



---

Community Traffic Management Plan  
2015 Belgravia/McKernan Survey  
Final Report

December 7, 2015



## TABLE OF CONTENTS

<b>1.0</b>	<b>SUMMARY OF FINDINGS</b>	<b>3</b>
<b>2.0</b>	<b>PROJECT BACKGROUND</b>	<b>6</b>
<b>3.0</b>	<b>METHODOLOGY</b>	<b>6</b>
3.1	Project Initiation and Questionnaire Design	6
3.2	Survey Population and Data Collection	7
3.3	Data Analysis and Project Documentation	8
<b>4.0</b>	<b>STUDY FINDINGS</b>	<b>9</b>
4.1	Respondent Profile	9
4.2	Transportation and Traffic Related Issues	11
4.3	Traffic Conditions	14
4.4	Transportation Habits	29
4.5	Priorities in the Community	33
4.6	Demographics	38
	<b>APPENDIX A – SURVEY INSTRUMENT</b>	<b>40</b>

## 1.0 SUMMARY OF FINDINGS

In 2015, the City of Edmonton (the Client) contracted Banister Research to conduct a census surveys in Belgravia and McKernan where a Community Traffic Management Plan (CTMP) was being implemented. Banister Research conducted telephone interviews with 206 residents from Belgravia and McKernan. Banister Research purchased the most up to date telephone records for residents in this area. Results reflect a margin of error no greater than  $\pm 5.2\%$  at the 95% confidence level, or 19 times out of 20.

Key findings from the 2015 City of Edmonton CTMP for Belgravia and McKernan. included:

### Respondent Profile

- More than half of the respondents (57%) lived south of 76 Avenue, while 43% lived north of 76 Avenue.
- The vast majority of respondents were property owners (96%), while 81% were also customers of businesses in the community, and eight percent (8%) of respondents were business owners or operators in the community.

### Transportation and Traffic Related Issues

- Respondents were asked to identify the top three transportation and traffic related issues in the community. Forty-four percent (44%) of respondents each mentioned of the Light Rail Transit (LRT) line, and shortcutting, while two in five respondents (40%) stated traffic congestion backlog.
- Respondents were asked to pinpoint the locations in the community where each of the three issues they identified were most prevalent. The most often cited locations for most issues included:
  - 76 Avenue, in general;
  - 76 Avenue and 114 Street;
  - 76 Avenue and 115 Street;
  - University Avenue and 114 Street; and
  - Saskatchewan Drive.

### Traffic Conditions

- The majority of respondents (69%) believed the traffic volume in the Belgravia and McKernan community over the past 5 years had increased, while 23% felt that it remained about the same.
  - Almost half (46%) of those who said that the traffic volume in the community had **remained about the same** over the past 5 years (n=48), stated that they noticed improvement or change in the traffic volume, in general.
  - More than one in five of those who felt that the traffic volume in the community had **increased** over the past 5 years (n=143) said that they noticed an increase in traffic volume in general (22%), or that there is an increase in the population and housing developments in the area (21%), while 20% believed the LRT line is affecting traffic flow, or that it makes traffic related issues worse.

- The majority of the respondents (82%) rated their **walking** comfort level as “excellent”, “very good”, or “good”.
  - One third of those who rated their walking comfort level as “excellent”, “very good”, or “good” (n=169) said that they felt safe, or secure when walking in the neighbourhood, in general (33%), while 14% said they enjoyed outdoor parks, river valley, or green spaces in the neighbourhood.
  - Almost half of those who rated their walking comfort level as “fair”, or “poor” (n=35) said that the sidewalks are old, are in poor condition, or are in need of repairs (49%), while 17% were concerned about poor, bad, or dangerous drivers in the area.
- Forty-one percent of the respondents (41%) rated their **cycling** comfort level as “excellent”, “very good”, or “good”.
  - More than a quarter those who rated their cycling comfort level as “excellent”, “very good”, or “good” (n=84) highlighted the availability of bike lanes or paths in the area (29%), while 20% believe there was a low volume of traffic in the area, in general.
  - Almost a quarter of those who rated their cycling comfort level as “fair”, or “poor” (n=50) said that the roads are in poor condition, or are in need of repairs (24%), while 18% believed the bike lanes in the area were unsafe, or dangerous, in general, and 10% said that the bike lanes were too narrow.
- Respondents were asked to rate their satisfaction level with a series of statements regarding transportation conditions in the Belgravia and McKernan community, using a scale of 1 to 5, where 1 meant “not at all satisfied”, and 5 meant “very satisfied”. At least 70% of the respondents were satisfied (ratings of 4, or 5 out of 5) with the following:
  - Access to Public Transit (i.e. Bus, LRT and DATS) (89%);
  - Traffic safety during the off-peak travel periods (76%); and
  - Traffic volume during the off-peak travel periods (74%).
- Respondents who were less than satisfied (ratings of 1, 2, or 3 out of 5; n=197) with at least one of the transportation conditions, were asked if their lower satisfaction was due to a variety of reasons (i.e. on an aided basis). Four in five respondents (80%) reported shortcutting is the issue, while more than two in five indicated concerns with cyclist safety (49%), pedestrian safety (46%), and speeding on main roads within the community (43%).

### Transportation Habits

- The vast majority of respondents indicated their household used personal motor vehicles (97%), walking (94%), and public transit (87%), while 61% of respondents used bicycles.
- The majority of respondents reported 76 Avenue and 114 Street (83%) as the intersection they used most frequently to travel in and out of the neighbourhood, while more than a third used University Avenue and 115 Street (35%), and 21% cited University Avenue and Saskatchewan Drive.
- Using a scale of 1 to 5 where 1 meant “Strongly Disagree” and 5 meant “Strongly Agree”, the majority of respondents agreed (ratings of 4, or 5 out of 5) with the statement “The on-street parking available near my home, business, or other organization is typically sufficient for my needs.” (78%).

### Priorities in the Community

- Respondents were asked to rate their comfort level with a series of potential scenarios concerning potential changes to transportation conditions in the Belgravia and McKernan community, using a scale of 1 to 5, where 1 meant “not at all comfortable”, and 5 meant “very comfortable”. At least a quarter of the respondents were comfortable (ratings of 4, or 5 out of 5) with the following:
  - Changes that would slow the free flow of traffic within the neighbourhood (43%); and
  - Changes that would remove parking in targeted areas (i.e. 3-4 stalls per location) (29%).
- Ten percent or less of the respondents were comfortable (ratings of 4, or 5 out of 5) with the following:
  - Changes that would make it less convenient to enter or leave the neighbourhood (10%); and
  - Changes that would close a neighbourhood entrance and exit (5%).
  - When asked if they believed there were any other priorities, with respect to traffic volume and safety, to be addressed in the community, respondents most often cited improving traffic control, flow, volume or congestion in the area, in general (17%), addressing the LRT line related traffic issues (11%), while 7% mentioned each of improving accessibility in and out of the neighbourhood, by adding more entrances and exits, and reducing the amount of traffic shortcutting in the area.

## **2.0 PROJECT BACKGROUND**

In 2015, the City of Edmonton (the Client) contracted Banister Research to conduct a census survey in Belgravia and McKernan where a Community Traffic Management Plan (CTMP) was being implemented. In advance of a traffic planning study for this neighbourhood, the City wished to better understand the community values with regards to traffic planning in order to guide decision making with regards to reducing traffic/impact on personal convenience.

Other survey questions included cycling and driving habits in the City of Edmonton, as well as other demographics (e.g., age, gender) to enable cross-tabulation of the results across a variety of factors.

This report outlines the results for the 2015 City of Edmonton Community Traffic Management Plan (CTMP) for Belgravia and McKernan.

## **3.0 METHODOLOGY**

All components of the project were designed and executed in close consultation with the City of Edmonton (the Client). A detailed description of each task of the project is outlined in the remainder of this section.

### **3.1 Project Initiation and Questionnaire Design**

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the Client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

Banister Research worked closely with the Client in designing the survey instrument. All draft versions were submitted the Client for review and approval. A copy of the final questionnaire is provided in Appendix A.

### 3.2 Survey Population and Data Collection

Telephone interviews were conducted from November 16<sup>th</sup> to November 23<sup>rd</sup> at the Banister Research Call Centre. A total of 206 surveys were completed with adult residents of the City of Edmonton; results provide a margin of error no greater than  $\pm 5.2\%$  at the 95% confidence level, or 19 times out of 20<sup>1</sup>.

To maximize the sample, up to five (5) call back attempts were made to each listing, prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen (15) minutes. Where there was an answering machine, fax, or no answer, the call back was scheduled for a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 47% response rate and a 36% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	206
Busy/No Answer/Answering Machine	135
Respondents Unavailable	16
Refusals	75
Fax/Modem/Business/Not-In-Service/Wrong Number	43
Language Barrier/Communication Problem	7
Disqualified	3
<b>Total</b>	<b>485</b>

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step-by-step briefing to ensure the successful completion of telephone interviews. To ensure quality, at least 20% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing (CATI) system. Using this system, data collection and data entry were simultaneous, as data was entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions.

<sup>1</sup> Based on a total number of household records of 485 purchased from Telus' most recent listings.

### 3.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the Client. After the questionnaires were completed and verified, all survey data was compiled into a computerized database for analysis.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g. gender, age, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level.

A list of responses to each open-ended question were generated by Banister Research. The lead consultant reviewed the list of different responses to the open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the questionnaires were fully coded, computer programs were written to check the data for quality and consistency. All survey data was compiled into a computerized database for analysis. Utilizing SPSS analysis software, the survey data was reviewed to guarantee quality and consistency (e.g., proper range values and skip patterns).

The detailed data tables have been provided under a separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.



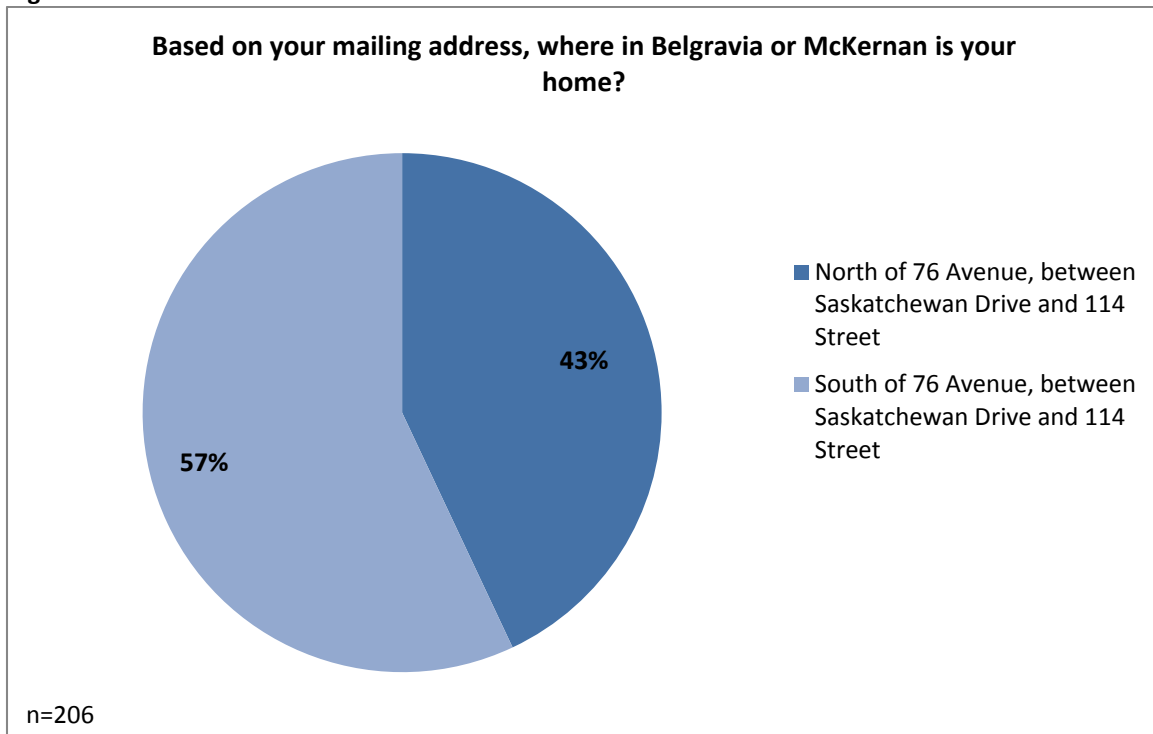
## 4.0 STUDY FINDINGS

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note that the data tables, under a separate cover, provide a detailed analysis of all survey findings. The reader should also note, when reading the report that the term *significant* refers to “statistical significance.” Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been included. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.

### 4.1 Respondent Profile

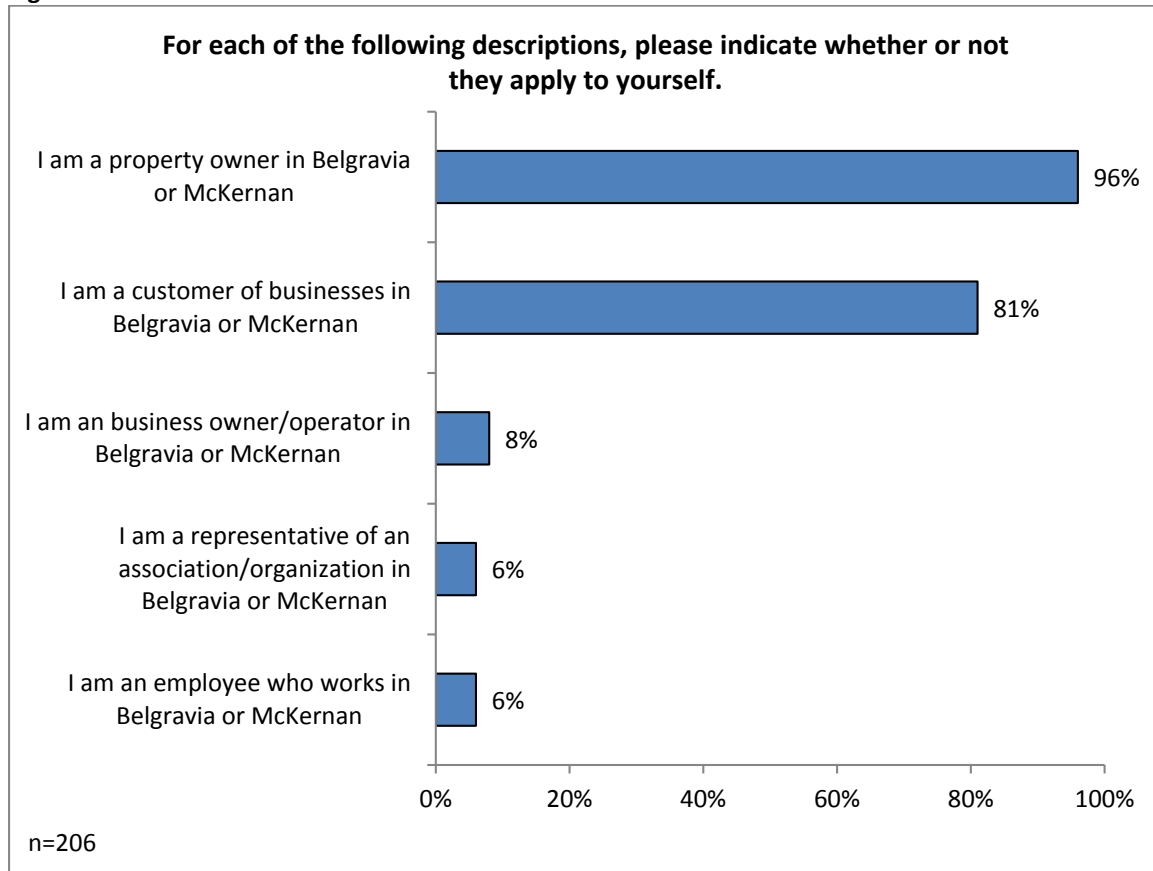
To begin the survey, respondents were asked where in Belgravia or McKernan their home was located. As shown in Figure 1, below, more than half of the respondents (57%) lived south of 76 Avenue, while 43% lived north of 76 Avenue.

Figure 1



Next, respondents indicated whether a series descriptions relating to the Belgravia and McKernan community applied to them. The vast majority of respondents were property owners (96%), while 81% were also customers of businesses in the community. Eight percent (8%) of respondents were business owners or operators in the community. See Figure 2, below.

Figure 2



Those who were representatives of an association or organization in Belgravia or McKernan were asked to specify which ones they belonged to. Associations and organizations mentioned included:

- Belgravia Community League (5%);
- Belgravia School Council (1%);
- University of Alberta (1%);
- Alberta Helping Animals Society (1%); and
- International Cycle Association of Canada (1%).

## 4.2 Transportation and Traffic Related Issues

In this section of the survey, respondents were asked about transportation and traffic related issues in the Belgravia and McKernan community. First, respondents were asked to identify the top three biggest transportation and traffic related issues in the community. Forty-four percent (44%) of respondents mentioned each of Light Rail Transit (LRT) line, and shortcutting, while two in five respondents (40%) stated traffic congestion backlog. Table 1, below, presents all of the issues mentioned by respondents, as well as the first mention.

**Table 1**

Transportation and Traffic Issues		
	Percent of Respondents (n=206)	
	TOTAL MENTIONS*	FIRST MENTION
LRT line	44	28
Shortcutting	44	23
Traffic congestions backlog	40	24
Traffic/pedestrian lights	16	4
High speeds/speeders	12	2
High traffic volume	12	6
Access in/out of area (general)	12	5
Bike lanes	9	1
Parking (overflow, visibility)	6	1
Poor road conditions/roads in need of repairs	5	2
Pedestrian safety (general)	2	1
Traffic safety (general)	2	1
Road closures/roads under construction	1	1
Poor transportation/traffic planning (general)	1	1
Traffic noise pollution	1	1
Lack of turning signal/lanes	1	-
Commercial vehicles (general)	1	-
Four-way traffic stops	1	-
Restricted/reduced lanes	1	-
Litter/garbage on roads	1	-
Poor/lack of road snow removal	1	-
Lack of bicycle lanes	1	-
Motor vehicle accidents/collisions	1	-
Uncontrolled intersections	1	-
None/no issues	2	2
Don't Know/Not Stated	2	2

\*Multiple responses

Next, respondents were asked to pinpoint the locations in the community where each of the three issues they identified were most prevalent. The most often cited locations for most issues included:

- 76 Avenue;
- 76 Avenue and 114 Street;
- 76 Avenue and 115 Street;
- University Avenue and 114 Street; and
- Saskatchewan Drive.

Table 2, on the following page, presents the locations mentioned by respondents for each of the issues.

Table 2

Base: Respondents who identified this issue as one of the <u>three biggest</u> traffic-related issues	Transportation and Traffic Issues Per Location							
	Percent of Respondents*							
	LRT line (n=91)	Shortcutting (n=90)	Traffic Congestion Backlog (n=83)	Traffic/ pedestrian lights (n=32)	High speeds/ speeders (n=25)**	High traffic volume (n=25)**	Bike lanes (n=18)**	Parking (overflow, visibility) (n=12)**
76 Ave.	36	44	43	9	24	36	67	33
76 Ave. and 114 St.	54	28	45	56	12	32	6	8
76 Ave. and 115 St.	3	17	12	-	12	20	17	-
University Ave. and 114 St.	19	2	7	19	4	12	6	8
Saskatchewan Dr.	1	20	5	3	24	8	-	8
114 St.	11	8	12	9	4	16	-	-
University Ave.	11	8	6	-	8	20	-	-
University Ave. and 115 St.	2	4	10	19	4	8	6	-
76 Ave. and Saskatchewan Dr.	1	23	-	-	16	12	-	-
115 St.	3	9	5	-	12	-	-	-
University Ave. and Saskatchewan Dr.	1	7	2	-	8	8	-	-
119 St.	-	3	-	-	12	-	-	8
74 Ave.	-	3	-	-	8	-	-	8
74 Ave. and 114 St.	-	-	1	-	12	4	-	-
University Ave. and 119 St.	1	1	2	-	-	8	-	-
75 Ave.	-	2	-	-	8	-	-	-
Belgravia Rd. (71 Ave.) and 114 St.	-	-	-	-	4	4	-	-
Belgravia Rd. (71 Ave.)	-	1	2	-	4	-	-	-
74 Ave. and Saskatchewan Dr.	-	-	-	-	4	-	-	-
118 St.	-	2	1	-	-	-	-	-
Other	5	10	8	6	24	-	33	17
Don't Know/Not Stated	1	2	-	-	-	-	-	8

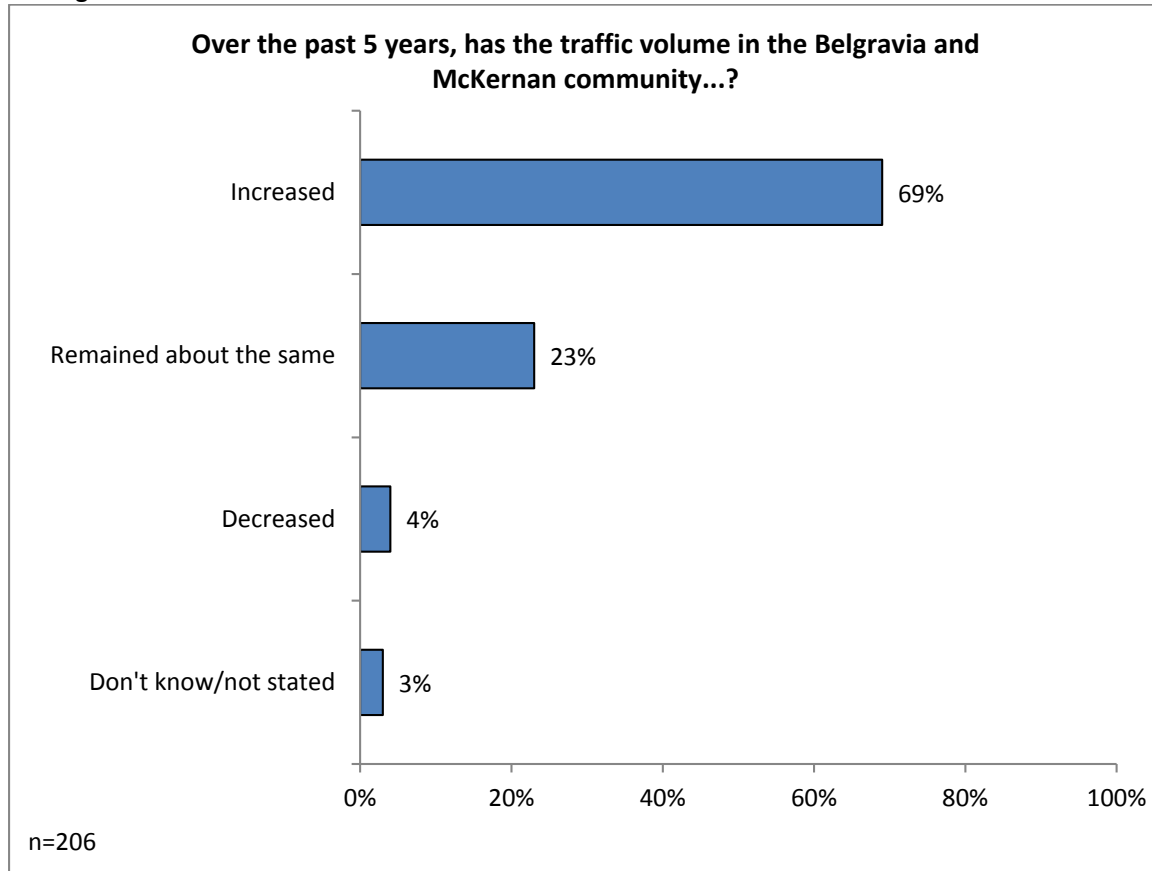
\*Multiple responses

\*\*Use caution interpreting results when n<30

### 4.3 Traffic Conditions

Respondent were asked if the traffic volume in the Belgravia and McKernan community over the past 5 years had increased, remained about the same, or decreased. The majority of respondents (69%) believed the traffic volume had increased, while 23% felt that it remained about the same. See Figure 3, below.

Figure 3



Males (32%) were significantly more likely to have reported that the traffic volume in the Belgravia and McKernan community has **remained the same** versus females (19%).

Females (75%) were significantly more likely to have reported that the traffic volume in the Belgravia and McKernan community has **increased** versus males (61%).

Those who believed the traffic volume in the community had decreased over the past 5 years (n=9) were asked why they felt this way. Three respondents (n=3) stated that they noticed less traffic shortcutting in the neighbourhood. See Table 3, below.

**Table 3**

Reasons for Traffic Volume Decrease	
Base: Respondents who felt traffic volume in Belgravia and McKernan community has <u>decreased</u> over the past 5 years	Number of Respondents (n=9)*
Noticed less traffic shortcutting in the neighbourhood	3
Takes less time to get to destination	1
Economic downturn/poor economy	1
Traffic congestion is prevalent in area	1
Lives in the neighbourhood or community (general)	1
Traffic congestion has improved/only occurs during peak times	1
Traffic has improved since building was removed/relocated	1

\*Use caution interpreting results when n<30

Those who said that the traffic volume in the community had remained about the same over the past 5 years (n=48), were asked why they felt this way. Almost half of the respondents (46%) said that they noticed an improvement or change in the traffic volume, in general. See Table 4, below.

**Table 4**

Reasons for Traffic Volume Remaining the Same	
Base: Respondents who felt traffic volume in Belgravia and McKernan community has <u>remained the same</u> over the past 5 years	Percent of Respondents (n=48)*
Noticed improvement/change in traffic volume (general)	46
Lives in the neighbourhood or community (general)	10
Traffic shortcutting is prevalent in area	10
LRT line is affecting traffic flow/making traffic related issues worse	8
Traffic congestion is prevalent in area	8
Traffic congestion has improved/only occurs during peak times	6
Poor/restricted access in/out of area	4
Noticed less traffic shortcutting in the neighbourhood	2
Does not drive often/frequently	2
Traffic volume increases during school months	2
Don't know/not stated	17

\* Multiple responses

Those who felt that the traffic volume in the community had increased over the past 5 years (n=143), were asked why they felt this way. More than one in five respondents said that they noticed an increase in traffic volume in general (22%), or that there is an increase in the population and housing developments in the area (21%), while 20% believed the LRT line is affecting traffic flow, or that it makes traffic related issues worse. See Table 5, below.

**Table 5**

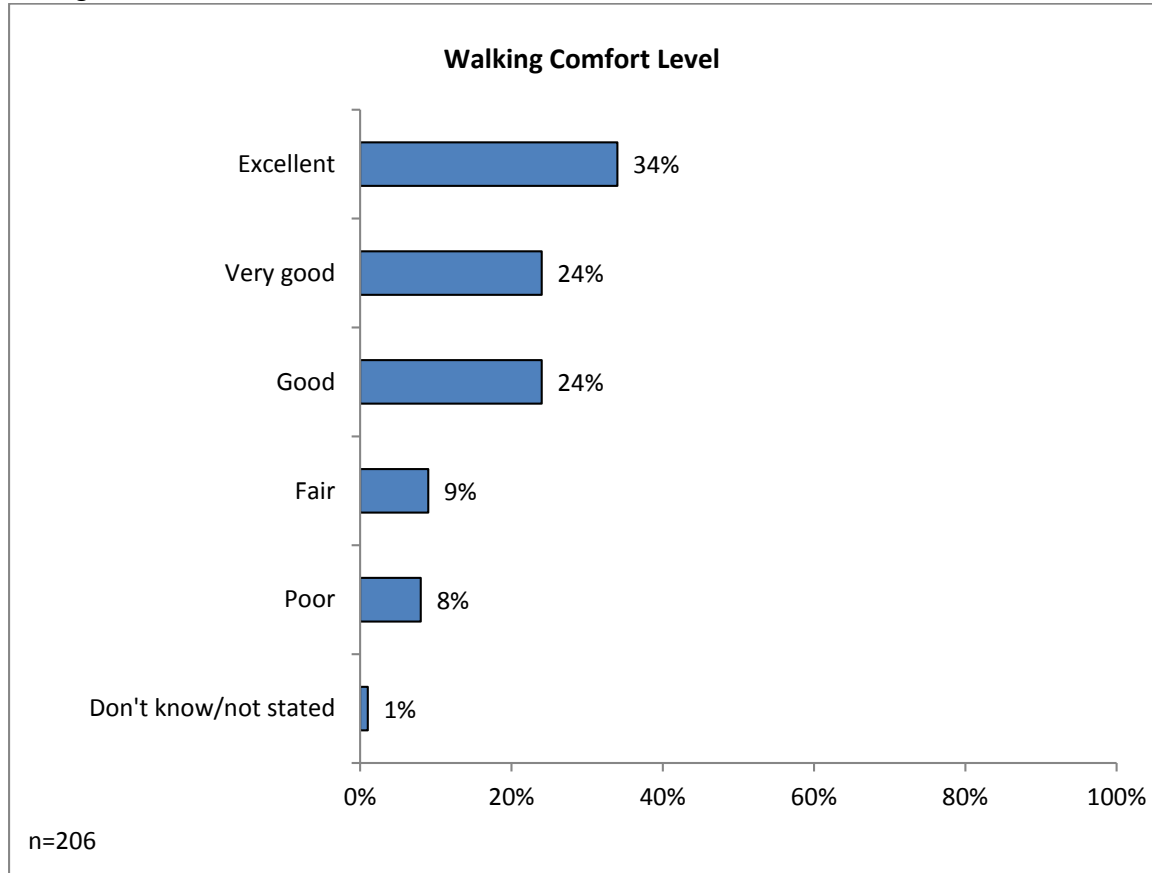
Reasons for Traffic Volume Increase	
Base: Respondents who felt traffic volume in Belgravia and McKernan community has <u>increased</u> over the past 5 years	Percent of Respondents (n=143)*
Noticed an increase in traffic volume (general)	22
Increase of population/housing development/more people in the area	21
LRT line is affecting traffic flow/making traffic related issues worse	20
Traffic shortcutting is prevalent in area	17
Takes more time to get in/out of neighbourhood	15
Rush/peak hour traffic has increased/gotten worse	14
Poor/restricted access in/out of area	10
Traffic congestion is prevalent in area	6
Lives in the neighbourhood or community (general)	3
Increase of construction projects in the area	3
Increase of businesses/commercial development in area	1
Poor City traffic planning (general)	1
Bicycle lanes are affecting/interfering with traffic	1
Streets are too narrow/should be wider	1
Increase in traffic noise pollution	1
Don't know/not stated	1

\* Multiple responses



All respondents were asked to rate their walking comfort level in the Belgravia and McKernan community. The majority of the respondents (82%) rated their comfort level as “excellent”, “very good”, or “good”. See Figure 4, below.

**Figure 4**



Those who rated their walking comfort level as “excellent”, “very good”, or “good” (n=169) were asked why they felt this way. One third of the respondents (33%) said that they felt safe, or secure when walking in the neighbourhood, in general, while 14% said they enjoyed outdoor parks, river valley, or green spaces in the neighbourhood. See Table 6, below.

**Table 6**

Reasons for Higher Walking Comfort Level	
Base: Respondents who rated their walking comfort level in the Belgravia and McKernan community as “excellent”, “very good”, or “good”	Percent of Respondents (n=169)*
Feels safe/secure when walking in neighbourhood (general)	33
Enjoys outdoor parks/river valley/green spaces in the neighbourhood (general)	14
Has no issues/concerns when walking in neighbourhood (general)	12
Sidewalks are old/in poor condition in need of repairs	12
Regularly goes for walks in neighbourhood	8
Is a friendly community/the people are nice	5
Availability of sidewalks in area/sidewalks are on both sides of street	5
Is a quiet/peaceful community	5
Community is well lit/has adequate street lighting	4
Sidewalks are in good condition	4
Sidewalks are not icy/are cleared of snow	4
Good access to public transportation services	4
Neighbourhood is pedestrian friendly	4
Does not feel safe when walking in neighbourhood	3
Other (2% of responses or less)	17
Don't know/not stated	4

\* Multiple responses

Those who rated their walking comfort level as “fair”, or “poor” (n=35) were asked why they felt this way. Almost half of the respondents (49%) said that the sidewalks are old, are in poor condition, or are in need of repairs, while 17% were concerned about poor, bad, or dangerous drivers in the area. See Table 7, below.

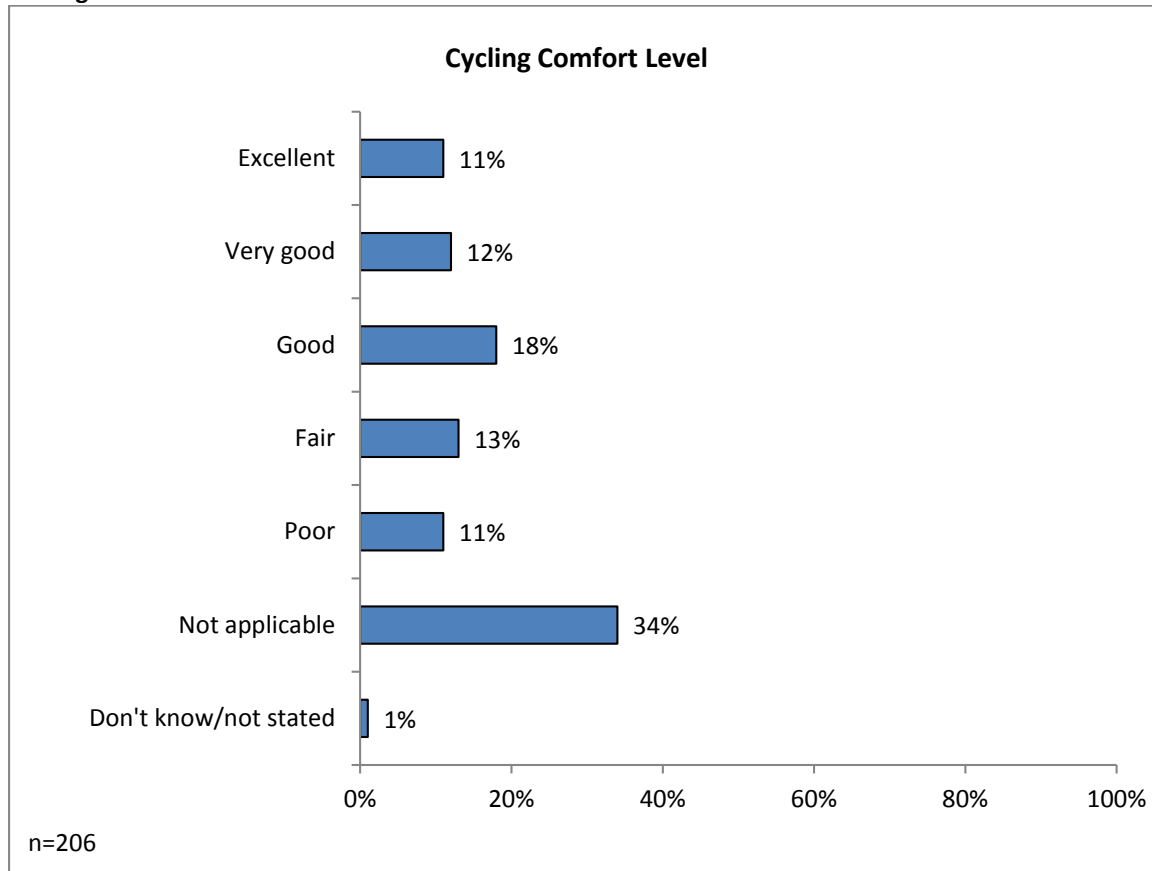
**Table 7**

Reasons for Lower Walking Comfort Level	
Base: Respondents who rated their walking comfort level in the Belgravia and McKernan community as “fair”, or “poor”	Percent of Respondents (n=35)*
Sidewalks are old/in poor condition in need of repairs	49
Concerned about poor/bad/dangerous drivers in the area	17
Does not feel safe when walking in neighbourhood	11
Lack of street lighting/area is poorly lit	9
Traffic shortcutting is prevalent in area	9
Lack of sidewalk snow removal/sidewalks are icy	9
Long wait times to cross street in heavy traffic	6
Concerned about speeding/speeders in the area	3
Sidewalks do not have rounded curves	3
Is unsafe to cross intersection	3
Don't know/not stated	3

\* Multiple responses

All respondents were asked to rate their cycling comfort level in the Belgravia and McKernan community. Forty-one percent the respondents (41%) rated their comfort level as “excellent”, “very good”, or “good”. It is important to note that thirty-four percent (34%) of the respondents stated “not applicable”. See Figure 5, below.

Figure 5



Respondent subgroups significantly more likely to rate their **cycling comfort level** in the Belgravia and McKernan community as “good”, “very good”, or “excellent” included:

- Males (55%) versus females (32%);
- Those aged 18 to 54 (55%) versus those aged 55 or older (35%);
- Those with children in their household (56%) versus those without children in their household (36%); and
- Those without seniors in their household (52%) versus those with seniors in their household (28%).

Those who rated their cycling comfort level as “excellent”, “very good”, or “good” (n=84) were asked why they felt this way. More than a quarter of the respondents (29%) noted the availability of bike lanes or paths in the area, while 20% believe there was a low volume of traffic in the area, in general. See Table 8, below.

**Table 8**

Reasons for Higher Cycling Comfort Level	
Base: Respondents who rate their cycling comfort level in the Belgravia and McKernan community as “excellent”, “very good”, or “good”	Percent of Respondents (n=84)*
Availability of bike lanes/paths in the area	29
Low volume of traffic in area (general)	20
Bicycle lanes in area are unsafe/dangerous (general)	12
Regularly goes for bike rides in the neighbourhood (general)	11
Has no issues/concerns when cycling in neighbourhood (general)	10
Roads are in poor condition/in need of repairs	7
Enjoys outdoor parks/river valley/green spaces in the neighbourhood (general)	6
Neighbourhood is easy to get around (general)	6
Feels safe/secure when cycling in neighbourhood (general)	5
Bicycle lanes are too narrow	4
Roads are in good condition	2
Bicycle paths are too busy/congested	2
Is a friendly community/the people are nice (general)	2
Traffic congestion is prevalent in area	2
Neighbourhood is bicycle-friendly	2
Other (single mentions)	8
Don’t know/not stated	2

\* Multiple responses

Those who rated their cycling comfort level as “fair”, or “poor” (n=50) were asked why they felt this way. Almost a quarter of the respondents (24%) said that the roads are in poor condition, or are in need of repairs, while 18% believed the bike lanes in the area were unsafe, or dangerous, in general, and 10% said that the bike lanes were too narrow. See Table 9, below.

**Table 9**

Reasons for Lower Cycling Comfort Level	
Base: Respondents who rate their cycling comfort level in the Belgravia and McKernan community as “fair”, or “poor”	Percent of Respondents (n=50)*
Roads are in poor condition/in need of repairs	24
Bicycle lanes in area are unsafe/dangerous (general)	18
Bicycle lanes are too narrow	10
Availability of bike lanes/paths in the area	8
Concerned about poor/bad/dangerous drivers in the area	6
Motorists often drive/park in bike lanes	6
Traffic volume in area has increased (general)	6
High volume of traffic in area (general)	6
Lack of bike lane/path connectivity	4
Traffic shortcutting is prevalent in area	4
Lack of clear pavement markings on bike lanes	4
Traffic congestion is prevalent in area	4
Regularly goes for bike rides in the neighbourhood (general)	4
Lack of bicycle lane snow removal	4
Other (single mentions)	12
Don't know/not stated	2

\* Multiple responses

Next, respondents were asked to rate their satisfaction level with a series of statements concerning transportation conditions in the Belgravia and McKernan community, using a scale of 1 to 5, where 1 meant “not at all satisfied”, and 5 meant “very satisfied”. At least 70% of the respondents were satisfied (ratings of 4, or 5 out of 5) with the following:

- Access to Public Transit (i.e. Bus, LRT and DATS) (89%);
- Traffic safety during the off-peak travel periods (76%); and
- Traffic volume during the off-peak travel periods (74%).

Less than half of the respondents were satisfied (ratings of 4, or 5 out of 5) with the following:

- Parking (49%);
- Traffic safety during the peak travel periods (26%); and
- Traffic volume during the peak travel periods (6%).

Figure 6, and Table 10, on the following pages provide a full breakdown of the results.

Figure 6

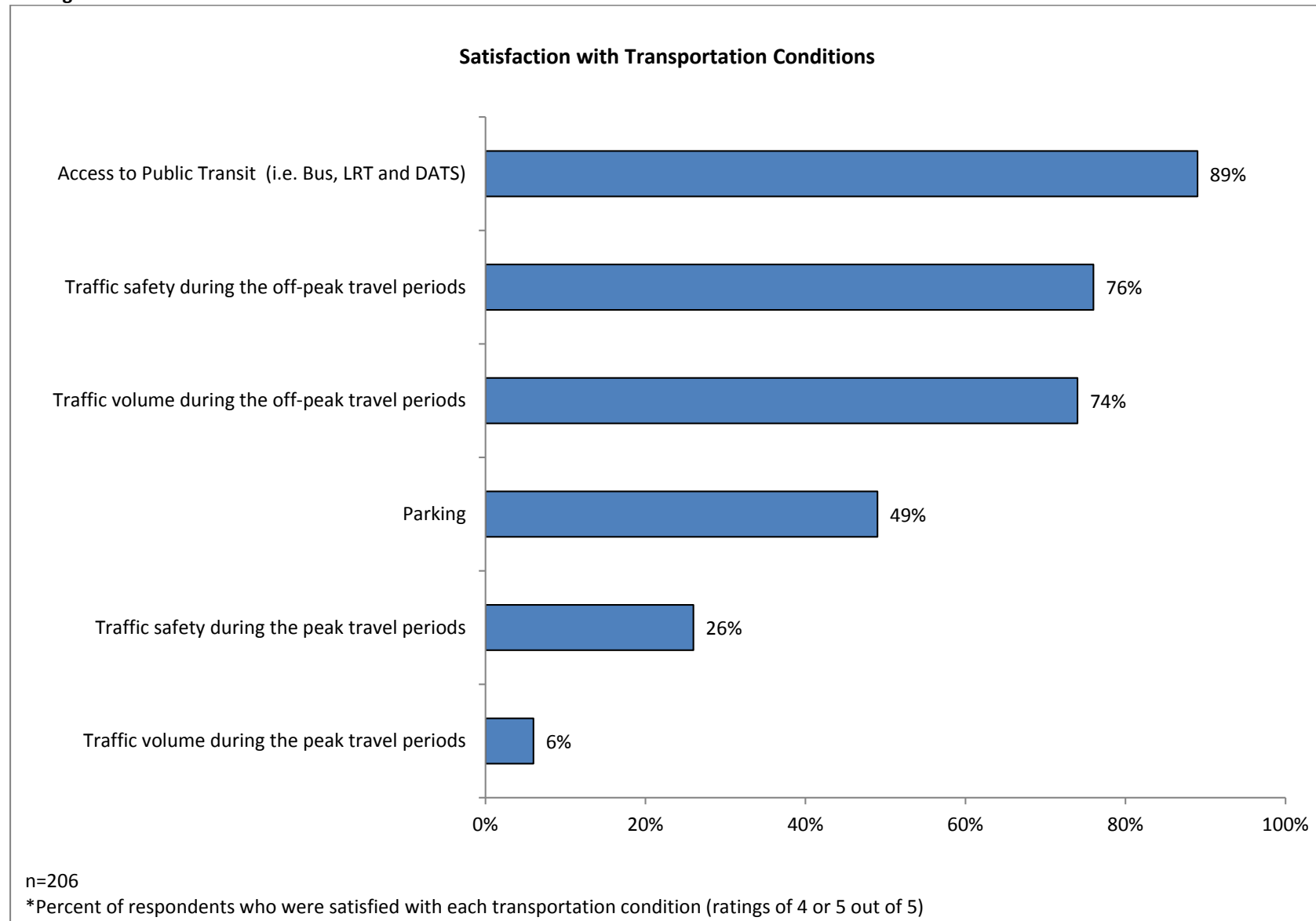




Table 10

Satisfaction with Transportation Conditions							
	Percent of Respondents (n=206)						
	Very Satisfied (5)	(4)	(3)	(2)	Not at all Satisfied (1)	Don't know/not stated	Mean
Access to Public Transit (i.e. Bus, LRT and DATS)	60	29	5	2	2	3	<b>4.49</b>
Traffic volume during the off-peak travel periods	33	41	20	2	2	1	<b>4.02</b>
Traffic safety during the off-peak travel periods	33	43	15	8	1	1	<b>4.00</b>
Parking	26	23	19	12	12	8	<b>3.44</b>
Traffic safety during the peak travel periods	6	20	24	27	23	-	<b>2.60</b>
Traffic volume during the peak travel periods	2	4	16	31	42	4	<b>1.88</b>

Respondent subgroups significantly more likely to have been **dissatisfied** with traffic volume during the peak travel periods in the Belgravia and McKernan community included:

- Those aged 18 to 54 (90%) versus those aged 55 or older (67%); and
- Those who have lived in the Belgravia or McKernan community for less than 10 years (87%) versus those who have lived in the community for more than 25 years (66%).

Respondent subgroups significantly more likely to have been **satisfied** with traffic volume during the off-peak travel periods in the Belgravia and McKernan community included:

- Those who lived south of 76 Avenue (80%) versus those who lived north of 76 Avenue (67%);
- Males (83%) versus females (69%);
- Those aged 18 to 54 (84%) versus those aged 55 or older (71%); and
- Those with children in their household (87%) versus those without children in their household (70%).

Respondent subgroups significantly more likely to have been **dissatisfied** with traffic safety during the peak travel periods in the Belgravia and McKernan community included:

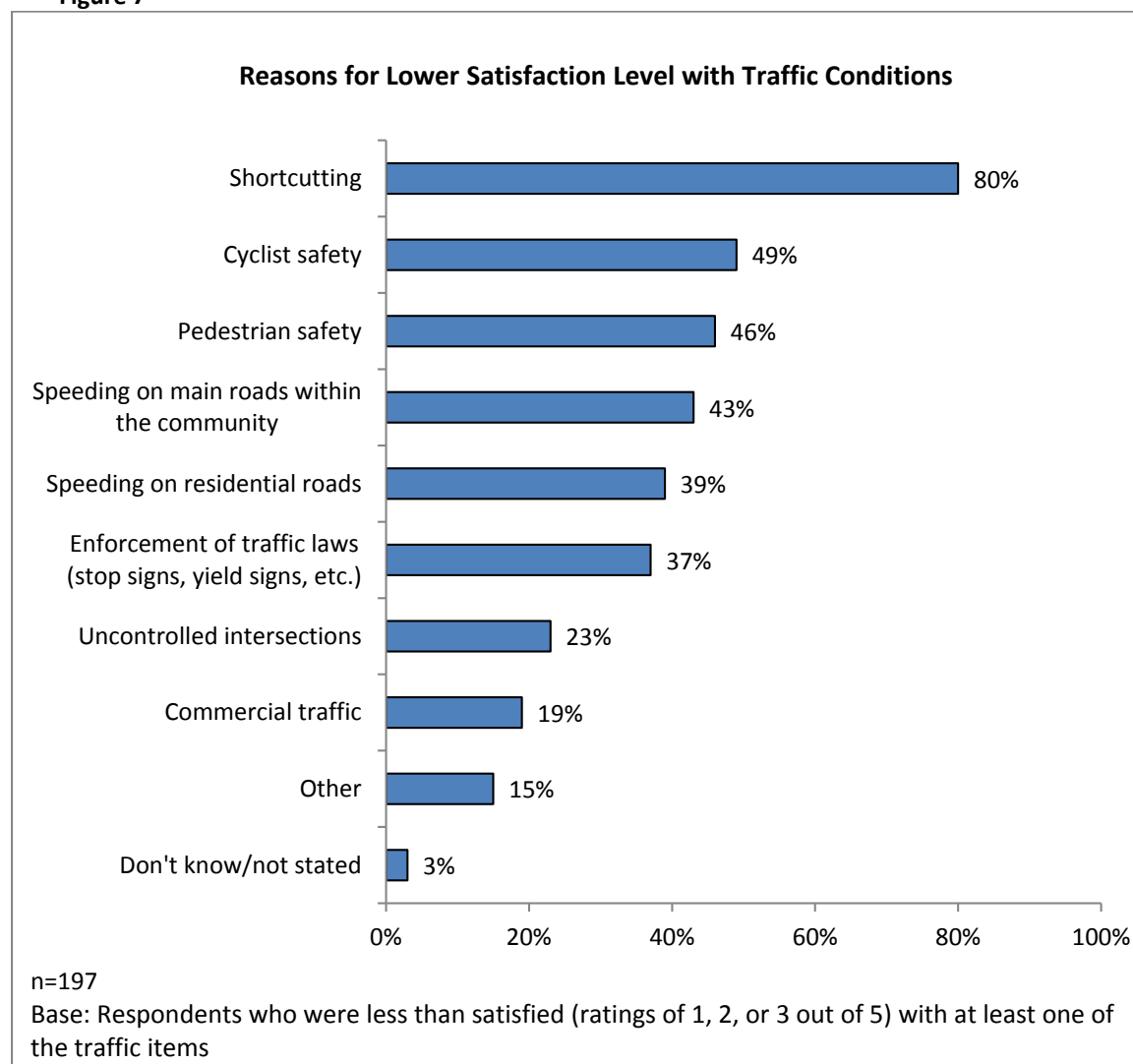
- Females (55%) versus males (40%);
- Those aged 18 to 54 (65%) versus those aged 55 or older (44%); and
- Those without seniors in their household (59%) versus those with seniors in their household (39%).

Respondent subgroups significantly more likely to have been **satisfied** with parking in the Belgravia and McKernan community included:

- Those who lived south of 76 Avenue (56%) versus those who lived north of 76 Avenue (40%); and
- Males (65%) versus females (40%).

Respondents who were less than satisfied (ratings of 1, 2, or 3 out of 5; n=197) with at least one of the transportation conditions, were asked if their lower satisfaction was due to a variety of reasons (i.e. on an aided basis). Four in five respondents (80%) reported shortcutting as an issue, while more than two in five indicated cyclist safety (49%), pedestrian safety (46%), and speeding on main roads within the community (43%) as other issues of concern. See Figure 7, below.

**Figure 7**



Other reasons for lower satisfaction with traffic conditions included:

- High traffic volume (5%);
- LRT line (4%);
- Illegal parking (2%);
- Traffic congestion backlog (1%);
- Dangerous/careless driving (1%);
- Poor road quality/conditions (e.g., potholes etc.) (1%);
- Poor/restricted access to public transportation (1%);
- Commercial vehicle parking (1%); and
- Traffic/pedestrian lights (1%).

Those without seniors in their household (85%) were significantly more likely to have indicated **shortcutting** as a reason for their lower satisfaction versus those with seniors in their household (74%).

Females (55%) were significantly more likely to have indicated **cyclist safety** as a reason for their lower satisfaction versus males (39%).

Respondent subgroups significantly more likely to have indicated **pedestrian safety** as a reason for their lower satisfaction included:

- Those aged 18 to 54 (58%) versus those aged 55 or older (41%);
- Those with children in their household (64%) versus those without children in their household (39%); and
- Those without seniors in their household (57%) versus those with seniors in their household (33%).

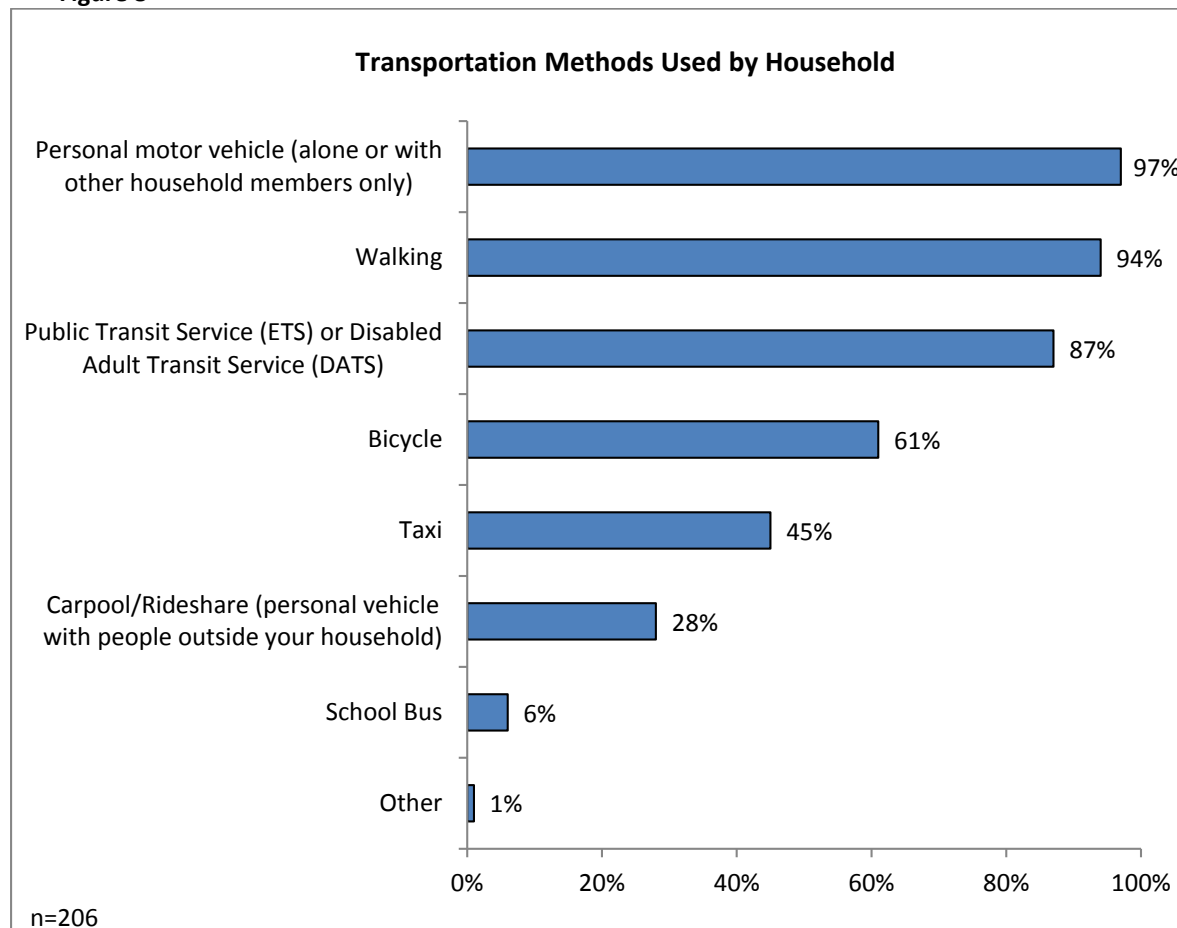
Those aged 18 to 54 (51%) were significantly more likely to have indicated **speeding on residential roads** as a reason for their lower satisfaction versus those aged 55 or older (34%).

Those aged 18 to 54 (47%) were significantly more likely to have indicated **enforcement of traffic laws** as a reason for their lower satisfaction versus those aged 55 or older (32%).

## 4.4 Transportation Habits

In the next section of the survey respondents were asked if their household uses a variety of transportation methods. The vast majority of respondents indicated their household used personal motor vehicles (97%), walking (94%), and public transit (87%), while 61% of respondents cited using bicycles. See Figure 8, below.

Figure 8



Respondent subgroups significantly more likely to have indicated **walking** was a transportation method used by their household to make trips within Edmonton included:

- Those who lived south of 76 Avenue (97%) versus those who lived north of 76 Avenue (90%);
- Those with children in their household (100%) versus those without children in their household (92%); and
- Those without seniors in their household (97%) versus those with seniors in their household (90%).

Respondent subgroups significantly more likely to have indicated **bicycle** was a transportation method used by their household to make trips within Edmonton included:

- Males (70%) versus females (55%);
- Those aged 18 to 54 (83%) versus those aged 55 or older (52%);
- Those with children in their household (93%) versus those without children in their household (50%); and
- Those without seniors in their household (79%) versus those with seniors in their household (40%).

Respondent subgroups significantly more likely to have indicated **carpool/rideshare** was a transportation method used by their household to make trips within Edmonton included:

- Those aged 18 to 54 (39%) versus those aged 55 or older (24%);
- Those with children in their household (42%) versus those without children in their household (24%); and
- Those without seniors in their household (35%) versus those with seniors in their household (21%).

Respondent subgroups significantly more likely to have indicated **school bus** was a transportation method used by their household to make trips within Edmonton included:

- Those aged 18 to 54 (12%) versus those aged 55 or older (4%);
- Those with children in their household (19%) versus those without children in their household (2%); and
- Those who have lived in the Belgravia or McKernan community for 10 to 25 years (12%) versus those who have lived in the community for more than 25 years (2%).

Respondents were then asked which intersections in the Belgravia or McKernan community they used most frequently to travel in and out of the neighbourhood. The majority of respondents reported 76 Avenue and 114 Street (83%), while more than a third used University Avenue and 115 Street (35%), and 21% cited University Avenue and Saskatchewan Drive. See Table 11, below.

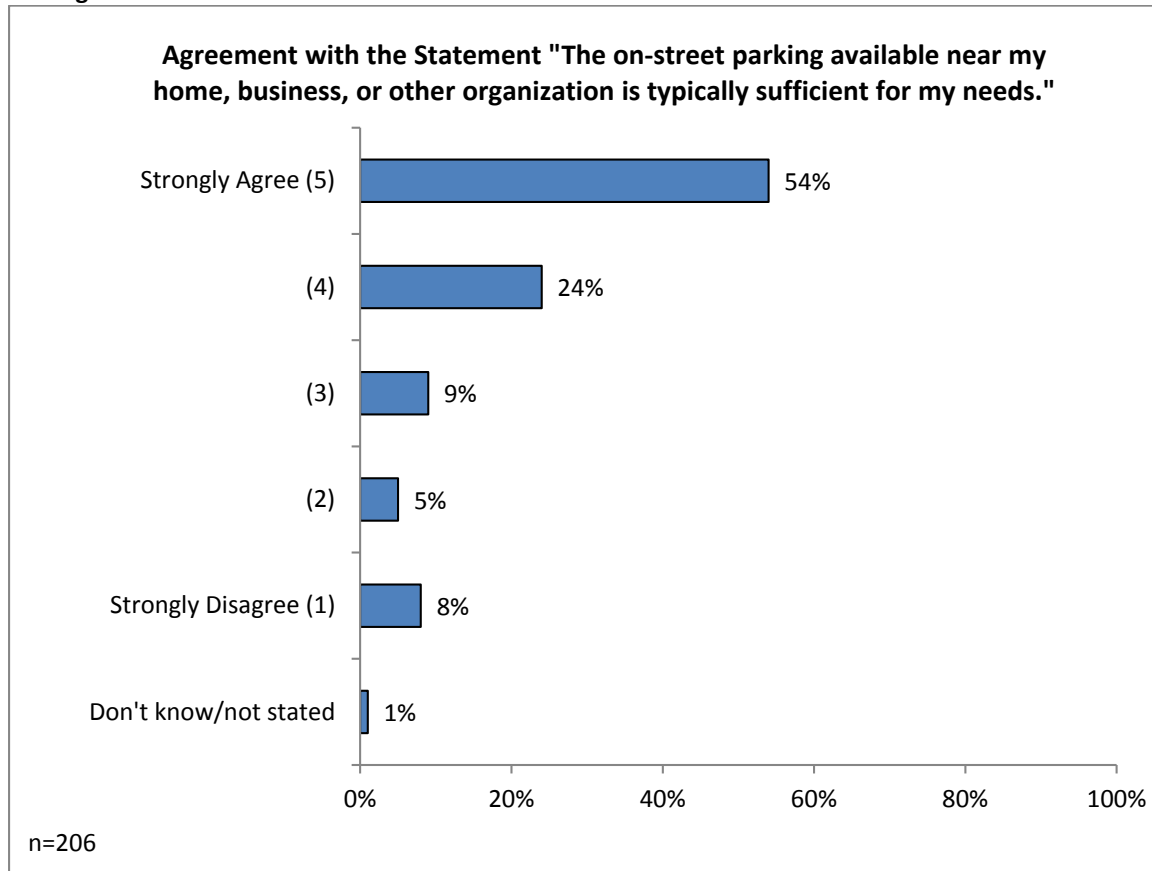
**Table 11**

<b>Intersections Most Frequently Used to Travel In and Out of the Community</b>	
	<b>Percent of Respondents (n=206)*</b>
76 Ave. and 114 St.	83
University Ave. and 115 St.	35
University Ave. and Saskatchewan Dr.	21
University Ave. and 119 St.	14
76 Ave. and 115 St.	6
76 Ave. and Saskatchewan Dr.	3
University Ave. and 114 St.	3
82 Ave. and 115 St.	2
76 Ave. and 119 St.	2
74 Ave. and 114 St.	1
87 Ave. and Saskatchewan Dr.	1
76 Ave. and 118 St.	1
74 Ave. and 115 St.	1
76 Ave. and 116 St.	1
76 Ave. and 113 St.	1
74 Ave. and Saskatchewan Dr.	1
Groat Rd. and Saskatchewan Dr.	1
University Ave. and 116 St.	1
Saskatchewan Dr. (unspecified)	1
Other (single mentions)	5

\* Multiple responses

Using a scale of 1 to 5, where 1 meant “Strongly Disagree” and 5 meant “Strongly Agree”, respondents were asked to rate their level of agreement with the statement “The on-street parking available near my home, business, or other organization is typically sufficient for my needs.” The majority of respondents agreed (ratings of 4, or 5 out of 5) with the statement (78%). See Figure 9, below.

Figure 9



Those who lived south of 76 Avenue (86%) were significantly more likely to have agreed with the statement **"The on-street parking available near my home, business, or other organization is typically sufficient for my needs"** versus those who lived north of 76 Avenue (67%).



## 4.5 Priorities in the Community

In the next section of the survey, respondents were asked to rate their comfort level with a series of potential scenarios concerning potential changes to transportation conditions in the Belgravia and McKernan community, using a scale of 1 to 5, where 1 meant “not at all comfortable”, and 5 meant “very comfortable”. At least a quarter of the respondents were comfortable (ratings of 4, or 5 out of 5) with the following:

- Changes that would slow the free flow of traffic within the neighbourhood (43%); and
- Changes that would remove parking in targeted areas (i.e. 3-4 stalls per location) (29%).

Ten percent or fewer of the respondents were comfortable (ratings of 4, or 5 out of 5) with the following:

- Changes that would make it less convenient to enter or leave the neighbourhood (10%); and
- Changes that would close a neighbourhood entrance and exit (5%).

Figure 10, and Table 12, on the following pages provide a full breakdown of the results.

Figure 10

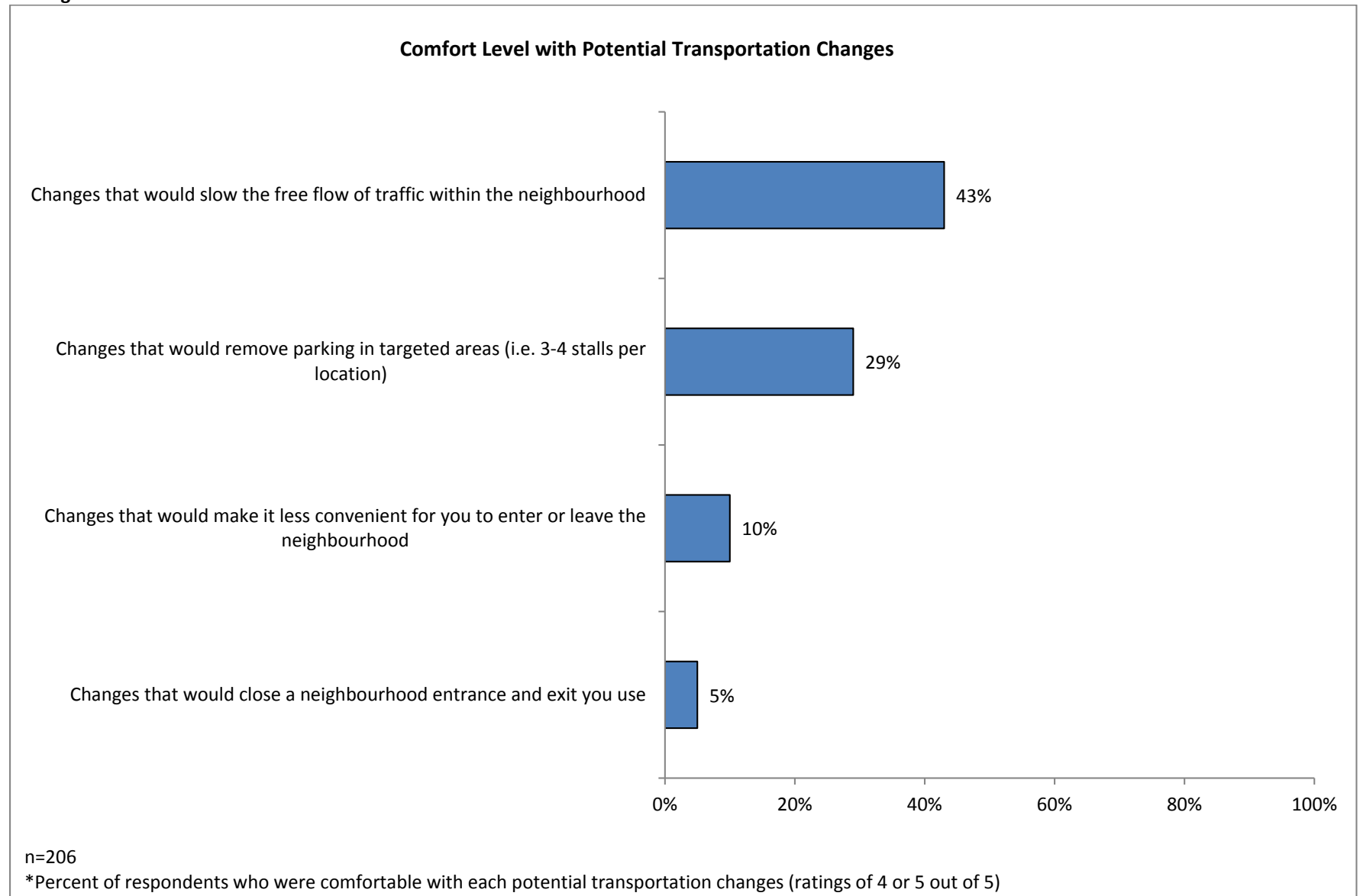


Table 12

Comfort Level with Potential Transportation Changes							
	Percent of Respondents (n=206)						
	Very Comfortable (5)	(4)	(3)	(2)	Not at all Comfortable (1)	Don't know/not stated	Mean
Changes that would slow the free flow of traffic within the neighbourhood	18	25	21	13	22	2	3.05
Changes that would remove parking in targeted areas (i.e. 3-4 stalls per location)	14	15	30	12	22	7	2.87
Changes that would make it less convenient for you to enter or leave the neighbourhood	2	8	10	17	60	3	1.72
Changes that would close a neighbourhood entrance and exit you use	3	2	7	8	79	1	1.42

Those aged 55 or older (81%) were significantly more likely to **not have been comfortable** with **changes that would make it less convenient to enter or leave the neighbourhood** versus those aged 18 to 54 (65%).

Respondent subgroups significantly more likely to **have been comfortable** with **changes that would close a neighbourhood entrance and exit** included:

- Those who lived north of 76 Avenue (9%) versus those who lived south of 76 Avenue (3%);
- Those aged 18 to 54 (12%) versus those aged 55 or older (3%);
- Those with children in their household (11%) versus those without children in their household (3%); and
- Those who have lived in the Belgravia or McKernan community for 10 to 25 years (9%) versus those who have lived in the community for more than 25 years (2%).

Respondent subgroups significantly more likely to **have been comfortable** with **changes that would remove parking in targeted areas (i.e. 3 to 4 stalls per location)** included:

- Those aged 18 to 54 (40%) versus those aged 55 or older (25%); and
- Those with children in their household (43%) versus those without children in their household (24%).

Those with children in their household (62%) were significantly more likely to **have been comfortable** with **changes that would slow the free flow of traffic within the neighbourhood** versus those without children in their household (37%).

Lastly, respondents were asked if they believed there were any other priorities, with respect to traffic volume and safety, to be addressed in the Belgravia and McKernan community. Respondents most often cited improving traffic control, flow, volume or congestion in the area, in general (17%), addressing the LRT line related traffic issues (11%), while 7% each mentioned of improving accessibility in and out of the neighbourhood, by adding more entrances and exits, and reducing the amount of traffic shortcutting in the area. See Table 13, below.

**Table 13**

<b>Priorities in the Area of Traffic Volume and Safety</b>	
	<b>Percent of Respondents (n=206)*</b>
Improved traffic control/flow/volume/congestion in the area (general)	17
Addressing the LRT line related traffic issues	11
Improved accessibility in/out of neighbourhood adding more entrances/exits	7
Reducing the amount of traffic shortcutting in area	7
Stronger enforcement of speed limits/catching speeders in area	6
Improved street/sidewalk maintenance/repairs	5
Improving pedestrian safety (general)	3
Stronger on-street parking enforcement/enforce parking bans	3
Better timed/synchronized traffic lights	2
Increased police presence/enforcement in the area (general)	2
Reducing/eliminating bicycle lanes in area	2
Improved/better snow removal services	2
Adding more pedestrian crossing/lights	2
Reduced duration of traffic lights	1
Reduced residential housing development in the area	1
Reduce the number of road closures/roads under construction	1
Improved city traffic/transportation/road planning	1
Adding more street lights in community	1
Improving school zone safety (general)	1
Improving cyclist safety/safer bike lanes	1
Other (single mentions)	3
None/no other priorities	6
Don't know/not stated	31

\* Multiple responses

## 4.6 Demographics

Table 14, below, and Table 15, on the following page, demonstrates the demographic breakdown of the residents surveyed.

**Table 14**

	Percent of Respondents (n=206)
<b>Gender</b>	
Male	37
Female	63
<b>Age</b>	
18 to 34	3
35 to 54	24
55 and older	72
<b>Residence Type</b>	
Single family dwelling	86
Apartment/condo	13
Multi-family dwelling	1
Secondary suite in a single family residence	1
<b>Percent of Households with at Least One (1) Person in Each Age Group</b>	
12 years of age or younger	17
13 to 18 years of age	13
19 to 44 years of age	33
45 to 64 years of age	51
65 years of age or older	47
<b>Mean Household Size</b>	<b>2.47 people</b>
<b>Do you own or rent your residence?</b>	
Own	96
Rent	3
Don't know/not stated	1
<b>How long have you lived in the Belgravia or McKernan community?</b>	
1 to 5 years	7
6 to 10 years	11
11 to 15 years	9
16 to 20 years	17
21 to 25 years	13
26 years or more	43
<b>Mean</b>	<b>25.3 years</b>

Table 15

How many years have you owned or operated a business in the Belgravia or McKernan community?	Number of Respondents (n=17)
Less than 1 year to 5 years	5
6 to 10 years	1
11 to 15 years	3
16 to 20 years	2
21 to 25 years	1
26 years or more	4
<b>Mean</b>	<b>16.0 years</b>
How many years have you owned property in the Belgravia or McKernan community?	Percent of Respondents (n=197)
Less than 1 year to 5 years	7
6 to 10 years	10
11 to 15 years	11
16 to 20 years	19
21 to 25 years	13
26 years or more	41
<b>Mean</b>	<b>24.4 years</b>

## **APPENDIX A – SURVEY INSTRUMENT**



**Belgravia/McKernan Community**

**Telephone Community Traffic Management Survey**

**Final – November 12, 2015**

**Introduction**

Hello, my name is \_\_\_\_\_ and I am calling from Banister Research, a professional research company. This fall, the Belgravia and McKernan community will start a traffic management planning process with the City of Edmonton. We have been contracted on behalf of the City of Edmonton to conduct an important survey to gain a clear understanding of the community's perception of roadways in and around the neighbourhood where the City could make modifications to better serve the area.

I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study. This interview will take about 8 to 10 minutes. Is this a convenient time for us to talk, or should we call you back?

1. Convenient time **[Continue]**
2. Not convenient time **[Arrange Call-Back]**
3. Not interested in participating **[Thank and Terminate]**

May I confirm that you are 18 years of age or older?

4. Yes **[Continue]**
5. No, I can get someone else **[Wait, and repeat introduction]**
6. No **[Thank and Terminate]**

**Qualifiers**

A. What is your 6 digit postal code? **(Specify)**

1. \_\_\_\_\_
- F5. (Don't Know/Not stated) **[Thank and Terminate]**

B. Based on your mailing address, where in Belgravia or McKernan is your home?

1. North of 76 Avenue, between Saskatchewan Drive and 114 Street
2. South of 76 Avenue, between Saskatchewan Drive and 114 Street
3. Not applicable **[Thank and Terminate]**

C. For each of the following descriptions, please indicate whether or not they apply to yourself?

1. Yes
2. No
  
- a) I am an employee who works in Belgravia or McKernan
- b) I am an business owner/operator in Belgravia or McKernan
- c) I am a representative of an association /organization in Belgravia or McKernan **(please specify)**
- d) I am a customer of businesses in Belgravia or McKernan
- e) I am a property owner in Belgravia or McKernan
- f) Other **(please specify)**

**Overall Perceptions**

1a. What would you say are the three biggest transportation or traffic-related issues facing the community of Belgravia and McKernan today? **(Do not read, select the top 3 issues)**

**Pre-coded List**

1. Shortcutting
2. High traffic volume
3. High speeds/speeders
4. Lack of turning signal/lanes
5. Bike lanes
6. LRT line
7. Uncontrolled intersections
8. Parking (overflow, visibility)
9. Traffic congestions backlog
10. Commercial vehicles (general)
11. Traffic/pedestrian lights
12. Other **(specify)**

- 1b. **[Ask for each issue selected in Q1a]** At which locations are these issues most prevalent?  
**(Do not read, select all that apply)**

**Pre-coded List**

1. University Avenue
2. 114 Street
3. Saskatchewan Drive
4. Belgravia Road (71 Avenue)
5. 76 Avenue
6. 74 Avenue
7. University Avenue and 114 Street
8. University Avenue and Saskatchewan Drive
9. Belgravia Road (71 Avenue) and 114 Street
10. 76 Avenue and 114 Street
11. 76 Avenue and Saskatchewan Drive
12. 74 Avenue and 114 Street
13. 74 Avenue and Saskatchewan Drive
14. Other **(specify)**

- 2a. In your opinion, over the past 5 years, has the traffic volume in the Belgravia and McKernan community increased, remained the same, or decreased?

1. Decreased
2. Remained about the same
3. Increased

- 2b. What makes you feel this way? **(Specify)**

- 3a. Would you say your walking comfort level in the Belgravia and McKernan community is poor, fair, good, very good, or excellent?

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent
6. Not Applicable

- 3b. **[Do not ask if Q3a=6/N/A]** What makes you feel this way? **(Specify)**

4a. Would you say your cycling comfort level in the Belgravia community is poor, fair, good, very good, or excellent?

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent
6. Not Applicable

4b. **[Do not ask if Q4a=6/N/A]** What makes you feel this way? **(Specify)**

5. Please rate your level of satisfaction with each of the following transportation conditions in the Belgravia or McKernan community, on a scale of 1 to 5 where 1 means "Not at all satisfied" and 5 means "Very satisfied".

Please note: The AM peak travel period is 7am-9am and the PM peak travel period is 4pm-6pm.

1. Not at all satisfied
  - ...
  5. Very satisfied
- 
- a) Traffic volume during the peak travel periods
  - b) Traffic volume during the off-peak travel periods
  - c) Traffic safety during the peak travel periods
  - d) Traffic safety during off-peak travel periods
  - e) Parking
  - f) Access to Public Transit (i.e. Bus, LRT and DATS)
- 
6. **[Skip if none of 5 a-f = 1,2 or 3]** You have indicated in the previous question lower satisfaction levels with respect to traffic safety, traffic volume, public transit access and/or parking (1, 2, or 3 out of 5). Would you say you provided that rating for the following reasons? Please select all that apply **(Read List)**
- a) Speeding on main roads within the community
  - b) Speeding on residential roads
  - c) Commercial traffic
  - d) Pedestrian safety
  - e) Shortcutting (a trip that does not originate in, but travels through, the community to get to a destination that is outside of the community)
  - f) Cyclist safety
  - g) Enforcement of traffic laws (stop signs, yield signs, etc.)
  - h) Uncontrolled intersections
  - i) Other **(specify)**

#### Transportation Habits

7. Please indicate whether or not you or any member of your household use each of the following modes of transportation to make trips within Edmonton. (Please select all that apply)
- a) Personal motor vehicle (alone or with other household members only)
  - b) Carpool/Rideshare (Personal motor vehicle with people outside your household)
  - c) Public Transit Service (ETS) or Disabled Adult Transit Service (DATS)
  - d) Walking
  - e) Taxi
  - f) Bicycle
  - g) School Bus
  - h) Other **(specify)**
8. Which intersections do you use most frequently to travel in and out of the community? **(Do not read, select all that apply)**
- Pre-coded List**
- a) University Avenue and 115 Street
  - b) 76 Avenue and 114 Street
  - c) 74 Avenue and 114 Street
  - d) 74 Avenue and Saskatchewan Drive
  - e) 76 Avenue and Saskatchewan Drive
  - f) Other (please specify)
9. Using a scale of 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree”, Please indicate your level of agreement, with the following statement: “The on-street parking available near my home, business or other organization is typically sufficient for my needs.”

1. Strongly Disagree

...

5. Strongly Agree

**Priorities in Belgravia/McKernan Community**

10. Some changes may be needed to address transportation and volume concerns, and introduce traffic calming measures. For each of the following potential scenarios, please indicate how comfortable you would be with the change, using a scale of 1 to 5 where 1 means “Not at all comfortable” and 5 means “Very comfortable”.

1. Not at all Comfortable

...

5. Very comfortable

1. Changes that would make it less convenient for you to enter or leave the neighbourhood
2. Changes that would close a neighbourhood entrance and exit you use
3. Changes that would remove parking in targeted areas (i.e. 3-4 stalls per location)
4. Changes that would slow the free flow of traffic within the neighbourhood

11. In the areas of traffic volume and safety, what other priorities do you think should be addressed in the Belgravia and McKernan community? **(Specify)**

**Respondent Characteristics**

12. **[DO NOT READ]** Gender

1. Male
2. Female

13. Which of the following age categories do you belong to?

7. 18 to 34
8. 35 to 54
9. 55+

14. Which of the following types of residence do you live in? **(Read list)**

1. Single family dwelling
2. Multi-family dwelling (townhouse or duplex)
3. Secondary suite in a single family residence
4. Apartment/ condo
5. Other **(Specify)**

15. Including yourself, how many people in each of the following age groups live in your household? How many are:
1. Under 13 years old
  2. Between 13 and 18 years old
  3. Between 19 and 44 years old
  4. Between 45 and 64 years old
  5. 65 years of age or older
16. Do you own or rent your residence?
1. Own
  2. Rent
- 17a. How many years have you lived in the Belgravia or McKernan community?  
**(Numeric Value)**
- 17b. How many years have you owned or operated a business in the Belgravia or McKernan community? **(Ask only if qualifier C-b =1/Yes. "business owner/operator"**  
**(Numeric Value)**
- 17c. How many years have you owned property in the Belgravia or McKernan community?  
**(Ask only if qualifier C-e = 1/Yes. "property owner"**  
**(Numeric Value)**

**Thank you for your input. Your answers and comments will help shape traffic management in Belgravia and McKernan.**