



# LET'S TALK TRANSIT

EDMONTON'S TRANSIT STRATEGY

# WHAT WE HEARD REPORT

2015-2016



Edmonton

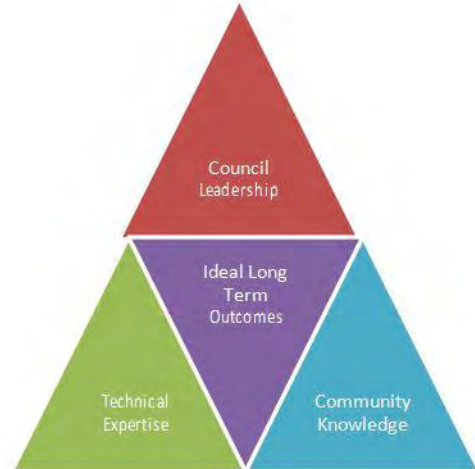
# Table of Contents

Introduction .....	3
Phase 1a: Gather Ideas .....	5
What We Heard Overall.....	5
Phase 1b: Prioritize Ideas .....	8
What We Heard Overall.....	8
Phase 2: Explore Trade-Offs.....	20
What We Heard Overall.....	20
What We Heard from Workshops.....	37
Conclusion .....	67
Appendix 1: Gather Ideas – Detailed What We Heard .....	68
What We Heard from Workshops, Street Team and Online Surveys.....	68
Street Team Themes .....	72
Online Survey Themes .....	75
Glossary of Themes.....	79
Appendix 2: Workshop Satisfaction.....	83

# Introduction

The City has developed a Transit Strategy to guide development and investment in our transit system. Transit is a foundational element to building a great city, and this strategy is one of the City’s top priorities. The Transit Strategy will have a major and long lasting impact on the City’s long-term vision and operations for transit.

The foundation of the communication and engagement approach at the City involves equal respect between Council’s long-term strategic direction, the technical expertise of City Administration, and the unique knowledge of Edmontonians and stakeholder groups. Throughout the process we kept in mind that when all of these elements are balanced in a successful approach, the outcome will be closer to the ideal that we are all striving for.



Over the last two years, significant communication and engagement was undertaken to support the development of the Strategy. A Communication and Public Engagement Plan was developed outlining one of the largest and most complex engagements ever undertaken by the City. This report summarizes what we did to engage Edmontonians and what we heard in those conversations. The information collected was used to develop the Transit Strategy which will guide the City on how transit can best serve communities, manage growth, and responsibly handle public resources.

During the development of the Strategy, Council indicated the importance of communicating and engaging with a wide range of Edmontonians, specifically those who may face barriers to engagement. The overall approach was to use organizations that represent a demographic group as a vehicle to have conversations with the Edmontonians in that demographic, rather than just engage with a representative of the organization.



The Transit Strategy's Communication and Public Engagement Plan was organized into three phases:

	<p>Phase 1: Vision</p> <ul style="list-style-type: none"><li>• A) Gather ideas</li><li>• B) Prioritize ideas</li></ul>	<p>August 2015 to December 2015</p>
	<p>Phase 2: Explore Trade-Offs</p> <ul style="list-style-type: none"><li>• Explore trade-offs for network design</li><li>• Confirm priorities</li></ul>	<p>January 2016 to October 2016</p>
	<p>Phase 3: Strategy Development &amp; Refinement</p> <ul style="list-style-type: none"><li>• Draft strategy and policies</li><li>• Strategy and policy circulation - internal and external</li><li>• Council consideration of final strategy and policies</li></ul>	<p>November 2016 to June 2017</p>



## Phase 1a: Gather Ideas

Phase 1 resulted in over 10,000 ideas about transit being shared by over 6,000 participants. From August through October 2015 ideas were collected from a variety of forums, including the project launch held at the Art Gallery of Alberta with guest speaker Taras Grescoe, City Hall School, visits to neighbourhoods and special events by the What Moves You? engagement bus and street team, workshops, and an on-line survey. The engagement bus also operated on regular transit routes throughout Edmonton and gathered ideas while passengers had a free ride.

## What We Heard Overall

The detailed results from the Gather Ideas phase are discussed in Appendix 1. These detailed results provide further detail on common themes, co-occurrence of themes and representative quotes for common themes from the surveys and workshops. The following is a summary of key findings from this analysis.

The workshop outcomes for Phase 1a were as follows:

- The things that people most liked about the current transit system were the vehicles (accessible design), staff, technology (GPS, trip planning), and the extensive system of routes.
- The most common things that people thought would improve the system were vehicle design (climate control, clarity of audible announcements), routes (where they go, directness), frequency of service, staff, comfort (shelters), safety, and technology.
- The most important reason for Edmonton to have a great transit system was 'routes', meaning that the routes allow for mobility of residents. Affordability, reduced congestion, environmental consciousness and accessibility were also some of the more common ideas shared.
- Our transit system in 2040 was visualized as reliable, frequent, using innovative vehicles, using technology to improve service delivery, being an integrated regional service, and using LRT extensively.

The Street Team found the following from their community engagement activities:

- The things people most liked about the current transit system were the routes (extensive coverage), staff (drivers), frequency (on-time), technology (mobile applications), and affordability.
- The things that people would like to see improved are frequency (on-time, weekends), LRT (expand the network), vehicle design (climate control, size), routes (directness, speed, coverage), affordability, and technology (GPS, Wi-Fi, smart card).
- The most important reasons for Edmonton to have a great transit system were mobility, a reliable mode of transportation, environmental consciousness, and reduced traffic.

The on-line survey provided the following information:

- Great things about the transit system now included routes (connectivity, coverage), frequency (timely), vehicle design (clean), LRT, staff (drivers), and convenience (quick, efficient).



- Things that could be improved were frequency (increase), routes (connectivity, coverage, scheduling), LRT (expand the network), convenience, safety, vehicle design (cleanliness, climate control), affordability, and technology (electronic payment).
- Things that would make transit great in the future would be LRT (expand the network), routes (more coverage, more direct routes), frequency (increase), and vehicle design (GPS).
- Other comments about the transit system focused on convenience (faster, increase frequency), generally making it better, being supportive, affordability (lower fares), and LRT (expand the network, not at-grade).
- The reasons it is important for Edmonton to have a transit system are to reduce congestion and vehicle dependence, environmental consciousness, connecting people and communities, affordability, accessibility and mobility.
- Things that would get people to use transit more often include convenience, routes, and frequency.

One trend that emerged from the responses received from workshops, the street team and online survey was that the things people like now are also what they would like to see improved in the future — specifically routes, technology, vehicle design, frequency of service, staff and light rail transit. These two-sides of the coin strongly underpin where participants see the future of Edmonton transit going.

The major points of tension in the responses are seen among the sub-themes within each individual themes. For instance, under Routes there was a near even split of those seeing direct (express) bus systems being more efficient than its counterpart of an extensively covered system. Technology also saw pulls in every direction with GPS being the most common topic, followed closely by mobile apps, trip planner, and Smart Fare. It was not surprising that these elements were mentioned as they can be key in making transit a more attractive mode of transportation.



These findings are further summarized into the graphic presented in Figure 2:



Figure 2 – Common Themes from the Gather Ideas Phase

## What We Heard from Workshops

The project team reviewed and categorized all the comments into themes, and used them to inform the next project phase. A rigorous review and analysis of themes and dialogue was undertaken in order to discover thoughtful connections and a deeper understanding of community insight.

The workshops for Phase 1 consisted of four parts: (1) Introductions and a brief presentation, (2) Each table answered the questions “What are some things that work for you in our transit system today?” and “What are some changes that would improve our transit system?”, (3) Each table designed a front page news story of the Edmonton Journal in 2040 to move the conversation towards a future focused vision for transit, (4) Each table completed an exercise to answer “What is the one most important reason for Edmonton to have a great transit system?” This question helped identify some of the core values for transit service in Edmonton.



## Phase 1b: Prioritize Ideas

Given the wide range of ideas generated in Phase 1, it was necessary to ask Edmontonians to prioritize them. From November through December 2015, our What Moves You? engagement bus and street team visited neighbourhoods and special events to collect ideas. Many people also participated by attending one of four workshops or completing an online survey. In total, more than 3,000 people participated in this phase.

## What We Heard Overall

The three questions and results from this stage of the public engagement are shown below.

### 1. Why is it important for Edmonton to have a great transit system?

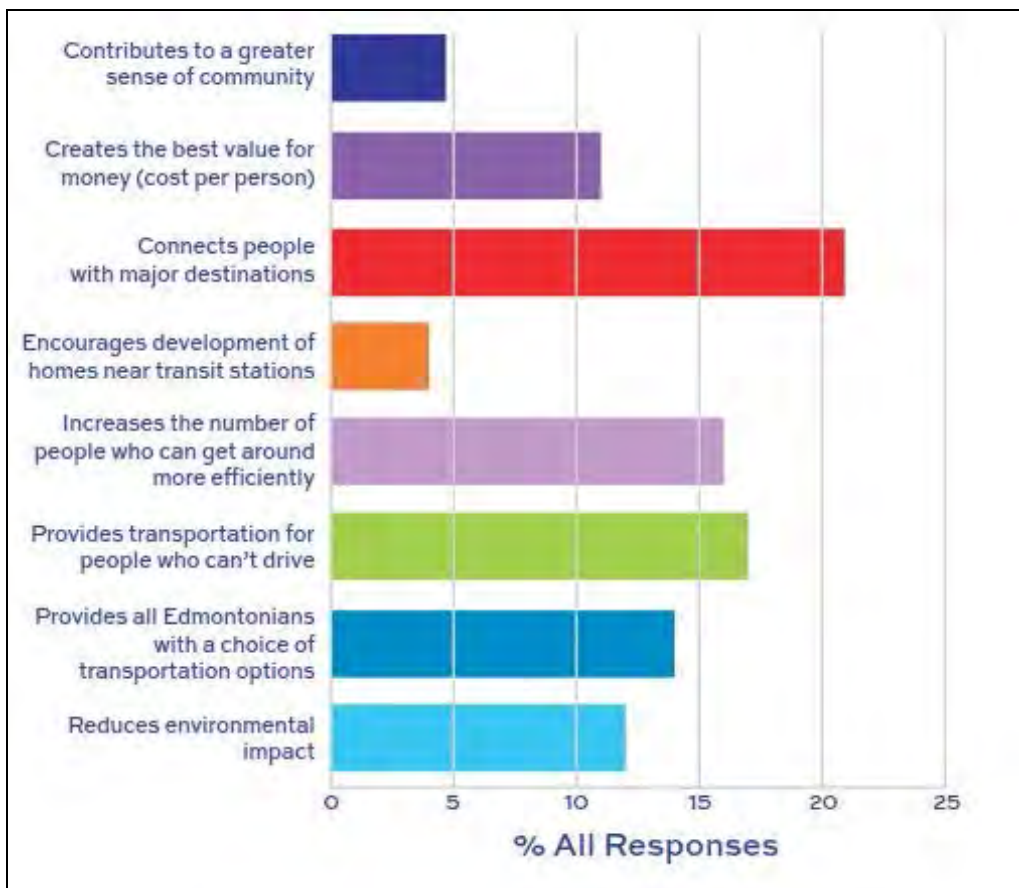


Figure 3 – Why is it important for Edmonton to have a great transit system?





The purpose of this question was to understand why transit service is important to Edmontonians. The responses reveal core values or guiding principles for transit. The average frequency of these values across all engagement activities - including the engagement bus, surveys, and workshops - are highlighted in Figure 3 below.

The most important reason why Edmontonians think they should have a great transit system is that it "connects people to major destinations".

The themes "provides transportation for people who can't drive or can't afford to drive" and "provides all Edmontonians with a choice of transportation options" were the second and fourth priorities, respectively. While "provides transportation for people who can't drive or can't afford to drive" did score higher (17% compared to 14% for providing transportation options), this difference is not sufficiently pronounced to determine a priority. These two themes were consistently rated as top priorities across all engagement activities and across all demographic indicators.

These two themes underline a fundamental issue for the transit strategy – how can the City balance the resources devoted to the provision of mobility for people who depend on transit versus the resources deployed to increase transit use of all Edmontonians? Due to the close scores on these options, it was determined that this should be discussed further in the next phase.

Also in the top four priorities was "increases the number of people who can get around more efficiently". Two other reasons closely follow the top four ("reduces environmental impact" and "creates best value for money"). The responses "contributes to a greater sense of community" and "encourages development of homes near transit stations" resonated with fewer respondents.

Figure 4 illustrates the variation in responses by engagement method.

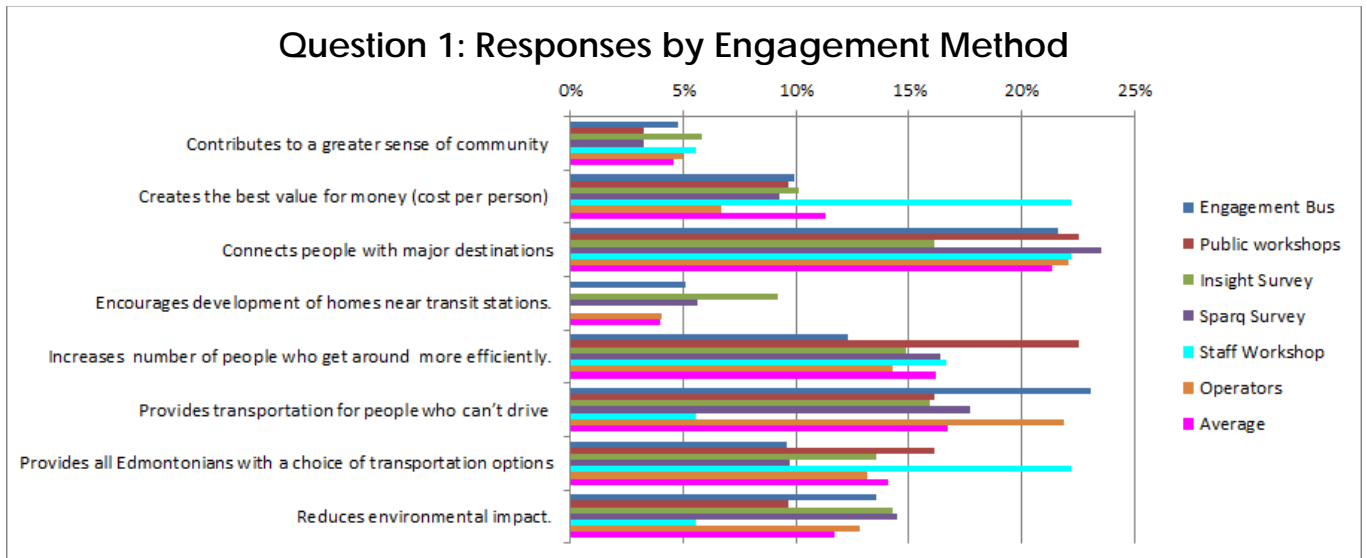


Figure 4: Why is it important for Edmonton to have a great transit system?



## Survey Results

Consistent trends in the responses emerged from the various survey methods. From the engagement bus, the Insight Community survey and general public survey, the top four themes were:

1. *"Connects people with major destinations such as workplaces, universities/colleges, shopping areas, higher-density neighbourhoods and regional communities."*
2. *"Provides transportation for people who can't drive or can't afford to drive."*
3. *"Increases the number of people who can get around the city more efficiently."*
4. *"Reduces environmental impact."*

For the survey methods, *"reduces environmental impact"* was consistently the third or fourth priority.

For the methods that had the greatest number of responses (the Insight Community survey with 1700 and engagement bus with 800), the themes of *"connects people with major destinations"* and *"provides transportation for people who can't drive or can't afford to drive"* were rated as the top two themes. These two themes were also the top two themes for ETS Operators and Maintenance staff.

## Workshop Results

The workshop results showed some similar and diverging trends. Workshops were held with the public, Edmonton Transit System Advisory Board, City staff, and Community Partners (business and academic organizations). From the public workshops, the top four themes were:

1. *"Connects people with major destinations such as workplaces, universities/colleges, shopping areas, higher-density neighbourhoods and regional communities."*
2. *"Increases the number of people who can get around the city more efficiently."*
3. *"Provides transportation for people who can't drive or can't afford to drive."*
4. *"Provides all Edmontonians with a choice of transportation options."*

The theme *"reduces environmental impact"* also scored high, which could indicate a second tier of priority. Keeping this theme among the top priorities might be justified given that *"reduces environmental impact"* can be considered a supporting sub-theme that results from reflecting the broader value of *"get around more efficiently"*. In other words, a more efficient transportation network is often associated with reducing congestion and reducing energy needs associated with transportation – thereby reducing environmental impact.

## Workshop Discussion

When reviewing participant responses to "why transit is important" it was evident that there was a gap between the top value chosen and the "why?" response provided. Generally, the responses were not tied to the values but were rather any and all thoughts about transit.



When participants were asked to expand on why they selected the values they did, most answered with one or more of the following:

- It will reduce traffic, road congestion and overall vehicle dependence
- It gives people the access and mobility to get around the city
- It impacts the City's reputation and vibrancy

The first two reasons given strongly align with the top priorities listed. "*Connecting people with major destinations*", "*providing transport for people who can't or don't drive*", and "*increasing the number of people who can get around*" are directly connected to reducing congestion and increasing access and mobility. Edmonton's reputation and vibrancy on the other hand has less direct connections to these top priorities.

Reputation and vibrancy are not new ideas to this process. There were many people who spoke to these in the first phase of engagement. In this phase, comments on reputation and vibrancy focused on how being equipped with transit gives Edmonton a progressive image, one that indicates people and community are put first. One participant summed up this point about reputation by stating that transit "keeps Edmonton relevant and modern." According to several other responses, transit can help shape the City's reputation by encouraging tourists to visit Edmonton and give Edmonton bragging rights over comparable cities. On the vibrancy side, participants spoke to transit's support for pedestrian-oriented communities; its impact on economic well-being; and the enjoyment it brings to kids. Overall, the most common response was that this growing city should not "fall behind" as a metropolitan leader.

Access and mobility comments echoed much of what was heard in Phase 1a. The key points about priorities included giving the masses opportunity to move around the city (despite personal circumstances) and providing a better balance of mode share on Edmonton's streets. Other key points were that transit offers relief from driving, walking and cycling on cold days; an alternative to impaired driving; it connects communities; and that it should meet standards so users don't feel like second-class citizens.

The desire to reduce the number of vehicles on the road came from various motivations. Some participants were keen to have shorter commutes, where others no longer want to feel forced to own a vehicle. Other comments related to reducing traffic included fewer emissions, minimizing society's dependence on oil/gas and minimizing impact on transportation infrastructure. Reducing traffic was also associated with minimizing parking frustrations and making biking and walking safer.



## 2. Which of the following terms best describe your ideal future transit system?

The purpose of this question was to understand what elements of the transit network and service are most important to Edmontonians. The average frequency of these themes across all engagement methods (engagement bus, surveys, workshops) are highlighted in Figure 5 below.

The responses show that *Fast*, *Frequent*, and *Reliable* were the most important factors; followed closely by *Available*. These answers were the most important ones for all survey methods and demographics. *Close* and *Extensive* were slightly less important overall, but were more important for people with disabilities.

The word *Integrated* did not resonate with as many people. This does not mean that the need for an integrated transit system is not important, only that transit users and others recognize that the themes of *Fast*, *Frequent*, and *Reliable* are more important to them.

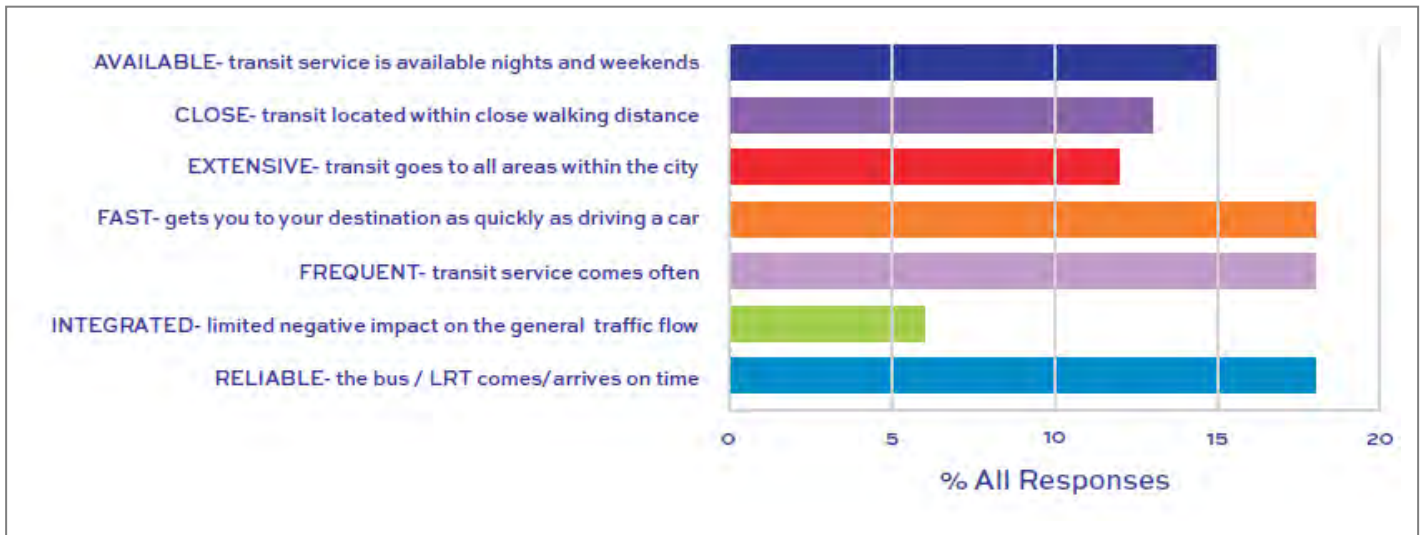


Figure 5 – What terms best describe your ideal future transit system in Edmonton?

While there are four top responses, all of the options except *Integrated* scored between 12% and 18%. This indicates significant on-going debate on the importance of transit service delivery. It was determined that further discussion was needed in order to determine transit network priorities.



Figure 6 illustrates the variation in responses by engagement method.

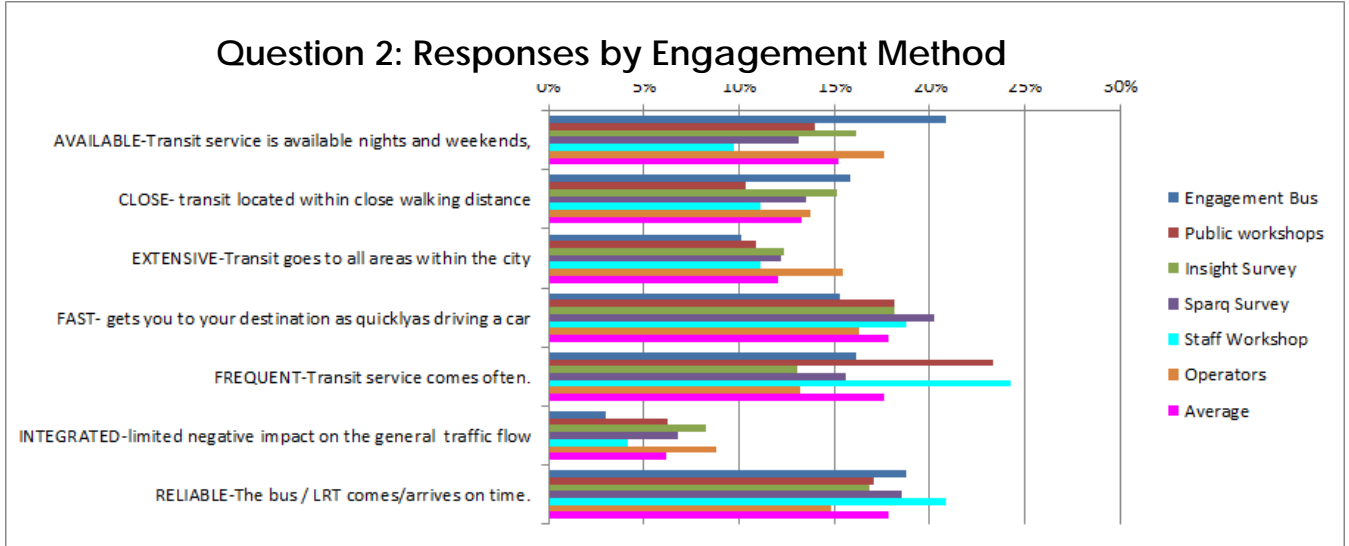


Figure 6 – What terms best describe your ideal future transit system in Edmonton?

## Survey Results

Unlike the other questions in this survey, most of the themes received a similar average weighting across all methods. All the themes except *Integrated* received a weighting between 12% and 18%. This underscores the necessity of further discussion on impacts and trade-offs.

The four themes that emerged at the top for all groups were *Reliable*, *Fast*, *Frequent*, and *Available*. From the Insight Community survey, the top three themes were *Fast*, *Reliable*, and *Available*. The engagement bus top themes were *Available*, *Reliable*, and *Frequent*.

Although the *Integrated* theme (impact of transit service on other traffic flow) gets much attention in the media and from vocal Edmontonians, it actually ranks lowest, even among those groups which use transit the least, such as car drivers within the Insight Community (See Figure 7).



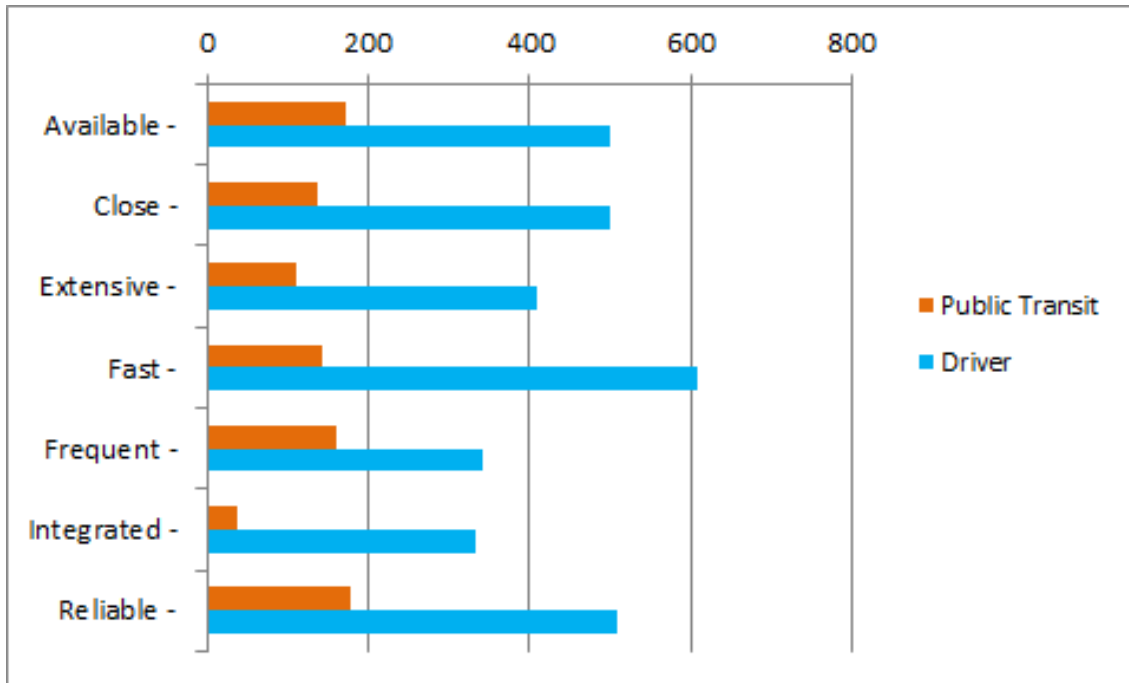


Figure 7: Transit Network Priorities (Question 2). Drivers vs Transit Users in Insight Survey.

## Workshops Results

The workshops showed a similar pattern. From the Community Partners, Staff and Public Workshops, two themes were consistently at the top – *Frequent* and *Reliable*. The Staff and Public workshops both ranked *Fast* as the other top theme, however, the Community Partner workshop included *Extensive* and *Available* but did not include *Fast*.

## Workshops Discussion

When workshop participants were asked to explain why they chose their response to “*what best describes your ideal transit network*”, most referred to at least one of the following reasons:

- It provides a choice of well-connected routes
- It is affordable
- Integrated planning and politics

Although routes came up most often, the reason behind using the word varied. Some mentioned the ongoing tension of direct routes versus multiple feeder routes. Beyond these there were comments on limiting the need to transfer between vehicles; providing more LRT lines; better integration of bus and train routes; and connecting transit to economic hubs and notable destinations. It was also noted that transit



needs to meet the demands of riders' schedules and that buses lack efficiency due to the fact that they share city roads with other traffic.

Those who mentioned affordability were mostly referring to fare and keeping costs for the user low. Some did mention that it should be affordable as it applies to maximizing the value of taxpayer dollars.

The wise spending of tax dollars was the most common idea shared among the integrated planning and politics comments. Although this response was more of an anecdote than the reason participants chose certain priorities, taxpayers want to be assured that transit is cost effective in its operations and maintenance. Meeting budget goals and planning for the long-term suitability of transit rose to the top of this category. Specific comments included suggestions on regional transit and partnering with municipal neighbours to integrate systems, as well as making the best use out of existing infrastructure to reduce intrusive road construction.

Again, the comments for "why?" did not connect directly to the transit network options provided. Affordability was not an option provided for the transit network themes; however it was mentioned in the subsequent customer experience themes. Participants likely felt the need to mention affordability because they hadn't yet been presented with the second set of themes.

The following quotes elaborate on comments that did correlate to a *Reliable, Frequent and Fast* system:

- *"Some routes that are less frequent should be very reliable."*
- *"Smart bus will let people know when coming."*
- *"Reasonably fast - about as fast as driving for direct express corridors, or 25% to at most 50% longer than driving overall."*
- *"If you know when the bus is coming, you can plan around it."*
- *"Crosstown quickly."*
- *"More direct routes rather than winding through interior of neighbourhoods. Help make a 40-minute bus ride equal to a car ride of 10 minute."*
- *"People will make the shift if it is faster than driving."*



### 3. Which of the following terms best describe your ideal future experience using Edmonton's transit system?

The purpose was to understand what customer experience factors are most important to Edmontonians. The average frequency of these themes across all engagement methods (engagement bus, surveys, workshops) are highlighted in Figure 8 below.

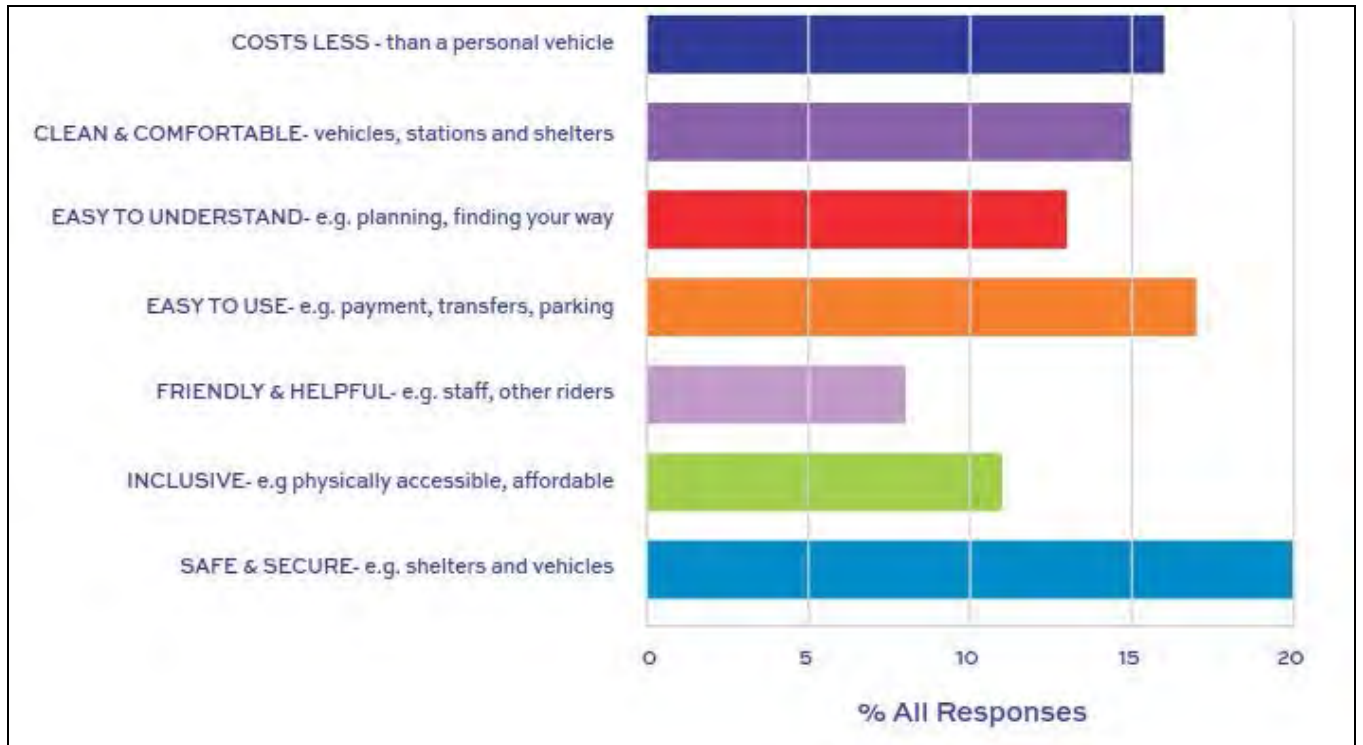


Figure 8 – What terms best describe your ideal future experience using Edmonton's transit system?

*Safe & Secure* was the most frequently chosen answer to the question of what terms best describe the ideal future experience using Edmonton's transit system. *Easy to Use* was second, followed by *Clean & Comfortable*, *Costs Less* (than a personal vehicle), and *Easy to Understand*. *Inclusive* and *Friendly & Helpful* were the least selected answers.

*Inclusive* was not chosen as an answer very often in any of the general public methods (i.e. online surveys, bus surveys and workshops); however, it was ranked in the top four for the Community Partners workshop.





Despite this, given the importance of affordability and security, combined with the type of feedback heard from some targeted groups during the Gather Ideas phase, it appears that inclusivity is still an important factor for supporting a great transit system.

The responses were further broken down by gender of participants in the Insight Survey (733 responses) (see Figure 9), revealing that *Safe & Secure* and *Inclusive* were rated more highly by women than men. Men put higher value on transit that is *Clean & Comfortable* than women did.

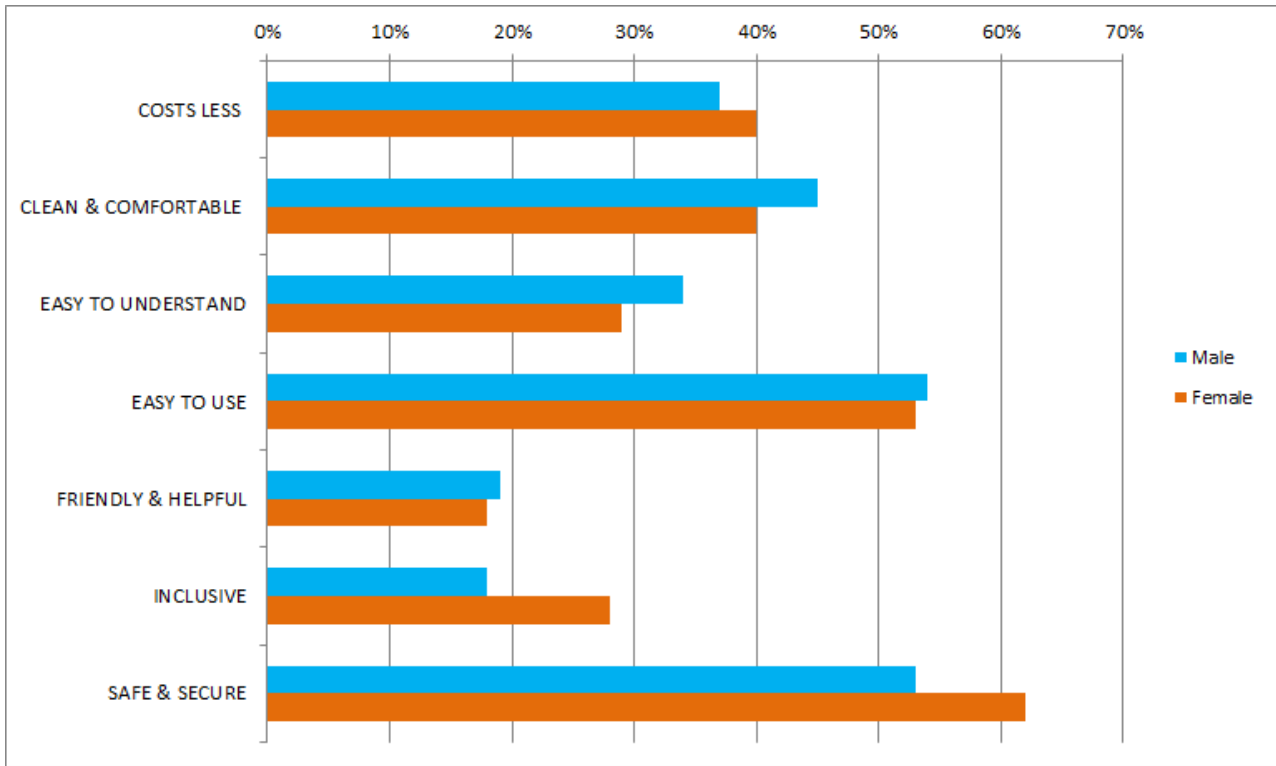


Figure 9: Top Priorities of Transit Customer Experience (Question 3) By Gender in Insight Survey



Figure 10 illustrates the variation in responses by engagement method.

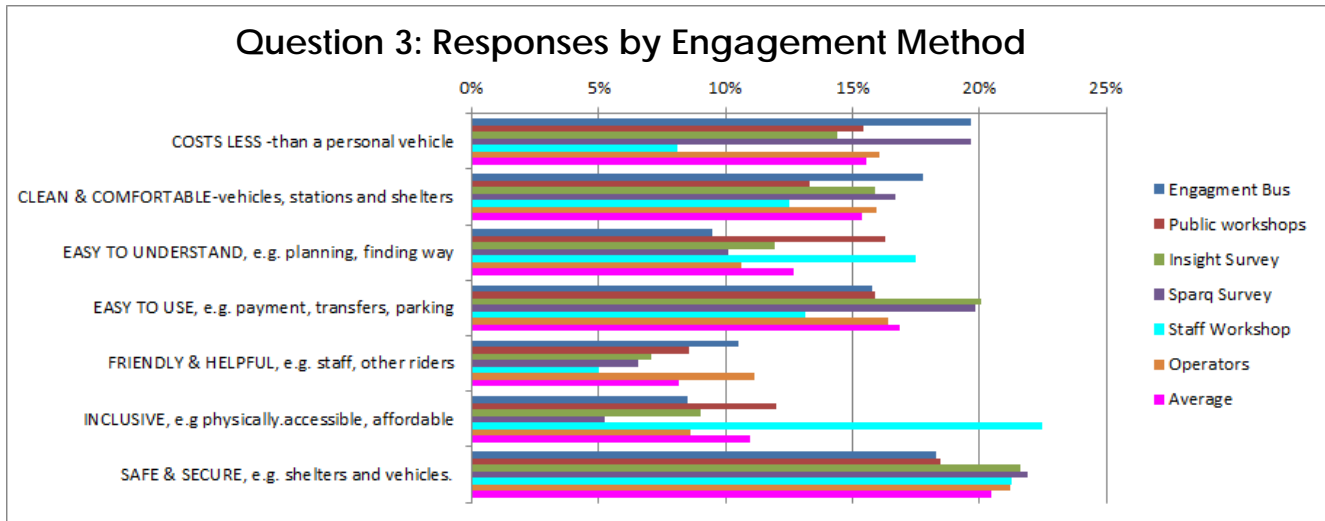


Figure 10 – What terms best describe your ideal future experience using Edmonton's transit system?

## Survey Results

Across all survey methods (engagement bus, Insight Community, general public online survey), the following four themes were consistently near the top:

1. *Safe & Secure*
2. *Easy to Use*
3. *Costs Less*
4. *Clean & Comfortable*

With these methods, *Safe & Secure* and *Easy to Use* were consistently ranked as the top two.

## Workshops Results

Slightly different themes emerged from the workshops. Across all workshops, *Safe & Secure* continued to rank within the top four and was only outside the top two for Edmonton Transit System Advisory Board (ETSAB). *Easy to Use* was in the top four for the Community Partner, Public and Staff workshops, but was not for the ETSAB workshop. *Easy to Understand* was in the top three across all the workshops, but was not in the top four for any of the survey methods. *Costs Less* didn't rank in the top four for the Community Partner, Staff and ETSAB workshops; however, it was in the top four for the public workshops. *Clean & Comfortable* only ranked in the top four in the ETSAB workshop.



## Workshops Discussion

For this question it was apparent that participants did not separate transit network from customer experience, thus comments were in interest of both.

When participants were asked to explain why they chose their response to “what best describes your ideal transit experience”, most referred to one of the following reasons:

1. It moves fast between, and arrives frequently and reliably at, stations and stops
2. It offers a range of routes reaching across the city

It is no coincidence that the reasons given for the stated customer experience priority are a reiteration of top priorities chosen for the transit network *Fast* and *Frequent*. Since the beginning of Phase 1a, participant comments consistently identified frequency as vital to transit viability.

At the highest level, Edmontonians want transit to be there when they need it. They want the schedule to reflect the desired frequency for encouraging ridership, and assurance that they won't have to wait long for the next bus or train. Those who provided more detail for having increased frequency and faster service also mentioned the discomfort of waiting outside in cold weather; that their vehicle doesn't require any wait time and “gets them there faster”; frustrations about drivers not adhering to set schedules; and potential for improvement through dedicated lanes and priority signals for transit—namely buses. In terms of routes, participants reiterated the tension heard in Phase 1a. They wanted more stations and stops that support better transit coverage across the city or they wanted farther distances between stops, offering more express and direct routing. In the end, logical and intuitive routes, efficiently connecting the most people to the greatest number of destinations is what is important.

Again, many responses did not align with the prioritized value. Below are examples of responses that do correlate to the specific value choice(s) referring to *Safe & Secure* and *Inclusive*:

- “Bus pass. Handicap accessibility. Well-timed transfers.”
- “Allows younger, older, or disabled people use transit independently.”
- “Feel safe/not vulnerable. Certain parts of town are unnerving. Better lighting. More eyes, more safety. Smart fare tracking of people who are kicked off.”



## Phase 2: Explore Trade-Offs

Phase 2 took place from April 1 - June 30, 2016. This final phase of engagement was intended to delve deeply into some of the unresolved issues from the prioritization phase, particularly around different options for the transit network. To gain a better understanding of priorities, participants were asked a series of trade-off questions that provided a balanced illustration of the pros and cons of each choice.

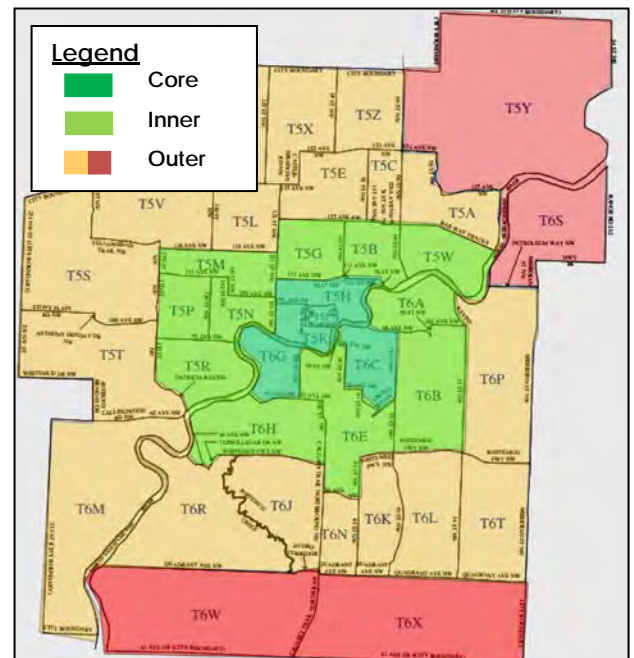
There were thirteen workshops (2 for the general public and 11 with focused groups), paper surveys distributed through the engagement bus and at public events by the Street Team, and an on-line survey. Over 12,500 surveys were received; about 75% were taken on-line and 25% were paper.

In general, results from the workshops (236 public and 55 City staff participants) paralleled the results from the surveys (approximately 12,500 surveys). The results of the surveys are summarized below.

## What We Heard Overall

The results from the 15 trade-off questions are shown below. Additional analysis was conducted for these using the results of a variety of demographic questions including primary mode of transportation, frequency of transit use, and first three digits of home postal code.

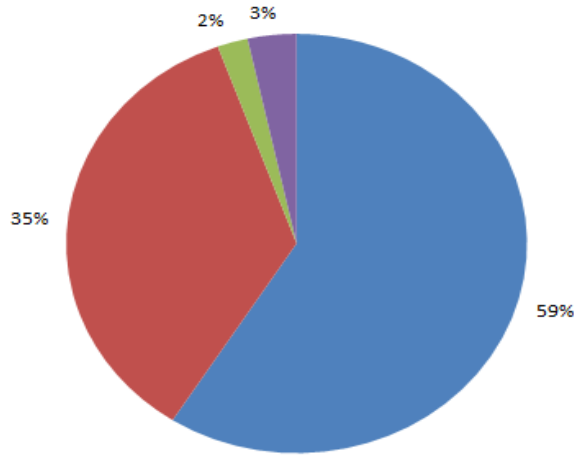
This analysis revealed some distinct trends in response based on primary mode of transportation and home location. The home location postal codes were grouped into three geographic zones based on distance from the city centre: core, inner and outer. The assignment of postal codes to these geographies is shown in the following figure:



# 1. Transit System for Everyone, or Those Who Need It Most

About 60% of respondents felt the transit system should benefit the largest number of Edmontonians. About 35% felt that the system should benefit those who need it most (people who can't drive or can't afford to drive).

Those who use public transit as their predominant mode of travel are slightly more inclined to state that the system should benefit everyone.



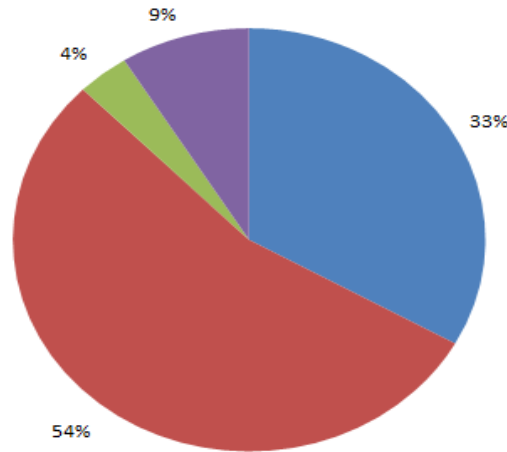
Q1: I think transit should focus on? ↕

- Benefiting the largest number of Edmontonians.
- Benefiting those who need it most, meaning people who can't drive or can't afford to drive.
- I don't know
- No preference



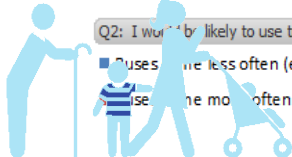
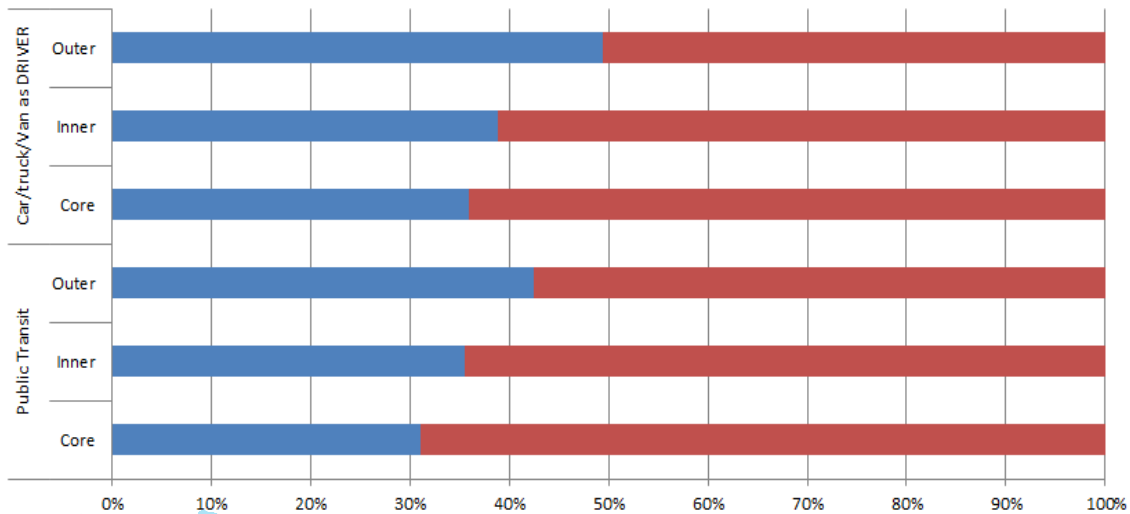
## 2. Frequency versus Coverage

Overall about 54% of respondents preferred frequent service (with a longer walk); about 33% would accept lower frequency in order to have a shorter walk. The results from the workshops differed, with more participants favouring shorter walks (45% of workshop participants vs. 33% of survey respondents). The farther away a residence is from downtown, the more likely they are to favour coverage over frequency, especially for those whose predominant mode of travel is by car. People between the ages of 18 and 44 favoured frequency over coverage, while those 65 and older clearly favoured coverage. Those between 45 and 64 were balanced in their preference.



Q2: I would be likely to use transit or use it more often if... (Frequency vs Coverage)

- Buses came less often (every 15 - 30 minutes), but this meant I had a shorter walk (up to 5 minutes) to my bus stop.
- Buses came more often (every 5 - 15 minutes) but it meant I had a longer walk (up to 10 minutes) to my bus stop.
- I don't know
- No preference



Q2: I would be likely to use transit or use it more often if... (Frequency vs Coverage)

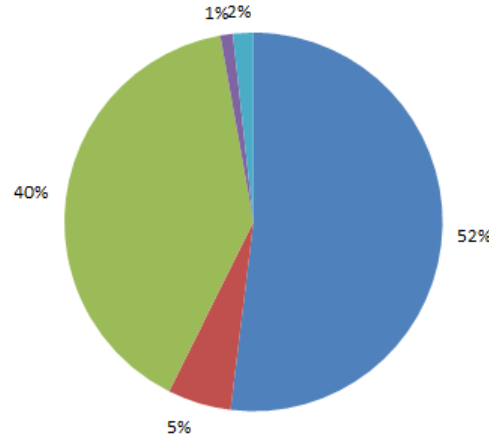
- Buses came less often (every 15 - 30 minutes), but this meant I had a shorter walk (up to 5 minutes) to my bus stop.
- Buses came more often (every 5 - 15 minutes) but it meant I had a longer walk (up to 10 minutes) to my bus stop.



### 3. How Much Priority for Buses

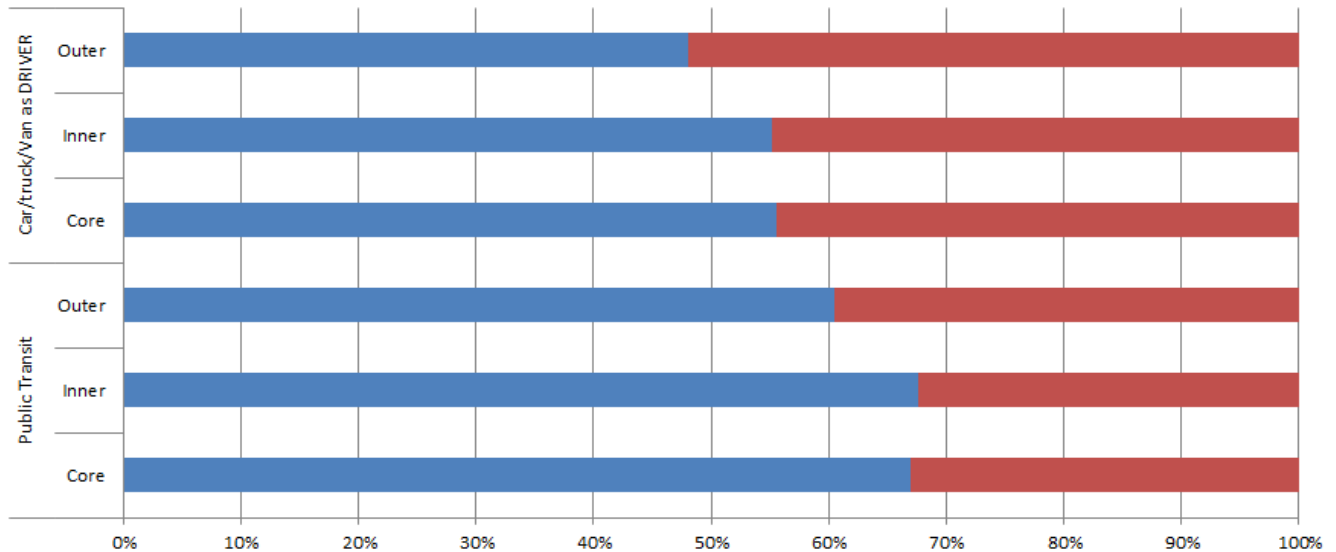
There is significant support for bus priority measures; over half of respondents supported a “lot” of priority, and 40% indicated support for “some” priority.

Those whose dominant travel mode is public transit indicated more support for bus priority measures than those who drive. Support for a “lot” of transit priority decreases the further a respondent lives from downtown.



Q3: How much priority should buses get compared to other vehicles on our roads?

- Buses should get a lot of priority on our roads so they move faster, even if it means cars move more slowly. E.g., bus-only lanes on some roads.
- Buses should get little priority on our roads compared to cars, even if it means buses move more slowly.
- Buses should get some priority on our roads and move a bit faster. E.g., special traffic signals could allow buses to go ahead of other vehicles.
- I don't know
- No preference



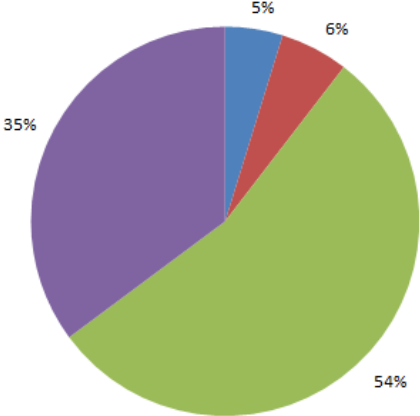
Q3: How much priority should buses get compared to other vehicles on our roads?

- Buses should get a lot of priority on our roads so they move faster, even if it means cars move more slowly. E.g., bus-only lanes on some roads.
- Buses should get some priority on our roads and move a bit faster. E.g., special traffic signals could allow buses to go ahead of other vehicles.



### 4. Improve Existing Service versus Provide New Service

More than 54% of respondents felt that the City should focus on improving existing bus service (speed and reliability) while over 35% felt that the focus should be on providing new services (new routes or adding service on evenings and weekends).



Q4: I think City of Edmonton should... (Improve Existing Service vs Provide New Service)

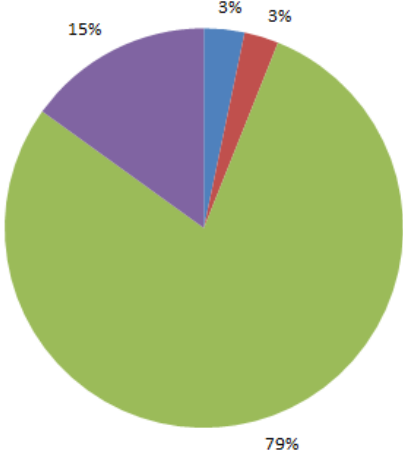
- I don't know
- No preference
- Spend money to improve existing bus service, such as making it faster or more reliable.
- Spend money to provide new bus service, by creating new routes or adding more service on evenings and weekends.





### 5. Demand versus Level of Service

Nearly 79% of respondents felt that better bus service should be provided to areas with greater current and future demand, while only 15% felt that the same level of bus service should be provided in all areas of Edmonton. About 6% were not sure which was best, or had no preference. Less frequent transit users were slightly more likely to support better service where the demand warrants.



Q5: I think City of Edmonton should... (LOS & Demand)

- I don't know
- No preference
- Offer a higher level of bus service to areas that have more riders now and are likely to have more in the future. E.g., areas with more homes and services.
- Offer the same level of bus service to all areas, even if there are few riders and not likely to be many in the future. E.g., areas with fewer homes and services.

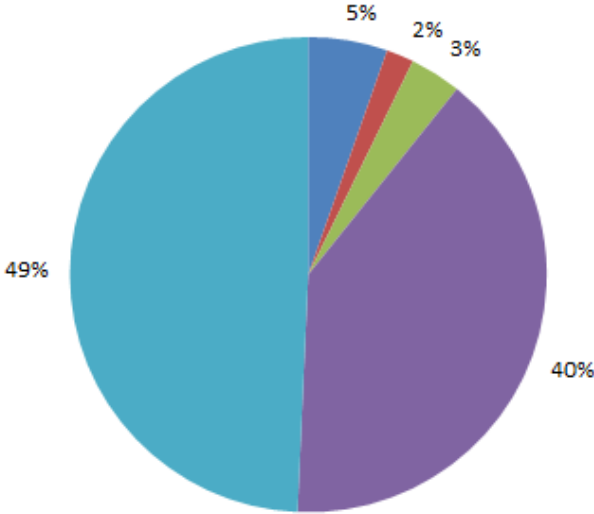


### 6. Transit Service Investment

Nearly 40% of respondents felt that more money should be spent on transit, even if it means that fares and property taxes rise; almost 49% indicated that the current level of investment is good. Less than 3% felt that less money should be spent on transit, and 7% were not sure or had no preference.

The results from the workshops were somewhat different, with a greater proportion of the participants favouring spending more money to improve service (69% of workshop participants vs. 40% of survey respondents).

Regular transit users were more likely to support spending more money; less frequent users felt the level of investment was either good or should be reduced. Those living within the Inner Ring Road were more likely to support increased level of investment, compared with those living in the outer areas.



Q6: How much should the City of Edmonton invest in our transit service? ↕

- I don't know
- No preference
- Spend less money, which means transit service will be reduced and traffic congestion could increase.
- Spend more money to improve service, even if that means fares and property taxes go up to pay for this.
- The amount of money we spend now on transit service is good.





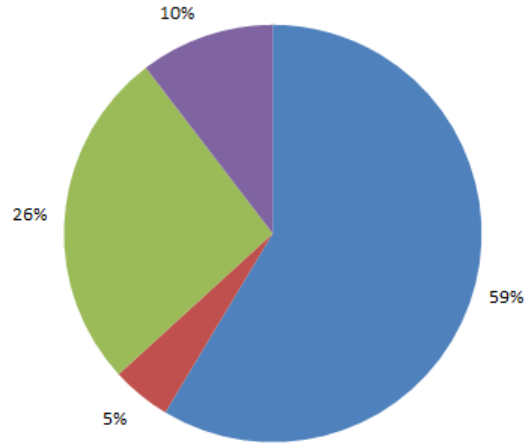
## 7. Transfers versus Direct Service

Nearly 59% of respondents indicated they would use transit more often if buses were more frequent and they might have to transfer to complete their trip; more than 26% would accept less frequent service in order to get a direct trip. 10% had no preference.

The results from the workshops were somewhat different; more participants favoured more frequent service with transfers (76% of workshop participants vs. 59% of survey respondents).

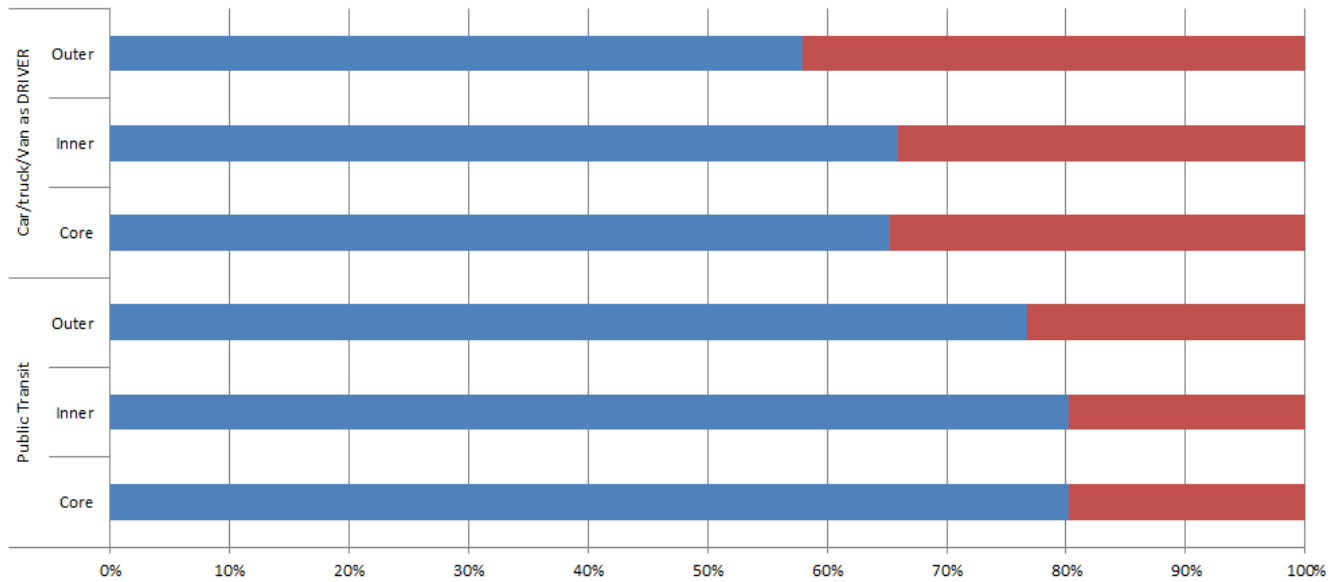
A higher proportion of respondents who live in the outer part of the city, particularly those who predominantly drive automobiles, prefer direct trips by transit. Transit users are more likely to support frequency with transfers.





Q7: I would be likely to use transit or use it more often if... (Transfers vs Direct Service)

- Buses came more often (up to 15 minutes), even if this meant I might have to switch between buses or switch between the bus and LRT during my trip.
- I don't know
- It allowed me to make my whole trip on one bus, even if this meant buses came less often (30+ minutes).
- No preference



Q7: I would be likely to use transit or use it more often if... (Transfers vs Direct Service)

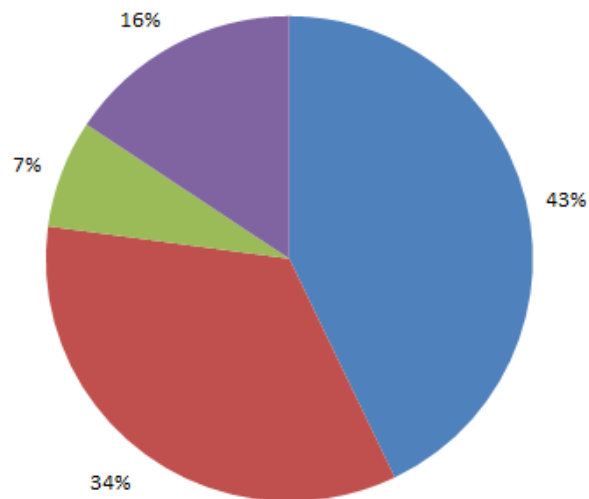
- Buses came more often (up to 15 minutes), even if this meant I might have to switch between buses or switch between the bus and LRT during my trip.
- It allowed me to make my whole trip on one bus, even if this meant buses came less often (30+ minutes).



## 8. Peak versus Off-Peak Frequency

About 43% of respondents indicated they would be more likely to use transit if there was more peak period service, even if it meant less service at other times. 34% indicated they would be more likely to use transit if there was more afternoon, evening, and weekend service, even if it meant less peak period service. 23% were not sure how they would behave, or had no preference. Less frequent transit users were less supportive of off-peak service. The results from the workshops were somewhat different; a greater proportion of the participants favoured more off-peak service (47% of workshop participants vs. 34% of survey respondents).

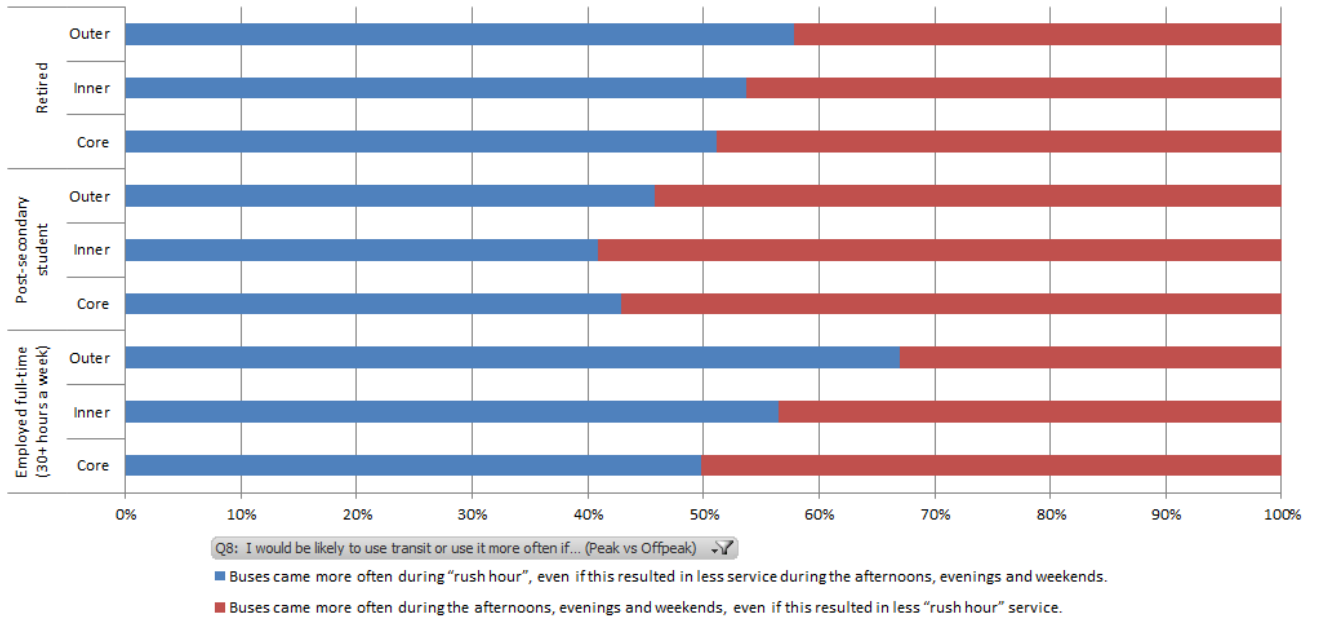
Peak service received more support from those living beyond the Inner Ring Road; those living more centrally showed a balance between the two options. Employed people preferred peak service while a higher proportion of students, the unemployed and those unable to work preferred off-peak service.



Q8: I would be likely to use transit or use it more often if... (Peak vs Offpeak) ↕

- Buses came more often during "rush hour", even if this resulted in less service during the afternoons, evenings and weekends.
- Buses came more often during the afternoons, evenings and weekends, even if this resulted in less "rush hour" service.
- I don't know
- No preference

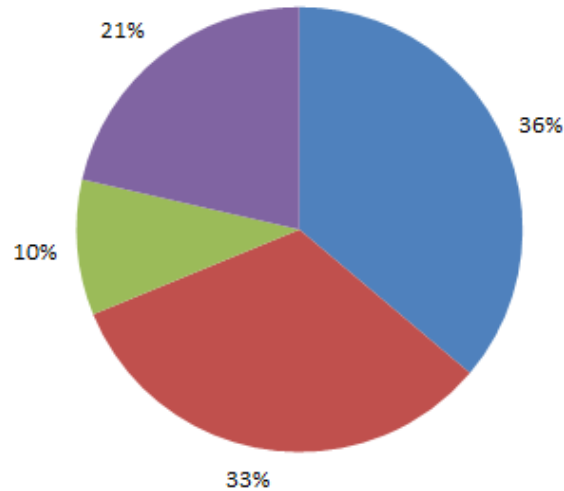




## 9. Off Peak Frequency versus Span of Service

Nearly 36% of respondents would be more likely to use transit if there was less off-peak service but longer service hours on weekends. A little more than 33% indicated they would prefer more off-peak service rather than longer weekend service hours. 30% were not sure what was best, or had no preference.

Infrequent transit users were more likely to have no preference than frequent transit users who were more likely to choose between the options. Long-time residents of Edmonton were balanced in their choice, while newcomers were more likely to choose a broader span of service over higher off peak frequency.



Q9: I would be likely to use transit or use it more often if... (Offpeak Frequency vs Span of service) ↕

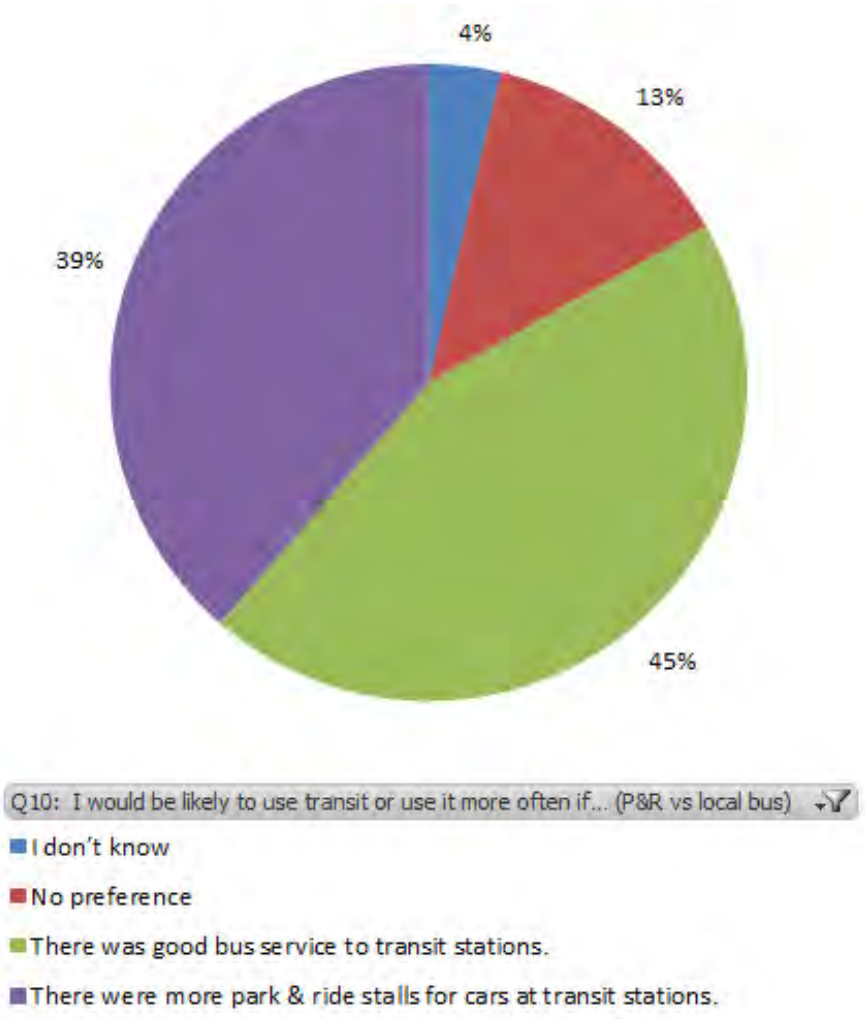
- Buses came less often during the afternoons, evenings and weekends but the service started earlier on weekend mornings and ended later in the evening.
- Buses came more often during the afternoons, evenings and weekends but service started later on weekend mornings and ended earlier in the evening.
- I don't know
- No preference



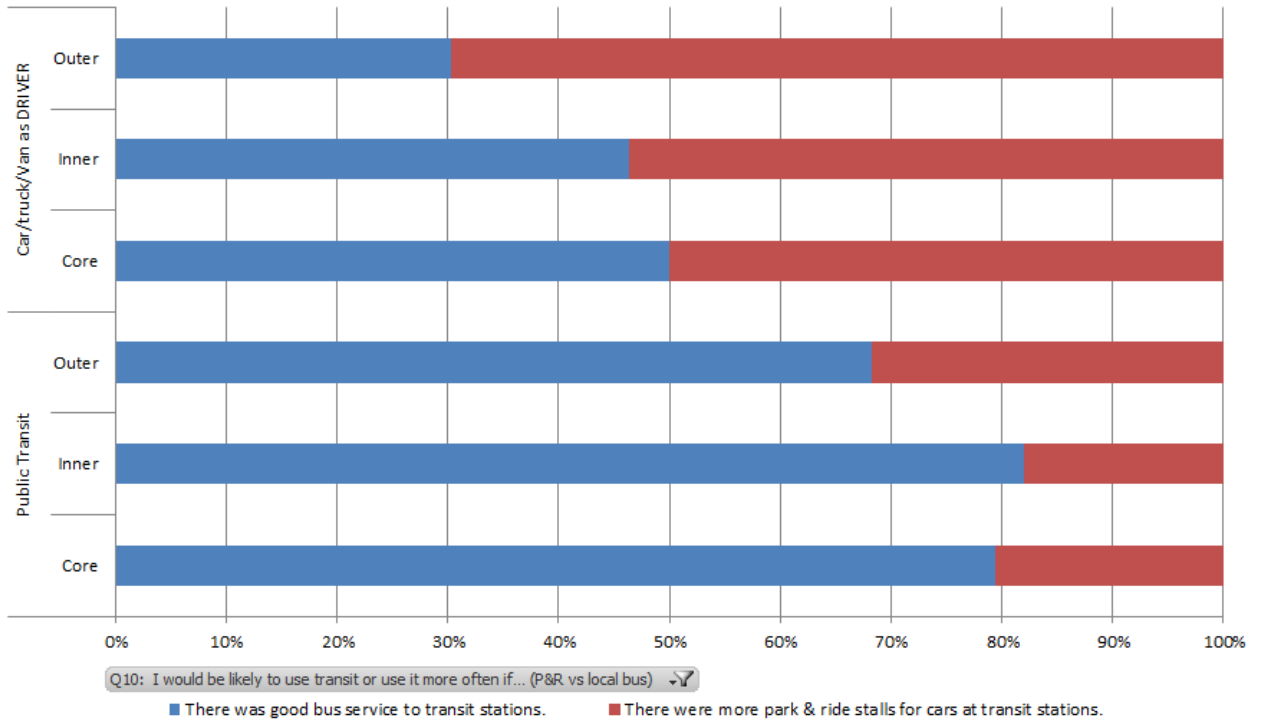
### 10. Park and Ride versus Local Buses

More than 39% of respondents would be more likely to use transit if there were more park and ride stalls for cars at transit stations, while nearly 45% indicated they would be more likely to ride transit if there was good bus service to the transit stations. About 17% were not sure what they preferred, or had no preference. Transit users were more likely to want good bus service, while those who use an automobile as their predominant mode were more supportive of increased park and ride space. The results from the workshops were somewhat different, with a greater proportion of the participants favouring good bus service (67% of workshop participants vs. 45% of survey respondents).

Transit users living within the Inner Ring Road were particularly supportive of good bus service to transit stations.

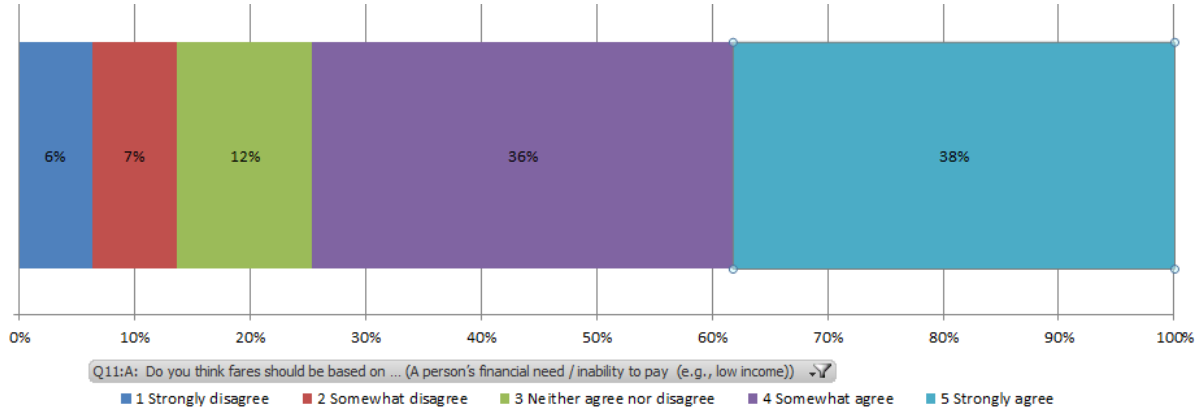






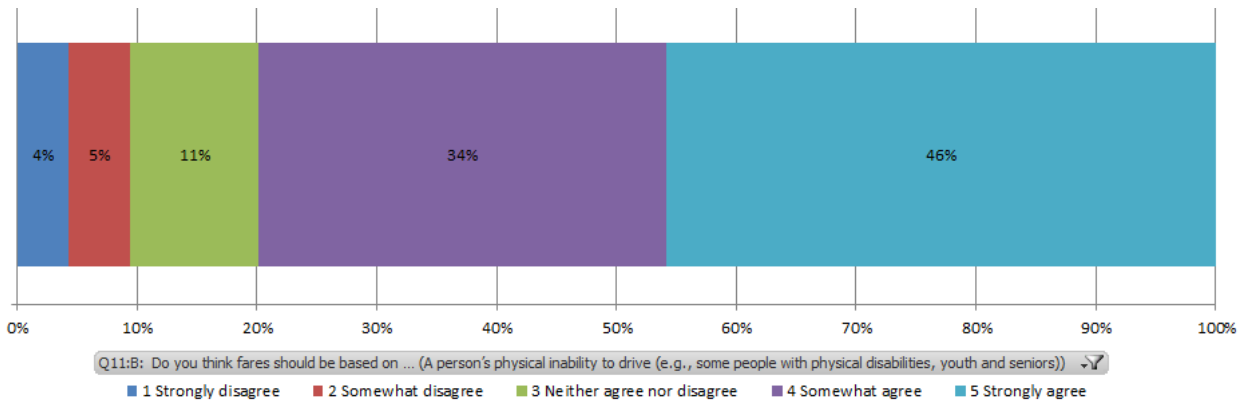
## 11. Fares and Financial Need

About 74% of respondents agree or strongly agree that fare discounts should reflect financial need. Only 13% disagreed or strongly disagreed and about 12% were neutral. Infrequent transit users were slightly less likely to be in agreement.



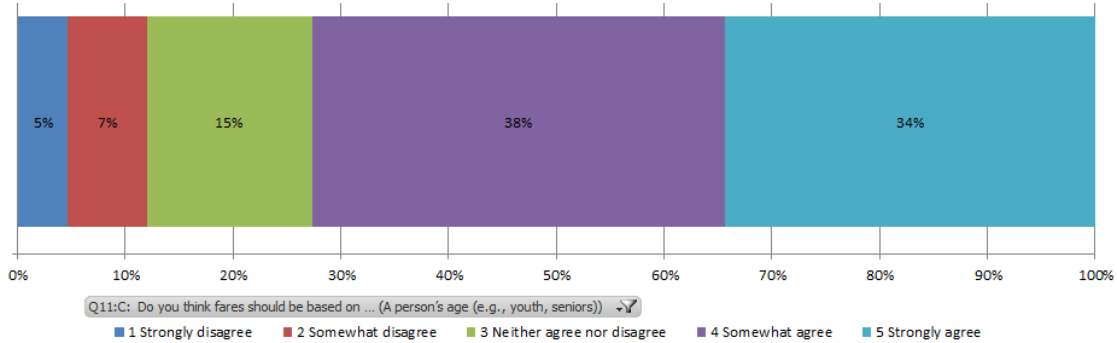
## 12. Fares and Physical Ability

Nearly 80% of respondents agree or strongly agree that fare discounts should reflect a person's physical ability to drive (such as some people with physical disabilities, youth, and some seniors). Just 9% disagreed or strongly disagreed, and 11% were neutral.



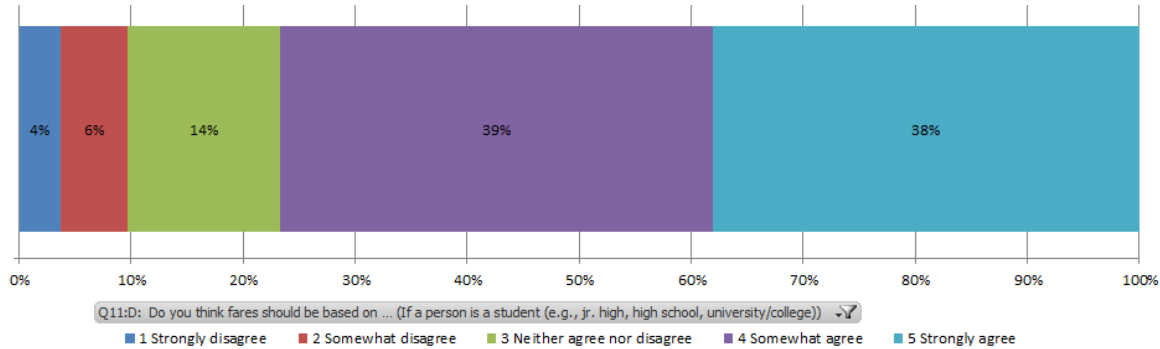
### 13. Fares and Age

72% of respondents agree or strongly agree that fare discounts should reflect a person’s age (youth, seniors). About 12% disagreed or strongly disagreed, and nearly 15% were neutral.



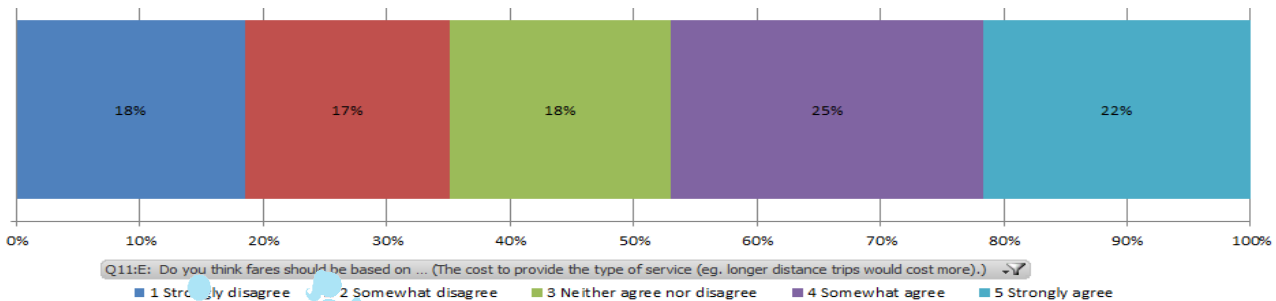
### 14. Fares and Students

Almost 77% of respondents agree or strongly agree that fare discounts should be available for students. About 10% disagreed or strongly disagreed, and 14% were neutral.



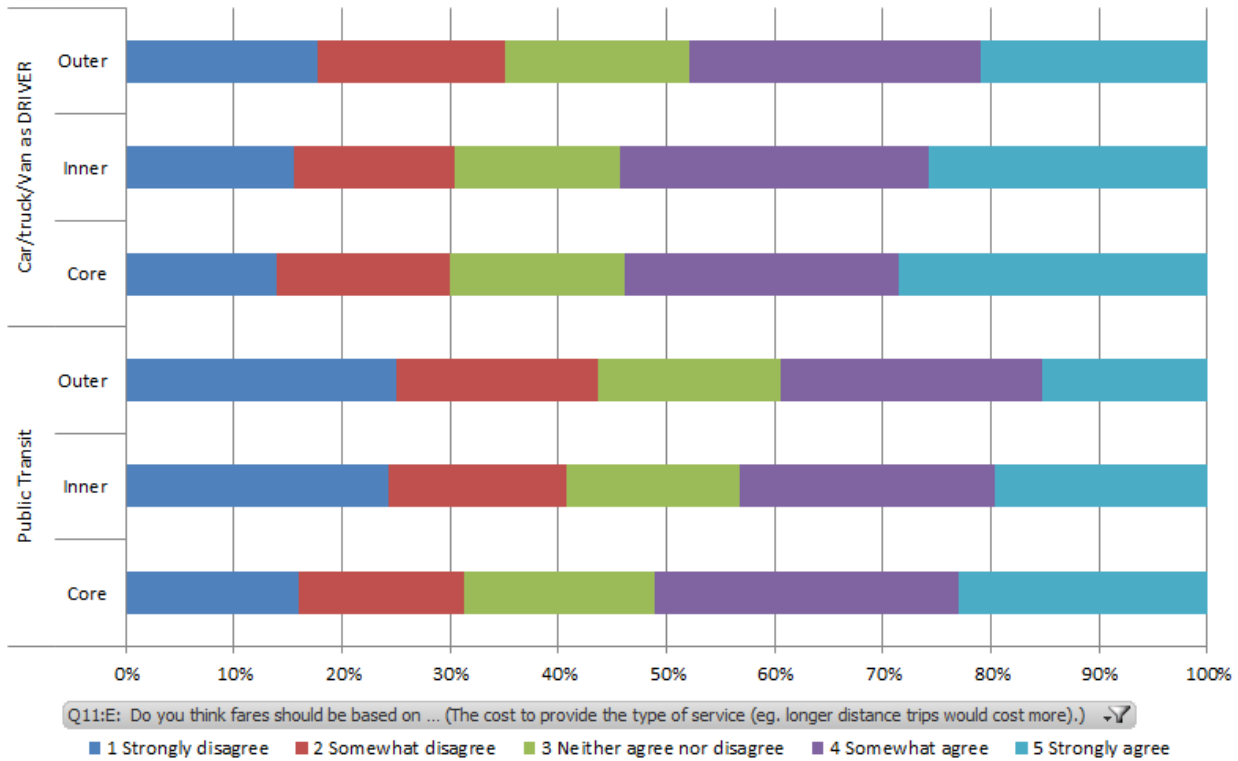
### 15. Fares and Cost of Service

About 47% of respondents agree or strongly agree that fares should reflect the type of service being provided (longer distance trips costing more). However, nearly 35% disagreed or strongly disagreed with this. 18% of respondents were neutral.



The results from the workshops were somewhat different, with a greater proportion of the participants in somewhat or strong agreement (63% of workshop participants vs. 47% of survey respondents). Transit users were slightly less likely to agree with fares that reflect trip length. Those living within the Inner Ring Road supported fare by distance more so than those living in the outer areas.

Respondents aged between 25 and 44 are more likely to support distance based fares than those younger or older. However, the differences in support are not large.



## What We Heard from Workshops

The workshops were divided into two activities: The first focused on network trade-offs and the second on fare types and subsidy preferences. For the network activity, participants were asked to choose between 2 or 3 aspects of service and record reasons why they chose a particular option. This feedback informed the development of the Strategy by providing greater understanding of what elements of the system need the most attention and why. After group discussion, participants individually voted on their preference using digital time voting software that displays anonymized results in real time. The fares and subsidy activity asked participants to indicate a preference along a spectrum ranging from strongly agree to strongly disagree, on whether transit users should be subsidized based on particular services provided or demographic categories like age or need. This activity started with individual voting using this software, followed by a full group discussion.

### Trade-off Questions and Responses

The workshops were based on the same ten trade-off questions that were used in the survey. Each participant could only choose one response per question, but was given the chance to explain why. Due to time constraints, some workshops were slightly modified to include only the questions deemed most essential for developing the strategy. Five questions were deemed most crucial and asked in every session. With more time available, additional questions were asked in the two public workshops, a workshop with people with disabilities and a workshop with City staff.

Although there was opportunity for everyone to respond to the questions in the workshops, not everyone provided an answer to every question. This is important to note when reviewing the charts that represent voters by group, as the number of responses may vary between questions.

### Common Themes and Trade-off Results

The following is a recap of what was heard in response to the ten trade-off questions posed in the workshops. The breakdown for each question includes a chart of top themes, notable trends and insights, selected quotes, and voting results both overall and by workshop group.

The themes were chosen based on common words and statements shared in the responses to each question for why participants chose that option. These themes were applied to the responses where they were mentioned. After analyzing all results, a total frequency of each theme was tallied. The top themes are identified below for each question, and subthemes are indicated in brackets.

The discussion section highlights feedback participants shared as to ‘why’ they voted a certain way. Sometimes their reasoning was based more on perception than facts. Other times the most popular themes were reiterating the question itself. In this case the theme was broken down into sub-themes.



# 1. Transit System for Everyone or Those Who Need It Most?

## Themes

The top themes around what transit should focus on in context of whom it benefits were as follows:

I think transit (bus and LRT) should focus on...

- |  |  |
|--|--|
| <p>A. Benefitting the largest number of Edmontonians</p> <ul style="list-style-type: none"> <li>• <i>Equality</i></li> <li>• <i>Promotes multi-modal transportation</i></li> <li>• <i>Logical City budget spending</i></li> <li>• <i>Promotes ridership</i></li> </ul> | <p>B. Benefitting those who need it most</p> <ul style="list-style-type: none"> <li>• <i>Serves those with physical/financial barriers to mobility</i></li> <li>• <i>Improves and increases service</i></li> <li>• <i>Improves ease of mobility</i></li> <li>• <i>Meets basic needs</i></li> </ul> |
|--|--|

## Trends and Insights from Top Themes

On the side of “benefitting the largest number of Edmontonians”, participants commonly referred to equality as why they preferred this direction. This theme is further broken down into three key ideas:

1. Everybody needs and can benefit from transit
2. Focusing on the masses captures many of those who need transit most
3. It provides a choice in mobility

On the side of “benefitting those who need it most”, there were many reasons why. Most thought it best serves those who have physical and financial barriers to accessing other transportation modes.

In the full group discussion, participants said that transit that benefits the most people is the most inclusive option and otherwise we are dividing the city into a class system. This is an example of perception differing from reality, since serving the largest number of people could exclude a segment of the Edmonton population who live away from the masses and have unique needs.

## Key Comments

A. Benefitting the largest number of Edmontonians

*“To encourage transit shift for everyone over the long term”*

*“People should have the choice to access transit. The City of Edmonton should benefit everyone.”*

*“Move as many as we can to where they need to go.”*

*“It is about modal shift for everyone (efficiency sustainability). Not just a service for low income people.”*

*“Largest # of people can include people who can’t drive.”*



B. Benefiting those who need it most

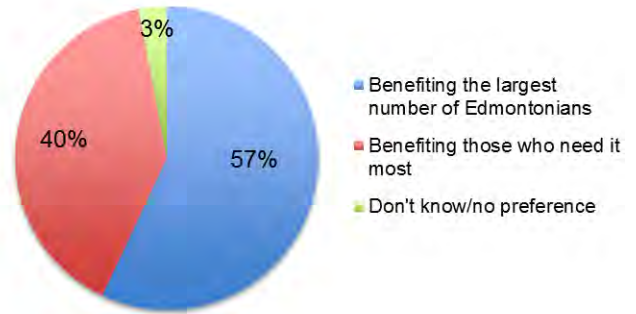
*"In a constrained financial environment, we need to make sure transport "needs" are covered first before benefitting the majority."*

*"I think transit should benefit those who can't drive. There are no other affordable options."*

*"Some people can't afford to drive for some reasons like they might be physically disabled or we might be talking about senior citizens."*

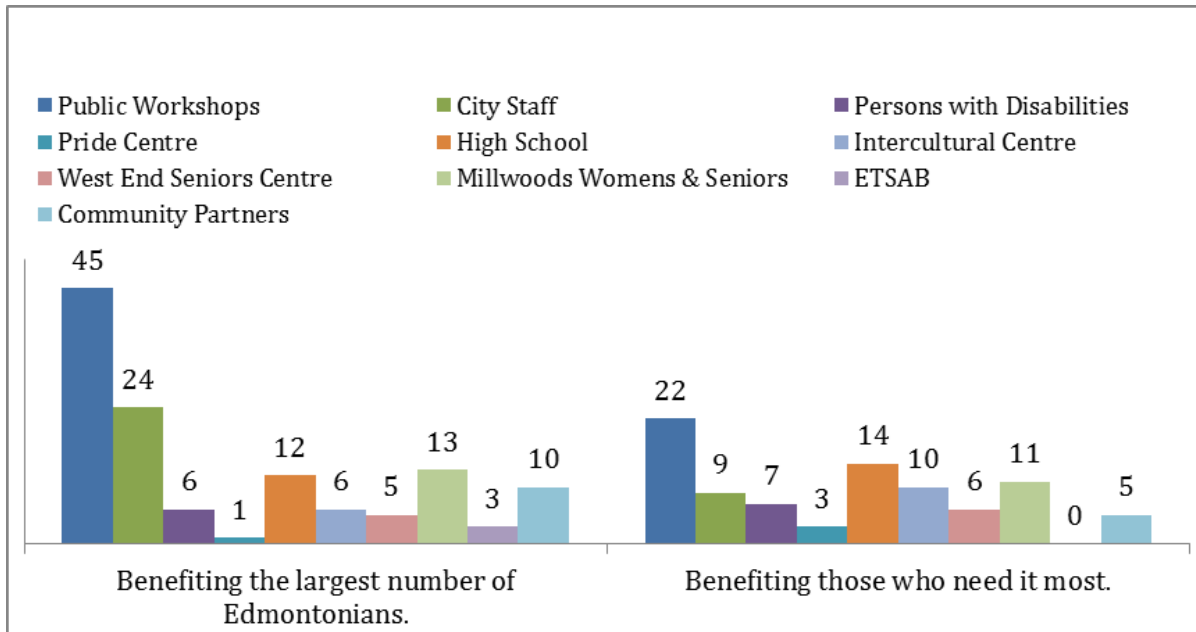
**Workshops Combined Voting Results**

The first option of "benefitting the largest number of Edmontonians" was the most preferred option with nearly 60% of participants supporting this direction, but only by a margin of 17%.



**Voting by Stakeholder Group**

The following is a breakdown of votes by the workshop groups. About the same balance of people being in favor of "benefitting the largest number of Edmontonians" versus "benefitting those who need it most" existed within each workshop, as it did in the overall voting. However, the public workshops showed twice as much support for "benefitting the largest number" than "those who need it most."



## 2. Frequency versus Coverage

### Themes

The top themes (and sub-themes) to emerge from discussion around what would encourage ridership were:

I would be more likely to use transit or use it more often if...

- |  |  |
|--|--|
| <p>A. Buses came more often, but this meant I had a longer walk to my bus stop</p> <ul style="list-style-type: none"> <li>• <i>Frequency (more peak service to reduce wait times)</i></li> <li>• <i>Reliable</i></li> <li>• <i>Prefer walking</i></li> <li>• <i>Improves service delivery (transfers)</i></li> <li>• <i>Reduce bus bunching</i></li> </ul> | <p>B. Buses came less often, but this meant I had a shorter walk to my bus stop</p> <ul style="list-style-type: none"> <li>• <i>Shorter walks</i></li> <li>• <i>Prioritize those in need/ reduce barriers to mobility</i></li> <li>• <i>Weather (winter service)</i></li> <li>• <i>It meets the schedule</i></li> <li>• <i>Safety</i></li> </ul> |
|--|--|

### Trends and Insights from Top Themes

The most common reason participants gave for supporting buses coming more often, even with a longer walk, was that a more frequent bus service reduces wait times and increases flexibility for transit users. Consideration for commuters and other peak-service users was another link made by those supporting frequency and shorter waits. Comments on reliability were rationalized by the desire to have service that is guaranteed to show up when it is scheduled to. Participants also shared thoughts on service delivery including the importance of timely transfers and the frustration of seeing buses grouped together along corridors and at stops. Other popular responses to this question were that people enjoy walking and prefer it for reasons such as health and keeping warm on winter days

For those who prefer buses come less often with a shorter walk, walking less was the reason in and of itself for their choice, particularly for those with mobility challenges. Their reasoning had strong ties to concern for physical safety, condition of the weather and limited capacity to carry items such as groceries many blocks. Those with mobility issues – namely seniors and those with disability— are less able to walk extra distance, especially in the winter. Despite this, one comment heard from the persons with disabilities group was the time it takes to get to the stop will always vary and having the certainty a bus will come shortly after you get there is far more comforting. Other important considerations were that the schedule is kept so missing one bus doesn't mean an excessive wait for the next. Some participants said that walking is relatively under their control, so assurance that the bus service would be reliable is important so they don't have an excessive wait for the next one.

A general comment heard from a variety of participants was the idea of providing different service levels in different seasons to respond to the inhospitable pedestrian environment.





**Key Comments**

A. Buses came more often, but this meant I had a longer walk to my bus stop

*"I already walk to the main road to catch buses so if they came quicker and more frequently, it'd be preferable."*

*"Frequency (Reliability is built into this – if you know a bus comes every 10 minutes, you'll take it.)"*

*"Walking = awesome for public health."*

B. Buses came less often, but this meant I had a shorter walk to my bus stop

*"Shorter walk means less likely occurrence of falls."*

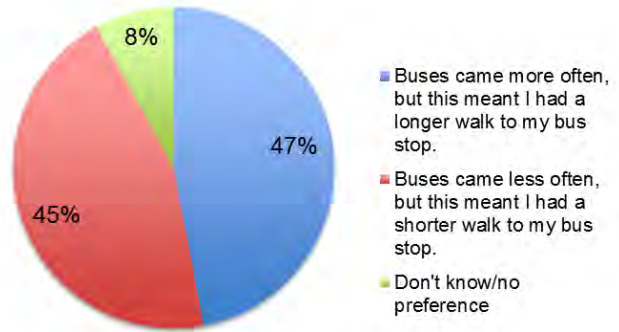
*"Getting to the bus in winter is very hard for people who are mobility challenged."*

*"Walking less would be better because if it's longer walk the bus could come early and you'll only be walking so you might miss it."*

**Workshops Combined Voting Results**

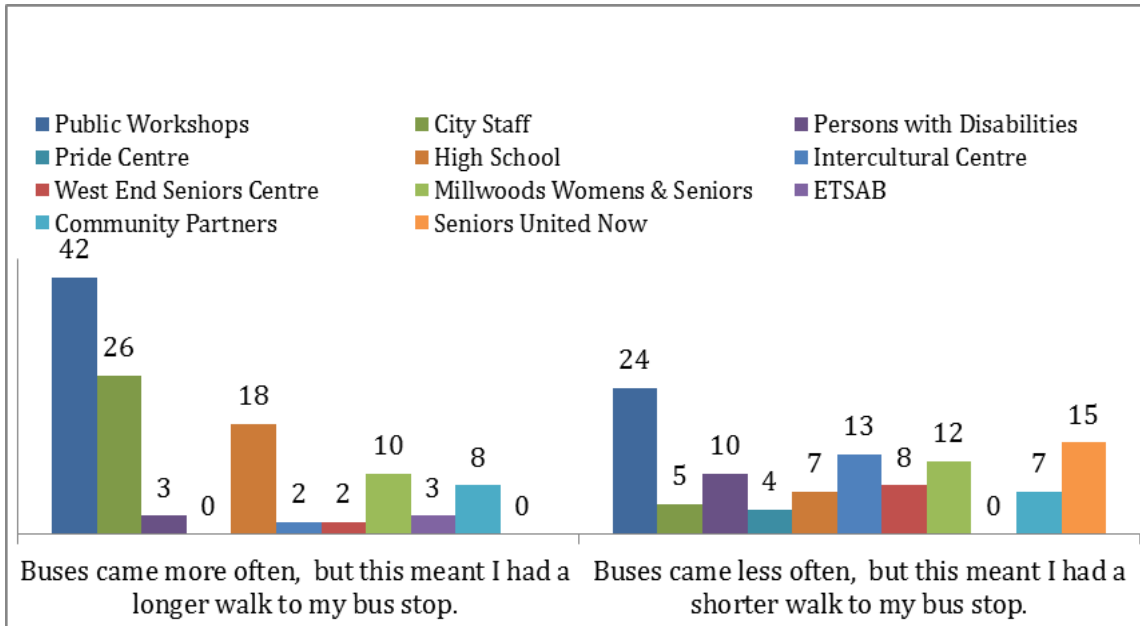
The two options presented for *frequency vs. coverage* were supported almost equally.

"Buses come more often, but this means I have a longer walk to my stop" was only slightly more popular.



### Voting by Stakeholder Group

The question of frequency and coverage saw certain workshop groups lean far more toward one side than the other. The public, City staff, and high school students were far more in favor of frequency where persons with disabilities, seniors, the Pride Centre and the Intercultural Centre leaned more toward support for coverage.



### 3. How Much Priority for Buses

#### Themes

The top themes to emerge from discussion around transit priority were:

- |   |  |   |
|---|--|---|
| <p>A. Buses should get little priority</p> <ul style="list-style-type: none"> <li>• <i>Disruption to traffic</i></li> </ul> | <p>B. Buses should get some priority</p> <ul style="list-style-type: none"> <li>• <i>Support for bus lanes</i></li> <li>• <i>Peak hour priority</i></li> <li>• <i>Priority signals for bus</i></li> <li>• <i>On major and express routes only</i></li> </ul> | <p>C. Buses should get a lot of priority</p> <ul style="list-style-type: none"> <li>• <i>Support for BRT</i></li> <li>• <i>Support for bus lanes</i></li> <li>• <i>Promotes ridership</i></li> <li>• <i>Time efficiency</i></li> <li>• <i>Lowers carbon footprint/ GHGs</i></li> <li>• <i>Logical City budget spending</i></li> <li>• <i>Discourages S.O.V</i></li> </ul> |
|---|--|---|

#### Trends and Insights from Top Themes

Support for dedicated bus lanes and bus rapid transit were the most prominent comment heard. Most participants saw value in existing bus lanes and their potential to alleviate congestion. For those who support a lot of bus priority, the support of bus lanes and full BRT was motivated by the potential for this service to promote ridership, improve frequency and speed, lower the carbon footprint of the city and make good long term financial sense for taxpayers.

Those who believe there should be little transit priority expressed that the flow of traffic should not be disrupted such that other drivers are impeded by transit priority.

In full group conversation, there were questions around consideration of who the roads are for. Many people think that roads are primarily for cars. Participants expressed that in the suburbs it would not be fair to give priority to buses, where there is low ridership. It was mentioned that it is important to consider geography and road type when designing bus priority infrastructure. Many people who supported some bus priority (B) actually supported a lot of bus priority (C), but only where appropriate. This translated as support for BRT and bus lanes when there is demand and traffic congestion.



## Key Comments

### A. Buses should get little priority

*"You need to demonstrate substantial improvements in transit time or ridership. Depending on the number of stops, it's unlikely these would occur in Edmonton. The impact on other transport is greater than the benefit to transit users."*

*"Not everyone is single destination bound. Don't screw up traffic."*

### B. Buses should get some priority

*"Would also favour "C" but "B" can be cost effective since it deals with key pinch points, eg. A few key intersections where a full corridor may not be critical."*

*"During peak hours bus lane. On wide roads full bus lane is also a possibility."*

### C. Buses should get a lot of priority

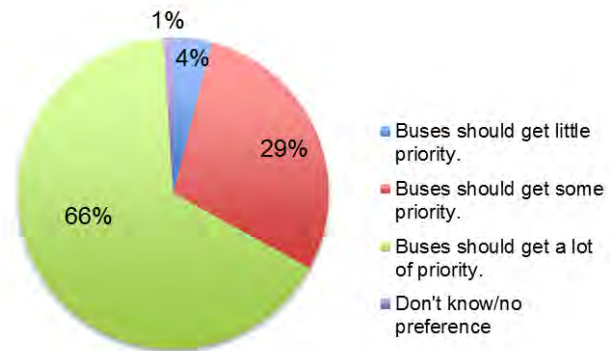
*"The more efficient the bus system is, the fewer people will need to drive."*

*"I am in favour of anything that allows buses to travel more quickly."*

*"It will make buses more popular and reduce congestion on roads. Bus lanes should be reserved in rush hour."*

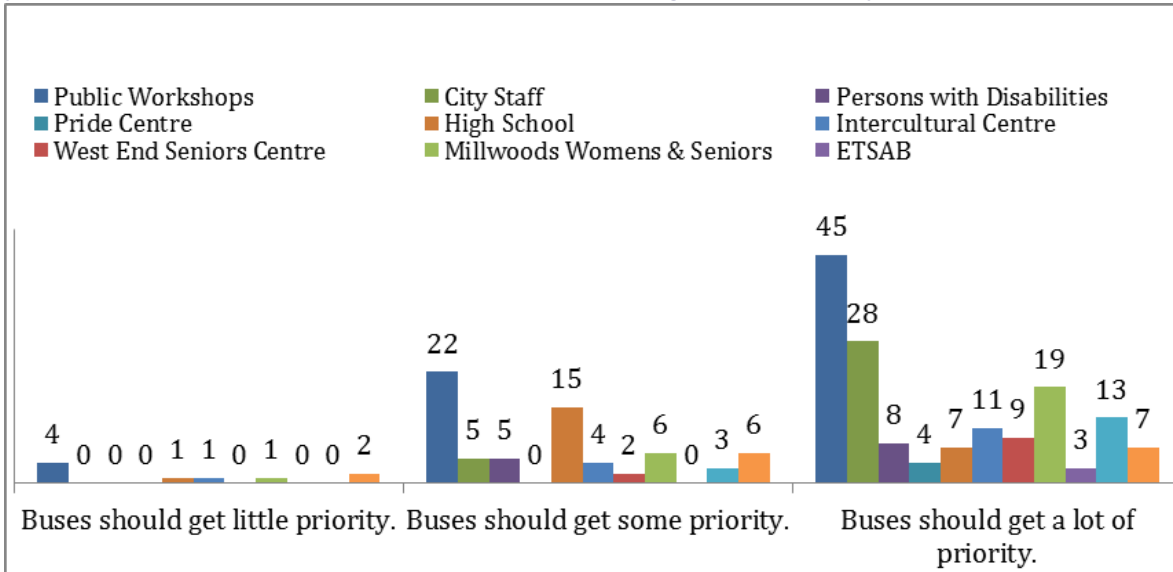
## Workshops Combined Voting Results

In context of bus priority, participants clearly thought that buses should get a lot of priority. With three options available, two thirds of the support was for a lot of priority, beating out the some and no priority options significantly.



### Voting by Stakeholder Group

The breakdown of vote by workshop group was reflective of the overall votes. This breakdown shows “buses should get a lot of priority” as the most supported trade-off choice among every group except for the youth, who showed most support for “buses should get some priority”.



## 4. Improve Existing versus Provide New Service

### Themes

The top themes (and sub-themes) to emerge from discussion around where transit dollars should be spent were:

I think the City of Edmonton should...

A. Spend money to improve existing service

- Timely (scheduling)
- Service needs improvement (find and fix issues)
- Proximity to density
- Improve reliability

B. Spend money to provide new service

- Scheduling (extend hours)
- Serve all geographic areas
- Promotes ridership
- Match demand



### Trends and Insights from Top Themes

This question was confusing for many participants. However, with some clarifications most were able to provide an informed response. In the staff workshop this question was contentious as many didn't like the nature of the question; this seemed to stem from perplexity around temporal context, where it was framed in the present while comparing to the future. For those who were able to provide an informed response, scheduling was the most prominent, despite which trade-off option they supported. Overall, both sides were interested in ensuring that the final decision makes the most budgetary sense for the City – namely serving the most people for the least money.

For those that want to see the City “spend more money to improve existing service” the comments centered on the bus being frequent, on time and reliable. Optimizing the routes by identifying where bottlenecking and other issues exist was critical.

Alternatively, people spoke about the need for all areas of the city and all residents to have some access to transit. They believe that given the opportunity to ride, more people will choose transit.

From the full group discussion, participants expressed that they wanted to see the City strike a balance between adding new routes after first improving existing service times. Suggestions included providing park and ride in new areas until ridership could catch up and route expansion could be justified.

### Key Comments

A. Spend money to improve existing service

*“Do not want to stretch the system too thin and then make it less efficient overall.”*

*“Speed and reliability are super important so support improving this. More service may support sprawl.”*

*“Let’s do what we’re currently doing but just do it better i.e. more frequently.”*

B. Spend money to provide new service

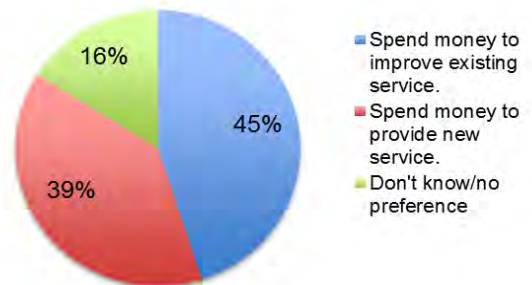
*“More late night service routes and have some routes have 24 hour service”*

*“Opportunity to build new areas to better meet needs of citizens. Older service design may not be ideal.”*

*“City is expanding to suburbs – more ridership.”*

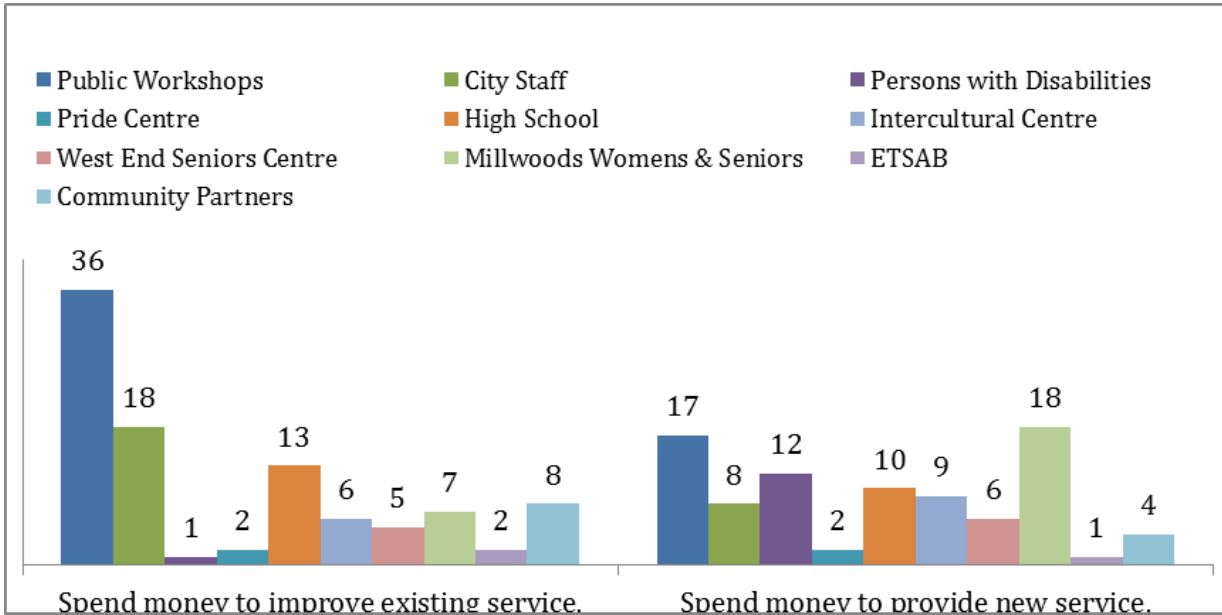
### Workshops Combined Voting Results

The question of spending was close, but participants preferred to spend money on improving existing service by 16% over providing new service.



### Voting by Stakeholder Group

Looking at the vote by group it is apparent that persons with disabilities, and participants at the Intercultural Centre and the Millwood’s Women’s and Seniors Services Association are more in favor of “spending money to provide new service” than what is indicated in the collective voting result.



## 5. Demand versus Level of Service

### Themes

The top themes (and sub-themes) to emerge from discussion around the relationship between demand and level of transit service were:

I think the City of Edmonton should...

- |  |   |
|--|---|
| <p>A. Offer a higher level of service to areas that have more riders</p> <ul style="list-style-type: none"> <li>• <i>Improve service (meet demand)</i></li> <li>• <i>Proximity to density</i></li> <li>• <i>Logical City budget spending</i></li> <li>• <i>Promotes ridership</i></li> </ul> | <p>B. Offer the same level of service to all areas</p> <ul style="list-style-type: none"> <li>• <i>Prioritize those in need (physical and financial barriers)</i></li> <li>• <i>Improve service (consider all geographic areas)</i></li> <li>• <i>Equality</i></li> </ul> |
|--|---|

### Trends and Insights from Top Themes

For those supporting a higher level of service to areas with more riders, the main reason was that service should meet demand. This is in line with reasoning that service should reflect density and be closer to where more people are. For the public and staff participants, the idea of reflecting density was also seen as most financially feasible for the City.

In full group conversation, participants expressed that offering a higher level of service to where the most riders are located will reduce crowding on buses. However, discussion went back to the conversation of equality and trying to balance this trade-off in a way that provides some service to more far-reaching areas.

### Key Comments

A. Offer a higher level of service to areas that have more riders

*"Service should balance against ridership. No point in running empty buses in one area while passing up passengers in another."*

*"We can't afford to provide service to urban sprawl. If you choose to live there then there are benefits and drawbacks. Dial-a-bus may be an option."*

*"Encourage density."*

B. Offer the same level of service to all areas

*"Those living in less populated areas need the same services."*

*"Leaving some area with little or no service forces people to drive and leaves people who can't drive stranded"*

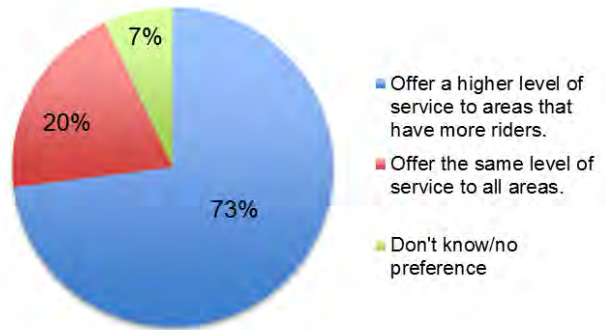
*"Aging in place"*





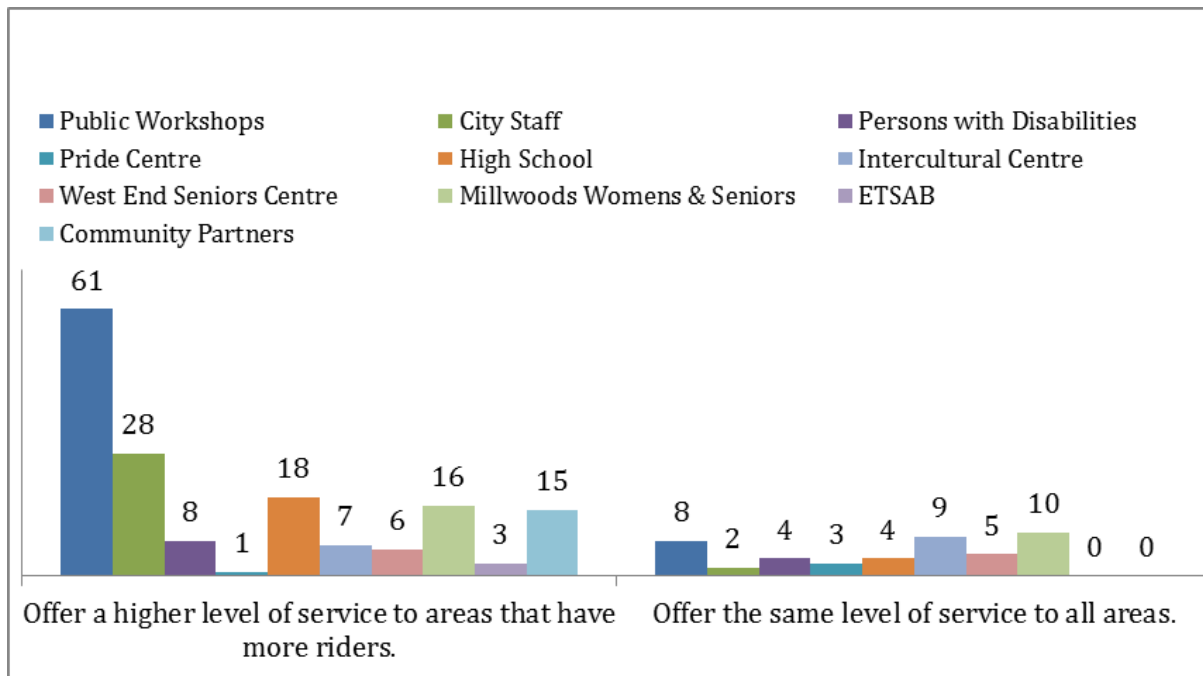
### Workshops Combined Voting Results

The levels of service responses were more one-sided than most other questions. With a 53% lead over the alternative, 73% of participants said they prefer a higher level of service to areas that have more riders.



### Voting by Stakeholder Group

For the most part, the breakdown of vote by workshop group was reflective of the overall votes. This breakdown shows “offer a higher level of service to areas that have more riders” as the most supported trade-off choice among every participant group other than the Pride Centre and Intercultural Centre, who showed more support for “same level of service to all areas”.



## 6. Transit Service Investment

### Themes

The top themes (and sub-themes) to emerge from discussion around transit investment were:

- |   |   |   |
|---|---|---|
| <p>A. Spend more money to improve service</p> <ul style="list-style-type: none"> <li>• <i>Tax for better service</i></li> <li>• <i>Shift funds from other services to transit</i></li> <li>• <i>Shift funds from other services to transit</i></li> </ul> | <p>B. The amount of money we spend now is good</p> <ul style="list-style-type: none"> <li>• <i>Taxes match service provided (lobby higher order government)</i></li> <li>• <i>Shift funds from other services to transit</i></li> </ul> | <p>C. Spend less money</p> <ul style="list-style-type: none"> <li>• <i>Logical City budget spending (accountability)</i></li> </ul> |
|---|---|---|

T

### Trends and Insights from Top Themes

For the themes of “spend more money” and “spend the same amount of money”, most participants talked about the distribution of tax dollars. Those who said spend more money insisted higher taxes and fares are acceptable; while those who said spend the same amount of money suggested that the City lobby provincial and federal governments for more funding. Those who chose both of these themes supported their response with the recommendation that dollars spent on other City services be shifted to transit. Some participants suggested shifting road maintenance and other auto-oriented infrastructure dollars to transit.

For the few who suggested spending less money, it was a result of being fiscally conservative and accountable to taxpayers.

### Key Comments

A. Spend more money to improve service

*“I value transit as a public good. It’s worth investing in because it benefits everyone.”*

*“Willing to pay more for better transit service. Want to pay less for suburban roads (lives in mature area)”*

*“Lots of property tax but services don’t match the tax. I’d pay more for better service.”*

B. The amount of money we spend now is good

*“We need more efficiency in spending and support from other levels of government & surrounding communities”*

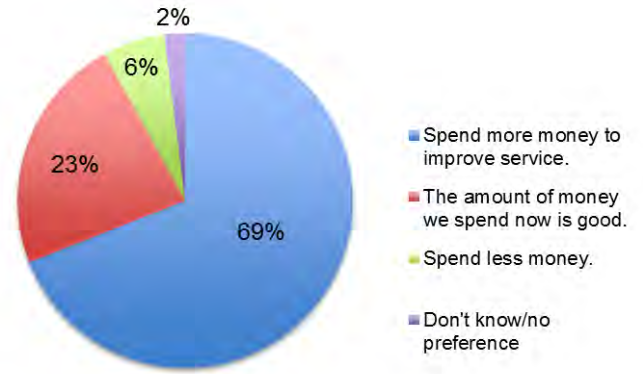
C. Spend less money

*“Spend the amount equivalent to the benefit to all Edmonton. Until service is more widely used, transit should get less.”*



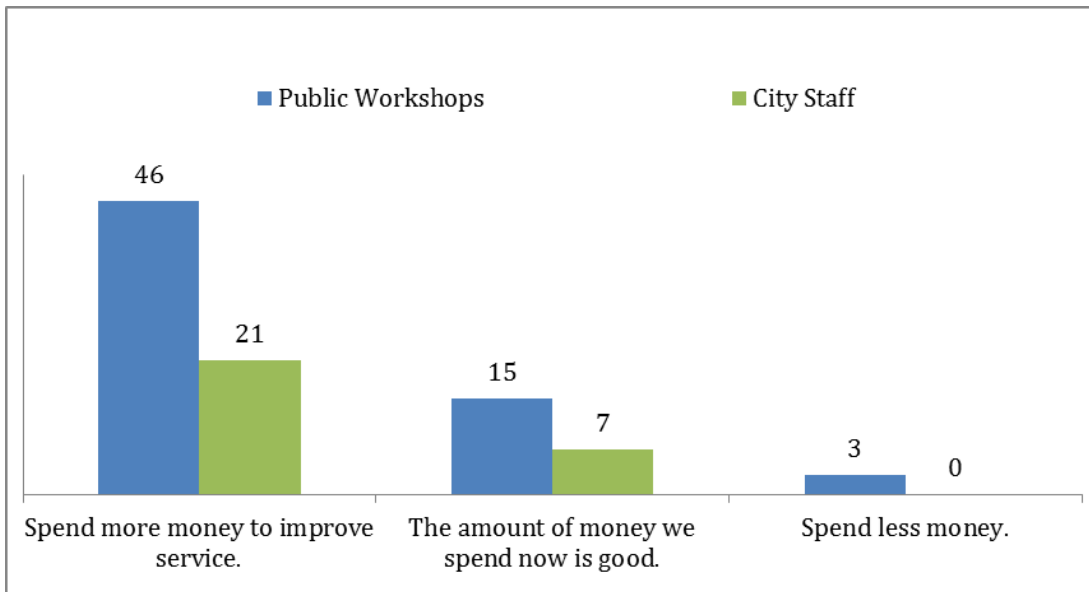
### Workshops Combined Voting Results

The “spend more money to improve service” option was the most favoured response to this question with slightly more than two thirds of the total votes. The second most favoured option – “the amount we spend now is good” – obtained significantly less of the total votes at 23%. Very few people suggested spending less money.



### Voting by Stakeholder Group

The voting by group reflected the collective voting with about two thirds of each group suggesting “more money to improve service” as the preferred direction.



## 7. Transfers versus Direct Service

### Themes

The top themes (and sub-themes) to emerge from discussion around the role of direct service versus transfers in encouraging transit ridership were:

I would be more likely to use transit or use it more often if...

- |  |  |
|--|--|
| <p>A. I could make my whole trip on one bus, even if this meant buses came less often</p> <ul style="list-style-type: none"> <li>• <i>Minimize total travel time</i></li> <li>• <i>Prioritize those in need</i></li> </ul> | <p>B. Buses came more often, even if I might have to switch buses</p> <ul style="list-style-type: none"> <li>• <i>Timely (minimize travel times, reduce wait times)</i></li> <li>• <i>Improve service (transfers and connections)</i></li> <li>• <i>More express and arterial road service routes</i></li> </ul> |
|--|--|

### Trends and Insights from Top Themes

The most popular reason for choosing either side was that the total travel time should be minimized. Participants all want to spend the least amount of time walking, waiting, riding and transferring as possible. Participants independently determined the option that resulted in decreased total travel time, even though the questions intentionally did not include decreased travel time for either option (travel time can actually increase or decrease for both options depending on the circumstance).

For those who chose "buses come more often, even if I have to switch buses", their qualification for being okay with the transfer was based on improving those transfers and connections, whether that is between two buses or between a bus and the LRT. Additionally, they want to see the City focus on express service on major roads.

### Key Comments

A. I could make my whole trip on one bus, even if this meant buses came less often

*"Would prefer this as long as the travel time is about the same or faster than transferring"*

*"My value of time (VOT) for out-of vehicle travel time exceeds my VOT for in-vehicle travel time. Sometimes prefer one long bus ride to 2 or 3 transfers"*

B. Buses came more often, even if I might have to switch buses

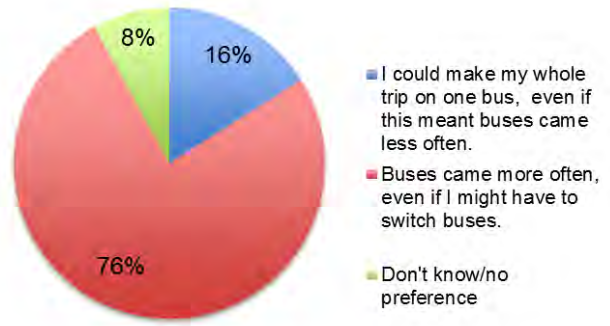
*"There needs to be a distinction between residential routes and corridor routes. Residential routes must connect to express buses and/or LRT"*

*"Transfers are ok if they are connecting to frequent routes. Not a lot of waiting. Also ok if local service connects to backbone service."*



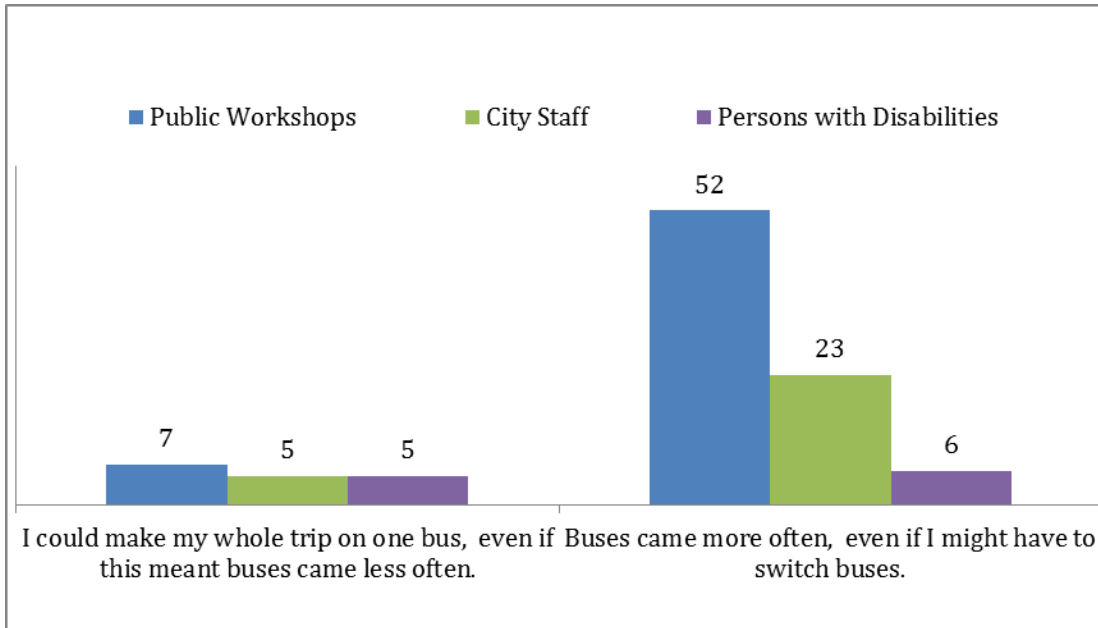
### Workshops Combined Voting Results

The most overwhelmingly one-sided response went to “buses come more often, even if I might have to switch buses”, which was supported with 76% of the overall votes.



### Voting by Stakeholder Group

The same results were found in the votes by group, with the exception of the persons with disabilities group who voted about equally for both sides. The key differentiator for this group had to do with the physical inability or difficulty associated with transferring between transit vehicles and accessing stops.



## 8. Peak versus Off-peak Frequency

### Themes

The top themes (and sub-themes) to emerge from discussion around priorities for peak versus off-peak frequency were:

I would be more likely to use transit or use it more often if...

- |  |  |
|--|--|
| <p>A. Buses came more often during "rush hour"</p> <ul style="list-style-type: none"> <li>• <i>Timely (accommodate commuter schedule)</i></li> <li>• <i>Increase service to meet demand</i></li> <li>• <i>Focus routes on major roads</i></li> </ul> | <p>B. Buses came more often during the afternoons, evenings &amp; weekends</p> <ul style="list-style-type: none"> <li>• <i>Non-commuter focus</i></li> <li>• <i>Timely (extend hours)</i></li> <li>• <i>Increase service to meet demand</i></li> </ul> |
|--|--|

### Trends and Insights from Top Themes

The reasons why participants chose each option were very straightforward. The key consideration for those who wanted more frequent buses during rush hour was that schedules should accommodate commuters as they represent the mass of regular transit users. Other thoughts supporting this were that service should match commuter demands and focus routes on major roads. Those wanting the bus to come more in off-peak hours believe that non-commuters should benefit from equal service despite the time of day they wish to travel.

### Key Comments

A. Buses came more often during "rush hour"

*"Supply and demand: make the best service for the most number of people. Lots of people use transit for work"*

*"This is when I ride it the most."*

*"Commuters need efficient service. Recreational users have ability to adjust their schedules"*

B. Buses came more often during the afternoons, evenings & weekends

*"Students, business patrons, businesses, all benefit through evening service. Pay for increase service costs through business revitalization levy"*

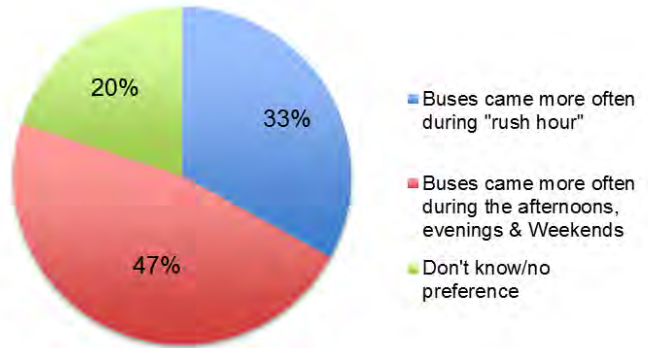
*"Work hours have expanded/changed. Service needs to reflect this."*

*"Transit use is much MORE than to/from work. Larger land use conversation about doing all needs by bus and locally"*



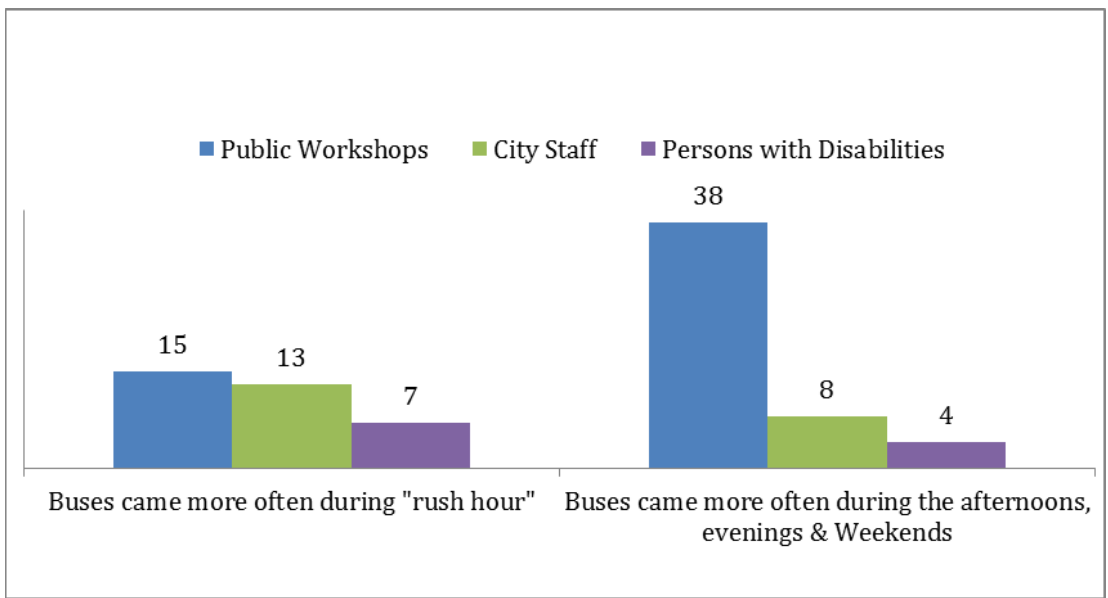
### Workshops Combined Voting Results

The overall results of this trade-off showed the biggest “don’t know/no preference” results of all trade-off questions. Despite this result, nearly half of all participants chose “buses came more often during the afternoons, evening and weekends” option.



### Voting by Stakeholder Group

The public workshops show results similar to those found in the overall results, while City staff and people with disabilities showed greater support for “buses come more often during rush hour.”



## 9. Off-peak Frequency versus Span of Service

### Themes

The top themes to emerge from discussion around what would encourage transit ridership were:

I would be more likely to use transit or use it more often if...

- |   |   |
|---|---|
| <p>A. Buses came more often during off peak times, but started later on weekend mornings and ended earlier in the evening</p> <ul style="list-style-type: none"> <li>• <i>Meet demand</i></li> <li>• <i>Scheduling, extend hours</i></li> <li>• <i>Accommodate commuters</i></li> </ul> | <p>B. Buses came less often during off peak times, but started earlier on weekend mornings and ended later in the evening</p> <ul style="list-style-type: none"> <li>• <i>Extend hours</i></li> <li>• <i>Accommodate non-commuters</i></li> <li>• <i>Balance the two options</i></li> </ul> |
|---|---|

### Trends and Insights from Top Themes

Participants were most insistent on extending operating hours, despite which side of the spectrum they supported. A few supporters from either side of the trade-off suggested that there should be 24-hour service. On the side of “buses come less often during off-peak time” many supported extending service in the weekday midday (i.e. between morning and afternoon peak) to increase opportunity to use transit for people who don’t just commute in the morning and later afternoon. Those who said “buses come more often during peak hours” supported accommodating commuters and meeting the existing demand, but also wanted evening and late night service every day of the week.

### Key Comments

A. Buses came more often during off peak times, but started later / ended earlier

*“For people with a regular weekday schedule”*

*“I think people are more likely to use it at these times (Peak service)”*

*“Later routes on high traffic areas during evenings”*

*“Travelling to campus or major centres is difficult with limited service in evening (not worth it for 1-2 hours of school work)”*

B. Buses came less often during off peak times, but started earlier / ended later

*“Good for people working weekends and late nights”*

*“End later in the evening but reduce frequency in low ridership areas + later in the evening”*

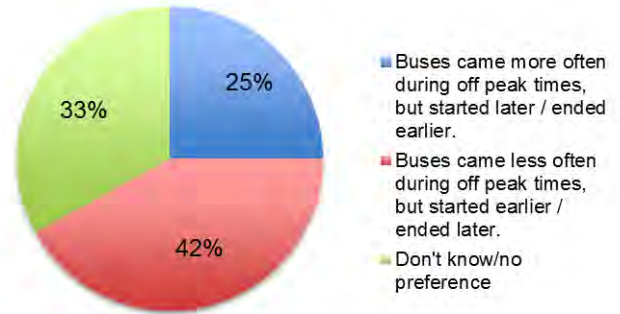
*“24 hour transit should serve everyone”*





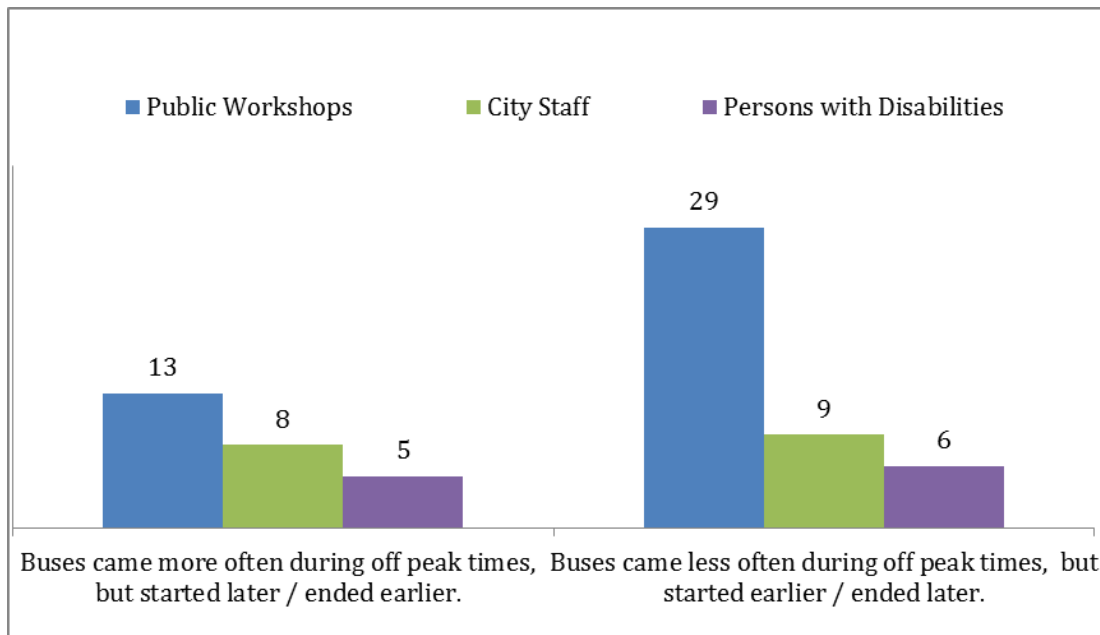
**Workshops Combined Voting Results**

The votes for off-peak frequency versus span of service showed most preference being in favor of span of service with 42% of participants voting "buses came less often during off peak times, but started earlier/ended later. There were a significant number of don't know/no preference responses. This indecisiveness made up a third of all responses and can be attributed two key factors: The first being an apathetic attitude toward the trade-off, as it simply didn't matter to some participants. The second being that participants want a system that operates 24 hours a day and/or more frequently during the day (9am-5pm).



**Voting by Stakeholder Group**

The results from votes in the public workshops were quite similar to those of the combined results from all workshops. The voting results from City staff and persons with disabilities showed a different trend. For these groups, there was about a 50/50 split between the top options.



## 10. Park and Ride versus Local Buses

### Themes

The top themes to emerge from discussion around what would encourage transit ridership were:

I would be more likely to use transit or use it more often if...

- |  |  |
|--|--|
| <p>A. There were more park and ride stalls for cars at transit stations</p> <ul style="list-style-type: none"> <li>• Promote choice riders</li> <li>• Charge for parking</li> <li>• Replace with bike parking</li> </ul> | <p>B. There was good bus service to transit stations</p> <ul style="list-style-type: none"> <li>• Discourage driving</li> <li>• Promote choice riders</li> <li>• Improve land use potential</li> </ul> |
|--|--|

### Trends and Insights from Top Themes

The preference for park and ride stems from three key ideas: The first is promoting transit as a desirable choice of transportation to people who otherwise drive. The second is a revenue opportunity from paid parking and the third is setting the stage for future bike and ride and other more bike-friendly station designs.

Those on the side of bus service to transit stations see the major benefit as discouraging driving the short trip to the transit station. This idea would make transit more appealing to choice users (those who can otherwise drive) and the surrounding land could be better utilized for social and economic potential such as residential and commercial development.

### Key Comments

A. There were more park & ride stalls for cars at transit stations

*"Park and ride and Kiss & ride are extremely useful to get people to at least try out transit."*

*"Going from bus to bus or bus to LRT is a pain if it takes so long."*

*"BIKES! Park & bike, bikes on buses/LRT, secure bike lock-ups."*

B. There was good bus service to transit stations

*"Get cars OFF roads with better service to centres."*

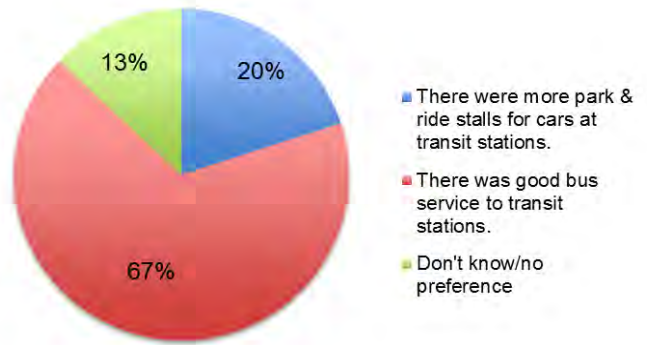
*"Park and ride kills TOD potential and encourages an auto-oriented lifestyle"*

*"Able to capture more tax from development on preferred site. Help pay for transit"*



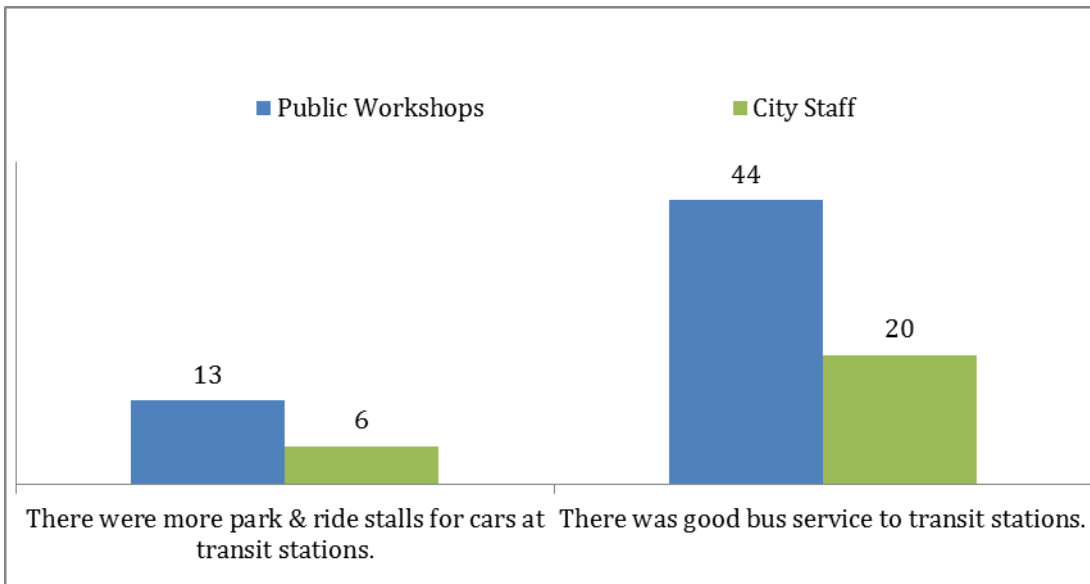
### Workshops Combined Voting Results

The overall results of access to transit versus park and ride leaned in favor of "there was good bus service to transit stations." Over two-thirds of all votes supported a future transit system that is more bus-oriented than auto-oriented.



### Voting by Stakeholder Group

The voting by stakeholder group showed the public participants and City staff had strong support for the "good bus service to transit stations" side of the trade-off.



# 11. Fares

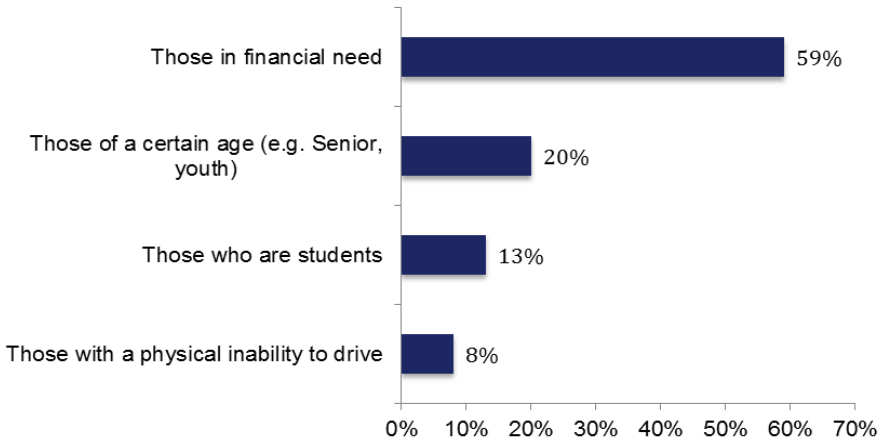
The following is a recap of the responses heard from our workshop participants in response to the five fare-based questions.

## 1. Opening Question

Participants were asked to choose the one group they believe is most deserving of a subsidized transit fare. The options included:

- 1. Those with financial need
- 2. Those of a certain age (e.g. senior, youth)
- 3. Those who are students
- 4. Those with a physical inability to drive

The responses varied based on workshop group with obvious bias existing in conversation with seniors, students and persons with disabilities in favor of the subsidy that most directly benefitted them. The community partners, the public and City staff workshops all leaned toward persons with financial need as the group most deserving of a subsidized fare. The overall result of this vote from all workshops combined can be seen in the chart.



### Fare Subsidies

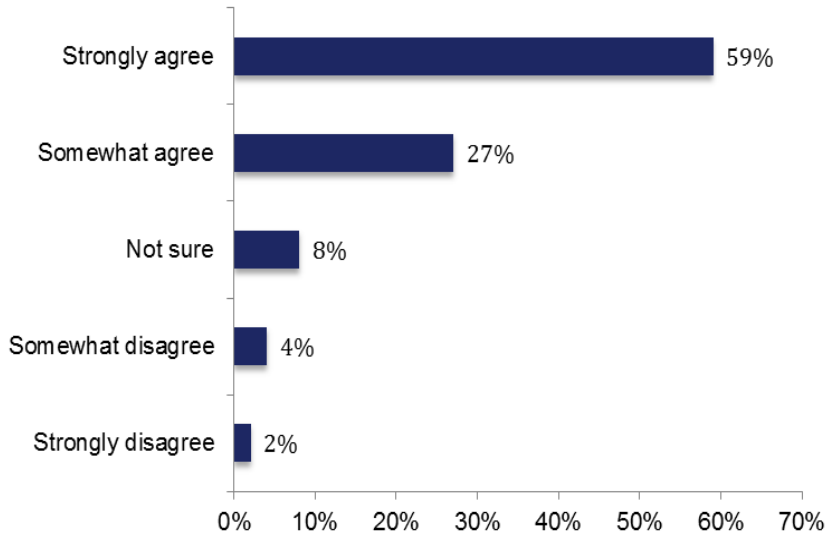
Next, participants voted on whether a subsidy should be provided for each of these groups individually as well as if it should be based on the cost to provide the type of service. The overall results tilted toward most people supporting a subsidy “based on a person’s financial need” with 86% of participants strongly or somewhat agreeing to this group receiving subsidy.

The second most overall supported group were students, with 76% of participants being strongly or somewhat agreeing with them being subsidized. The remaining three options of “based on physical inability”, “based on the cost to provide the type of service”, and “based on one’s age” were close in results with 68%, 63%, and 61% either somewhat or strongly agreeing to each, respectively.

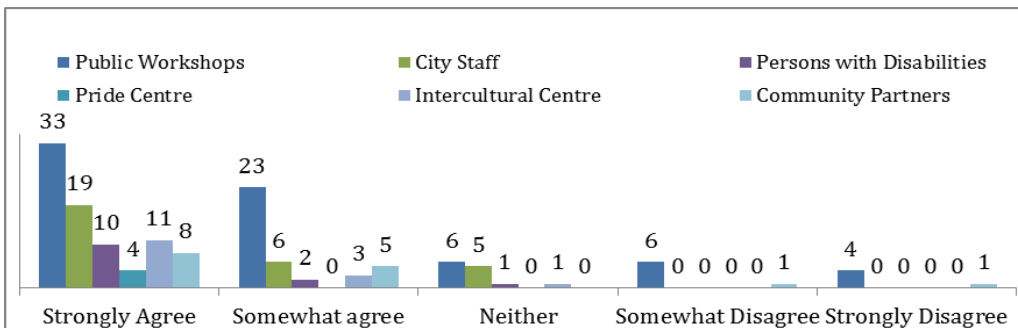
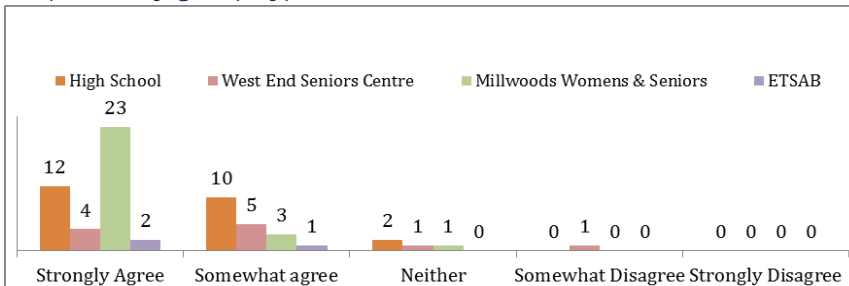


2a. Fares and Financial Need: Do you think fares should be based on a person's financial need?

Overall response

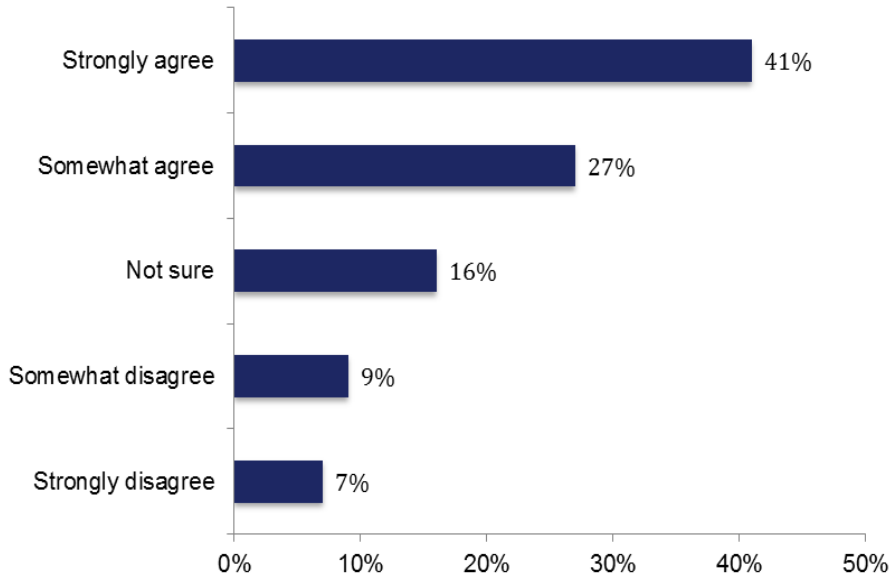


Response by group type

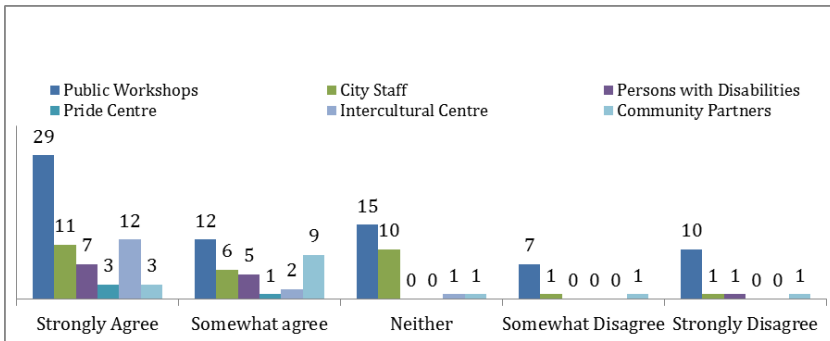
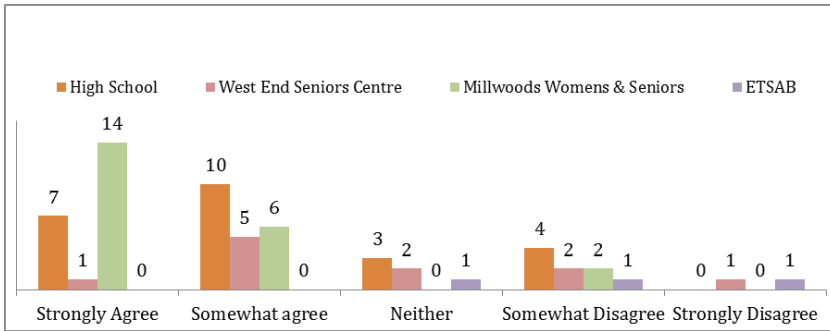


2b. Fares and Physical Ability: Do you think fares should be based on a person's physical inability to drive?

Overall response

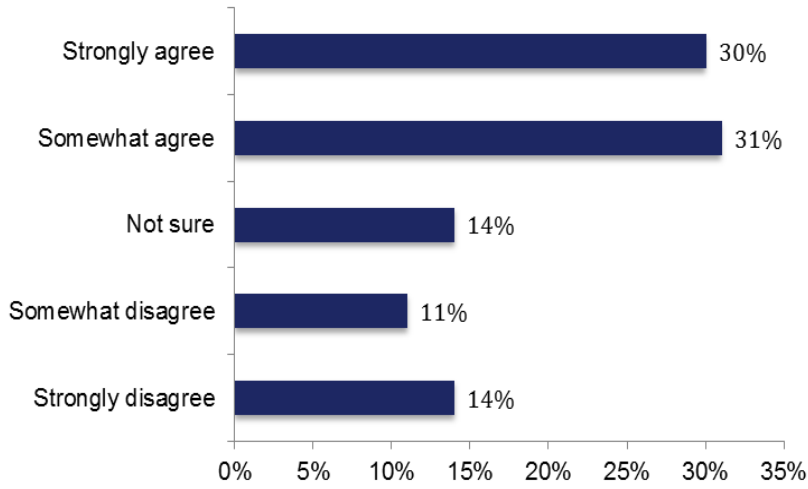


Response by group type

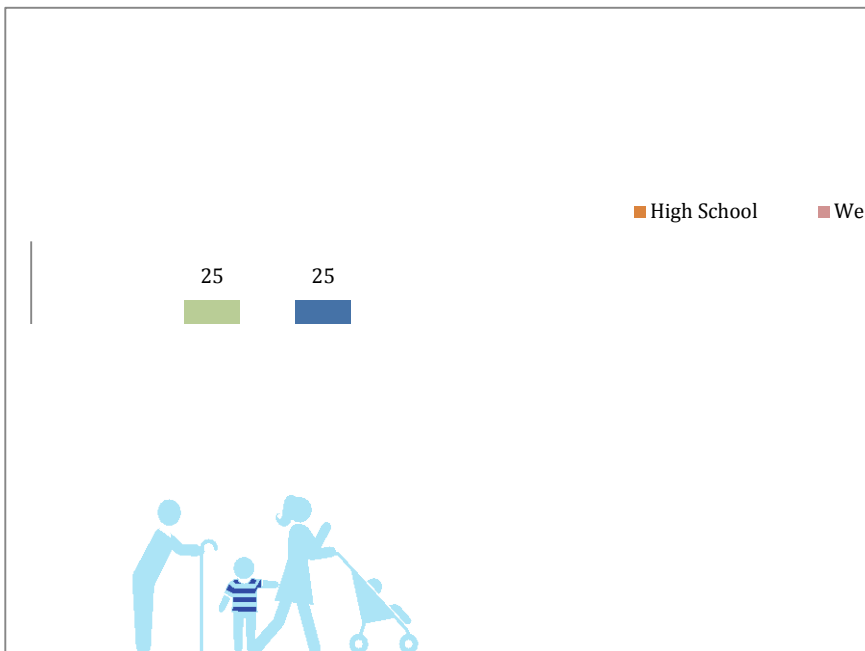
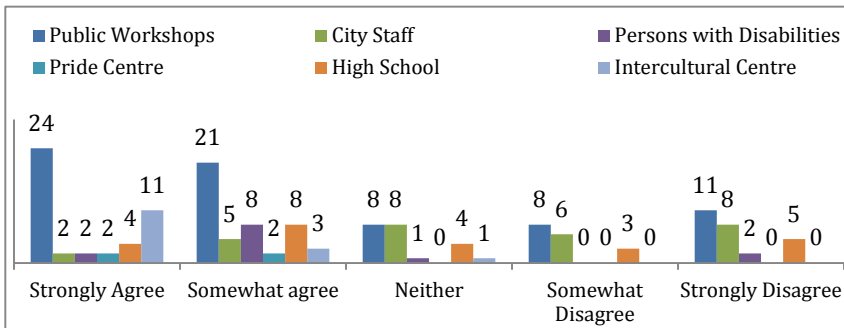


2c. Fares and Age: Do you think fares should be based on a person's age?

Overall response



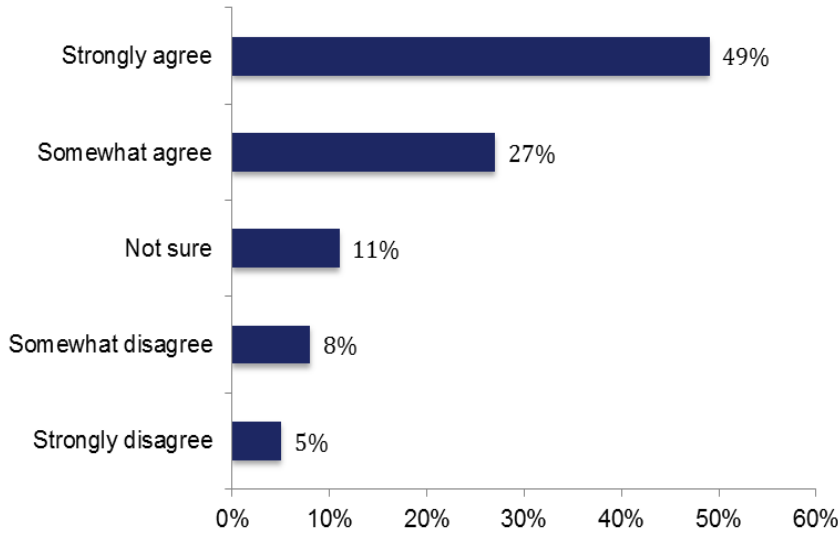
Response by group type



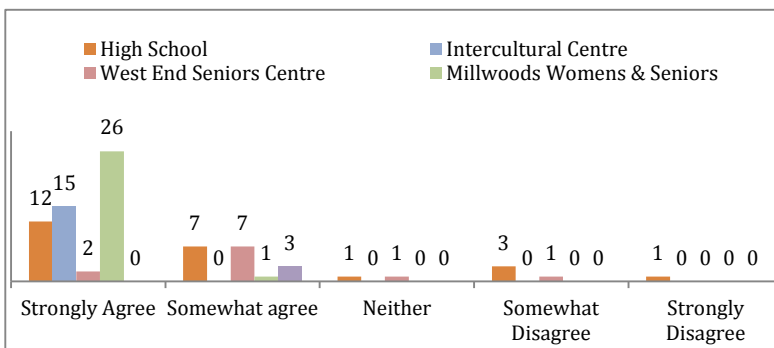
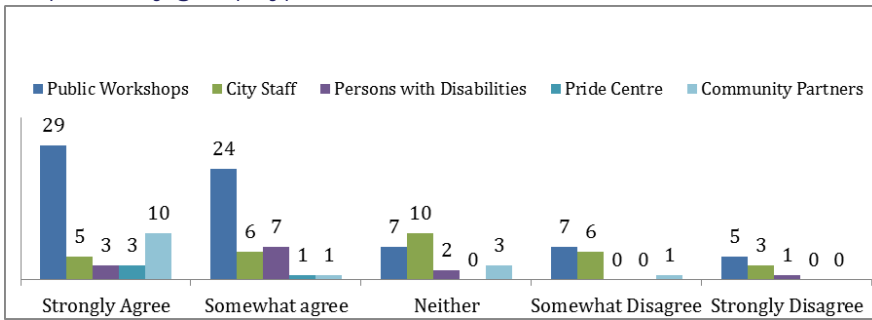


2d. Fares and Students: Do you think fares should be based on if a person is a student?

Overall response

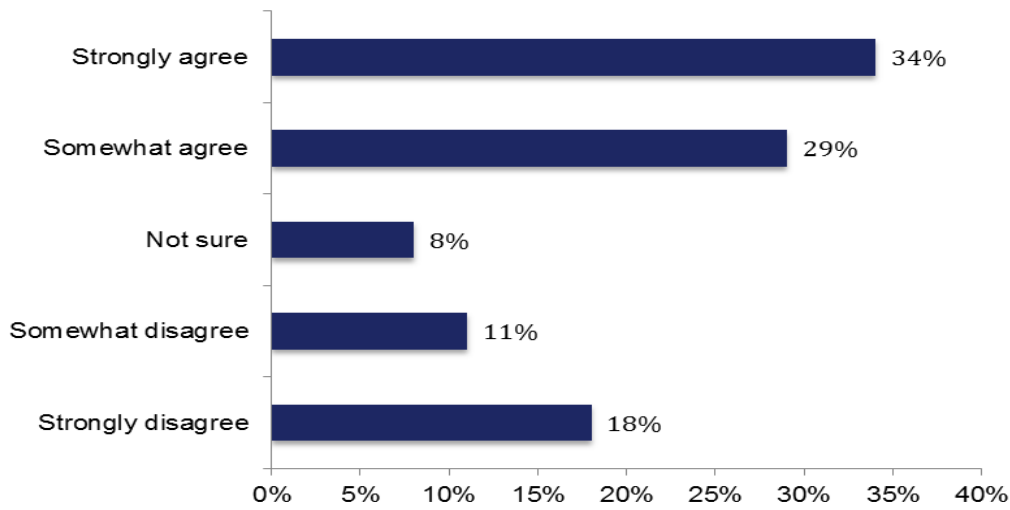


Response by group type

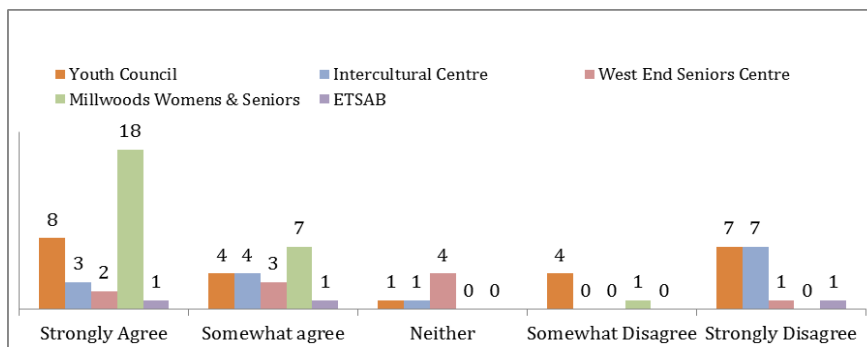
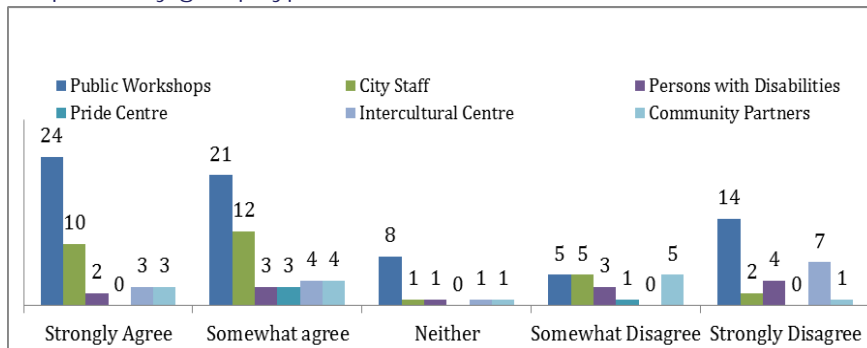


2e. Fares and Cost of Service: Do you think fares should be based on the cost to provide the type of service?

Overall response



Response by group type



## Conclusion

Public transit is an important part of what makes our city great. When done right, it is a powerful tool that can help us transform our city's neighbourhoods and destinations. It can also provide sustainable mobility choices for Edmontonians and can also help address social issues that our city faces.

From the very beginning, we set out to gather as much information and ideas from Edmontonians all over the city so that we could truly build a transit system that people can get behind. The extensive engagement that we undertook truly informed the development of the Transit Strategy at every stage. The process started with a very open "blue sky" conversation that evolved through each phase into a deeper discussion of choices and tradeoffs.

In Phase 1a, we gathered ideas about what people wanted in a transit system for Edmonton. All of the comments were reviewed and grouped into themes which informed the questions we asked in the next phase. The wealth of ideas generated in this phase also informed the actions included in the Transit Strategy.

Phase 1b was about prioritizing ideas. We wanted to understand Edmontonians priorities from what we heard in the first phase on the topics of the transit network, customer experience and why transit is important to Edmonton. We heard some clear priorities on why transit is important to Edmonton, and this led us to develop the values (**mobility, connectivity, integration and sustainability**). On the topic of customer experience, the priorities determined in this phase were used to directly inform the guiding principles for Pillar 4 of the Transit Strategy – **Improve the Customer Experience**. The priorities for the transit network informed the attributes (**convenient, reliable, fast, and safe**) of our transit system that are most important to Edmontonians.

While we were able to determine some priorities for the transit network in phase 1b, it was important to deepen this conversation and discuss tough choices involved with how we design the transit network and establish the fare structure. Phase 2 explored the tradeoffs for the transit network, level of investment and fares. The results of this phase were used to build the Transit Strategy's Pillar 2 (**Establish a Balanced Approach to Operating Funding and Fare Policy**) and Pillar 3 (**Develop a Market Responsive Approach to Transit Network Design**). The guiding principles for Pillar 3 were then used to inform the development of the conceptual transit network plan. The remaining Pillars of the Transit Strategy – Pillar 1 (**Integrate Transit with Community Planning and Design**) and Pillar 5 (**Develop Transit Organizational Capacity**) – were developed based on public input from all phases of strategy development, as well as knowledge of best practice.

Each phase of public engagement for the Transit Strategy provided valuable insights that directly contributed to the complete strategy. What we heard from Edmontonians played a central role in shaping the Transit Strategy and building our transit system for the next decade.



# Appendix 1: Gather Ideas – Detailed What We Heard

Over 10,000 ideas about transit were gathered in Phase 1a. A glossary of themes was created to organize and categorize the comments, which can be found on page 56.

## What We Heard from Workshops, Street Team and Online Surveys

A number of themes emerged from feedback collected at the 11 workshops held in Phase 1a.

Each entry related to one of the three questions was considered a single response and every unique topic mentioned in a response was coded as an independent idea or “theme”. Analysis was conducted on a question by question basis, which for the workshops included:

- *What are some things that work for you in our transit system today?*
- *What are some changes that would improve our transit system?*
- *What is the one most important reason for Edmonton to have a great transit system?*
- *What would the headline of the Edmonton Journal say about transit in 2040?*

### 1. What are some things that work for you in our transit system today?

In the workshops, it was common to hear stakeholders approve of how the current bus and train vehicles are designed and function. The ways the vehicles are meeting customer needs included having bike racks, auditory announcements and keeping the temperature just right. Beyond these, there was a general satisfaction with the newest additions to the fleet of vehicles. By far the most popular reason for liking the vehicles was their accessibility, which included the kneeling buses, space for strollers and wheelchairs, and dedicated seats for those who need them most.

Top themes (and sub-themes) in order of frequency included:

- *Vehicle Design (accessibility)*
- *Staff (drivers and operators)*
- *Technology (use of GPS, digital trip planning)*
- *Routes (extensive system)*
- *Special Service (special event service)*
- *LRT*
- *Frequency*

Often themes were mentioned in combination with each other (co-occurrence). Strong co-occurrences surfaced between:

- *Frequency and Staff*
- *Accessibility and Technology*
- *Vehicle Design and Technology*
- *Staff and Technology*



This tells us that people who believe the *Technology* ETS already uses is working well also think that either the operators and security *Staff*, the *Vehicle Design* and/ or the *Ease of Access* are also working well. A similar relationship exists between those who believe service is *Frequent* also think staff are doing a great job.

Not surprisingly, *Technology* has a strong tie to the majority of other popular themes. In many instances, the seamlessness of network elements is attributed to the presence of technology. The trip planning options, for example, have impacts on how individuals perceive frequency. In other words, they are willing to wait longer if they know when the bus will actually arrive.

To get a better sense of what people said they like about transit, see the following quotes:

- *“Direct routes to where I want to go. LCD info panel at U of A. Electric bus was nice and quiet.”*
- *“We have good drivers. Our buses and LRT always on time.”*
- *“The smart buses that are in operation are super-helpful; we want more.”*
- *“Accessible buses for mothers with baby buggies, priority (handicapped) passengers, special needs, etc. (kneeling & ramp) low floor buses.”*
- *“LRT system is great (frequent). If you’re just taking LRT it’s great. Have a DATs system (but needs improvement).”*
- *“Ability to do a route mapping to & from destination online/on the go; tremendous tool.”*
- *“Having service to most of the city.”*
- *“Park & Ride for special events works well to the event.”*

## 2. What are some changes that would improve our transit system?

The responses to what needs to be improved were somewhat in contradiction to the responses of what is working well with the transit system. Participants spoke of *Vehicle Design*, *Routes* and *Staff* as top elements needing to be improved, which were also mentioned in the top themes regarding what is working well. For example, people like the accessibility of the kneeling bus but think the system could be improved by offering bigger buses.

Other suggestions included the use of alternative energy to power vehicles, regulating the vehicle’s temperature, having more auditory announcements and providing clearer indication of bus numbers.

The most popular themes (and sub-themes) to arise in order of frequency included:

- *Vehicle Design (accessibility)*
- *Routes (direct and express buses)*
- *Frequency*
- *Staff (drivers/driver skills)*
- *Comfort (shelters)*
- *Safe*
- *More LRT*
- *Station Design/Function*
- *Politics/Planning*
- *Educate Riders*
- *Cold Weather Service*
- *DATs*



- *Technology (GPS)*
- *Affordable*
- *Regional Service*
- *Late Night/Evening Service*

The strongest co-occurrence of themes existed between:

- *Frequency and Cold Weather Service*
- *Routes and Comfort*
- *Safe and Comfort*
- *Vehicle Design and Comfort*
- *Technology and Frequency*
- *Route and Frequency*

The themes of *Comfort* and *Frequency* most frequently overlapped. These two elements are known to be highly influential in the decision to take transit by people who might otherwise be able to drive.

To get a better sense of what people said could improve transit today, see the following quotes:

- *"More short shuttle routes (feeder routes) to major routes & LRT."*
- *"Timing points that are achievable. Better utilization of Smart Bus. Service that can be counted on to show up on time."*
- *"Design the bus so you can put your food somewhere. The LRT tracks should go underground or over ground at major intersections. Have pedestrians learn to stop crossing when the red hand comes on at the lights. Educate patrons waiting for the bus to wave at the bus if they want it."*
- *"Across city movement is ineffective and inconvenient."*
- *"Mobility, rescue buses. Traffic laws to give bus priority. Improve mutual respect between operators and passengers. More bus lanes during rush hours. Reduce exhaust emission. Underground train."*
- *"More shelters – many locations have none. Provide heated shelters that would first be available to a few"*
- *"Confusing and low frequency routes. Why do buses change their destinations at certain times or have useless frequencies?"*
- *"Longer handles for shorter people."*
- *"Expansion of LRT to all 4 corners of the city."*



### 3. What is the one most important reason for Edmonton to have a great transit system?

*Routes* was the most common theme for why Edmonton needs transit. Particular emphasis was put on mobilizing the masses and allowing Edmontonians to maintain social and economic connections across the city. Participants indicated that transit's core purpose was to provide the routes people need to move freely between communities, without the dependence of a car. Maintaining and improving mobility is crucial for Edmontonians, whether it be extensive coverage with feeder routes, specific changes to existing routes, or direct and express routes moving people quickly across arterial roads only.

Top themes in order of frequency included:

- *Routes*
- *Reduce Traffic/Congestion*
- *Environmental Consciousness*
- *Accessible*
- *Personal and Community Connections*
- *Affordable*

Strong co-occurrences appeared between:

- *Environmental Consciousness and Reduce Traffic*
- *Independence and Affordable*
- *Frequent and Routes*
- *Affordable and Accessible*

The *Affordable* theme surfaced more prominently in this question, as many people expressed this as a core value for having transit service to begin with.

To get a better sense of what people said about the importance of transit, see the following quotes:

- *"Allow citizens and visitors to travel across the city in an affordable and efficient manner."*
- *"To move people in a speedy manner in an environmentally friendly way."*
- *"Sense of connection to the community; city feels connected and accessible."*
- *"Preserve environment vs one person in each vehicle clogging arteries in city."*

### 4. What would the headline of the Edmonton Journal say about transit in 2040?

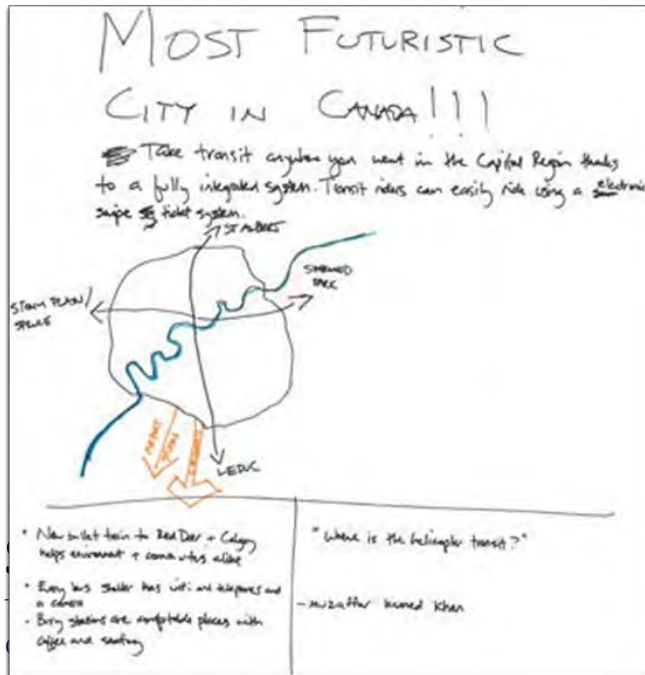
Most people who participated in the visualizing of a future transit system exercise suggested that we will see reliable and frequent service, innovative vehicle design, technology improving service delivery, integrated regional service, and mass incorporation of light rail transit (LRT) into the system.

Future outlooks didn't spark the sci-fi ideas expected but rather practical ideas arose, like shorter wait times between bus arrivals and greater seating capacity on vehicles. However, being asked to dream big did lead some folks to a creative space. For example, one group discussed the idea of autonomous vehicles replacing all other modes of transport.



Overall, the outcomes of the workshops seemed to demonstrate a desire for better city-wide connections, frequent scheduling, well-equipped vehicles that integrate technology and knowledgeable staff.

The following are some examples of workshop participant cover stories:



Analysis of the street team responses was conducted on a question-by-question basis, which for this phase included:

- One great thing about our bus and transit system now?
- One thing to make our bus and transit system greater in the future?
- Why is it important for Edmonton to have great transit?

## 1. One great thing about our bus and transit system now?

The themes (and sub-themes) in order of frequency were:

- Routes (extensive coverage, downtown, university)
- Staff (drivers)
- Frequency (on-time, good level)
- Convenience (fast and efficient)
- Technology (mobile application, texting for information)
- Affordability
- LRT
- General Positive
- Special Services
- Recent and Planned Improvements
- Park and Ride
- Accessible
- Cold Weather Service
- Environmental Consciousness
- Late Night/Evening Service
- Transfer Timing/Convenience





- *Vehicle Design (cleanliness)*
- *General Negative*
- *Other*

In response to identifying one great thing about transit, many of the same comments from the workshops arose. These themes included *Routes*, *Staff*, *Frequency of service*, *Convenience* and *Technology*. Comments about *Routes* revolved around having many route options to many places and simply being able to get around. In terms of *Staff*, the majority of comments surrounded the courteousness of drivers. *Frequency* and *Convenience* comments arose from participants' satisfaction with buses arriving and departing on schedule, and saving time, respectively. *Convenience* was also associated with bypassing traffic, the proximity of stations and stops to homes as well as simply bringing people to where they need to go.

## 2. One thing to make our bus and transit system greater in the future?

The themes (and sub-themes) in order of frequency were:

- *Frequency (be more timely, weekends)*
- *LRT (more LRT)*
- *Vehicle Design and Function (temperature, bus size)*
- *Routes (more direct/express, extensive coverage, to west end)*
- *Affordability*
- *Technology (GPS, Wi-Fi, Smart Fare)*
- *Evening/Weekend/Non-Peak Service*
- *Safe (Peace Officer)*
- *Comfort (shelters)*
- *Park and Ride*
- *Station Design*
- *Transfer Time*
- *Staff (driver)*
- *Special Service*

Since this is a contrasting question to the first — what is great already — most people spoke to the same themes but from a different point of view. *Frequency* topped the chart again as the most common theme, but in somewhat of a reverse context. While some said the bus is very timely in “what was great about the system”, others suggested it could be timelier as “one thing that could make our bus and transit system greater”. *LRT*, *Vehicle Design*, *Routes*, and *Technology* again had the highest occurrences as responses. *Affordability* on the other hand surfaced as a new theme, unique to this question. The suggestions for it were to adjust pricing options so passes can be geared to income and generally making the fare cheaper.

There was rising tension between responses under *Routes*, where some participants supported extensive coverage while others wanted more direct and express routes. Other suggestions to improve transit included specific bus routes, better advertising of ETS, and the need for aid workers to join clients on DATS buses.



### 3. Why is it important for Edmonton to have great transit?

The themes in order of frequency were:

- *Mobility*
- *Reliable Mode of Transportation*
- *Environmental Consciousness*
- *Reduce Traffic*
- *Economics*
- *Convenient/Time to Relax*
- *Efficient System*
- *Growth Management/Planning*
- *Safe*
- *Independence*
- *Quality of Life*
- *Sense of Community*

The top themes listed as reasons for transit being important include *Mobility*, *Reliable Mode of Transportation*, *Environmental Consciousness* and *Reduce Traffic*. *Mobility* received comments similar to those referred to under *Routes* in other sections, particularly for the idea of getting people around. The *Reliable Mode of Transportation* theme mentioned those who can't drive, can't afford to drive or those needing it when weather impedes their ability to use other modes of transportation. *Environmental Consciousness* comments were as straight forward as they sound - participants wanted to see the City reducing pollution and its carbon footprint.



# Online Survey Themes

The themes and sub-themes to follow came out of the feedback collected online during the Gather Ideas phase of the transit strategy.

Analysis of the online responses was conducted on a question-by-question basis, which for this phase included:

- *Some great thing about our transit system now?*
- *Some things that could improve our system now?*
- *Some things that would make transit greater in the next 10 years?*
- *Do you have other comments about the transit system?*
- *Why is it important for Edmonton to have a transit system?*
- *What would get you to use the transit system more often than you do now?*

## 1. Some great thing about our transit system now?

The themes (and sub-themes) in order of frequency were:

- *Routes (connectivity and coverage, downtown, university, arenas and stadiums)*
- *Frequency (timely, reliable)*
- *Vehicle Design & Function (cleanliness)*
- *LRT*
- *Staff (drivers)*
- *Convenience (quick and efficient)*
- *Technology (mobile app, trip planner)*
- *General Negative*
- *Recent and Planned Expansion*
- *Station Design*
- *General Positive*
- *Special Services*
- *Safe*
- *Park and Ride*
- *Easy to Access*
- *Mobility*
- *Comfort*
- *Cold Weather Service*

The things identified as being great about transit today were primarily the *Routes*, *Frequency* of service, *Vehicle Design*, *LRT*, *Staff* (primarily drivers) and *Convenience*. Offering extensive coverage and access to downtown and the universities were the most appreciated aspects of *Routes*. In terms of *Frequency*, the most popular responses were around the existing schedule being good, with some stating timeliness and reliability as what they thought worked best. In terms of *Vehicle Design*, the level of cleanliness was by far the most spoken to sub-theme. *LRT* comments were a bit more general with most people sharing their preference of taking trains as opposed to using bus service. Comments on the *Convenience* theme involved efficiency and being competitive with the automobile, in relation to time and value for money.



## 2. Some things that could improve our system now?

The themes (and sub-themes) in order of frequency were:

- *Frequency (more, unreliable)*
- *Routes (connectivity and coverage, scheduling)*
- *LRT (more)*
- *Convenience*
- *Safe*
- *Vehicle Design & Function (cleanliness, temperature)*
- *Affordability*
- *Technology (electronic payment)*
- *Late Night/Weekend/Non-Peak Service*
- *Communication to Riders*
- *Park and Ride*
- *Staff*
- *Expansion Ideas*
- *Station Design*
- *Comfort*
- *Transfer Timing*
- *Better Planning*
- *Metro Line*
- *Easy to Access*
- *Cold Weather Service*
- *Separated Bus Lane*
- *Special Services*

Similar to the street team and workshop responses, five of the six themes identified as being most needed to improve the transit system were also the top five of six themes heard from “what people like about ETS today”. For the *Routes* theme, participants wanted more extensive coverage and improved scheduling. Schedule issues mostly related to the “round-about” or “scenic” routes the buses take through neighbourhoods. *Frequency* specific sub-themes ranged from more express buses to more off-peak, late night and weekend service, as well as reliability. More often than not, people just asked for more frequency in general. *Safety* was the only new top theme to arise in this section. Many responses requested a greater presence of security and peace officers on board and in stations.

## 3. Some things that would make transit greater in the next 10 years?

The themes (and sub-themes) in order of frequency were:

- *LRT (more)*
- *Routes (extensive coverage, direct and express)*
- *Frequency (more)*
- *Vehicle Design (GPS)*
- *Technology (Smart Fare)*
- *Affordability*
- *Expansion Ideas (Airport LRT)*
- *Safe*
- *Convenience (Faster and Efficient)*
- *Station Design*
- *Park and Ride*
- *Staff*
- *Evening/Weekend Service*
- *Finish Expansion*
- *Separated Bus Lane*
- *Traffic Impact*
- *Transfer Timing/Convenience*
- *Comfort*
- *TOD*
- *Special Service*



Once again the responses were overwhelmingly focused on *Routes*, *Frequency* and *Vehicle Design* as key to achieving the highest standard of a transit system. *Technology* and *Affordability* did climb higher in the ranks once the question was posed as a 10 year outlook on transit. Extensive coverage battled with direct and express routes as the most common *Routes* sub-theme. Suburban service versus inner city service also saw tension in the ranks.

#### 4. Do you have other comments about the transit system?

The themes in order of frequency were:

- *Convenience (faster and more efficient, frequency)*
- *Make it Better*
- *General Support*
- *Affordable (cheaper fare)*
- *LRT (more, not at grade)*
- *Vehicle Design*
- *Safety*
- *General Negative*
- *Drivers (friendly)*
- *Connectivity/ Coverage*
- *Best Practices*
- *Metro Line*
- *Park and Ride*
- *Reliable*
- *Communication*
- *Connections With Other Modes*

The most popular response in terms of other comments was *Convenience*. Generally when someone mentioned *Convenience* it was related to *Frequency* and *Routes*. This means offering a better schedule with more arrival times as well as providing access to more places. It was also suggested that transit planners do what it takes, from both a financial and infrastructural lens, to “Make it Better”. Some suggested that Edmonton’s winter climate be taken into consideration for vehicle and station/stop planning and design.

In addition to system improvements, nearly 40 people mentioned their appreciation for the City hosting this engagement process and having their voice heard.

#### 5. Why is it important for Edmonton to have a transit system?

The themes in order of frequency were:

- *Reduce Traffic/Vehicle Dependence*
- *Environmental Consciousness*
- *Connecting People and Communities*
- *Affordability*
- *Accessible / Mobility*
- *Reduce Traffic/Vehicle Dependence*
- *Environmental Consciousness*
- *Connecting People and Communities*
- *Affordability*
- *Accessible / Mobility*
- *Attracting Residents and Tourists*

*Reducing Traffic*, *Environmental Consciousness* and *Connecting People and Communities* surfaced as the most important reasons for having transit. The first two — *Reduce Traffic* and *Environmental Consciousness* — also showed up as having a strong co-occurrence. People believe that keeping cars off the road will make



for a cleaner and greener environment. The idea that congestion is a big problem in Edmonton was raised in multiple platforms and engagement questions related to transit. It is at the core of individuals' concern and hope for improvement in the future.

## 6. What would get you to use the transit system more often than you do now?

The themes in order of frequency were:

- *Convenience*
- *Routes*
- *Frequency*
- *LRT*
- *Affordability*
- *Evening/Weekend/Non-Peak Service*
- *Already a User*
- *Vehicle Design*
- *Park and Ride*
- *Safer*
- *Winter Service*
- *Easy Access*

Similar to question 4, the *Convenience* theme most often correlated to *Routes* and *Frequency*, with people wanting to save time and money. Faster service, more seamless transferring and electronic payment options were the most typical suggestions to achieving this level of convenience.



## Glossary of Themes

Accessible: The availability and opportunity to use transit, despite physical, social and financial barriers.

Affordable: Riding transit is not cost-prohibitive, for any demographic. Subthemes included free downtown service, reduced rates for certain demographic groups, and special rates for events.

Attracting Residents and Tourists: Transit makes Edmonton a viable place for people to move to and tourists to visit. Transit reduces the cost and hassle of organizing a vehicle or other mode of transport on arrival.

Best Practice: Reference to transit systems that exist elsewhere, globally. e.g. Vancouver, New York, London and Montreal.

Cold Weather Service: Adjustments to transit operations to accommodate colder weather and snow. See also Frequency and Technology.

Comfort: Transit stations, shelters, stops, and vehicles provide a stress-free atmosphere.

Communication (to riders): Clarity about transit decision-making, proper transit behaviour, and up to the minute in-situ information sharing. See also Technology, Politics/Planning and Educate Riders.

Connectivity and Coverage: Transit is integrated to provide many routes that intersect logically and effectively. These routes run to all areas of Edmonton.

Connection with Other Modes: Transit provides means for active transportation users to safely leave or load their equipment at a stop or onto a vehicle. It also provides separated bike lanes and sidewalks for users to access a stop/station.

Connecting People and Communities: To move people around the city so they can pursue social, cultural and economic activities associated with quality of life.

Convenience: While this term was used to refer to many diverse topics, the comments generally referred to in the context of being reliable, easy to use, having consistent service, reducing peak-hour driving, having direct/connective routes to major destinations, having good ticket vendor access and proximity to home because it "makes life easier".

DAIS: A transit program for those unable to take regular transit due to physical or cognitive impairment.

Easy to Access: Proximity of a stop or station to individual homes.



Economic: Cheaper than car ownership/driving.

Educate Riders: Rider etiquette for the “do’s and don’ts” such as seating priority, conversation volume, and “how to use” transit training.

Efficient System: Gets people where they’re going – an all-encompassing concept relating to time, cost, access, routes, connections, etc.

Environmental Consciousness: Transit reduces the City’s greenhouse gas and other polluting emissions. Transit should use renewable sources of energy.

Frequency: Refers to the transit schedule including expansion to off-peak hours, increased peak hour service and a more consistent arrival time of transit at stations and stops.

General Positive: Vague insights that indicate support for transit.

General Negative: Vague insights that do not indicate support for transit.

LRT: Establishment of light rail transit or in some cases, the opposition of light rail transit. Includes support for more LRT, less LRT, and grade separation. See also Separated Bus Lanes (BRT).

Independence: Freedom from relying on others for transportation. Often associated with seniors and youth.

Non-Peak Service: Providing more frequent transit during off-peak hours including evenings, late night and weekends. Suggestions ranged from every 10 minutes to every 30 minutes.

Metro Line: Specific comments pertaining to the newest extension of Edmonton’s LRT to NAIT.

Mobility: Giving the mass of the population the opportunity to move around the City, despite personal circumstances. See also Connectivity and Coverage, Connecting People and Communities, and Accessible.

Park and Ride: The availability of parking at major LRT stations.

Personal and Community Connections: Sense of connection to the outside world whether it is family, friends, neighbours or the public.

Politics/Planning: Specific insight for Administration and Council in making long-term and strategic decisions around transit. Most commonly, taxpayers need to be considered when investing in new infrastructure and technology.





Recent and Planned Expansions: Insights specific to LRT and/or BRT routing that are both planned and built, including encouragement for further planning and identification of funding to support expansion.

Regional Service: Routes to, from and between surrounding communities in the Capital Region.

Reliable Mode of Transportation: The transit vehicles themselves are in good operational shape and not prone to breakdowns or malfunctions. See frequency for sub-themes related to schedule reliability.

Reduce Traffic/Congestion: Minimize automobile use either by deterring vehicles with obstacles or making transit the better option.

Routes: The path a transit vehicle travels along. Subthemes include routes connecting to major destinations (airport, arena/stadium, downtown, universities, hospitals), proximity of routes, coverage of suburban and industrial areas, route directness and express service.

Safe: Protecting transit users from danger or harm.

Separated Bus Lanes or Bus Rapid Transit: Prioritizing the expansion of dedicated bus lanes over light rail transit.

Sense of Community: The feelings brought by a welcome and friendly atmosphere.

Special Services: Non-regular scheduled routes for particular demographics (e.g. persons with disabilities, students) or events.

Staff: The front line employees of ETS.

Station Design/Function: The characteristics in the design, function and maintenance of transit stations, shelters and stops such as lighting, washrooms, heated shelters, information panels and wayfinding.

Technology: Electronic mechanisms for improving customer experience.

TOD: Transit-oriented development. Combining transit and land use decision-making.

Transfer Timing: Coordinating the schedules of different routed vehicles at the same or similar stations/stops for seamless transfer between routes.

Quality of Life: The mental and physical health outcomes of using transit. See also Connecting People and Communities.



Quick and Timely Service: Transit gets passengers to their destination fast and arrives on schedule.

Vehicle Design/Function: The characteristics of ETS fleet including operational abilities and vehicle maintenance.

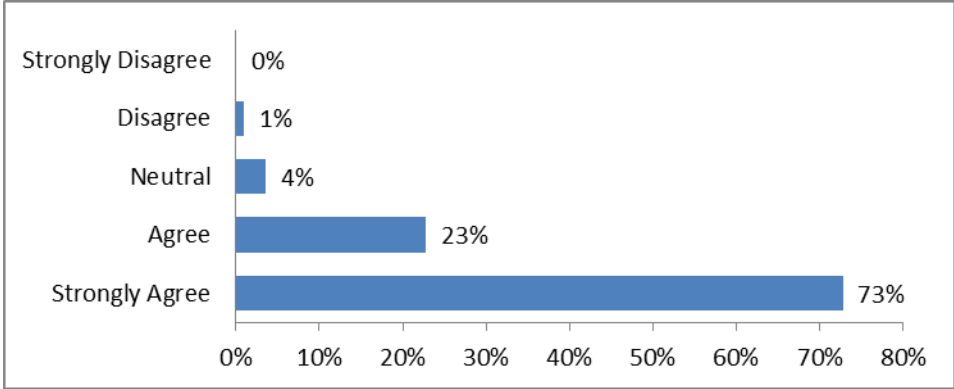


# Appendix 2: Workshop Satisfaction

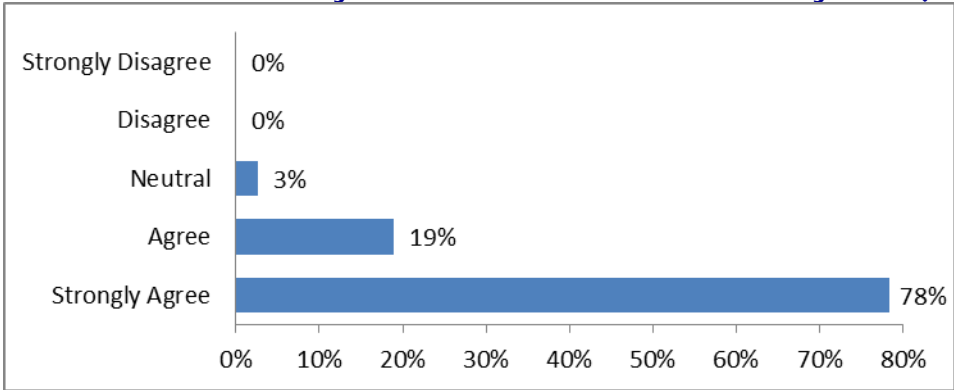
The following charts indicate the level of interest and ease of participation in the Transit Strategy workshops, as voted by participants at the close of each session. Participants were asked if they found the workshop interesting, if they felt they were able to share ideas and how likely they were to recommend the workshop to others.

## Gather Ideas

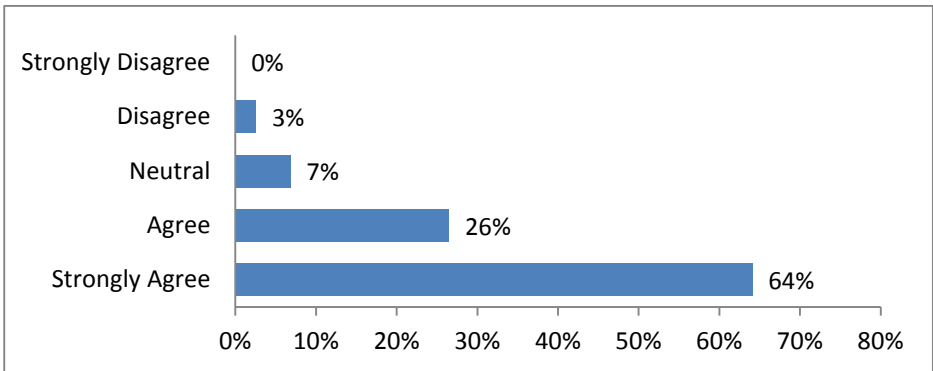
The Transit Strategy Workshop was Interesting (114 votes).



I was able to share my ideas for Edmonton’s Transit System (116 votes)

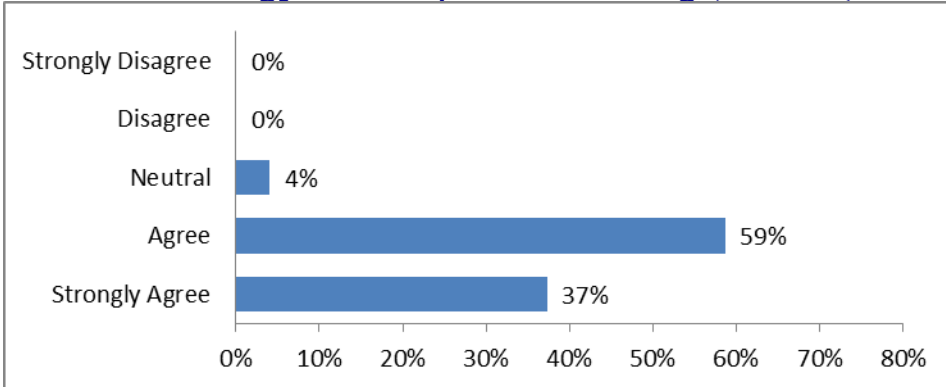


I would recommend this workshop to others (117 votes).

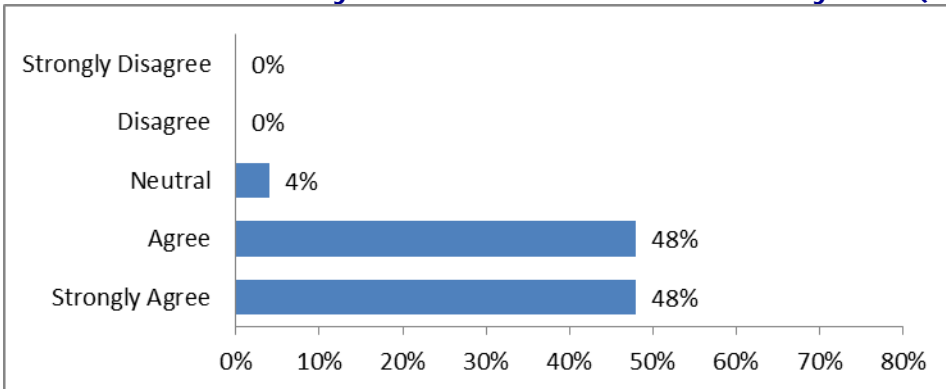


# Prioritize Ideas

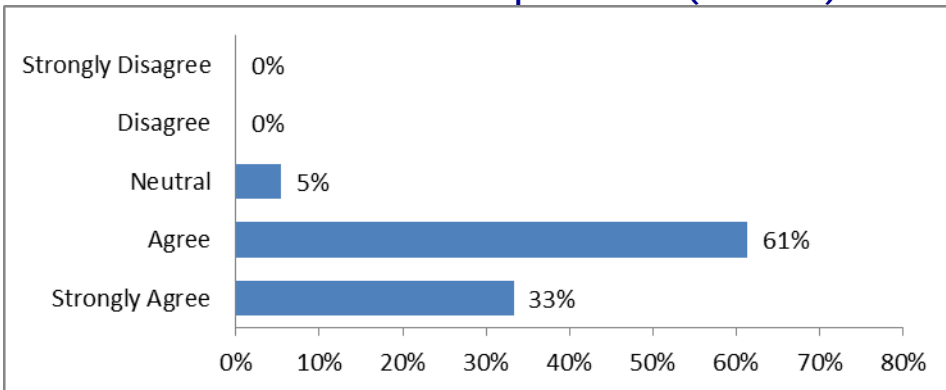
The Transit Strategy Workshop was Interesting (75 votes)



I was able to share my ideas for Edmonton's Transit System (75 votes)

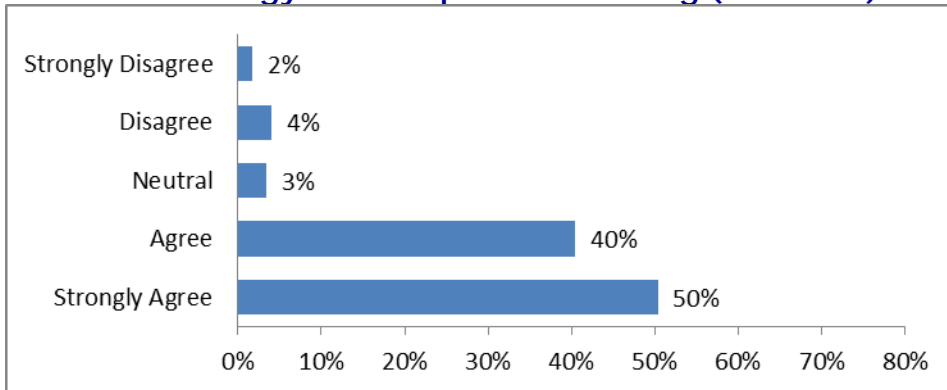


I would recommend this workshop to others (75 votes).

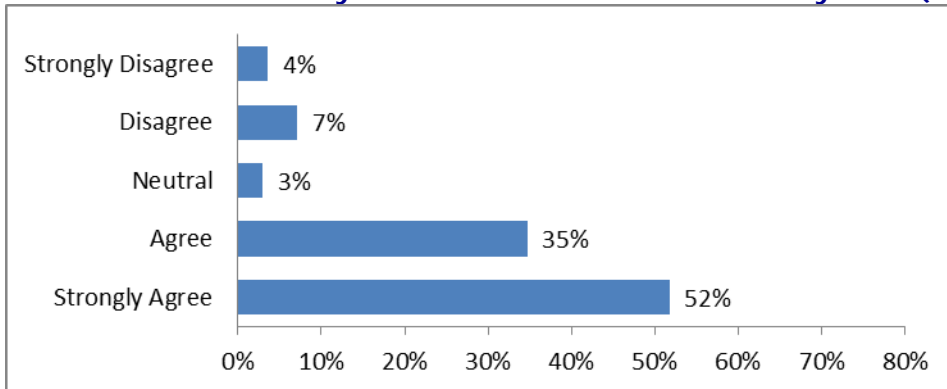


## Explore Trade-offs

The Transit Strategy Workshop was Interesting (175 votes).



I was able to share my ideas for Edmonton's Transit System (170 votes)



I would recommend this workshop to others (164 votes).

