

# 2014 BUSINESS SATISFACTION SURVEY ON THE TRANSPORTATION SYSTEM

DECEMBER 2014



Policy Implementation & Evaluation Section  
Transportation Planning Branch



# Executive Summary

The City of Edmonton’s Business Satisfaction Survey on the Transportation System is an important way for businesses in Edmonton to provide feedback on current service levels and input on future strategy. Business Satisfaction, as measured by overall satisfaction with the transportation system in this survey, is a council approved measure for Corporate Outcome 4: Goods and Services Move Efficiently.

3,498 randomly selected businesses were invited to complete a multiple choice survey as well as provide overall comments on the City’s transportation system. 420 businesses responded to the survey with large representation from businesses that rely heavily on the transportation system.

In order to better understand what drives overall satisfaction, a number of specific questions were asked of the business community and an open response section was provided. From the 2014 survey, there are a number of areas where extremely low satisfaction responses were highlighted: overall condition of paved roadways (17% satisfied), travel time on truck routes (34% satisfied), on street parking (33% satisfied) and loading areas along roadways (36% satisfied). A number of other areas had satisfaction of 40 to 55% (traffic signal coordination, construction area signage) as well as additional areas where satisfaction was higher than 60% (accessibility by car, online traffic information, variable message signage).

This report provides an overview of the results of the 2014 survey as well as a comparison against the 2011 results.

## Key findings

- 48% of businesses were *Satisfied* or *Very Satisfied* with the overall transportation system, this represents a decrease as compared to 49% in 2011 and performance that requires attention given the target of 55% satisfaction by 2020
- 73% rely *Very much* or *Somewhat* on the transportation system for their business operations
- The five aspects of the transportation system receiving the lowest satisfaction rate are:

Overall condition of paved roads	16% satisfied	+ 2% from 2011
Availability of on-street parking	33% satisfied	- 5% from 2011
Travel times on major truck routes	34% satisfied	+ 14% from 2011
Loading and unloading areas along roadways	36% satisfied	- 2% from 2011
Winter road maintenance	39% satisfied	+ 8% from 2011

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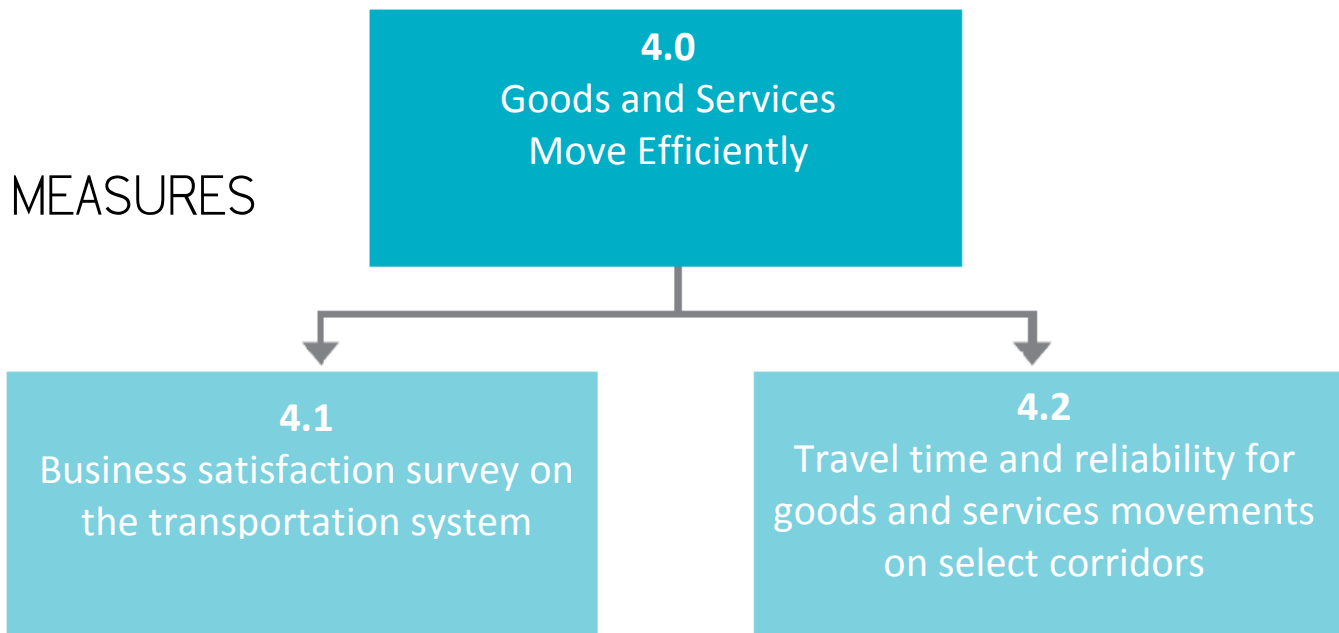
## 1.0 Survey Process

The goal of the City of Edmonton Business Satisfaction Survey on the Transportation System is to understand the level of satisfaction of businesses in order to inform planning and delivery of City services. The City of Edmonton Transportation Planning Branch developed a low cost survey methodology that involved mail out recruitment to businesses throughout the city. The following section reviews that survey background, methodology and the resulting sample.

### 1.1 Survey Background

Edmonton's successful business community is a critical element of the city as whole and will continue to shape how the city grows and prospers. With Edmonton's strong industrial roots, many businesses in the city rely heavily on the transportation system to efficiently transport goods. The strategic importance of goods movement in Edmonton is recognized through the council approved Corporate Outcome: Goods and Services Move Efficiently (Corporate Outcome 4). The overall satisfaction of businesses as measured through this survey is a council approved measure of that Corporate Outcome.

#### CORPORATE OUTCOME



Corporate Performance Measures and Progress Measures were developed as a way of monitoring progress toward the Corporate Outcomes and Strategic Goals outlined by *The Way Ahead* and *The Way We Move* respectively. *The Way Ahead* is a council initiated plan that identifies six strategic goals and twelve Corporate Outcomes that direct long term planning for the city. *The Way We Move* is the City of Edmonton's Transportation Master Plan that establishes the framework for how the City will address its future transportation needs over the next 30 years.

The Business Satisfaction Survey on the Transportation System was first developed in 2011 to determine the business community's level of satisfaction with aspects of the transportation system. Having a sense of how the Edmonton business community feels about the performance of the transportation system provides one view into whether the movement of goods and services is happening efficiently. Businesses are direct users of the transportation system and are able to reflect on the direct impact of the ability of the transportation system to impact the economic vitality of the city. This survey provides information to improve decision making and the results are intended to be reflected in budgets and subsequent planning documents.

To that end, a satisfaction survey of the Edmonton business community was undertaken between March 12 and April 7, 2014. The objectives of this survey were to better understand:

- The overall satisfaction with the transportation system;
- The level of satisfaction with specific aspects of the transportation system.

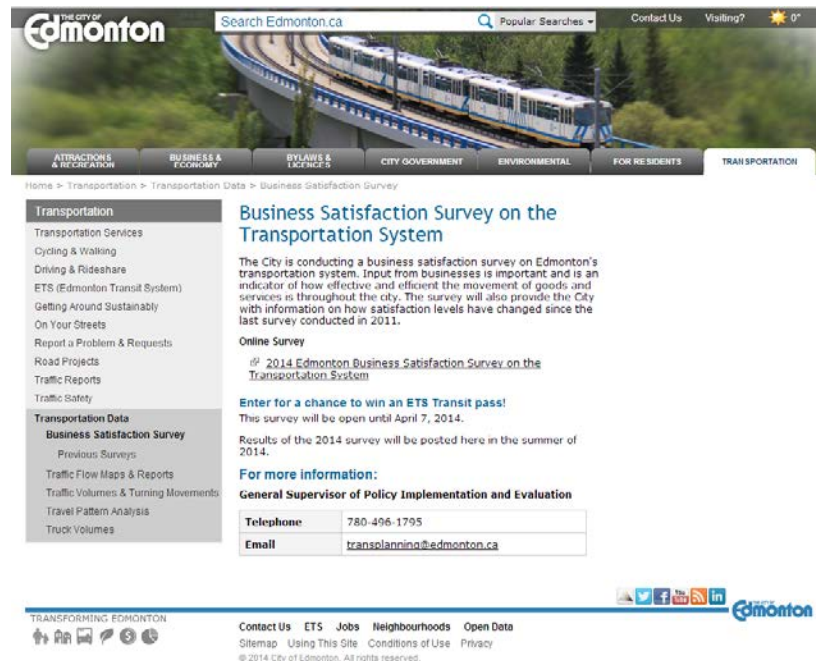
## 1.2 Survey Methodology

3,498 businesses were selected at random from approximately 34,000 businesses listed in the InfoCanada dataset for the Edmonton CMA. Business selection was proportionally distributed by City quadrant, and included businesses from Industrial, Commercial, Retail, Wholesale and Transportation. These results are not reflective of all businesses in Edmonton, as the sample reflects a greater rate of feedback from businesses that are most likely to be directly impacted by the transportation system.

The randomly selected businesses were mailed a survey package consisting of an introductory cover letter with a unique identification number and a short multiple choice survey. Sixteen multiple choice questions were asked, where respondents would rate their degree of satisfaction with various aspects of the transportation system on a five-point scale varying from *Very Satisfied* to *Very Dissatisfied*. A final question allowed respondents to provide a written comment on what factor would improve their overall satisfaction for the transportation system. A sample survey is provided in **Appendix A**. The survey was conducted and results analyzed in-house by City of Edmonton Transportation Planning staff.

Survey respondents were given four options for returning the completed survey including mail-back using a postage paid envelope, via internet using a unique identification number, fax, or email. The online version of the survey could be accessed from the City of Edmonton website at [www.edmonton.ca/transportationsurvey](http://www.edmonton.ca/transportationsurvey) (see **Figure 1.**). Respondents were required to enter their unique identification number before completing the survey online. To increase the potential for responses, businesses were given the option of being entered to win an ETS monthly pass - 36% chose to enter the draw.

FIGURE 1. CITY OF EDMONTON ONLINE SURVEY INTERFACE



The screenshot shows the City of Edmonton website interface for the 'Business Satisfaction Survey on the Transportation System'. The page features a navigation menu with categories like 'Attractions & Recreation', 'Business & Economy', 'Bylaws & Licences', 'City Government', 'Environmental', 'For Residents', and 'Transportation'. The main content area includes a search bar, a title for the survey, and a table with contact information for the General Supervisor of Policy Implementation and Evaluation.

Telephone	780-496-1795
Email	<a href="mailto:transplanning@edmonton.ca">transplanning@edmonton.ca</a>



## 1.2 Response Rates

In total, of the 3,498 surveys mailed out, 420 completed surveys were returned achieving a 12% response rate. Survey respondents were given the opportunity to submit their survey using four different methods. Although it was anticipated that the majority of respondents would prefer to submit their completed surveys online, a higher number submitted their surveys by mail using the postage paid envelope provided. **Table 1** gives a breakdown of the response rates by type.

TABLE 1. SURVEY RESPONSE RATES

	Received	% Response	% of Received
<b>Total completed responses</b>	<b>420</b>	<b>12.0%</b>	<b>100.0%</b>
<i>Website</i>	<i>106</i>	<i>3.0%</i>	<i>25.2%</i>
<i>Mail back</i>	<i>305</i>	<i>8.7%</i>	<i>72.6%</i>
<i>Fax</i>	<i>8</i>	<i>0.3%</i>	<i>1.9%</i>
<i>Email</i>	<i>1</i>	<i>0.00%</i>	<i>0.2%</i>
<b>Returned mail</b>	<b>647</b>	<b>18.5%</b>	
<b>Non-response</b>	<b>2431</b>	<b>69.5%</b>	
<b>Total Mail Out</b>	<b>3,498</b>	<b>100%</b>	

## 1.4 Resulting Sample

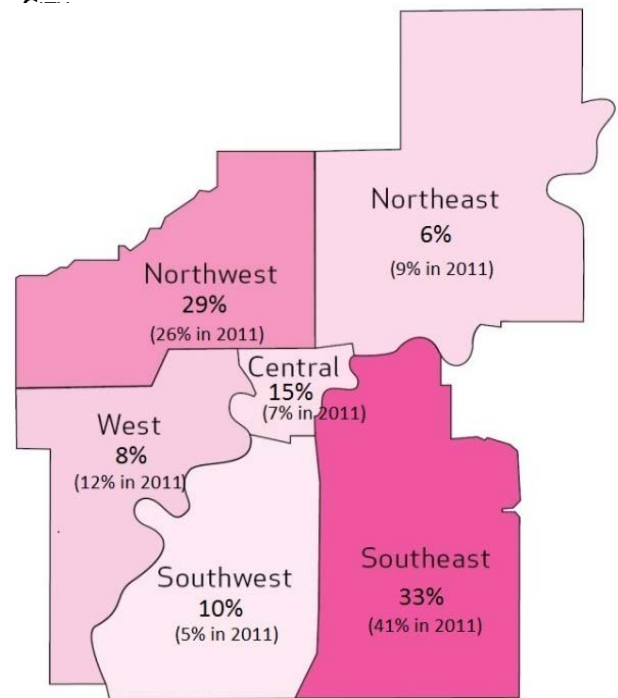
Of the businesses that participated, the results were analyzed both geographically as well as by industry category in the InfoCanada database. **Figure 2** shows the percentage of survey responses from each quadrant as compared to the total respondents. From a high level analysis of geographic patterns, businesses that respond appear to be clustered in the City's Northwest and Southeast industrial areas. There are lower response rates from businesses in the Central area, where the businesses would be more likely to be related to services that are less reliant on the City's transportation system.

**Table 2** compares the businesses surveyed by industry type. It is noted that a disproportionate number of responses were received from businesses in the construction and manufacturing industries. Fifty percent of businesses who responded to the survey were from these industry sectors while only making up 15% of licensed businesses in Edmonton. The businesses listed as other, which include professional services such as finance and public administration, were not mailed the survey package as the mail outs were tailored to industries that are likely to directly use the transportation system for business. Based on the total number of respondents being smaller for some of the industry categories, the results are assumed to be non-representative at the industry level.

TABLE 2. RESPONSE RATES BY INDUSTRY

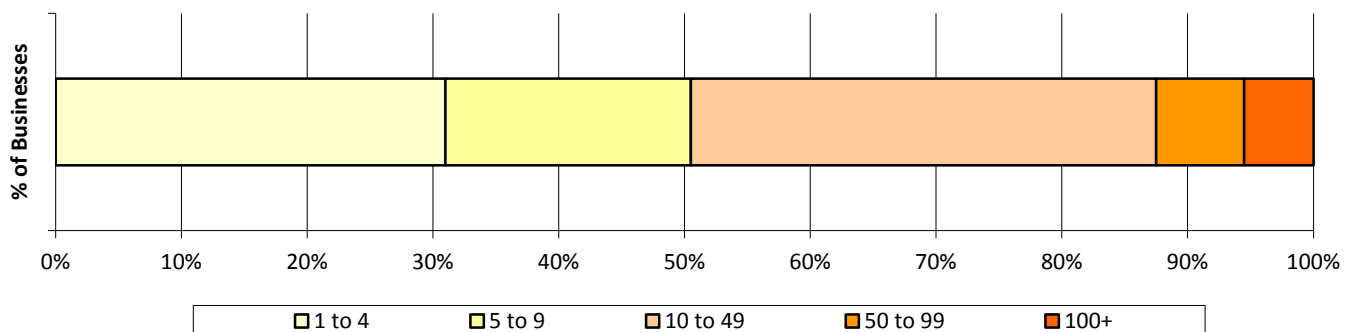
Industry	Total Respondents	Response Percentage	City-Wide
Commercial	105	25%	36%
Construction	104	25%	9%
Manufacturing	96	23%	6%
Primary Industries	2	0%	0%
Retail	52	12%	16%
Transport	22	5%	4%
Utilities	1	0%	0%
Wholesale	38	9%	6%
Other	0	0%	22%
<b>Total</b>	<b>420</b>	<b>100%</b>	<b>100%</b>

FIGURE 2. RESPONSE RATES BY QUADRANT OF THE CITY



Respondents were also asked to complete a contact information section which included the name of the company, contact person, address, phone number and email as well as the number of employees employed at the establishment. Over 95% of respondents completed the question on the number of employees, and of those who responded, their results are given in **Figure 3**. Small business, defined as up to 100 employees, had strong representation with 95% of companies that responded having fewer than 100 employees. This reflects the city-wide distribution of 96% of Edmonton businesses having 100 employees or less<sup>1</sup>.

FIGURE 3. BUSINESS PROFILE BY NUMBER OF EMPLOYEES



<sup>1</sup> Edmonton Economic Development Corporation, Hoovers data on businesses registered in the City of Edmonton.

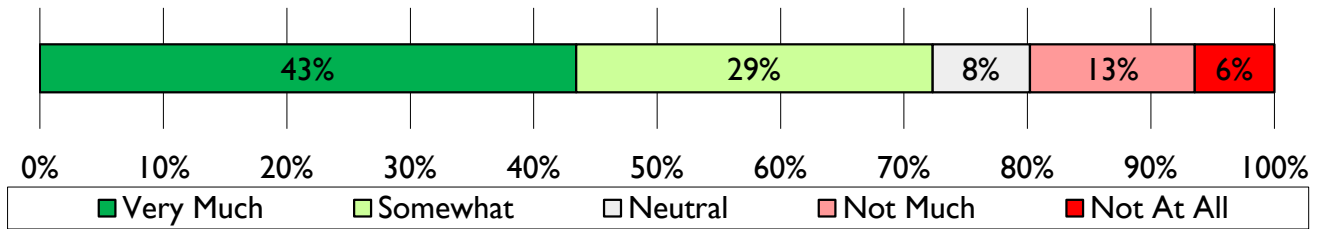
## 2.0 Survey Results

The results of the survey were analyzed in two parts: the multiple choice questions regarding specific aspects of the transportation system and the open response section in which respondents were asked to provide written comments as to what aspects of the transportation system could be improved and how it would benefit their business. The following section discusses and analyzes the results of these portions of the survey.

### 2.1 Degree of Reliance on the Transportation System

As part of the survey, the business’ degree of reliance on the transportation system was asked from a scale of Not At All to Very Much. A large number of businesses (72%) indicated that they rely *Very Much* (43%) or *Somewhat* (29%) on the city’s transportation system for their business operations. The representation of people who rely either *Very Much* or *Somewhat* on the transportation system decreased by 5% in 2014 compared to the 2011. **Figure 4** shows detailed results.

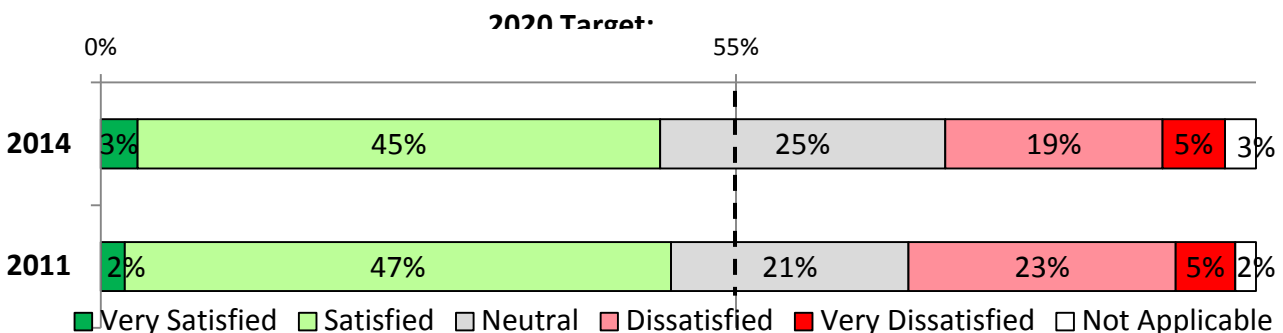
FIGURE 4. DEGREE OF RELIANCE ON THE TRANSPORTATION SYSTEM FOR BUSINESS OPERATIONS



### 2.2 Overall Satisfaction

Overall Satisfaction with the Transportation System is a council approved Corporate Outcome Measure (4.2). The overall result for 2014 was 48%, with the response of *Very Satisfied* at 3% and *Satisfied* at 45%. Compared to 2011, there was a decrease of 1% who were *Satisfied* or *Very Satisfied*. At the same time there were also 4% fewer respondents who said they were *Dissatisfied* or *Very Dissatisfied* as compared to 2011 responses. The target for this measure is to improve to 55% satisfaction by 2020. **Figure 5** shows the detailed question results.

FIGURE 5. OVERALL SATISFACTION WITH THE TRANSPORTATION SYSTEM



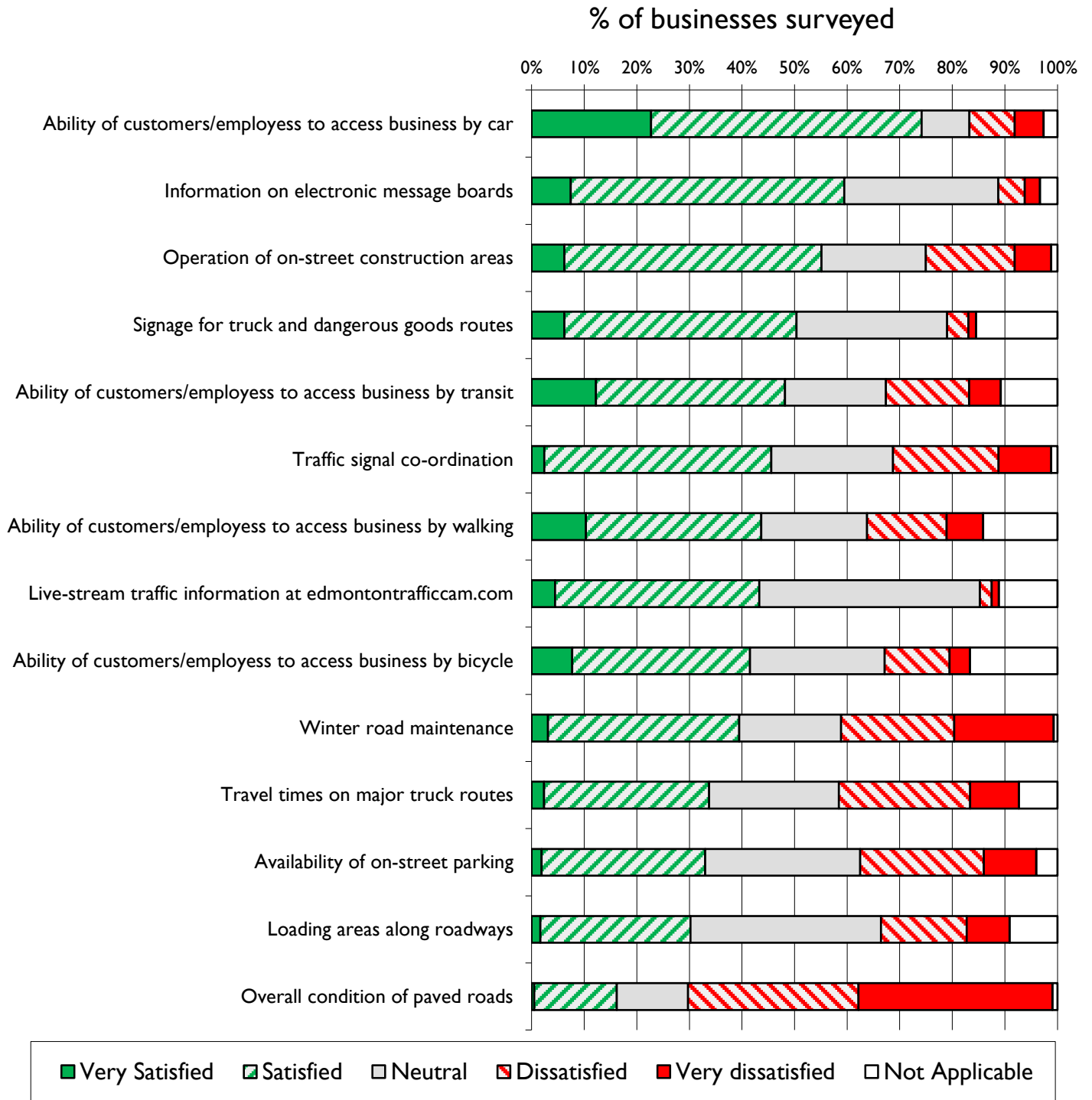
## 2.3 Multiple Choice Question Results

In order to better understand the constituent areas of overall satisfaction, additional questions were asked of business owners. A summary of the aspects of the transportation system receiving the highest level of satisfaction is shown below in **Table 3**. Questions are ordered from the aspect with the most satisfaction to the aspect with the least. The table also provides the amount each aspect's satisfaction rating has improved or declined between 2011 and 2014 survey results. A positive difference indicates an increased level of satisfaction with that aspect while a negative difference indicates a lowered level of satisfaction. **Figure 6** shows graphically the detailed results of all satisfaction rating questions about aspects of the transportation system in the same order as Table 3.

TABLE 3. PERCENTAGE OF RESPONDENTS WHO WERE **Satisfied** OR **Very Satisfied** AND THE CHANGE BETWEEN 2011 AND 2014 RESULTS

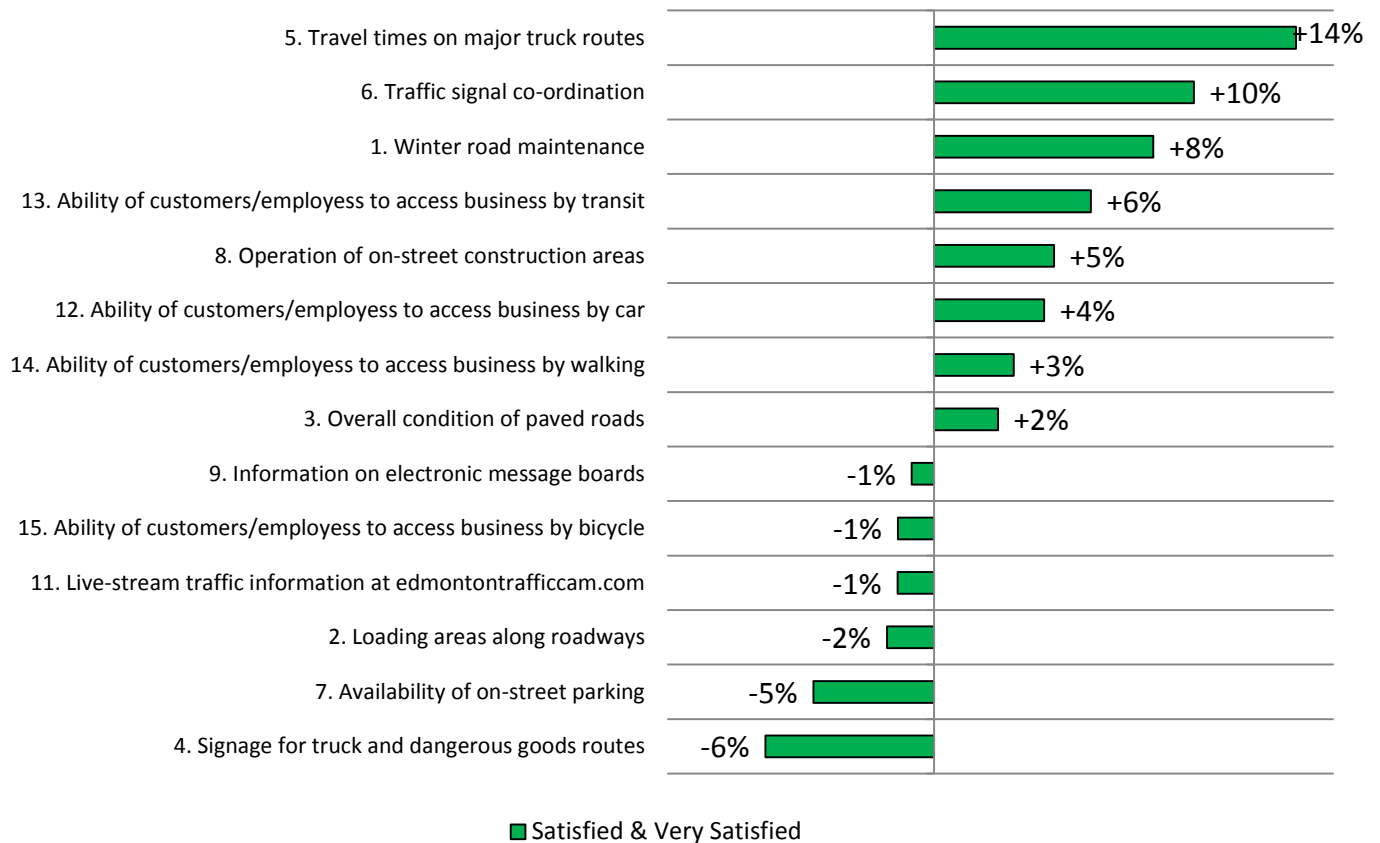
Question Number in Survey	Question: <b>How satisfied are you with...</b>	Percentage of <b>Satisfied</b> or <b>Very Satisfied</b> Responses	Change From Last Survey (between 2011 and 2014)
12.	...your customers and employees ability to access your business by car?	74%	+4%
9.	...information on electronic message boards?	59%	-1%
8.	...operation of on-street construction areas?	55%	+5%
4.	...signage for truck and dangerous goods routes	50%	-6%
13.	...your customers and employees ability to access your business by transit?	48%	+6%
6.	...traffic signal co-ordination?	46%	+10%
14.	... your customers and employees ability to access your business by walking?	44%	+3%
11.	...the live-stream traffic information on <a href="http://www.edmontontrafficc.com">www.edmontontrafficc.com</a> ?	43%	-1%
15.	... your customers and employees ability to access your business by bicycle?	42%	-1%
1.	...winter road maintenance?	39%	+8%
2.	...loading and unloading areas along roadways?	36%	-2%
5.	...travel times on major truck routes?	34%	+14%
7.	...availability of on-street parking?	33%	-5%
3.	...the overall condition of paved roads?	16%	+2%

FIGURE 6. LEVEL OF SATISFACTION OF EDMONTON BUSINESSES WITH ASPECTS OF THE TRANSPORTATION SYSTEM



Comparison of the 2014 survey results to the 2011 survey results show that satisfaction with transportation has improved in a number of areas. Over half of the questions on aspects of the transportation system showed an increase in satisfaction by businesses over the last three years. **Figure 7** shows the difference between 2014 and 2011 response percentages, which indicates an aggregate increase of satisfaction (difference = 2014 percent of “Satisfied” and “Very Satisfied” – 2011 percent of “Satisfied” and “Very Satisfied”).

FIGURE 7. DIFFERENCE BETWEEN 2014 AND 2011 PERCENTAGE OF SATISFACTION



## 2.4 Analysis of Multiple Choice Questions

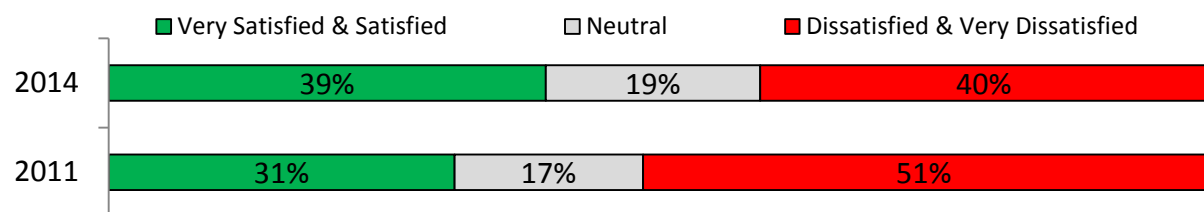
In order to focus on the areas of particular concern due to low satisfaction, a more detailed analysis of possible trends was completed. The following section summarizes the results of that analysis.

### 2.4.1. Winter road maintenance

**Low Satisfaction but has Improved since 2011**

Although 40% of respondents said they were *Dissatisfied* or *Very Dissatisfied* with the City's winter road maintenance, between 2011 and 2014 there was an 8% increase in *Satisfied* or *Very Satisfied* respondents. Compared to most questions on the survey, the satisfaction with this aspect of the transportation system improved greatly between 2011 and 2014.

FIGURE 8. LEVEL OF SATISFACTION WITH WINTER ROAD MAINTENANCE

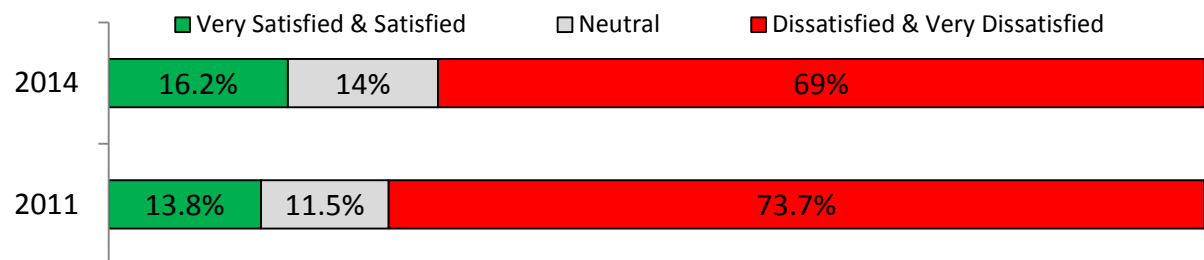


### 2.4.2 Overall Condition of Paved Roads

**Very Low Satisfaction and Minimal Improvement from 2011**

By far the lowest ranking aspect of the transportation system was question three which related to the overall condition of paved roads. The satisfaction with the condition of paved roads was 16% and the number of *Dissatisfied* or *Very Dissatisfied* responses made up 69%. This level of dissatisfaction was nearly two times greater than the aspect which had the second highest amount of dissatisfaction (winter road maintenance with 40% response being *Dissatisfied* or *Very Dissatisfied*). Less than 1% of respondents were *Very Satisfied*. Although these results demonstrate very low levels of satisfaction, there was an increase of 2% over the last three year period.

FIGURE 9. LEVEL OF SATISFACTION WITH OVERALL CONDITION OF PAVED ROADS

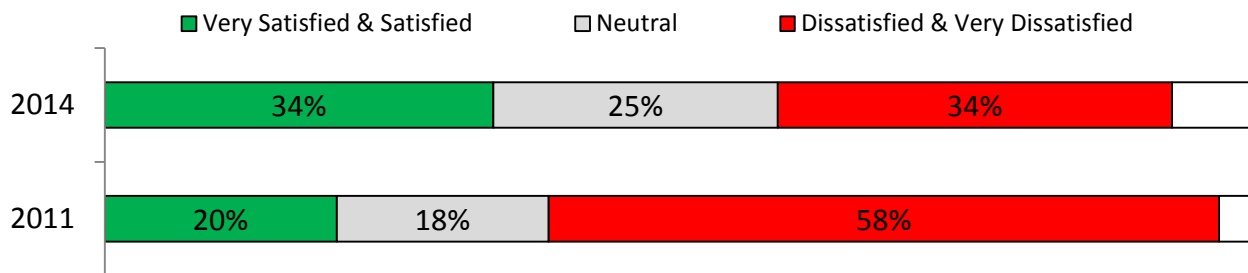


### 2.4.3 Travel times on major truck routes

#### Low satisfaction with **Vast Improvemens** from 2011

In 2014 there was a fairly even spread of satisfaction level for the travel time on major truck routes, a huge improvement to the 2011 findings. In 2014 34% of businesses said they were *Dissatisfied* or *Very Dissatisfied* with this aspect of the transportation system. Although there is dissatisfaction with travel times, between 2011 and 2014 there was a 14% increase of responses of *Satisfied* or *Very Satisfied* and a 24% decrease in responses of *Dissatisfied* or *Very Dissatisfied*. This is a significant improvement and may be correlated to a number of large infrastructure projects, such as the Quesnell Bridge, that were completed between the surveys. Additionally, in 2011 many of the comments related to travel time were discussing Yellowhead Trail, which has been the subject of a fair number of public information sessions between 2011 and 2014.

FIGURE 10. LEVEL OF SATISFACTION WITH TRAVEL TIMES ON MAJOR TRUCK ROUTES

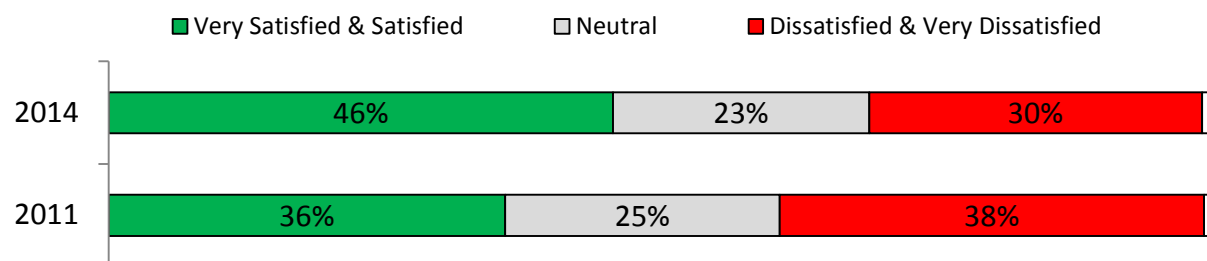


### 2.4.4 Traffic Signal Co-ordination

#### Relatively High satisfaction with **Improvements** from 2011

In 2014, 46% of respondents stated they were *Very Satisfied* or *Satisfied* with the traffic signal co-ordination, a 10% improvement from 2011 results. This represents a significant improvement as traffic signal coordination was a main area of concern in 2011, with 38% who were dissatisfied.

FIGURE 11. LEVEL OF SATISFACTION WITH TRAFFIC SIGNAL CO-ORDINATION





## 2.5 Open Response Results

The last question on the survey invited businesses to respond to the question *What aspects of the transportation system would you like improved and how would that benefit your business?* Seventy percent of respondents completed the written response section. There were a number of themes that emerged from the written comments and they generally mirrored the responses in the multiple choice question section.

The word cloud in **Figure 13** provides a quick visual of the most commonly mentioned words and related issues such as *traffic*, *roads*, *snow removal* and *potholes*. This was one way of mining some of the common ideas business owners conveyed in the survey.

A detailed review of the written comments below provided greater insight as to the concerns of businesses. The following are the six most mentioned suggestions for improvement to the transportation system. Overall, this open response section provides valuable insight from business owners on areas of concern that are likely to affect their overall satisfaction with the transportation system.



### 2.5.1 Overall Condition of Paved Road (Potholes and Pavement Conditions)

Concerns around the condition of roadways in the city, including potholes, ruts and cracks, garnered the highest number of comments (51% of respondents). A theme of responses was the desire for the investment in a higher quality of pavement that would better withstand the hardships of Edmonton weather. Many cited particular roadways and intersections that they felt needed attention and some explained the direct cost to their business due to poor pavement conditions. Some examples of comments were:

*“One of my trucks had to be extensively repaired from damages incurred driving on these terrible roads. Pot holes, and [numerous] cracks and [deformities] (bad workmanship on new bridges installed) create hardship on all vehicles.”*

*“The pavement is very rough in areas ie: pot holes, cracks, bumps etc. We deliver a semi-fragile product, so must proceed very slowly in these areas. Better paving all around would be better.”*

*“...It cost[s] [companies] that have fleet vehicles major money to do repairs to vehicles because of poorly maintained roads.”*

*“The paved roads are in horrible condition, and have not been fixed properly for many years. We have had to pay for suspension components and bent rims for our vehicles.”*

*“There is a side street by our office that is heavily filled with pot holes. Last year or the year before a patch team patched them all, but that work has already been undone [...] We understand that there is a pot hole problem in*

*Edmonton and we are not quick to criticize due to the complexity of the issue, however, in this case it was almost a waste of time to patch and should probably just be paved [...] Just note that from a regular user of the road the patch work held for a very short period of time.”*

### **2.5.2 Winter Road Maintenance**

Twenty six percent of the comments were in reference to winter road maintenance, specifically snow and windrow removal. The issues seemed to mainly be around unsafe or undesirable situations that are the result of windrows. Concerns were raised that snow is not removed from streets quickly enough. Some respondents expressed the desire for more sanding during the winter while others asking for a reduced frequency of sand application.

*“Better faster snow removal.”*

*“Better road clearing, more sanding during winter. It was very slippery all winter.”*

*“[...] major roads (60 km/h or more) need to be plowed to the curb to maintain two lanes in each direction. The sudden disappearance of a lane due to snow and ice build-up is a major safety concern.”*

*“Can not park on streets in winter because of the snow banks piled into the street [interferes] greatly with our operation.”*

*“[...] No parking outside my door because of snowplow. We do not have a median to put the snow on just the sidewalk and without snow being removed, and this is a bus route, we cannot park out on the street. Customers cannot walk over the snow banks.”*

### **2.5.3 Traffic Signal Co-ordination**

Ten percent of the written comments contained a reference to dissatisfaction with an aspect of traffic signaling. Many respondents expressed hopes for a more fluid driving experience with better synchronized traffic lights. Some respondents stated specific areas where they believe the signal co-ordination could be improved.

*“Improvement on coordination of traffic lights, and trains coming through. Wait at times for train crossing is 50 minutes during peak rush hour. Very difficult when only 2 access points into industrial area.”*

*“[...] eliminate some of the operating lights after rush hour is over.”*

*“Better signage on our roadways (advance warnings) ie line crashing on the whitemud as people do not know what lane to be in. The amount of lights on the Yellowhead.”*

### **2.5.4 Bicycle Lanes**

Twelve percent of written comments referred to bike lanes some asking for a decrease in bike lanes (10%) while others requested an increase (2%). Of those who mentioned bike lanes in their written comments, the majority of respondents thought that there should not be bicycle lanes on roadways. Many people stated that there should be no more money allocated to bike lanes and some people went further to say that the current bike lanes should be removed. Concern about the safety of bicyclists was brought up by

both the commenters for and against bicycle lanes. Many respondents requested that bike lanes be built separate from the roadway:

*"...we need way better infrastructure for cyclists. It is nearly impossible to safely commute by bike from North Edmonton to downtown."*

*"More bicycle routes or wider shoulders/lanes on busy roads for bikes"*

*"Separated on-road protected bike lanes. There could be a cyclist [activated] light on 96 Street and Whyte instead of only a [pedestrian] activated switch."*

*"Stop building bicycle lanes on roads cars are on."*

*"Get rid of [bicycle] lanes on the roads. Put them on the walkways ... Build the walkways the same way they are on 111 St (Southside, Southgate to Heritage) make them wider & sharing."*

*"Reduce the number of bike lanes and allow the sidewalks to be used in a multi-use function."*

### **2.5.5 Construction Planning and Delays**

The lack of satisfaction with construction centred on the feeling that construction signage is inappropriately used and that delays in traffic, particularly during rush hour, could be better avoided. Doing roadwork during the night or off peak hours was suggested multiple times. Many also recommended that total road closures be avoided. Comments included:

*"Do not put up construction barriers when construction does not take place."*

*"Coordinate construction to ensure healthy [traffic] flow especially during rush hour."*

*"Construction signs are not taken down after the projects are finished."*

*"Road closures kept to a minimum or off peak hours."*

*"[...]better construction signage, flashing lit signs that say 'this lane ends 500 M' would be great (as long as the lane was actually closed) and coordination of projects[...]"*

*"Better prior notification of road construction areas. There has been a decrease the past couple of years of signs advising drivers of upcoming road construction both in terms of dates/times and for ongoing construction. The City should be giving drivers alternative[s] to [congested] areas."*

*"To temporarily stop [construction] during rush hour and for more construction (road) in the evenings and night hours."*

### **2.5.6 Transit Service**

Comments in relation to transit service focused mainly on distance to bus stops, the lack of bus service to the location of businesses, and the infrequency of service during off peak times. The most common request was for an increase in transit availability and frequency. Many comments supported the continued expansion of the LRT. Some respondents commented that the lack of bus service in their area was

impacting the availability of their employees, those commenters suggested more transit service during late hours and weekends. The following are excerpts from comments relating to transit:

*“Better routing by transit. Increase service levels by ETS in newer areas of town.”*

*“Continue with LRT. Try to avoid major intersections. I believe Kingsway - 111 Ave will be a nightmare when it is opened probably worse than 114 Street and University Ave. Go underground as much as possible.”*

*“Increase bus routes in the west end”*

*“Bus is only available 15 blocks away. Employees must walk those blocks on a roadway that is NOT maintained or has any sidewalks.”*

*“Buses that run more frequent and later hours as we close at 11pm and have many employees who use transit to get home. Either no buses running or only every hour.”*

# Appendix A. 2014 City of Edmonton Business Satisfaction Survey on the Transportation System

March 12, 2014

Name, Position Title (if any)  
Department (if any)  
Company/Organization Name  
Address

[www.edmonton.ca/transportationsurvey](http://www.edmonton.ca/transportationsurvey)

**Your Online Survey ID**

**####**

## 2014 Business Satisfaction Survey on the Transportation System

Dear Sir/Madam:

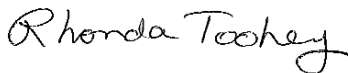
The City of Edmonton is seeking your cooperation to understand the business community's satisfaction with the transportation system. Input from businesses is important in gauging the effectiveness and efficiency of the movement of goods and services and helps inform transportation planning in the city.

The City of Edmonton is conducting a survey of businesses and organizations that rely on the transportation system to carry out their business. The survey should be completed by the person who is most familiar with how your business operations are impacted by the transportation system in Edmonton.

Please complete the enclosed survey and return it using *one* of the methods listed below. To complete the survey online go to **[www.edmonton.ca/transportationsurvey](http://www.edmonton.ca/transportationsurvey)** and enter your unique Online Survey ID provided above. As a show of our appreciation, you can choose to enter a draw to win an ETS transit pass.

Kindly complete and submit your survey by **April 7, 2014**. If you have any questions, please contact the General Supervisor of Policy Implementation and Evaluation at (780) 496-1795.

Kind regards,



Rhonda Toohey, P.Eng.

Acting Branch Manager, Transportation Planning

Thank you for participating! Submit survey via:

- Website:** [www.edmonton.ca/transportationsurvey](http://www.edmonton.ca/transportationsurvey)
- email to:** [transplanning@edmonton.ca](mailto:transplanning@edmonton.ca)
- fax to: 780.496.4287
- Mail back using postage-paid envelope provided

**Please rate your level of satisfaction with the following aspects of the transportation system, keeping your business operations in mind.**

1. Winter road maintenance
  - Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable
2. Loading and unloading areas along roadways
  - Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable
3. Overall condition of paved roads
  - Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable
4. Signage for truck and dangerous goods routes
  - Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable
5. Travel times on major truck routes (e.g. Whitemud Drive, Yellowhead Trail, 170 St)
  - Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable
6. Traffic signal co-ordination
  - Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable
7. Availability of on-street parking
  - Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable
8. Operation of on-street construction areas (i.e. controlling, warning, guiding traffic through or around a work area)
  - Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable

*This information is being collected under the authority of Section 33 (c) of the Freedom of Information and Protection of Privacy (FOIP) Act and will be used for the administration of Transportation Services programs including surveys to determine the level of satisfaction with aspects of the transportation system and this information will not be disclosed outside this public body. This information is protected by the privacy provisions of FOIP. If you have any questions regarding the collection, use, or disclosure of this information contact the General Supervisor of Policy Implementation, and Evaluation at (780) 496-1795.*

9. Information on electronic changeable message boards
- Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable

10. Are you aware that the City of Edmonton provides live-stream traffic camera video at [www.edmontontrafficcams.com](http://www.edmontontrafficcams.com)?
- Yes [Proceed to Question 11]
  - No [Skip to Question 12]

11. How satisfied are you with the live-stream traffic information on [www.edmontontrafficcam.com](http://www.edmontontrafficcam.com)?
- Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable

Questions 12 to 15 are specifically about **your customers and employees**. How satisfied are you with your customers' and employees' ability to access your business using the following modes:

12. By car
- Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable

13. By transit
- Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable

14. Walking
- Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable

15. Bicycling
- Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied
  - Not applicable

16. Please rate the degree to which your business relies on the transportation system:
- Very much
  - Somewhat
  - Neutral
  - Not much
  - Not at all

17. Please rate your overall satisfaction with the transportation system (roadway, transit, walk, bicycle facilities) in enabling you to operate your business:

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied
- Not applicable

19. Number of employees in your company or organization:

- 1 to 4
- 5 to 9
- 10 to 49
- 50 to 99
- 100 to 499
- 500 to 999
- 1000

Comments:

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Please complete this portion if you would like your name entered in the draw to win an ETS transit pass.

Name:

Phone #: