

City of Edmonton Bus Network Redesign

Phase 1 Results

Executive Summary of Public
Findings



DATE 2018-09-26 PROJECT NUMBER 40044-292



CONTEXT AND OBJECTIVES

CONTEXT

- ETS drafted a new bus network in early 2018
- The proposed network represents a departure from the current system
- A necessary component of the process: understand perceptions and needs among ETS customers

OBJECTIVES

The goals of Phase 1 were to:

- Seek feedback on the alignment of the network design with these principles
- Identify gaps from a customer perspective
- Communicate the principles of the Transit Strategy related to network design

CONTEXT AND OBJECTIVES

KEY QUESTIONS INCLUDED:

- *What are overall opinions of the bus network redesign?*
- *What are the perceived benefits of the proposed redesign?*
- *What are the main concerns?*
- *How does this vary across the different route types?*
- *How does this vary among different groups of citizens?*



WHAT WE DID

PUBLIC FEEDBACK

24 in-person workshops with 1,960 participants

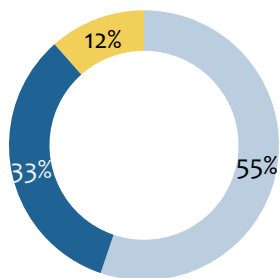
5 additional workshops with target groups (seniors, etc.)

4,202 online surveys completed

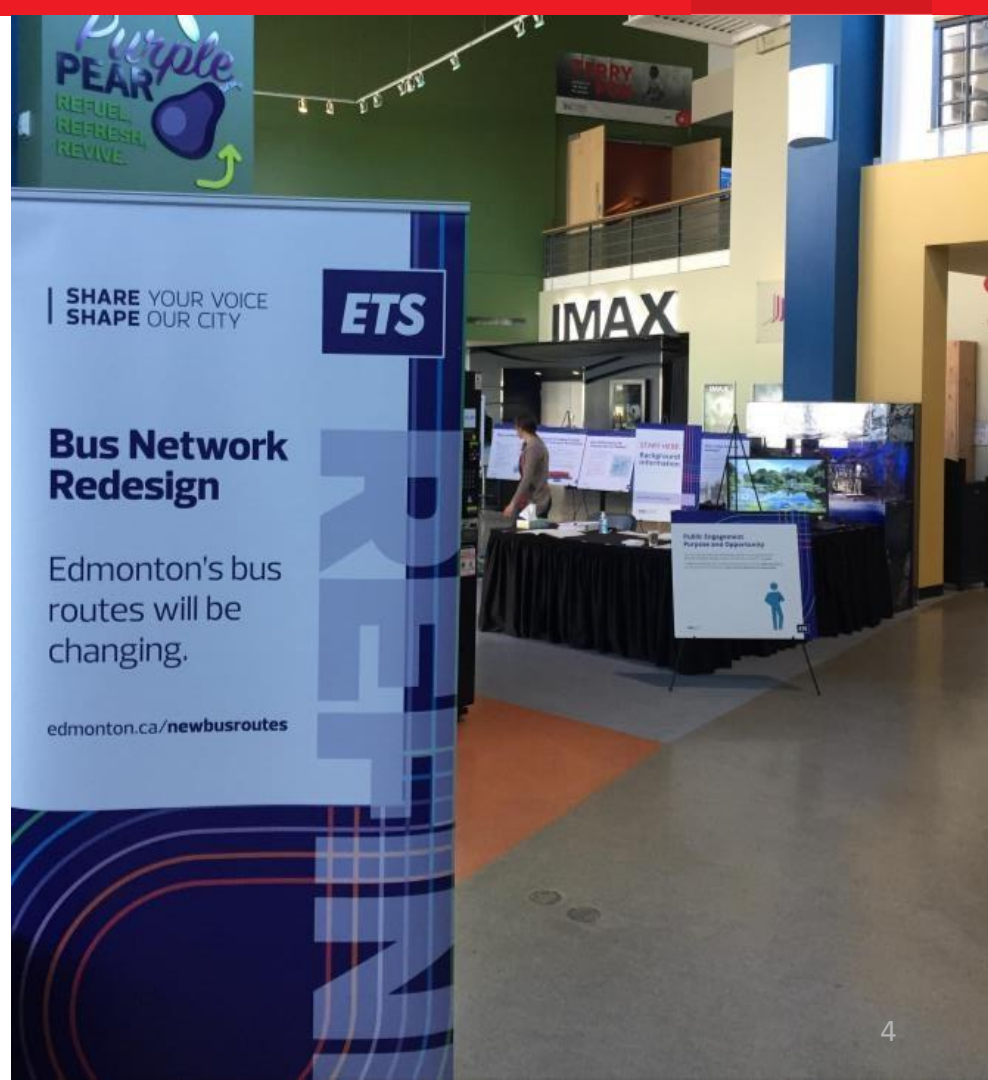
1,398 with City *Insight Community*

484 with “Informed public” (workshop participants)

2,320 with “Other public” (citizens at large)



- Other public
- Insight Community
- Informed public (workshops)



WHAT WE HEARD: THE STORY IN BRIEF

1. The proposed bus network redesign is not very well known



Citizens are **learning “on the fly”**
about the Bus Network Redesign



WHAT WE HEARD: THE STORY IN BRIEF

2. Citizens do see benefits to the redesign



Citizens agree that the proposed redesign **increases frequency**, including some evening and weekend service.



Citizens agree that the proposed redesign offers **more direct service to major destinations** across the city.



Citizens are **particularly positive about frequent and crosstown routes**.



WHAT WE HEARD: THE STORY IN BRIEF

3. They also have some concerns



Citizens who are **losing service** are very focused on what they are losing, not what is being gained



Walking distance is a major concern among many citizens



Making transfers as well as the number of transfers needed to reach destinations is a major concern among many citizens



WHAT WE HEARD: THE STORY IN BRIEF

3. They also have some concerns



Some citizens do not like feeling **forced to take the LRT** because of the proposed redesign



Citizens **want extended service** on both weekdays and weekends



Some citizens **question the impact of their voice**, as well as the likelihood of the redesign actually happening



WHAT WE HEARD: THE DRILL DOWN

Citizens are learning “on the fly” about the Bus Network Redesign



Those who attend the workshops are learning that “it’s not as bad as we thought”



The public workshops are helpful as a source of information, and as an opportunity to have a say and to be heard



Many are finding the proposed changes to be reasonable and to “make sense,” even if they aren’t entirely pleased with the change

WHAT WE HEARD: THE DRILL DOWN

Citizens agree that the proposed redesign increases frequency, including some evening and weekend service.



Citizens understand that the redesign has a focus on increasing frequency, and are generally confident that the proposed changes will meet users' needs.



There are still some concerns about shift workers and early and late day travel needs, however, in general, citizens are happy with the proposed changes.

WHAT WE HEARD: THE DRILL DOWN

Citizens agree that the proposed redesign offers more direct service to major destinations across the city.



At least three-in-five citizens surveyed agree that the proposed redesign connects major destinations across the city

81% agree – Insight Community Panel

60% agree – Informed Public

62% agree – Other Public

>>> *Moving forward the City should highlight the benefits of increased service, as well as the new more direct service.*

WHAT WE HEARD: THE DRILL DOWN

Citizens are particularly positive about the proposed frequent and crosstown routes.




Citizens frequently associate both the proposed frequent and crosstown routes with increased frequency of service




In regards to service, citizens most commonly express positive opinions on the proposed extensions to evening and weekend service

WHAT WE HEARD: THE DRILL DOWN

Citizens who are losing service are very focused on what they are losing, not what is being gained

 They are very concerned with specific routes they are losing (82nd Street), and areas no longer being serviced (Blackburn, Cameron Heights, Allard)

 They see the proposed changes as a step backwards, or an inconvenience and they do not see how “cutting routes” increases efficiency

>>> There will need to be a solid plan in place for these areas, as citizens concerns need to be addressed moving forward

WHAT WE HEARD: THE DRILL DOWN

Walking distance is a major concern among many citizens



Some have mobility issues



Many worry about seniors, and how they will be able to access new routes



Many do not feel safe walking the proposed distances at night



Many do not feel safe walking the proposed distances in winter months

WHAT WE HEARD: THE DRILL DOWN

Making transfers as, well as the number of transfers needed to reach destinations is a major concern among many citizens



Particularly among the mobility challenged and seniors



Citizens worry that the buses are not staggered correctly, making connections difficult or impossible if schedule is even a minute or two off (mentions of ETS' prior reputation of scheduling transfers)

>>> Transfer times will be a critical piece moving forward

WHAT WE HEARD: THE DRILL DOWN

Some citizens do not like feeling “forced” to take the LRT



Particularly among seniors and the mobility issues



The LRT can be intimidating, some would prefer to take a longer bus ride than use the LRT



Some do not feel safe on the LRT:

- Speed
- Being underground
- Steep stairs
- Inconsistently working elevators
- Lack of familiarity, experience
- No driver present

>>> The City will need to have a plan in place to alleviate citizens' concerns regarding safety. Addressing the issue of safety relative to LRT and walking distances will be critical to the roll out.

WHAT WE HEARD: THE DRILL DOWN

Citizens would like extended service on both weekdays, as well as weekends



Earlier weekday service, to accommodate shift workers

(5:00am to 5:30am)



Later (midnight) weekday service – to accommodate shift workers, as well as entertainment purposes



Later Saturday evening service



Earlier and more frequent Sunday service – many mentions of inconvenience/inability to get to Sunday church services

WHAT WE HEARD: THE DRILL DOWN

Some citizens question the impact of their voice, as well as the likelihood of the redesign actually happening

The Edmonton logo, consisting of the word "Edmonton" in white text on a blue square background.

Some citizens feel that decisions are already made and this engagement is just being done to say it has been done

The Edmonton logo, consisting of the word "Edmonton" in white text on a blue square background.

Some citizens are taking a “wait and see” approach, because they question whether ETS can execute a new network

The Edmonton logo, consisting of the word "Edmonton" in white text on a blue square background.

Some citizens feel that their opinions won't bring about any change

WHAT WE HEARD: THE DRILL DOWN

Across different groups of citizens, walking distances are a common concern



Seniors & Winnifred Stewart clients are concerned about:

- Walking distance (esp. in winter)
- Overcrowded buses
- LRT (safety, transferring, mobility)



Ethnic communities need:

- Access to downtown services (esp. along 82 street and 109 street)
- Walking distance



Bissell Centre is concerned about:

- Potential cost increases (esp. for homeless, low income population)
- Having to “start over” and relearn the system



Riverdale community members are concerned about:

- Walking distance (esp. “the hill”)
- Having a voice in the redesign

GOING FORWARD THE CITY NEEDS TO...

Have a Solid Plan for Loss of Service

- Highlight benefits of more direct service to major destinations

Review Transfer Schedules/Timing

- Highlight increased frequency of service

Create a Sense of Safety/Security

- (walking distance / LRT)
- Provide information regarding safety measures in place

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Leger UX**  imarklab
UX research and optimization of interactive platforms
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **International Research**
Worldwide Independent Network (WIN)
- **Qualitative Research**
Room Rentals

400
EMPLOYEES



75
CONSULTANTS



6
OFFICES

EDMONTON | CALGARY | TORONTO | MONTREAL | QUEBEC | PHILADELPHIA

OUR CREDENTIALS



Leger is certified **Gold Seal** from the [Marketing Research and Intelligence Association \(MRIA\)](#). As such Leger and its employees are committed to applying the highest ethical and quality standards of the [MRIA Code of Ethics for market and opinion research](#).



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

Leger



leger360.com



[@leger360](https://twitter.com/leger360)



[/LegerCanada](https://www.facebook.com/LegerCanada)



[/company/leger360](https://www.linkedin.com/company/leger360)



[@leger360](https://www.instagram.com/leger360)