



EDMONTON GOODS MOVEMENT STRATEGY CONSULTATION PROCESS

NOVEMBER 2013

About the Project

The Way We Move, Edmonton’s Transportation Master Plan, identifies the City’s commitment to safe, efficient and effective goods movement in order to support economic development and the competitiveness of businesses within the Edmonton region.

The transportation and warehousing sector is a major contributor to the City’s economy and its growth is expected to continue into the future. The transportation of commodities throughout the city is largely carried out by trucks and their efficient movement is vital to the health of the economy.

A **Goods Movement Strategy** has been developed as an implementation piece for *The Way We Move*, the City’s Transportation Master Plan.

Consultation Activities

In order to understand the current challenges and opportunities facing goods movement in Edmonton, City and regional municipal staff, industry and community representatives were invited to provide their insights in a variety of ways.



- **Scoping interviews** involved one-on-one conversations with people representing different aspects of goods movement including City Administration, trucking companies, industry associations and some community members.
- **Industry and community workshops** provided an excellent opportunity for discussion and were particularly successful in allowing stakeholders from a variety of backgrounds to hear

“We had a great conversation. Helped increase the understanding” – industry representative

varying perspectives. The June 10 workshop was unique in that it brought together industry and community members in a forum to discuss the development of the Strategic Actions and allowed both the participants and City administration to hear and learn from the valuable discussions. Workshops held included:

- April 10 Industry consultation workshop
- May 2 Community consultation workshop
- June 10 Combined industry/community workshop

Feedback from workshop evaluation forms revealed that 85% felt the process was a good use of their time and 77% felt their input would make a difference in the strategy development.

- **Roadside truck surveys** captured feedback from truckers on their experiences driving on Edmonton roadways and the truck route network. A **2012 Roadside Truck Survey Fact Sheet, April 2013** is available
- **Truck ride-alongs** helped City administration to gain a first hand view from the road and to understand the day to day issues experienced by the truckers themselves
- **An online feedback survey** allowed participants in the consultation process, along with the broader Edmonton public, to contribute their thoughts on the draft strategy
- **A Public Open House** on November 20 will provide the opportunity to present and gather input on the Final Draft of the *Goods Movement Strategy* prior to its presentation to City Council for information in spring 2014



For More Information

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