the Business Plan proposes actions over a five-year period, Council maintains full discretion around implementation timelines and all concepts are subject to Council’s regular budget decision making processes.

The table below shows the phased implementation of service enhancements proposed in the Business Plan.

Service Expansion	Proposed Timing
Increase Winter Service Span	Q4 2027
Ski Hill Winter Service (<i>pending funding agreements with external partners</i>)	Q4 2027
Increase Frequency of Summer Service	Q2 2028
Year-round Limited Span Townsite Service by Fixed Route	Q2 2029

In addition to the service expansions, the Business Plan identifies supporting actions intended to improve the customer experience and strengthen the ongoing delivery of Jasper Transit. These include improving customer information and fare payment options; reviewing transit technology and real-time information systems; developing new revenue through advertising, corporate passes and partner contributions; updating the Transit Service Standards Policy; and completing planned fleet and transit stop improvements.

The plan also identifies additional administrative capacity required as the system grows and recommends continued evaluation of the most appropriate model for contracted transit operations.

Strategic Relevance

- Improve transportation systems so movement works for residents and visitors.
- Provide and maintain the core services and infrastructure that enable the visitor economy.
- Invest in practices and processes which support high-quality decision making.

Inclusion Considerations

Jasper Transit supports equitable access to transportation for residents and visitors, including youth, seniors, and those without private vehicles. Accessible vehicles and expanded services improve access to community destinations.

Relevant Legislation

- [Policy F-114 Transit Service Standards](#)

Financial

The Business Plan includes a five-year operating forecast based on the proposed sequencing of service expansions. Under the plan assumptions, annual operating expenses increase from approximately \$933,000 in 2027 to \$1.9 million in 2031 if all service level increases are approved.

External partner contributions and transit-generated revenues will be important to offsetting the municipal cost of these service levels. The forecast will be refined as service plans, operating costs and funding arrangements are confirmed.

Attachments

- Attachment 1 – Jasper Transit Business Plan

JASPER TRANSIT BUSINESS PLAN 2027-2031

September 2026



Jasper Transit Business Plan Context

The Jasper Transit Business Plan for 2027 to 2031 is a guiding document to establish level of service expectations and other transit program opportunities for the next phase of Jasper Transit, and to inform the Municipal budget.

Planning is occurring in the context of community recovery and fiscal stewardship, and the need for ongoing action through 2026 to fully leverage capital funding opportunities and react to changes from Jasper Transit partners.

The level of service Jasper Transit provides in 2031 impacts the quantity and composition of Jasper Transit fleet. The Municipality is purchasing the full 2031 fleet complement in summer 2026 to comply with timelines for the Rural Transit Solutions Fund grant, which must be spent by March 31, 2027.

In summer 2026, Jasper Transit service is also evolving. A new school special transit service launched at the start of the 2026/2027 school year, in partnership with the Grande Yellowhead Public School Division. This is a departure from the exclusive yellow school bus service that operated until June 2026 and effectively extends the availability of regular public transit service in the mornings and afternoons on weekdays.

The final business plan outlines the next transit service expansions in which Council wishes to implement between 2027 and 2031 and the sequencing of the expansions. It also includes program investments and actions required to grow ridership and revenues, improve user experience and expand partnerships.

Jasper Transit Strategic Priorities

Providing transit service in Jasper is key to delivering on six of Council's strategic priorities for 2026 – 2029:

- Improve transportation systems so movement works for residents and visitors.
- Facilitate development of diverse housing options to meet community needs.
- Advance initiatives to mitigate the local impacts of climate change.
- Include an environmental lens in decision-making and operational plans.
- Provide and maintain the core services and infrastructure that enable the visitor economy.
- Proactively plan and invest in maintenance and management of natural and built infrastructure.

Jasper Transit Goals for 2027 – 2031

Jasper Transit aims to continue to increase ridership and provide an enjoyable, reliable and convenient experience to customers so that they adopt and continue to choose transit as a way to move around Jasper.

Building on Council's strategic priorities, the following six goals guide this Business Plan:

- Provide reliable and convenient transportation option for those who do not have access to a private vehicle and those who choose not to use their vehicle.
- Increase access within townsite and to nearby destinations.
- Connect high-density housing sites and key destinations to relieve demand for parking.
- Reduce vehicle congestion and tailpipe emissions.
- Deliver services that support businesses and the visitor economy.
- Continue to adapt to evolving travel needs.

Key performance indicators (KPIs) will be established for each Jasper Transit goal. This will be formalized through an update to the Transit Service Standards Policy. Potential KPIs are below.

Table 1 – Jasper Transit Goals and KPIs

Goals	Potential KPIs
Provide reliable and convenient transportation option for those who do not have access to a private vehicle and those who choose not to use their vehicle.	• Total annual boardings • On-time performance • Service reliability • Rider Satisfaction Survey Results
Increase access within townsite and to nearby destinations.	• Boardings per in-service hour by route
Connect high-density housing sites to relieve demand for parking.	• Number of additional dwelling units approved in lieu of parking spaces, in higher density areas. Original permit application vs approved plan. • Percentage of multi-family developments within 200m of a transit stop.
Deliver services that support businesses and the visitor economy.	• Annual Stakeholder Satisfaction Survey Results • Annual Rider Satisfaction Survey Results • Number of Corporate Pass Program Subscribers • Number of Businesses Actively Promoting Jasper Transit
Reduce vehicle congestion and tailpipe emissions.	• Boardings per in-service hour • Annual fuel consumption
Continue to adapt to evolving travel needs.	• Annual Rider Satisfaction Survey Results • Quarterly and annual Council reporting commitments

Plan Inputs

The 2027 – 2031 Jasper Transit Business Plan is based on:

- **System Performance** through 2025 and early 2026.
- **Customer Feedback**, including open feedback received on an ongoing basis, 2025 Rider Satisfaction Survey results gathered in August and September 2025, and 2026 Rider Satisfaction Survey results to inform plan priorities.
- **Key Stakeholder and Partner Feedback** from meetings held in Q1 and Q2 of 2026.
- **Operating Partner Feedback** from both the Local and Regional transit operating companies.
- **Council Feedback** on the role of transit in the community and future service levels from a workshop held in March 2026.
- **Community Development Plans** including the evolution of wildfire recovery and known and planned changes to Jasper's development and built form.
- **Administrative Experience** from the first three years of Jasper Transit operation.

The summary of these inputs is available in the Jasper Transit Business Plan Background and Plan Inputs document, in Appendix A.

Jasper Transit Opportunities for 2027-2031

- ☆☆☆ **Customer Interface and Experience:** improve the awareness and usefulness of Jasper Transit information.
-  **Technology Integration:** procure technology for the transit system with the aim of maximizing user experience and integrating the back-end.
-  **Increase Revenues and Value to Taxpayers:** establish new revenue streams like advertising and build on existing fare, corporate pass and partner revenue.
-  **Transit Service Expansions:** expand service based on productivity of routes, customer feedback, input from prospective customers and stakeholders, and redevelopment.
-  **Capital Planning:** complete projects that are grant funded to address operational and accessibility issues and customer feedback.
-  **Resourcing and Service Delivery:** align capacity, both in-house and contracted, to the effort required to maintain existing services and deliver new projects and services.

Customer Interface and Experience

What We Heard

Customers, prospective customers and local stakeholders identified lack of awareness about Local and Regional Transit services, confusion around where to find Jasper Transit information and where and how to purchase fares.

Customer Interface and Experience Actions

1. Develop a customer interface, communications and marketing strategy aiming to improve awareness of and access to information about Jasper Transit services for locals and visitors.
2. Address fare payment barriers and challenges including reviewing the HotSpot app against alternative transit fare payment applications and sourcing a provider to allow on-board credit card payment.
3. Improve access to reliable real time bus information and the challenges with finding this information.
4. Work with local business to promote Jasper Transit services to staff and customers and prepare promotional materials for each seasonal service change.

Technology Integration and Improvement

What We Know and What We Heard

Jasper Transit's technology providers were selected based on being readily available at the time of system launch, for an expedient start-up. User experience from both the administration and customer perspective indicates that the technology and technology provider support is not customized to Jasper Transit's needs and should be revisited as the system matures.

Technology Functions

Jasper Transit will require new functionality for advertising and real-time information displays and better integration between all technology providers.

The key technology functions required are:

- CAD/AVL and customer-facing real-time bus information
- Automated passenger counting
- On-board displays for Advertising and next stop information
- Bus stop / shelter displays for next bus information
- Digital fare payment and/or tap on board credit card payment
- Next stop request buttons on board

Technology Integration Actions

1. Complete a review of existing technology providers, existing and new technology requirements and develop a plan to implement the required changes to improve customer service and better inform administrative decision making.
2. In any new technology procurement, ensure the Municipality sets the expectations for functionality and is owner of the contract(s).

Increasing Revenues and Value to Taxpayers

What We Heard

Some community members and prospective transit customers, business stakeholders and Parks Canada have shared the aim that Jasper Transit increase its revenues to limit the burden on local taxpayers.

Revenues Actions

1. Establish a Jasper Transit advertising program for local businesses and organizations to advertise on the transit system.
2. Continue to promote the Corporate Pass program for local employers.

3. Increase Jasper Transit fares by Summer 2030 to account for inflation and ensure fares remain a stable source of revenue.
4. Phase-out the Regional Recovery Pass by May 2027 to increase fare revenue and service longevity.
5. Seek to negotiate long-term stable partner contributions which account for future service expansion costs and benefits.
6. As part of the customer interface, communications and marketing strategy, aim to:
 - increase promotion and awareness of Regional Transit service between Jasper and Hinton, to grow ridership, increase fare revenue, and monitor the viability of the service beyond the Provincial funding horizon.
 - increase the promotion and awareness of Jasper Transit, in general, to both local and visitor audiences, with the aim to grow ridership.

Transit Service Expansions

What We Heard

Transit customers, prospective customers, partners, community support organizations and business stakeholders identified several potential transit service improvements.

- *Existing Transit customers' top request is more frequent service.*
- *From the business stakeholders there is a unanimous request for Jasper Transit to introduce ski hill service during the ski season.*
- *Other requests include closing the midday service gap in the typical winter schedule and providing consistent townsite service year-round.*

Transit Service Expansion Options and Prioritization

This plan includes four transit service expansion options, which respond to what we heard prior to Summer 2026. In Summer 2026 the Jasper Transit Annual Rider Survey launched with two questions seeking input on the priority of the expansion options and whether respondents would value or prefer on-request townsite service.

There are three types of service expansions:

Frequency: increasing how often the bus comes.

Span: increasing the business hours of the bus each day.

Coverage: increasing the number of destinations that a bus goes to.

Year-round Limited Span Townsite Service

What: Increase frequency of townsite service in winter and add townsite service in summer.

Why: Transit users, local community-serving organizations, businesses want townsite transit service year-round to connect workers to jobs, access to social programs, access local destinations. Dedicating a bus the townsite could also accomplish the town portion of a school special service. Potential for new Corporate Pass program subscribers.

How: Add 1 bus year-round dedicated to townsite. Service can be provided on a fixed-route, using a modified town loop or by on-request. This service could start as limited span from approx. 6 – 10 a.m. and 2 – 6 p.m. for key employer shifts and errands. It would cover new townsite and nearby locations as feasible, depending on service model.

Result: Fixed route service every 45-60 minutes during operation. On-request service parameters to be determined through future work. On-request likely to cover a larger area than possible with a fixed-route.

Estimated New Annual Service Hours: 2,920

Priority (2026 Rider Survey): Medium with strong preference for fixed-route service

Summer Frequency Increase

What: Increase frequency of all Local Transit routes in the summer.

Why: Transit users, local community-serving organizations want more daily transit opportunities and more predictable schedules. Use from Corporate Pass holders at JPL is increasing. Summer service productivity is high, exceeding 20 passengers per hour on Lodge Loop in May 2026.

How: Add one bus to service in summer. Based on route productivity, dedicate one bus to Lodge Loop with other bus shared on Pyramid and Campgrounds Loops. Potential for Campgrounds Loop extension to Becker's. Potential for Lodge Loop stop at Pine Bungalows entrance. These new stops would increase trip time and reduce frequency but add coverage.

Result: Lodge Loop service every 45-minutes, Pyramid and Campgrounds Loop service every 80-minutes.

Estimated New Annual Service Hours: 1,920

Priority (2026 Rider Survey): High

Winter Service Span Increase

What: Increase the span of service in the winter from 8 hours daily (existing) to 12 hours daily.

Why: Transit users want service in the early morning and mid-day, when there have been gaps in the winter schedule.

How: Operating a School Special service that is open to anyone would extend daily span by 2 hours. Further extend the service day to start as early as 6:30 a.m. for commuters and run more service between Noon and 4 p.m.

Result: Service for the public starts earlier in the morning and is more available into the middle of the day when there is typically a 3- to 4-hour break in service.

Estimated New Annual Service Hours: 820

Priority (2026 Rider Survey): High

Ski Hill Winter Service

What: Provide service to Marmot Basin during its winter operating season to serve guests and accommodate staff as feasible.

Why: Service to the ski hill supports the winter economy and local business community is advocating for this addition. Prospective transit users request ski hill service. High potential for new partnerships and/or Corporate Pass program subscribers.

How: Dedicate one bus to providing ski hill service from November to May, with routing to cover both the townsite and JPL on alternating trips. A special fleet vehicle is required, with approximately 40 seats and ski/board racks. Implementation relies on ongoing collaboration with the business community to agree on funding model.

Result: Daily, all-day ski hill service on a dedicated route every 90- to 120-minutes spanning approximately 6 a.m. to 6 p.m.

Estimated New Annual Service Hours: 2,160

Priority (2026 Rider Survey): Low

Analysis of Service Expansion Impacts

Analysis of how each transit service expansion option impacts the Jasper Transit goals is shown in the table below. The darker colour shows the higher priority or stronger impact on the goals.

	Reliable and convenient	Increase access		Connect high-density housing sites	Reduce congestion and emissions	Support businesses and visitor economy
		Within townsite	Nearby destinations			
Summer Frequency Increase						
Year-round Townsite Service (fixed route)						
Winter Service Span Increase						
Ski Hill Winter Service						

Figure 1 – Qualitative Assessment of Impacts of Transit Service Expansion Options

The implementation of the new service expansions is outlined below based on the 2026 rider survey priority of the services, the business community priorities, and operating cost of the services.

Table 2 – Summary of Service Expansions and Implementation Timing

	Annual Service Hours	Fleet In-service	
Existing Level of Service	3,920	1 – size varies (40 passenger and 22 passenger) + 1 spare	
	New Annual Service Hours	New Fleet In-Service	Implementation Timing
Increase Winter Service Span	820		Q4 2027
Ski Hill Winter Service	2,160	1 (40 passenger) + 1 spare	Q4 2027 pending funding agreement with Business Community
Increase Frequency of Summer Service	1,920	1 (22 passenger) + 1 spare	Q2 2028
Year-round Limited Span Townsite Service by Fixed Route	2,920	1 (15 or 22 passenger) + 1 spare	Q2 2029

The Ski Hill Winter Service is understood to be a shared-cost endeavour between the Municipality and other funding partners in the Jasper business community. Though the number of annual service hours are high, it is expected that an agreement will be reached with the business community and other funders to reduce the Municipal expense for the service, making it lower risk to implement sooner. The Transit Service Standards policy guides new services such as this, and amendments to the policy should be reviewed through the process of establishing an agreement with the business community.

Regional Transit Service Evolution

The funding for interim housing is expected to end in Spring 2028. To support the interim housing program's demobilization by spring 2028, the Marmot Meadows interim housing site will be decommissioned in fall 2027.

If recovery transit operating funding remains, there will be an opportunity to maintain service between Hinton and Jasper for the duration of the Regional Transit operating funding, up to the agreement end date of June 2029. To date, actual service levels on the Regional Routes have been higher than planned, as significant community feedback has been addressed to enhance service span, particularly to Marmot Meadows. A summary of planned service levels vs actual service levels to date, is below.

Table 3 - Regional Transit Service Levels and Funding Duration

	Planned Service Level	Actual Service Level (July 2025 – April 2026)
Total Daily Hours	13	14 – 17 (varies by season)
Estimated Annual Hours	4,745	5,950
Total Funded Service Months	38	31
Estimated Remaining Service Months (from May 1, 2026)	n/a	22
Estimated Service Funding End	Fall 2028	Spring 2028

Boardings on the Regional Transit service to date has not exceeded an average of 4 passengers per hour, which would be significantly below a viable fixed route ridership target. These data will be reviewed quarterly, per the existing Transit Service Standards Policy, for any change to the viability of the service, longer-term.

Service Expansion Actions

1. Review and update the Transit Service Standards Policy to reflect:
 - Transit service types, including a potential hierarchy of service levels.
 - Level of service factors including frequency and span.
 - Potential expansion of the Service quality factors to include customer satisfaction and comfort and establishing a measurement or a proxy for reliability.
 - An approach to Service Warrants for new routes outside the townsite, which considers input from the business community and other partners through the implementation of the ski hill service.
 - KPIs based on the Jasper Transit goals in Table 1.
2. Conduct detailed service plans for the three significant transit service expansion projects:
 - Ski hill service, which requires ongoing work with the business community to refine service levels and cost sharing agreements.
 - Increase frequency of summer service.
 - Year-round townsite service.
3. Implement service expansion projects according to the implementation timeline and operating budget approved by Council.
4. Monitor and report on the productivity of all transit services and refine as necessary at seasonal service changes.

Capital Planning

Capital improvements have been identified based on operational issues, accessibility issues and customer feedback. Opportunities for capital improvements are outlined below with applicable funding mechanisms.

Table 4 - Capital Improvement Summary

Improvement Type	Description	Estimated Cost	Funding Source
Fleet	Purchase of wheelchair accessible Jasper Transit fleet to implement planned service expansions and maintain an appropriate spare ratio. Four (4) approximately 22 passenger vehicles Three (3) approximately 40 passenger vehicles	\$2,250,000	RTSF Capital Program
Transit Stop Improvements	Update the design of all Jasper Transit signs and replace the existing signs with the new design.	\$21,000	RTSF Capital Program
	Develop a consistent standard approach for accessible transit stop design, including different stop types such as a typical stop and major stop.	In progress	Streetscape Design Guidelines
	Construct improvements to Jasper Transit stops bringing them up to the consistent design standard, including the adjacent sidewalks and crosswalks.	Potential to be funded through remaining Hub stop construction funds	HAF Transit Aligned Housing Initiative
	Improve active transportation and connectivity within the townsite and to key transit nodes and stops. This includes e-bike sharing.	TBD	Potential to improve as redevelopment happens on adjacent properties. Some stops near higher density residential may be eligible for HAF Transit Aligned Housing Initiative
	Enhance the Hub stop and two other key bus stops into multi-modal stations with more customer amenities including shelters, benches and next bus displays.	\$650,000	HAF Transit Aligned Housing Initiative
	Explore improvements to the bus stop at the schools to reduce conflicts between busses, pedestrians, cyclists and motorists.	\$100,000	Unfunded To be included in future capital grant opportunities.
Transit Facility	Awning and concrete pad adjacent to new transit facility to provide covered parking for one of the new fleet vehicles.	\$500,000	Unfunded 2027 Municipal Capital Budget

Improvement Type	Description	Estimated Cost	Funding Source
Transit Priority Measure	Intersection of Pyramid Lake Road and Connaught Drive requires improvement to ensure safety and reliability of left-turn movement on to Connaught Drive. This issue is temporarily mitigated using a summer detour, adding 5 minutes per Lodge Loop trip, which costs approximately \$16,000 annually.	\$250,000	Unfunded To be evaluated through town transportation plan in context of other transportation needs.
Capital Reserve Fund	Prepare for the next iteration of Jasper Transit fleet by funding a capital reserve.	To be based on fleet lifespan of 5 – 10 years and total fleet cost of \$2,250,000	Unfunded

Resourcing and Service Delivery

What We Know and What We Heard

Jasper Transit has a lean administrative structure reflective of the start-up phase of its evolution. It is currently managed by a third-party contractor, with a partial Project Coordinator FTE for system administration and oversight by the Director of Operations and Utilities.

The Jasper Transit operators and local stakeholders with experience providing transportation services note significant challenges around recruiting and retaining bus drivers. This is a key risk to consider in the decision to bring operations in-house vs outsource operations to third parties.

Administration

As Jasper Transit expands its service offering, more administrative capacity will be required.

Included in the expanded administrative efforts over the next planning cycle are:

- Service expansion implementation: detailed planning, scheduling and implementation, including additional effort to work with the business community on developing and implementing the ski hill service option.
- Customer interface improvements: implementation of the customer interface strategy recommendations and new look and feel.
- Managing, monitoring and reporting: increasing service levels require more effort to monitor, report and manage.
- Stakeholder engagement: increasing the level of engagement with key stakeholders by establishing key touchpoints ahead of seasonal service changes and stakeholder surveys.
- Fleet on-boarding: sourcing and installing add-on equipment and coordination with suppliers.
- Technology procurement and management: procuring, onboarding and managing new technology vendors.
- Stop upgrades and new stops: planning and installation of upgraded transit stops and new transit stops where required for service expansions.
- Policy updates: including the Transit Service Standards Policy, the Snow Clearing Policy and providing Jasper Transit input into higher-level town planning activities such as the Town Plan and Transportation Master Plan.

Jasper Transit's operations and maintenance are outsourced to two different third-party operators for Local Transit and Regional Transit. This requires more administrative effort to coordinate with two entities, and it limits the overall ability to optimize driver shifts, fleet and service levels. In the future, it is recommended that all Jasper Transit operations and maintenance services are completed through the same third-party contract, for as long as the Municipality continues to outsource these functions.

Operations and Maintenance

It is recommended to continue to outsource Transit operations and maintenance until at least October 31, 2027, when the Local Transit operating contract is up for review.

Jasper Transit will have both a bus barn storage facility and new Local Transit fleet by early 2027. After bringing both bus storage capability and fleet in-house, the Municipality expects a reduction in third-party operating costs to be realized in the current Local Transit operating agreement and any future procurements for third-party operations.

Once the Municipality's fleet vehicles are in-service, the Municipality will be responsible for maintenance costs, either in-house or as a flow-through in the third-party operating contracts. As Jasper Transit increases its service levels, it is expected that the third-party operations rates will continue to decrease, due to the economies of scale.

Going forward the Municipality should evaluate, on an annual basis, the risks and benefits of continuing to outsource transit operations. Some examples are shown below.

Table 5 – Potential Benefits and Risks of Outsourced and In House Transit Operations

	Potential Benefits	Potential Risks
Outsourced Operations	Low start-up cost and potential for overall lower cost due to private sector staffing model. Predictable rate-based fee model. Lower administrative effort for Municipality. Risk of driver recruitment and retention is managed by third-party. Driver training and management systems are provided by third-party.	More driver turnover. Less Municipal control over quality and disciplinary issues. Less flexibility to modify service levels. Expertise and knowledge held externally.
In House Operations	More flexibility to adapt service changes and address unforeseen issues. Flexibility to share Transit staff with other Municipal operations functions. Direct control over HR and quality control systems.	More Municipal administration and overhead required to manage and retain drivers, including setup of systems. Less cost predictability due to overtime, benefits and balancing full time and part time schedules. Risk of driver recruitment and retention is managed by Municipality.

Jasper Transit Operating Budget 2027 - 2031

The Jasper Transit operating budget for the next 5 years is intended as a planning tool to support the Municipality's annual budget processes. This version of the budget corresponds to the service assumptions and actions identified in this plan. An editable version of the budget is also included, which will allow ongoing updates as implementation work and partner negotiations proceed and assumptions are refined.

As of the completion of this plan, the following ongoing work will impact the Jasper Transit budget:

- Confirmation of the sequence and timing of the transit service expansions.
- Discussions with Parks Canada about their level of contribution to Jasper Transit over the next five years.
- Collaboration with the Jasper business community to refine the detailed service plan for the ski hill service expansion, and the final proposal for the sharing of costs between the business community and Municipality.

Table 6 – Jasper Transit Operating Budget 2027 - 2031

	2027	2028	2029	2030	2031
Service Assumptions	Increase winter hours of service in Q4 Launch Ski Hill service in Q4	Increase summer frequency in Q2	Add year-round townsite service in Q2	All expansions in effect	All expansions in effect
Local Transit Billable Hours	5050	8820	10280	11740	11740
Transit Operating Expenses					
Direct Operating	\$ 632,200	\$ 955,700	\$ 1,183,500	\$ 1,419,200	\$ 1,521,100
Insurance, Utilities	\$ 49,800	\$ 62,600	\$ 65,600	\$ 68,800	\$ 72,200
Hardware and Software	\$ 45,000	\$ 55,000	\$ 35,400	\$ 35,900	\$ 36,300
Administration	\$ 163,800	\$ 200,700	\$ 164,100	\$ 167,500	\$ 221,000
Advertising, Supplies, Misc	\$ 42,200	\$ 43,700	\$ 45,200	\$ 46,800	\$ 48,400
Total Operating Expenses	\$ 933,000	\$ 1,317,700	\$ 1,493,800	\$ 1,738,200	\$ 1,899,000
Hourly Operating Expense	\$ 185	\$ 149	\$ 145	\$ 148	\$ 162
Transit Operating Revenues					
General Ticket Sales (Excluding Ski Hill Service)	\$ 56,290	\$ 86,580	\$ 105,560	\$ 134,120	\$ 134,120
Corporate Pass Program	\$ 70,113	\$ 73,160	\$ 90,000	\$ 94,500	\$ 94,500
Fares	\$ 126,403	\$ 159,740	\$ 195,560	\$ 228,620	\$ 228,620
School Special Service Contribution (GYPSD)	\$ 35,000	\$ 35,000	\$ 40,000	\$ 40,000	\$ 45,000
Ski Hill Service Revenues (Partner Contributions + Ticket Sales)	\$ 119,720	\$ 290,432	\$ 282,485	\$ 287,825	\$ 314,451
Service Contributions	\$ 154,720	\$ 325,432	\$ 322,485	\$ 327,825	\$ 359,451
Advertising	\$ 20,000	\$ 21,000	\$ 22,050	\$ 23,153	\$ 24,310
Total Operating Revenues	\$ 301,100	\$ 506,200	\$ 540,100	\$ 579,600	\$ 612,400
Hourly Operating Revenues	\$ 60	\$ 57	\$ 53	\$ 49	\$ 52
Total Annual Operating Subsidy Required	\$ 631,900	\$ 811,500	\$ 953,700	\$ 1,158,600	\$ 1,286,600
Operating Subsidy Contribution Assumptions					
Ratio of Parks to MoJ Contribution	1:1	1:1	1:1	1:1	1:1
MoJ Contribution to Operating Subsidy	\$ 315,950	\$ 405,750	\$ 476,850	\$ 579,300	\$ 643,300
Parks Canada Contribution to Operating Subsidy	\$ 315,950	\$ 405,750	\$ 476,850	\$ 579,300	\$ 643,300

APPENDIX A

Background and Business Plan Inputs

Jasper Transit Business Plan 2027-2031



Background

Jasper Transit launched its first public transportation services in September 2023 and evolved following the Jasper Complex Wildfire in 2024 to offer Regional Transit services in Summer 2025. Due to the wildfire, 2025 was the first full year of Jasper Transit operation. The original plan did not contemplate a regional transit service that now connects displaced residents living in Hinton and at Marmot Meadows.

Jasper Transit Services

The Jasper Transit routes and schedule have evolved since 2023 based on feedback received from community members, businesses and transit riders.

Jasper Local Transit changes schedules and service levels twice per year for the opening and closing of Whistlers and Wapiti Campgrounds in mid-May and mid-October. There are a handful of seasonal amenity stops offered with the Summer service.

Local Transit Summer Service – Mid-May to Mid-October

Jasper Local Transit runs 12 in-service hours daily on:

- **Lodge Loop** (including Lake Annette / Edith)
- **Campgrounds Loop**
- **Pyramid Loop** (including Pyramid Beach)

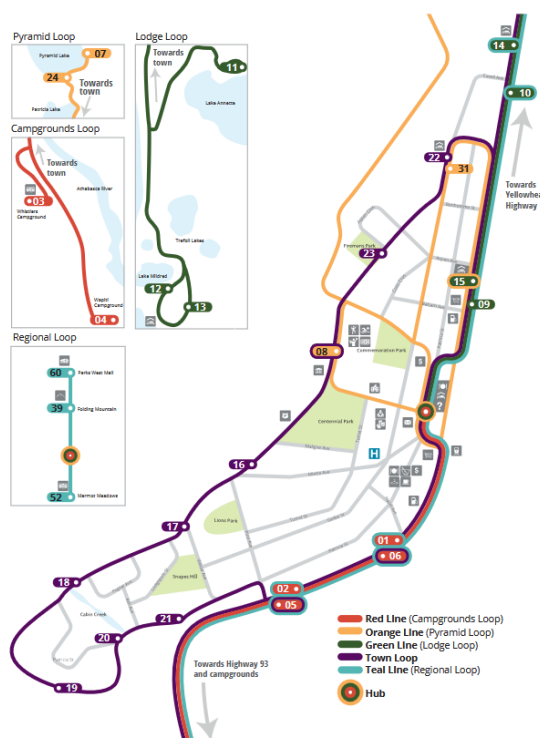
Local Transit Winter Service – Mid-October to Mid-May

Jasper Local Transit runs 8 in-service hours daily on:

- **Lodge Loop** (excluding Lake Annette / Edith)
- **Pyramid Loop** (excluding Pyramid Beach)
- **Town Loop**

A note on Frequency

Frequency is important to public transit customers. A frequent and predictable service is easier to use, allows for spontaneous travel, and encourages more ridership. Most public transit systems define transit service types and service frequency expectations based on different time periods.



In the start-up phase of Jasper Transit and the one-bus system in place in Jasper, there are no explicit frequency targets. Rather, the service level is unofficially measured as the total number of trips provided in a day, on each route. As Jasper Transit evolves, it will be important to establish service standards that include the target frequency of different service types or routes. The service expansion options in this plan include the intended service frequency (or headway) as a starting point.

School Service – early-September to late-June

Jasper Local Transit operates the school bus for Grande Yellowhead Public School Division (GYPSD) through a three-year operating agreement, which expires in summer 2026. School bus service is directed by GYPSD and requires 2 in-service hours daily on school days. This is approximately 360 in-service hours annually. Since 2023, the school bus service was fully funded by GYPSD at \$142,000 annually.

Regional Transit

Regional Transit was established in July 2025. It runs approximately 15 in-service hours daily year-round on the **Regional Loop** from Hinton to Jasper and Jasper to Marmot Meadows. Service on this route is fully funded by the Province of Alberta as a community recovery initiative to connect displaced residents outside of the townsites to Jasper. Service levels vary slightly between summer and winter to create alignment with the local transit schedules and ensure coverage for Marmot Meadows residents at key commute times.

The \$2 Million Provincial funding for Regional Transit covers both direct operating costs, and indirect service costs including administration, communications and engagement, and service planning. The funding is flexible for use based on needs, with an agreement expiration date of June 2029. The pace of spending determines the duration of the funding, i.e. the more service that is delivered, the sooner it will be gone. A summary of expected funding duration is below.

Table 1 - Regional Transit Service Levels and Funding Duration

	Planned Service Level	Actual Service Levels
Total Daily Hours	13	14 – 17 (varies)
Estimated Annual Hours	4,745	5,950
Total Funded Service Months	38	31
Estimated Service Funding End	Fall 2028	Spring 2028

Investing in Capital

In 2023, alongside the launch of Jasper Transit, the Municipality received approval for \$5 million in capital funding through the Rural Transit Solutions Fund (RTSF) to support the transit capital projects below, which must be delivered by March 31, 2027. The aim of these projects is to expand Jasper Transit's service delivery potential, while leveraging 80% federal funding to bring the most significant capital expenses in-house and reduce third-party costs.

The RTSF initially prioritized zero emission transit systems, however, the electric bus market shifted substantially from 2023 to 2025 and so did the RTSF requirements. After issuing a request for proposals for mid-duty electric busses and finding no suitable suppliers, the Municipality received approval to amend the RTSF capital project scope to permit the purchase of conventional transit vehicles, while maintaining eligibility for funding.

Table 2 - RTSF Capital Project Summary

RTSF Capital Project	Status	Estimated Annual Operating Cost Savings (based on existing service levels)
Design and construction of an EV ready fleet storage facility	Completed and opened in July 2025. Capacity for up to 6 busses.	\$37,000
Purchase of zero emission fleet	Amended to conventional fleet in March 2026. Procurement initiated in Spring 2026.	\$100,000 - \$115,000
Purchase of high-speed EV chargers	One EV charger acquired for EV readiness and pilot opportunities	n/a
Minor transit stop improvements	Planned for Summer 2026	n/a
Purchase of e-bikes and e-bike charging stations	Planned for Summer / Fall 2026	n/a

Fares

Jasper Transit fares may be purchased in four ways:

- Cash on board.
- Physical tickets and passes are available at the Activity Centre desk.
- Single use and day passes are available at the parking kiosk across from the Hub stop.
- Through the HotSpot app.

Local Transit fares increased in May 2026 with the summer service launch, from \$2.50 to \$3.00 for a single use. Current Jasper Transit fares are shown below. Recovery Passes, a free transit fare product, are also available for displaced residents who reside outside the townsite. This is administered through the Jasper Recovery Coordination Centre. Recovery Passes are eligible only on the Regional Transit services and Campgrounds Loop.

Table 3 - Jasper Transit Fares (May 2026)

	Single Use	Day Pass	10-Pass	Youth / Senior 10-Pass	Monthly	Youth / Senior Monthly
Local Transit	\$3	\$8.50	\$27	\$21	\$48	\$30
Regional Transit	\$15	n/a	\$130	\$80	\$150	\$100

Corporate Pass Program

In 2024 Jasper Transit established a Corporate Bulk Pass Purchase Program, intended for businesses with five or more employees, who would benefit from unlimited access to the Jasper Transit system. The Corporate Bulk Pass Purchase Program is a yearly Transit subscription, which provides employees of registered organizations full access to all Jasper Transit routes, including the Regional Transit service. To participate, organizations must issue an employee photo ID or other way for transit operators to identify employees who are eligible to rider the transit system. Scalable discounted pricing is based on the annualized Monthly Pass cost.

Jasper Park Lodge subscribed to the Corporate Pass Program starting in June 2024.

Other businesses have expressed interest in the Corporate Pass Program, with one explicitly requiring year-round in-town transit service to justify the investment.

Customer Information and Interfaces

Jasper Transit strives to maintain a consistent digital presence and uses the Municipality's Jasper Transit webpage as the primary source of customer-facing information. Transit maps and

schedules were printed and distributed for the first year of service, however, this has been discontinued due to the information becoming out of date quickly with each consecutive seasonal service change.

Bus stop signs were also updated regularly with new schedules until the wildfire. Many of the signs were damaged in the fire and require replacement. The temporary signage shows a QR code for the Jasper Transit webpage. Administration is working on a simplified design for new signage.

Passio is the third-party technology used for computer-aided dispatch and automatic vehicle location (CAD/AVL) and automated passenger counting (APC). This software and hardware provider was included as a value-add in the local transit operations contract. The Municipality is now the primary user and interface with Passio. To integrate the Local and Regional services for customers, the Municipality required the regional transit operators to also use Passio. Due to challenges with this service provider, the plan will include actions to assess and acquire new technology suppliers.

Table 4 - Jasper Transit Customer Interfaces

Customer Interface	Primary Sources	Secondary Sources
Transit Service Information (Schedules, maps, fares, etc)	Jasper Transit Website	Bus stop signs HotSpot App (via Passio) Passio GO webpage Google Transit Transit App Printable maps and schedules
Transit Alerts	Jasper Transit Webpage	Municipality of Jasper Social Media HotSpot App
Transit Fare Payment	HotSpot App Cash on board	Jasper Activity Centre Desk Downtown Parking Kiosk
Customer Inquiries or Feedback	Municipal website Feedback Form	Jasper Transit email address Operations Department phone

Service Standards Policy

The first Jasper Transit Service Standards Policy was approved by Council in May, 2024.

The policy includes several components:

- Service warrants for reviewing potential new transit services or evaluating existing services. This includes direction that prior to establishing new routes outside the townsite at the

request of a third party, the municipality shall require a two-year external funding commitment equal to 90% of the forecasted operating cost of the route.

- Service Quality and Performance expectations.
- Service productivity factors.
- Transparency commitments, including the obligation to report quarterly and annually to Council, and conduct regular ridership surveys.

Plan Inputs

The 2027 – 2031 Jasper Transit Business Plan is based on:

- **System Performance** through 2025 and early 2026.
- **Customer Feedback**, including open feedback received on an ongoing basis, 2025 Rider Satisfaction Survey results gathered in August and September 2025, and 2026 Rider Satisfaction Survey results to inform plan priorities.
- **Key Stakeholder and Partner Feedback** from meetings held in Q1 and Q2 of 2026.
- **Operating Partner Feedback** from both the Local and Regional transit operating companies.
- **Council Feedback** on the role of transit in the community and future service levels from a workshop held in March 2026.
- **Community Development Plans** including the evolution of wildfire recovery and known and planned changes to Jasper’s development and built form.
- **Administrative Experience** from the first three years of Jasper Transit operation.

Jasper Transit Performance

Service Levels

Local transit service levels from Winter 2024 to Summer 2026 are shown to illustrate the proportion of the daily transit service hours that are allocated to each transit route, by season. The Lodge Loop receives the most service, followed by Pyramid Loop and Campgrounds Loop. The Town Loop receives a marginal level of service.

Table 5 - Local Transit Service Levels from Winter 2024 to Summer 2026 – Daily in-service hours and proportion of total hours

	Total Daily In-Service Hours	Lodge	Pyramid	Campgrounds	Town
Winter 2024 / 25	6.3	62%	32%		6%
Summer 2025	11.8	46%	28%	26%	
Winter 2025 / 26	7.0	55%	29%		16%
Summer 2026	11.7	39%	34%	26%	

Ridership

The previous Public Transportation Strategy and Action Plan established quarterly average ridership targets for the plan horizon, shown as the dashed line in the rides per hour figure below. Monthly, the total transit system rides have exceeded the planned targets. When school bus rides are excluded, the local transit route ridership on average has exceeded the targets in summer season months and been below target in the winter season months.

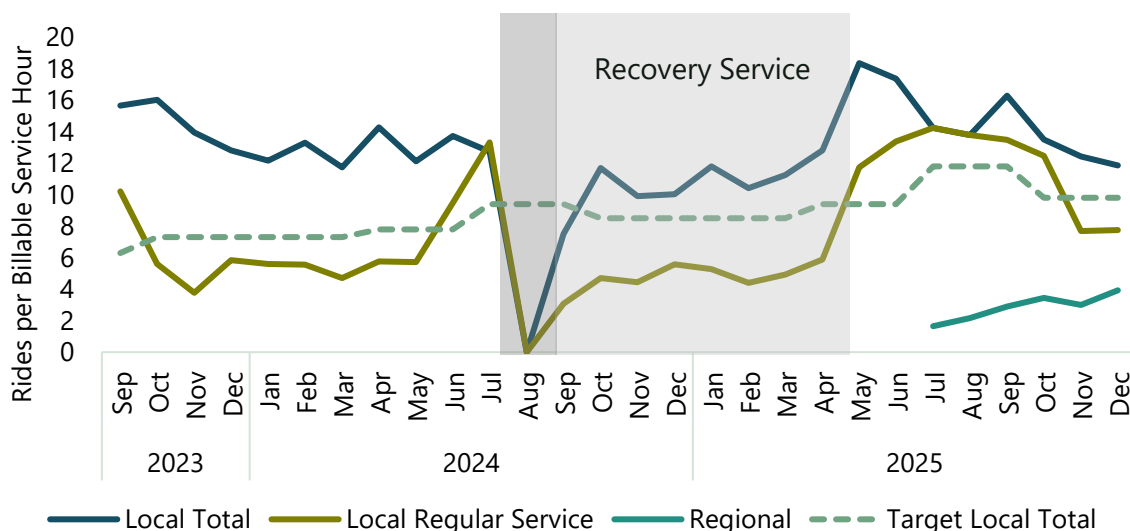


Figure 1 – Monthly Jasper Transit Boardings per Billable Service Hour by Service Type

Looking at rides per billable service hour at the route level shows how performance varies through the year by route. In spring 2025 the average productivity target was 9 boardings per hour, in summer 2025 it was 12 boardings per hour and in Winter 2025 /2026 the target was 10 boardings per hour.

The Lodge Loop has exceeded rider targets year-round, while the Pyramid Loop meets targets only in the summer season. The Town Loop is consistently below target, however improving in

late 2025 and early 2026, showing more demand for townsite transit service. The Campgrounds Loop is generally above target, except for May and October when service levels change.

Table 6 - Monthly Boardings per Billable Service Hour by Local Transit Route

	2025												2026				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Lodge	9	8	9	10	12	17	19	20	18	17	13	13	15	14	13	18	21
Pyramid	4	3	3	5	9	11	13	13	11	7	5	5	4	4	3	4	9
Campgrounds					8	12	13	13	14	6							11
Town	1	0	0	0	1					1	1	3	4	3	5	3	

Note: from January to mid-May 2025 a "Recovery" transit schedule was in place at a slightly reduced service level.

Reliability and On-time Performance

Per the Transit Service Standards Policy, monthly average on-time performance is measured by the Passio CAD/AVL system and reported to Council every quarter. On-time performance issues are mitigated at each schedule change and when issues arise, based on operator feedback. On-time means running from 0 to 5 minutes late, and the target is running on-time 85% of the time.

In 2025, average on-time performance by route was:

- **Lodge** 93.9%
- **Pyramid** 85.7%
- **Campgrounds** 88.75%
- **Town** 99.3%
- **Regional** 79.6%

Administration has worked with the Regional Transit operators to improve on-time performance and to adjust schedules to provide additional buffer for the long-distance service where highway conditions are more variable.

Vehicle Passenger Load

The transit vehicle load is tracked through the Passio system and is used to understand the typical and maximum passenger loads to inform fleet decisions. The current Jasper Transit Local fleet have 28 seats, of which 4 are foldable to accommodate wheelchairs. The following data are for the Local Transit fleet.

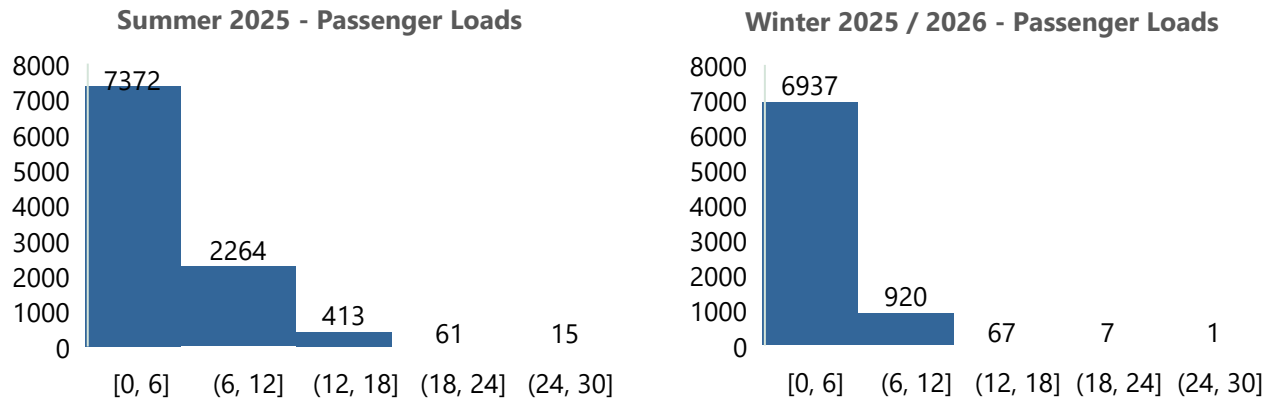


Figure 2 - Histogram of Passenger Loads for All Trips - Summer 2025 and Winter 2025/2026 Service Levels

In both summer and winter, most transit trips see 12 or fewer passengers on board. In both seasons, there are also trips where passenger loads exceed 80% of the bus capacity.

2025 Rider Survey

Rider Satisfaction

The results of the 2025 transit rider survey (n=112 transit riders) show that the top five areas for improvement are:

- Timeliness of the bus and adherence to the schedule (addressed through ongoing work with operators and schedule refinements),
- Availability of information about the bus routes, schedule and fares,
- Ease of purchasing a transit fare,
- Accessibility and ease of access to bus stops, and
- Helpfulness of the bus driver (addressed through ongoing work with operators and supply of transit maps and schedules on board).

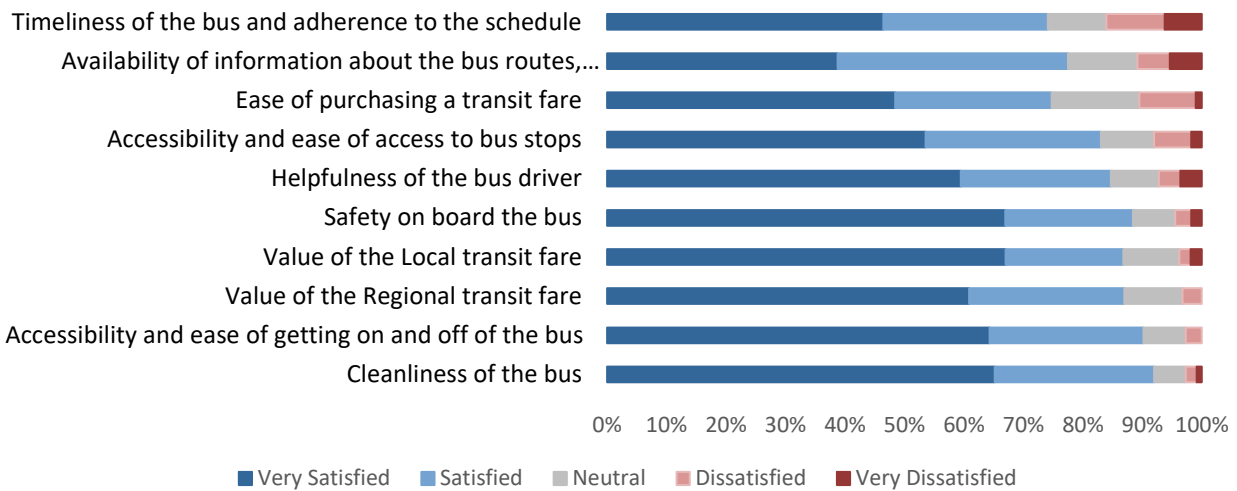


Figure 3 - 2025 Rider Satisfaction Results

Transit Usage

Of the 112 riders who completed the survey, the majority (58%) are regular or frequent transit users, 6% are visitors to the community and 13% were first time users.

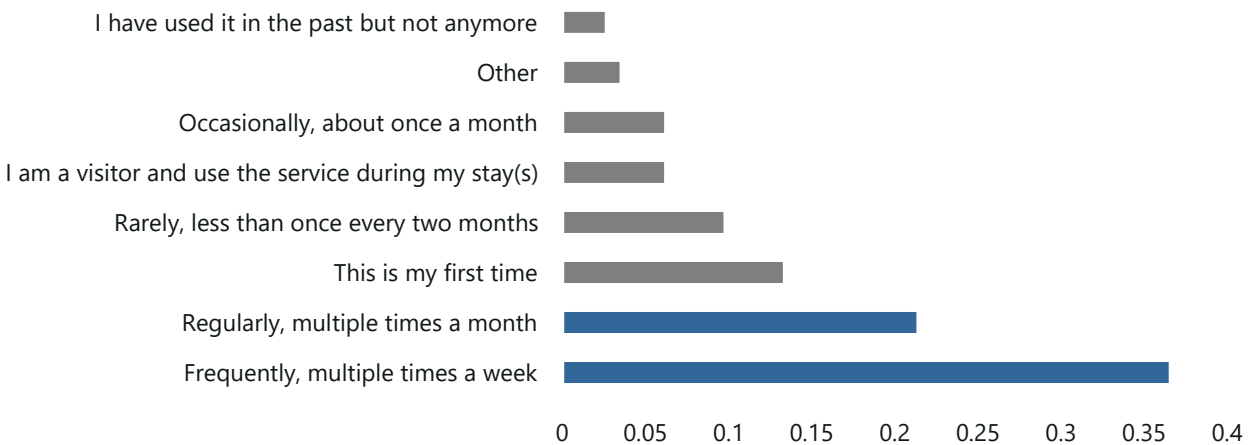


Figure 4 – Transit Rider Frequency of Using Jasper Transit (n = 112)

The top reasons for using Jasper Transit are shopping for groceries and other household necessities, social or community connection and commuting to and from work. These are important daily travel needs.

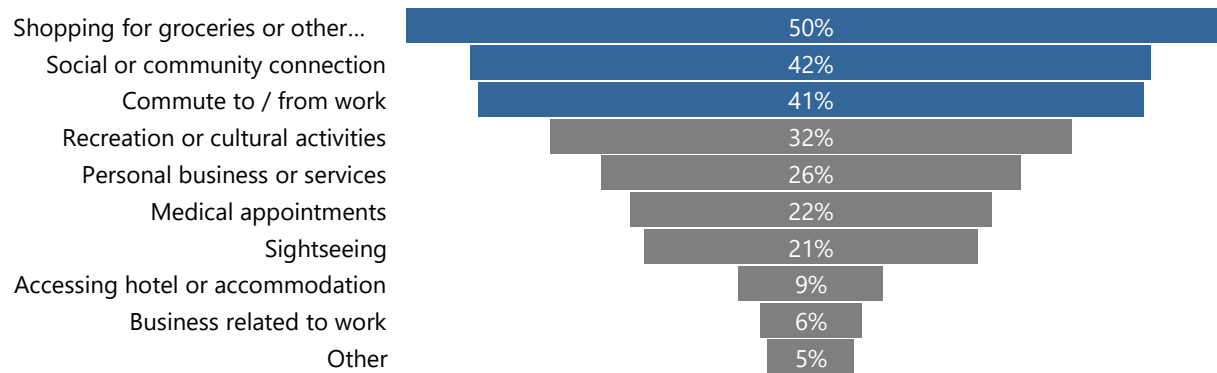


Figure 5 – Transit Rider Reasons for using Jasper Transit (n = 112)

Transit Rider Demographics

Transit rider demographics, identity factors, employment status and home location are also collected in the annual rider survey and summarized below. Most transit riders who participated in the 2025 survey live in Marmot Meadows, the Jasper Townsite and Jasper Park Lodge, are employed full time, and are 30 – 64 years of age. The different identity factors represented by transit riders are also shown below.

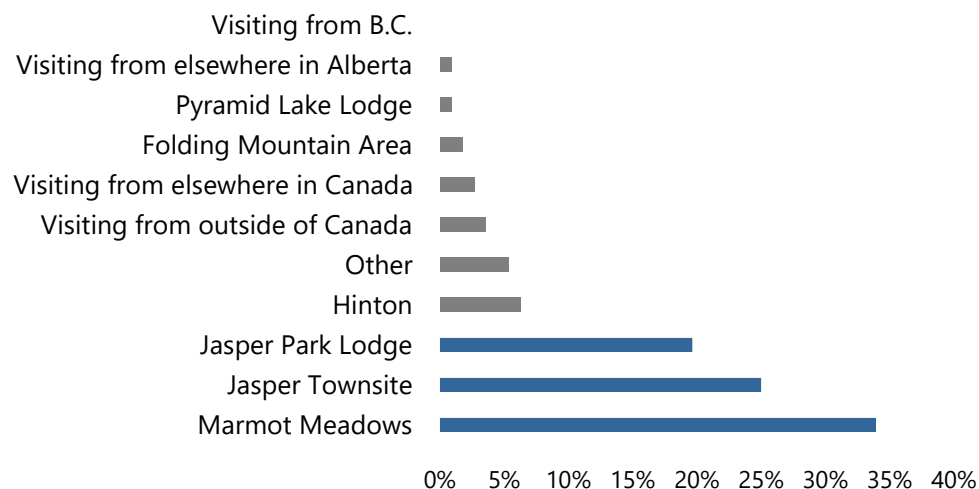


Figure 6 - Transit Rider Home Location (n = 112)

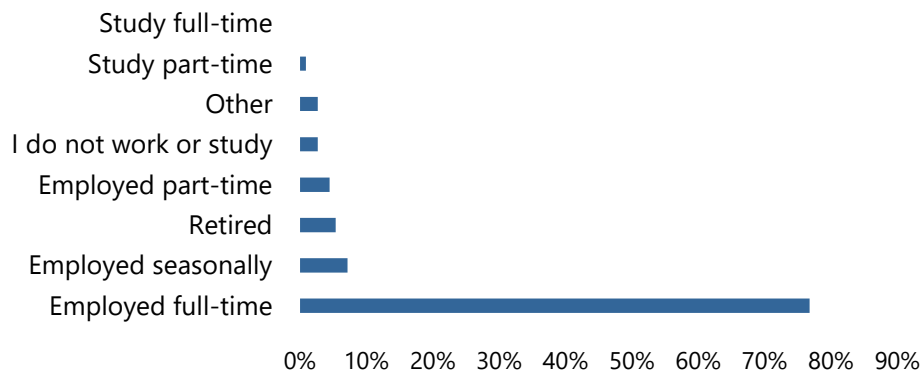


Figure 7 - Transit Rider Employment Status (n = 112)

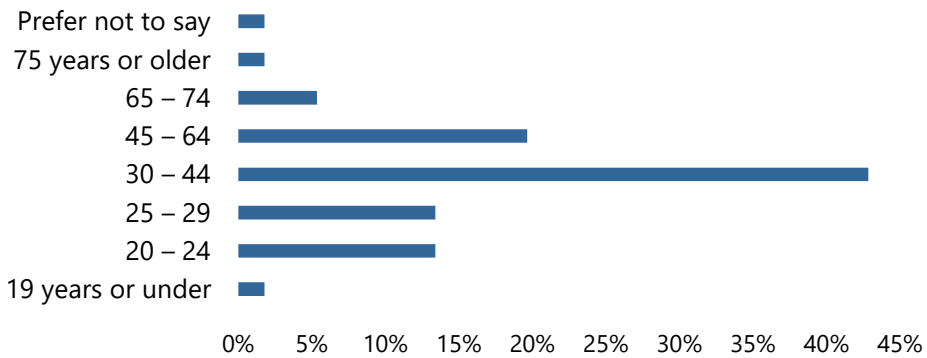


Figure 8 - Transit Rider Age (n = 112)

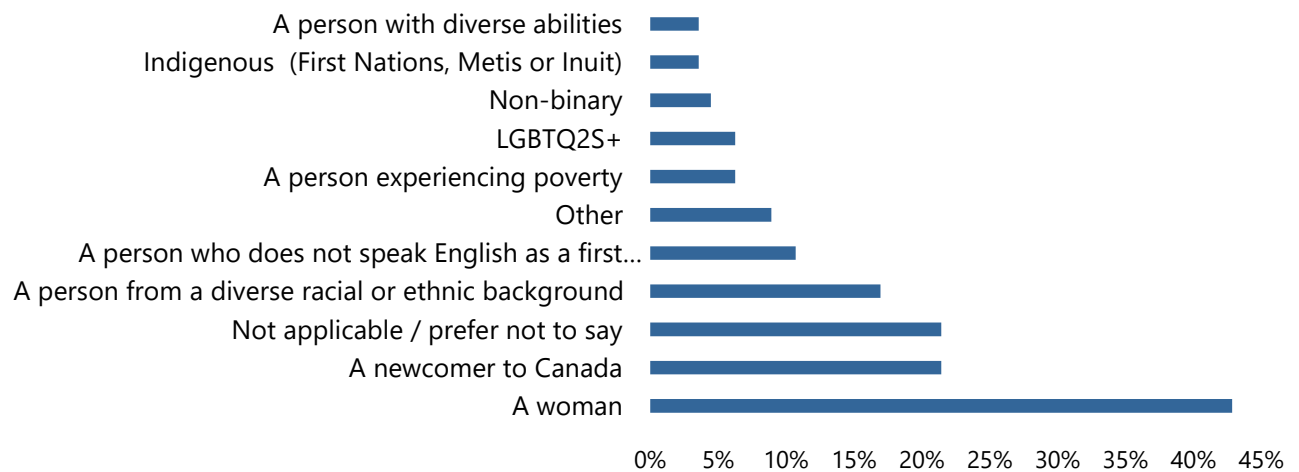


Figure 9 - Transit Rider Identity Factors (n = 112)

Service Planning Stakeholder Feedback

The information in the table below is specific to transit service planning. Other input was collected regarding user experience, fare payment and marketing and promotion opportunities, operability, etc. to inform the other Jasper Transit Opportunities for 2027 – 2031.

Stakeholder Type	Source(s)	Local Transit Feedback	Regional Transit Feedback
Current Transit Riders	– Rider survey – Email and web form feedback	– Increase frequency of existing services. – Add year-round townsite service. – Add more stop coverage in townsite and surrounding areas, including Becker's. – Eliminate the midday service gap in the winter schedule.	– Increase frequency of Marmot Meadows service. – Provide Marmot Meadows service between 5:30 and 6:30 p.m. and after 10 p.m. for work shifts. – Provide Hinton trips to match 9-5 workday. – Provide Hinton trips to match school day.
Prospective Transit Riders	– Rider survey – Email and web form feedback	– Add Jasper Transit service to Marmot Basin in winter. – Add service to Pine Bungalows in summer.	
Community Service Orgs	– COS – Food Bank – JEEC Temporary Foreign Worker Program – Local Immigration Partnership – Seniors' Society	– Add stop and service coverage in the townsite including Library, Medical Clinic and future Pine Grove Manor. – Add service to surrounding areas including Pine Bungalows, Hotels on 93A, Beckers, Municipal and Parks Compounds. – Add more service to Stop 8 for Activity Centre / Wildflowers Childcare, Food Bank. – JEEC uses Local Transit for some programs. – Consider door-to-door service for seniors and others with mobility challenges.	– Provide Marmot Meadows service between 5:30 and 6:30 p.m. and after 10 p.m. for work shifts. – Hinton level of service works well for errands. – Add more Hinton stops near healthcare services in the valley.

Stakeholder Type	Source(s)	Local Transit Feedback	Regional Transit Feedback
Regional Stakeholders	– Town of Hinton		– Promote Jasper Transit service to overcome lack of awareness about Regional Transit from Hinton residents and visitors to Jasper.
Businesses and Visitor Economy	– Fairmont – Pursuit – Decore Hotels – JPCC – Tourism Jasper – Marmot Basin	– Add Jasper Transit service to Marmot Basin in winter. – Add year-round townsite service. – Add Jasper Transit service from 6 a.m. – 9 a.m. and better townsite coverage for employees. – Increase in Jasper Transit service levels is expected to justify Corporate Pass contributions.	– Regional Transit supports employees and Corporate Pass holders without vehicles to access Hinton for services and amenities.
Funding Partners	– Parks Canada – GYPSD	– Reducing parking congestion at key lake sites is a priority. – Some service expansions may be requested once redevelopment plans are known. – There is a desire for continued collaboration on student transportation.	– The funding for Regional Transit must be sustained for the duration of the Marmot Meadows community.
Town Planning	– Urban Design and Standards – JRCC	– Increase in Jasper Transit service levels will be required to support townsite redevelopment and increasing density.	– The funding for Regional Transit must be sustained for the duration of the Marmot Meadows community.

AGENDA ITEM 7.7

REQUEST FOR DECISION

Subject: Activity Centre Emergency Capital Funding Request
From: Bill Given, Chief Administrative Officer
Prepared by: Christopher Read, Director of Community Development
Reviewed by: Natasha Malenchak, Director of Finance & Administration
Courtney Donaldson, Director of Operations & Utilities
Date: September 29, 2026



Recommendation:

That Committee recommend Council approve the allocation of \$250,000 from the Annual General Capital Reserve for the emergency repairs at the Jasper Activity Centre.

Alternatives:

- That Committee recommend Council defer the allocation of funds pending receipt of the final estimate and insurance report on the incident.
- That Committee receive the report for information and direct Administration to include this request in the 2027 budget deliberations.

Background:

- In **August 2026**, a sprinkler head gave out in the activity centre basement. This was covered under insurance, and a remediation company has been working to repair the site.
- In **September 2026**, the remediation team discovered black mold and material deterioration that predates the sprinkler head break.

Discussion:

The affected corner of the activity centre basement impacts the public change rooms, affecting racquet court users directly, and is adjacent to out of school care.

Under Policy B-109, Administration is required to seek Council approval for capital projects that have not been previously approved in the regular budget approval process.

The first alternative is deferring funding pending receipt of the final engineering report, would delay restoration and likely result in increased costs.

The second alternative is receiving the report for information and taking no further action, would result longer delays and consequently higher likely cost increases.

As these repairs were not included in the approved 2026 Capital Budget, reserve funding is the only viable financial mechanism.

Under Policy B-112 the purpose of the Annual General Capital Reserve is to:

“...supports municipal capital projects or purchases through one calendar year. Funds are not intended to be held in the reserve and carried over year to year unless explicitly approved by council as a “carry-forward” item in the capital budget.”

Administration recommends allocation of Annual General Capital Reserve funds to proceed with this repair. Use of the reserve in this circumstance aligns with its approved purpose and supports continuity of municipal services.

Strategic Relevance:

- Proactively plan for and invest in the maintenance and management of our natural assets and built infrastructure.
- Ensure residents receive quality service that provides strong value for dollar.

Inclusion Considerations:

This repair will ensure continued safe service provision for all residents and visitors.

Relevant Legislation:

- [Policy B-109: Fiscal Controls and Financial Reporting](#)
- [Policy B-112: Reserves Policy](#)

Financial:

The 2026 Year-end projection for the Annual General Capital Reserve after contributions to and from the reserve is ~\$415,000.

Should the proposed allocation of \$250,000 be funded by reserves, the projected 2026 Year-End reserve balance would be ~\$165,000.

MOTION ACTION LIST

SHORT TITLE	REQUESTED (DATE)	RESPONSIBLE (WHO)	COUNCIL MOTION (DESCRIPTION)	TARGET (DATE)	STATUS
Tax Policy – Principles & Engagement Approach	February 10, 2026	CAO and Director of Finance & Administration	That Committee direct Administration to undertake the engagement process, as discussed, on the proposed areas of focus and guiding principles for a Tax Policy and return to a future meeting.	September 2026	Recommended to be deferred to October 2026
2027 Paid Parking Program	March 10, 2026	Director of P&L Services and Director of F&A	That Committee direct Administration to explore the feasibility of a year-round visitor paid parking program; including potential winter operating models, and to engage with the community and report back at a future Committee meeting.	September 2026	
Green Space Vision Plan	May 12, 2026	Director of Urban Design & Standards	That Committee direct Administration to refer the financial costs and available grant funding for the preparation of a new plan for green spaces to the 2027 budget discussion.	November 2026	
Jasper Economic Impact & Opportunity Assessment	June 9, 2026	CAO	That Committee direct Administration to return to a future Committee of the Whole meeting prior to 2026 budget presentations with a report identifying opportunities for Council and the Municipality to support the recommendations and strategic actions in the report presented today.	October 2026	
External Funding Trends & Community Outreach Services Capacity	June 9, 2026	Director of Community Development	That Committee direct Administration to report on options to maintain community social service levels as part of 2027 budget deliberations.	November 2026	
Jasper Transit Business Planning	June 23, 2026	Director of Operations	That Committee direct Administration to incorporate the following expansion options into the 2026 - 2031 Transit business plan and return prior to budget: • Summer frequency increase;	October 2026	

			• Year-round townsite service by fixed route; • Winter service span increase; and Marmot Basin winter service.		
Rural Renewal Program	July 7, 2026	CAO	That Council direct Administration to return to a future Committee meeting with a report on the Rural Renewal Program; including recommendations, before the annual Organizational meeting.	September 2026	
Residential Parking	July 14, 2026	Director of Urban Design & Standards	That Committee direct Administration to provide an update regarding future residential parking plans at a future Committee of the Whole meeting.	September 2026	
Jasper Municipal Leasehold Assets Society Transfer of Assets	August 25, 2026	CAO Director of Protective & Legislative Services	That in the interim, Committee direct Administration to consult with our auditors regarding the potential to have an assignment of some of the leasehold assets directly to the Jasper Municipal Housing Corporation.	September 2026	
Indigenous Relations Strategy	August 25, 2026	Director of Community Development	That Committee refer the Indigenous Relations Strategy to a Council workshop to be arranged with Administration.	October 2026	
Municipal Recovery Transition Framework	August 25, 2026	CAO	That Committee direct Administration to develop a draft terms of reference for an Economic Development Advisory Committee and return to a future Committee of the Whole meeting.	November 2026	
Green Burials	August 25, 2026	Director of Operations & Utilities	That Committee direct Administration to prepare a report on the potential for adding a green burial area to the Jasper Cemetery and/or the possibility of allowing natural burial in the existing cemetery and return to a future Committee of the Whole meeting.	November 2026	
Bylaw #40	September 15, 2026	CAO and Director of Finance & Administration	Council refer to Committee of the Whole a consideration of a possible refund of penalties to the Astoria Hotel and a review of Bylaw #40.	December 2026	