

WOOD BUFFALO TRANSIT MASTER PLAN

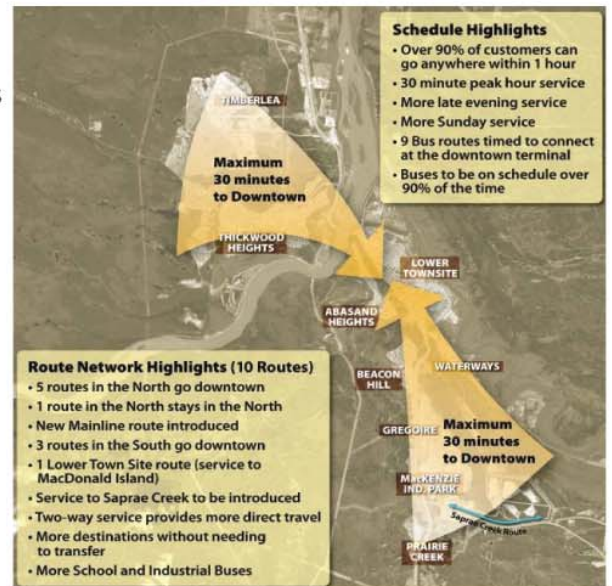
- A GAMBLE THAT PAID OFF -



The Oil Sands boom created a backlog of infrastructure needs within the Regional Municipality of Wood Buffalo. But how does an aging Transit system with poor service and infrastructure compete for dollars in the land of 4x4's and gridlock? There was a need to create a Transit culture overnight and listen to what the public was saying.



Wood Buffalo Transit was faced with a 'no choice' situation and gambled on a complete route network restructuring and unprecedented service expansion. The gamble paid off. Council listened, took action and Transit became a priority. Ridership declines reversed virtually overnight.



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REGIONAL MUNICIPALITY
OF WOOD BUFFALO