



# WHAT WE DID & HEARD HIGHLIGHTS

**GATHERING GREAT IDEAS  
AUGUST – OCTOBER 2015**

Together we are creating a Transit Strategy that supports Edmonton's future as a great city.

Public input is key to making a long-term Transit Strategy that will help guide City decision making, and we want to hear feedback and ideas from all Edmontonians. From August through October our *What Moves You?* engagement bus and street team visited neighbourhoods and special events to collect ideas. Many people also have participated by attending a workshop or completing an online survey. The information will be used to develop a strategy to guide the City on how transit can best serve communities, manage growth, and responsibly handle public resources.



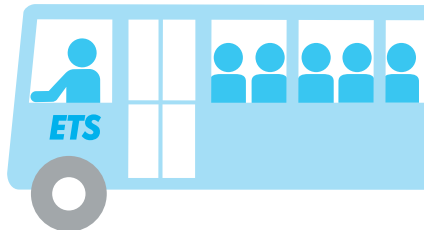


# WHAT WE DID

We gathered “blue sky” ideas about transit from the general public, City staff, and a wide range of Edmontonians including seniors and young people, Aboriginal people, people with disabilities, the LGBTQ community, and newcomers. The key questions included:

- What are some great things about Edmonton’s current transit system?
- What are some things that could make Edmonton’s transit system greater in the next ten years?
- Why is it important for Edmonton to have a great transit system?

The official launch of the Transit Strategy project was held at the Art Gallery of Alberta on September 28 with guest speaker, Taras Grescoe, author of *Straphanger*. He shared inspiring stories about creative public transit ideas from around the globe. This free *Let’s Talk Transit* presentation was the first in the “Great Ideas. Great City.” speaker series sponsored by the City of Edmonton.



*What Moves You?* engagement bus.



*Let’s Talk Transit* workshop.

Grade six students talk transit on YouTube.



**LET’S TALK TRANSIT**

# CREATIVE IDEAS

Some of the most creative ideas came from grade six students participating in City Hall School. They suggested everything from external vehicle sensors to prevent accidents and quick exit slides to special sections on board for pets. Of course, free Wi-Fi was on every child’s wish list. Inspiring *Let’s Talk Transit* suggestions from McKernan and Laurier Heights students can be viewed on [YouTube](#).

# BY THE NUMBERS (August – October 2015)

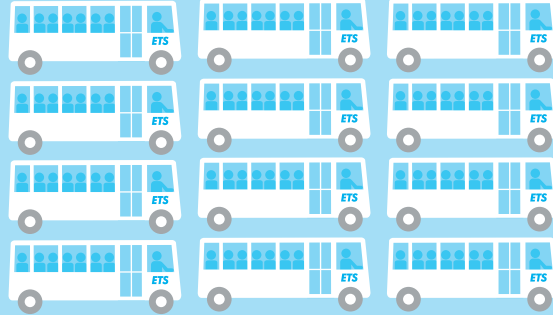


**11**

Let's Talk  
Transit  
workshops  
conducted

**12**

Wards visited by the  
engagement bus



**15**

Festivals and  
events  
visited  
by the  
street  
team



**42**

Transit routes  
travelled by the  
engagement bus



**90**

Hours the  
engagement bus  
spent on the road



**240**

People attended the  
project launch event



**260**

People  
attended  
workshops



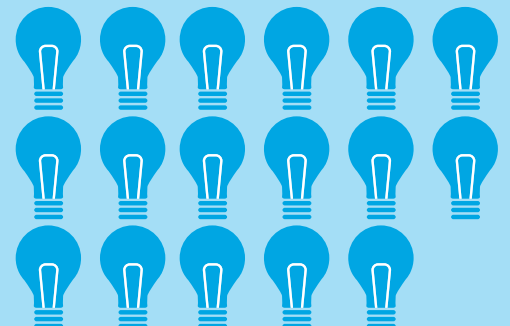
**2100**

People responded  
to online surveys

**10,000+**

Feedback  
comments  
received

500X



**2500**

People engaged  
by the street  
team at events  
and on the bus

# COMMON THEMES IN WHAT WE HEARD

We have carefully recorded and analyzed thousands of responses from the public and targeted stakeholders. Everyone's ideas are important in developing a shared vision for transit. Some common themes emerged and are summarized below.

## EXAMPLES OF WHAT PEOPLE LIKE

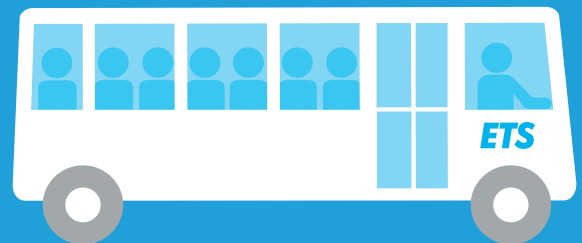
- Expansion of LRT network
- Appreciate ETS operators' skills and attitude
- Buses, stations, LRT are accessible for the mobility challenged
- Transit provides a lifeline for people who don't drive
- Recent improvements to transit (UPass, mobile transit apps, Smart Bus, late night service, digital signage in vehicles)

## SOME IDEAS FOR FUTURE IMPROVEMENT

- Improve safety, respect, inclusivity
- Provide better access to information (digital and traditional)
- Improve affordability, frequency, reliability, availability in evenings and weekends
- Design transit for the weather conditions
- Harmonize transit service with regular traffic flow

## WHY IS IT IMPORTANT FOR EDMONTON TO HAVE A GREAT TRANSIT SYSTEM

- **Connects people with major destinations** such as workplaces, universities, shopping areas, higher density neighbourhoods, and regional communities
- Contributes to a **greater sense of community** through more opportunities for social interactions
- Creates the **best value for money** (cost per person) for the City's transportation investment
- **Encourages development** of homes and businesses near transit stations and along major routes
- **Increases the number of people** who can get around the city more efficiently
- Provides all Edmontonians with a **choice of transportation options**
- Provides **transportation for people who can't drive** or can't afford to drive
- Reduces **environmental impact**
- **Supports the economy** by attracting people and jobs to the city



## WHAT HAPPENS NEXT?

During the winter months, we will ask people to help prioritize the identified themes by participating in workshops, filling out online surveys, and meeting with our street team on the engagement bus. The priorities then will be used to develop a Vision and Supporting Principles in further consultation with the public in 2016. The final Transit Strategy will go to City Council for approval in early 2017.

Call 311 or visit our [website](#) for more information and to [sign up](#) to receive email updates.