

City of Edmonton Bus Network Redesign

Public Engagement
Final Report

The logo for the City of Edmonton, featuring the word "Edmonton" in white sans-serif font on a blue square background.

DATE 2019-01-31 PROJECT NUMBER 40044-292

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 KEY FINDINGS

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The background is a blurred photograph of a city street, showing buildings and a road. A semi-transparent grey rectangular box is overlaid on the right side of the image, containing the text. A thin white vertical line is positioned to the left of the text.

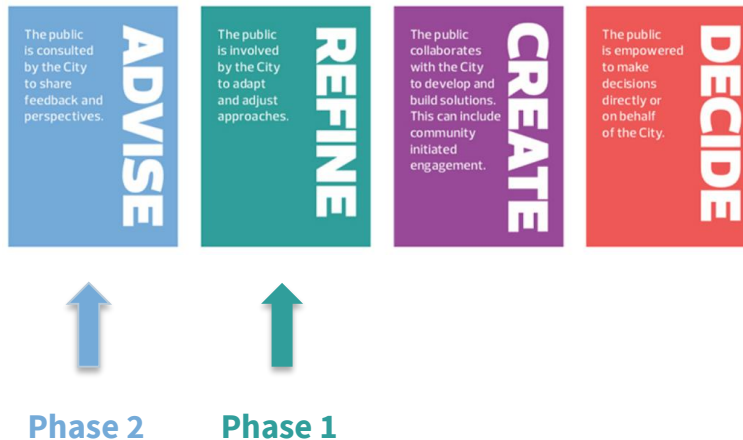
EXECUTIVE SUMMARY

ENGAGEMENT PURPOSE

Public Engagement for the Bus Network Redesign was based around this question:

“How do we carefully consider citizen’s transit needs as we redesign Edmonton’s bus network to be more efficient and respond to the citizen priorities identified in the Transit Strategy engagement?”

PUBLIC ENGAGEMENT SPECTRUM



ENGAGEMENT OBJECTIVES

KEY QUESTIONS INCLUDED:

- / What are overall opinions of the bus network redesign?
- / What are the perceived benefits?
- / What are the main concerns?
- / How can concerns be minimized?
- / How does this vary among different groups of citizens?





Engagement Timeline
Events & Activities
Workshop Process
Survey Methodology

ENGAGEMENT ACTIVITIES

ENGAGEMENT TIMELINE

- / Jan – Apr 2018
- / ETS prepared the first draft of the bus network



- / Jul – Aug 2018
- / ETS prepared the final draft of the bus network



- / Jan 2019
- / Share results

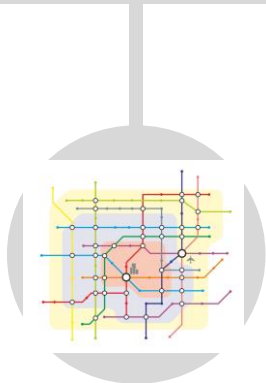
1. DEVELOP NETWORK

2. REFINE

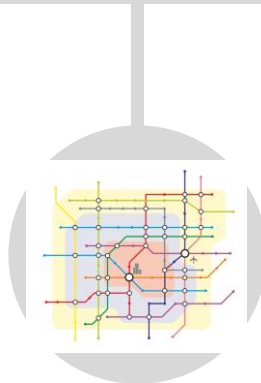
3. SECOND DRAFT

4. ADVISE

5. REPORT



- / Apr – Jun 2018
- / Public Engagement Activities Phase 1



- / Oct – Dec 2018
- / Public Engagement Activities Phase 2



EVENTS & ACTIVITIES

PHASE ONE: APR to JUN 2018

24 in-person workshops with **1,960** participants

6 additional workshops with target groups (seniors, seniors' organizations, Bissell Centre, Winnifred Stewart, New Canadians, Riverdale community)

10 coffee chats

4,202 online questionnaires completed

1,398 with *City Insight Community*

2,804 with "Engagement participants"

PHASE TWO: OCT to DEC 2018

12 in-person workshops with **1,715** participants

6 additional workshops with target groups (seniors, seniors' organizations, Westridge, Cameron Heights, Wedgewood Heights communities)

13 coffee chats

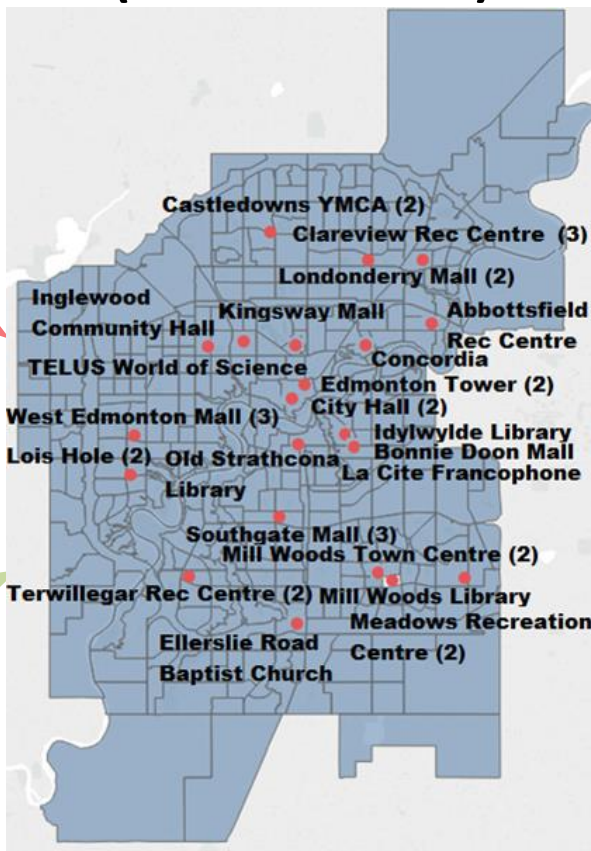
3,521 online questionnaires completed

1,423 with *City Insight Community*

2,098 with "Open Link Respondents"

IN TOTAL OVER 3,600 IN-PERSON CONVERSATIONS WERE FACILITATED (PHASES 1 & 2)

36
Public
Workshops



12
Targeted
Workshops

23
Coffee Chats

2
Stakeholder
Group
Workshops



PUBLIC WORKSHOP PROCESS

36 PUBLIC WORKSHOPS

- / Interactive workshop format
- / 4-hour sessions
 - / Earliest start time: 11:00 am
 - / Latest finish time: 8:00 pm
- / Workshops were held on various days of the week
 - / Monday through Saturday
- / Drop-in format
 - / Citizens could come and go as they pleased
- / ETS Planners were onsite to answer questions
- / Engagement Facilitators recorded feedback
- / Other resources were on hand to engage citizens
 - / Network maps
 - / Interactive route planning software (Remix)
 - / Surveys (online and paper formats)
 - / Post-it note activity



COMMUNITY WORKSHOP PROCESS

COMMUNITY WORKSHOPS

- / World Café format
- / 2 hour sessions (6:00 pm to 8:00 pm)
- / Facilitated conversations
- / Four focused questions were asked of participants
- / ETS Planners were onsite to answer questions
- / Engagement Facilitators recorded feedback
- / Community volunteers validated the facilitators' notes



SURVEY METHODOLOGY

DATA COLLECTION

- / Two streams of data collection:
 - / Edmonton Insight Community
 - / City website link open to anyone wishing to engage with the BNR project
- / Two rounds of surveying:
 - / Phase 1: Apr 12 to Jun 30, 2018
 - / Phase 2: Oct 25 to Dec 9, 2018
- / Edmonton Insight Community Panel
 - / Phase 1: n=1,398 interviews
 - / Phase 2: n=1,423 interviews
 - / Data were weighted by age, gender and region for Edmonton according to Stats Canada proportions.
- / Open Link Respondents (Open website link)
 - / Phase 1: n=2,320 questionnaires completed
 - / Phase 2: n=2,098 questionnaires completed

QUESTIONNAIRE DESIGN

- / Survey questions in Phase 1 were designed, programmed and hosted by the City of Edmonton.
- / Survey questions in Phase 2 were designed by Leger and programmed and hosted by the City of Edmonton.

ANALYSIS AND REPORTING

- / Results and any sub-segment analysis with a sample size of less than 35 have not been reported on due to insufficient sample.
- / Where applicable statistically significant results among quadrants have been highlighted.
- / Due to the different methodologies used in each survey source, comparisons between sources should be interpreted with caution. And conclusions have been made at a broad overall/high level finding level.
- / Other public (open link) results should be interpreted with caution due to the lack of control over multiple completes.



WHO PARTICIPATED

Kids Zone

Leave us a note

WE WANT YOUR FEEDBACK ABOUT ACCESSIBLE PARKING

Kelly Wolff

Kelly Wolff

YELLOW

RESPONDENT PROFILES

EDMONTON INSIGHT COMMUNITY

Completed a secure online survey

- **92%** use public transit
- **32%** use transit daily
- **78%** take the bus
- **76%** take the LRT
- **29%** use transit as primary transportation
- **15%** aged 65+



48%



47%

Base: All respondents (n=1,423)

OPEN LINK RESPONDENTS

Completed an open link survey

- **98%** use public transit
- **71%** use transit daily
- **94%** take the bus
- **75%** take the LRT
- **67%** use transit as primary transportation
- **6%** aged 65+



58%



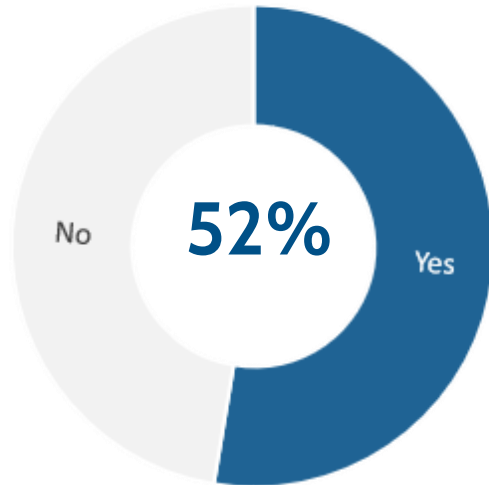
31%

Base: All respondents (n=2,098)

MANY PARTICIPANTS WHO ENGAGED IN PHASE TWO WERE NEW TO THE PROJECT

EDMONTON INSIGHT COMMUNITY

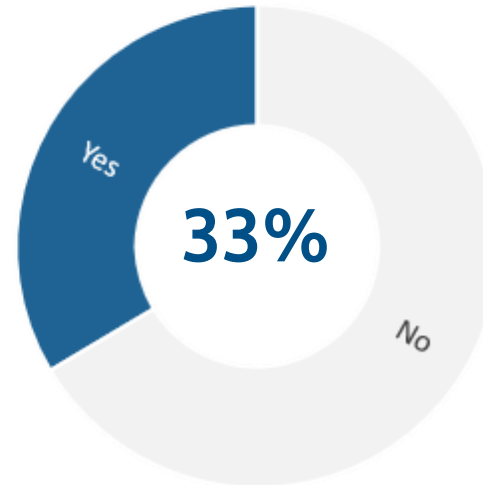
Half of Phase 2 survey respondents also participated in Phase 1



Base: All respondents (n=1,423)

OPEN LINK RESPONDENTS

One-third of Phase 2 survey respondents also participated in Phase 1



Base: All respondents (n=2,098)



Survey Results
Workshop Themes

WHAT WE HEARD

WHAT WE HEARD: THE STORY IN BRIEF

- / Citizens recognize the benefits of the proposed network:
 - Better frequency
 - More efficient
 - More direct routes
 - Access to major destinations
 - Easy to understand
- / Mixed reviews on: local service, service to/from suburbs, and services for “all citizens”
- / Concerns include: coverage, travel times, service frequency, and walking distance
- / Expect resistance from some community groups
- / Consistently low acceptance among: Wedgewood Heights, Cameron Heights, Westridge, Dunluce, Henderson Estates
- / Considering all public input, we expect citizens will have confidence in the bus network redesign
- / Notably high acceptance among: Chappelle, Newton, Idylwylde, Crestwood, Malmo Plains
- / All customers will need education and support moving forward

SUMMARY OF PUBLIC WORKSHOPS

MAIN BENEFITS

- / Makes sense (connecting through hubs)
- / More frequent service
- / More direct service (crosstown)
- / Extended service hours

CONCERNS

- / Wrapping service around the LRT
- / Walking distance*
- / More transfers*
- / Longer travel times*
- / Difficult for seniors, mobility challenged*
- / Loss of service
- / Unfair

*Winter will be especially challenging

SUMMARY OF COMMUNITY WORKSHOPS

WESTRIDGE

- / Do not feel heard
- / Network does not meet their needs
- / Feel network is “a done deal”
- / Want service restored (#138 and #107 peak hour buses)
- / Want an alternative transit solution that works for the community
- / **Want to have a say in alternative solution**

CAMERON HEIGHTS

- / Need transit service
- / Community is unique: isolated by the ravine, Anthony Henday and the river
- / Have concerns about future service and what that will look like
- / Service on demand seems to have been decided
- / Want details on alternative solutions and how it will meet needs
- / **Want to continue to be a part of the process to ensure needs are met**

WEDGEWOOD HEIGHTS

- / Want to be seen and heard on issues that affect their community
- / “Deeply concerned” with the consultation process to date
- / Want more specific information on the “First KM/Last KM” project
- / Want a more tailored consultation (with questions and discussion topics relevant to their community)
- / **Want further consultation on First KM/Last KM regarding the types/modes/schedules of alternative service**
- / Want this consultation “well before the final decision (re: First KM / Last KM) is made”

GOING FORWARD THE CITY NEEDS TO...

1

Have a solid plan for roll-out

Help customers learn the network, learn to use LRT, and learn to make transfers (street teams are recommended)

Continue working with operators as an important source of information for customers

Focus on communicating benefits of the network

Build momentum by telling citizens about the frequent service, better access to major destinations, and overall efficiency of the system.

2

3

Engage with communities who have lost service

Work with these communities to decide on first km last km solutions.

A public consultation event for a bus network redesign is taking place in a multi-level shopping mall. People are gathered around several whiteboards displaying maps and diagrams. A man in a light blue shirt is looking at a board on the left. In the foreground, a woman is pushing a stroller. The mall has glass railings and various store signs like 'HARRY ROSEN' and 'MOTZING' are visible on the upper levels.

KEY FINDINGS

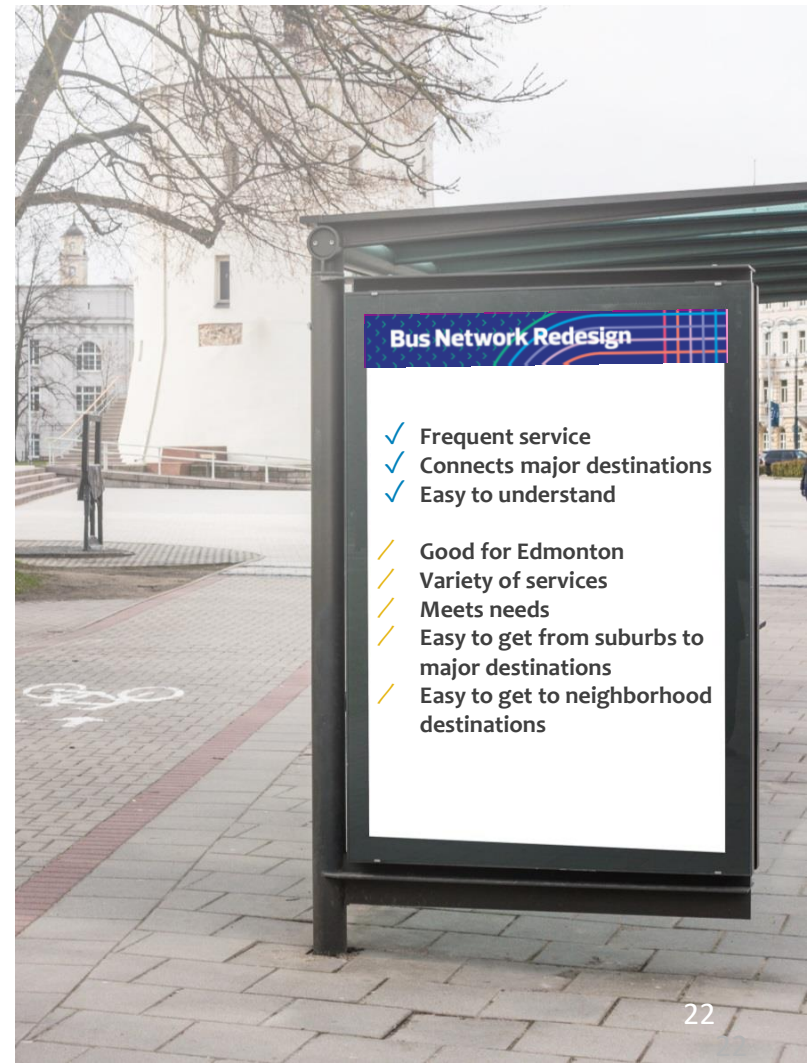
Bus Network Redesign

Edmonton's bus routes are changing.

ETS

PUBLIC FEEDBACK SUMMARY OF KEY FINDINGS

- Citizens tend to agree that the network...
 - Will connect major destinations
 - Service will be frequent
 - Is easy to understand
- Citizens are divided on whether or not the network...
 - Will be good for Edmonton
 - Will meet travel needs
 - Offers a variety of services
 - Will facilitate travel from suburbs to major destinations
- Citizens predict their transit usage will remain the same or decrease when network rolls out
- The perceived benefits of the network are frequency, efficiency, direct routes and better access to destinations
- Public concerns about the network include coverage, travel times, service frequency, and walking distance
- Overall, citizens are expected to accept the network
- There will be resistance from some community groups
- Moving forward, the city needs to have a solid plan for roll-out, engage further with communities with no/reduced service, and communicate the benefits of the network



MAIN BENEFITS OF THE NETWORK ARE: FREQUENCY, EFFICIENCY, DIRECT ROUTES & BETTER ACCESS TO DESTINATIONS

Benefits of the bus network redesign	INSIGHT COMMUNITY (n=852)	OPEN LINK RESPONDENTS (n=1,311)
/ More frequent buses / increased frequency	20%	14%
/ Increased efficiency	14%	7%
/ Better / More direct routes (faster)	12%	6%
/ Better access to destinations	10%	11%
/ Cost effective / cost savings for the City	7%	5%
/ I like the proposal / design	6%	3%
/ Easy to understand routes	5%	3%
Concerns mentioned	19%	50%
/ Don't see any benefit	17%	42%
/ Only benefits inner city	1%	3%
/ Only benefits people along major routes	-	4%
/ Only benefits people downtown	1%	-

Base: All respondents

Q.10 - What, if any, do you think are the main benefits of this final draft bus network design?

CONCERNS ABOUT THE NETWORK INCLUDE: COVERAGE, TRAVEL TIMES, SERVICE FREQUENCY, AND WALKING DISTANCE

Concerns about the bus network redesign	INSIGHT COMMUNITY (n=881)	OPEN LINK RESPONDENTS (n=1,535)
/ Service coverage	24%	41%
/ Travel times / Transfers	21%	23%
/ Service frequency	14%	16%
/ I don't like the plan / design	12%	14%
/ Distance / walking distance	12%	22%
/ Concerns about service during the winter	6%	8%
/ Concerns for seniors, children, mobility-challenged	6%	10%

Base: All respondents

Q.11 - What, if any, are your main concerns about this final draft bus network design?

PUBLIC FEEDBACK SUMMARY OF KEY FINDINGS

SUGGESTIONS FROM CITIZENS

Mind the connections / travel times

- Stagger buses so we don't miss them
- Manage schedules so we don't miss connections
- Make connections no longer than 2 minutes
- Coordinate bus schedules with LRT schedules
- Have dedicated bus lanes for major routes
- Keep overall trip times same or better

Extend service hours

- Offer more night / late night service
- Ensure Local routes run as late as FTN and Crosstown routes (so we can get home)
- Extend service on weekends and holidays

Mind people with special needs

- Seniors
- Parents with young children
- People with limited mobility

Consider the route names

- Some citizens want to keep the naming numerical (to make routes easy to recognize)
- Others believe the names should be different (to acknowledge that the system is completely different)

Consider the feedback from citizens

- Consider using smaller buses for local routes
- Add more bus shelters (if wait times are longer)

Leger



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