



Community Traffic Management Plan
2016 Prince Charles Business Survey
Draft Report

February 19th, 2016



TABLE OF CONTENTS

1.0	SUMMARY OF FINDINGS	3
2.0	PROJECT BACKGROUND	7
3.0	METHODOLOGY	7
3.1	Project Initiation and Questionnaire Design	7
3.2	Survey Population and Data Collection	8
3.3	Data Analysis and Project Documentation	9
4.0	STUDY FINDINGS	10
4.1	Respondent Profile	10
4.2	Traffic Management Process	14
4.3	Comfort Level and Effectiveness of the Traffic Calming Measures	23
4.4	Demographics	38
	APPENDIX A – SURVEY INSTRUMENT	39

1.0 SUMMARY OF FINDINGS

In 2016, the City of Edmonton (the Client) contracted Banister Research to conduct a census survey of businesses in Prince Charles where a Community Traffic Management Plan (CTMP) was being implemented. The Client provided Banister Research with a list of businesses in the Prince Charles neighbourhood. Banister Research conducted telephone interviews with 33 business owners, business managers, property owners and members of business associations in Prince Charles, where the CTMP was taking place. Results reflect a margin of error no greater than $\pm 12.4\%$ at the 95% confidence level, or 19 times out of 20.¹

Key findings from the 2016 City of Edmonton CTMP for Prince Charles business survey included:

Respondent Profile

- The majority of respondents (70%) indicated that their business was located south of 119 Avenue, between 121 Street and 127 Street, while 27% indicated that their business was located east of 122 Street, between 119 Avenue and 123 Avenue. Three percent (3%) of respondents indicated that their business was located along 127 Street, north of 120 Avenue.
- The majority of respondents were business managers (91%) or business owners or operators (82%) in Prince Charles.
- Most commonly, respondents indicated that they owned or operated a business that was considered a business other than public administration (42%), while 15% owned or operated a health care and social assistance business, and 12% owned or operated a retail trade business.
- Two-thirds of respondents (67%) employed 1 to 5 employees, while just under one-quarter of respondents (24%) employed 6 to 10 employees.
- Two-thirds of respondents (67%) indicated that their business receives or ships supplies or products on a regular basis, while one-third (33%) of respondents' businesses did not.
- Over half (n=12; 55%) of those who indicated that their business receives or ships supplies or products on a regular basis (n=22) indicated that this occurs daily, followed by 32%; n=7 who indicated that this happens multiple times per week.
- The majority (n=21; 96%) of those who indicated that their business receives or ships supplies or products on a regular basis (n=22) reported that cube vans or single unit trucks pick-up or deliver their supplies or products.
- Those who indicated that their business receives or ships supplies or products on a regular basis (n=22) most commonly cited 124 Street and 118 Avenue as the intersection their delivery vehicles usually use to travel in and out of the community (n=6; 27%), followed by 122 Street and 118 Avenue (n=5; 23%).
- Respondents were asked which roadways they use most frequently to access Yellowhead Trail eastbound. Most commonly, respondents reported 127 Street (36%), followed by 121 Street (30%).

¹ Based on a total number of 70 business records provided by the Client.

- Respondents were then asked which roadways they use most frequently to access Yellowhead Trail westbound. Most commonly, respondents reported St. Albert Trail (46%), followed by 127 Street (15%), and 121 Street (15%).
- Respondents were asked how often customers typically visit their business. Most commonly, respondents indicated that customers typically visit on a daily basis (79%).

Traffic Management Process

- The majority of respondents (85%) were aware of the ongoing community traffic management process in Prince Charles, while 15% were not.
 - Those who were aware of the ongoing traffic management process in Prince Charles (n=28) were asked how they first heard about this. Most commonly, respondents cited the local business association (n=6) or word of mouth (n=6).
- Nine percent (9%) of respondents attended the Public Information Session for the Community Traffic Management Plan on April 23, 2015 at Prince Charles School, while 88% did not.
- Respondents were asked if the traffic volume in the Prince Charles community had increased, remained about the same, or decreased since the installation of the trial measures in Prince Charles this summer. Over one-third of respondents (36%) believed the traffic volume had decreased, while 12% felt that it increased and 27% believed that traffic volume had remained the same.
- Respondents were asked if the traffic safety conditions in the Prince Charles Community improved, remained the same, or declined since the installation of the trial measures in Prince Charles this summer. Nearly half of the respondents (49%) indicated that traffic safety conditions had remained about the same, while 9% said it had improved, and 9% said that safety conditions had declined.
- Respondents were then asked if the conditions for pedestrians in the Prince Charles Community improved, remained the same, or declined since the installation of the trial measures in Prince Charles this summer. Nearly half of the respondents (49%) indicated that conditions for pedestrians had remained about the same, while 15% said it had improved, and 12% said that safety conditions had declined.

Comfort Level and Effectiveness of the Traffic Calming Measures

- Respondents were asked to rate their level of comfort with the closure of 124 Street to motor vehicle traffic north of 123 Avenue. Just under one-quarter of respondents (24%) were comfortable with this, while 58% of respondents were not comfortable.
 - Those who were neutral or uncomfortable with the closure of 124 Street to motor vehicle traffic north of 123 Avenue (n=22), were asked why they felt this way. Nearly half of the respondents (n=10) said that their business is inaccessible or difficult to access due to the road closure.
- Respondents were asked to rate how effective they felt the change has been in addressing traffic safety issues, when considering the 124 Street road closure. One-third of respondents (33%) rated this as not effective, while 30% rated this as effective.
 - Those who were neutral or believed that the closure of 124 Street had not been effective (n=18), were asked why they felt this way. Nearly one-third of the respondents (n=5) said that high traffic volume is prevalent in the area, or that the closure is ineffective (n=5).
- Respondents were asked to rate their level of comfort with the curb extensions on 124 street. Twelve percent (12%) of respondents were comfortable with this, while 61% were not.
 - Those who were neutral or not comfortable with the curb extensions on 124 Street (n=26), were asked why they felt this way. Twelve respondents (n=12) said that the extensions are too wide and there is not enough room for two vehicles.
- Respondents were asked to rate how effective the curb extensions on 124 Street were, with regards to addressing traffic safety issues. Twenty-seven percent (27%) rated these as effective, while 52% rated these as not effective.
 - Those who said that the 124 Street curb extensions have not been effective, or they have a neutral opinion (n=20), were asked why they felt this way. One-quarter of respondents (n=5) said that extensions are too wide and there is not enough room for two vehicles.
- Respondents were asked to rate their level of comfort with the curb extensions on 122 Street at 119 Avenue. Fifteen percent (15%) of respondents were comfortable with this, while nearly half of respondents (46%) were not comfortable.
 - Those who were neutral or uncomfortable with the curb extensions on 122 Street at 119 Avenue (n=17), were asked why they felt this way. Nearly half of the respondents (n=8) said the extensions are too wide and there is not enough room for two vehicles.
- Respondents were asked to rate the level of effectiveness the curb extensions on 122 Street at 119 Avenue had in addressing traffic safety issues. Fifteen percent (15%) of respondents rated this as effective, while 42% rated this as not effective. Thirty-nine percent (39%) of respondents were unsure or did not provide a response.
 - Those who said that the 122 Street curb extensions at 119 Avenue have not been effective, or they have a neutral opinion (n=15), were asked why they felt this way. Four respondents (n=4) said the extensions are too wide and there is not enough room for two vehicles.
- Over half of the respondents (55%) indicated that customers had identified issues with the changes made as a result of the traffic management process.

- Those who indicated they had customers who identified issues with the roadway changes (n=18) most commonly stated that it is inconvenient to detour, take alternate routes, or divert through the neighbourhood (n=9) or that their business is inaccessible or difficult to access (n=9).
- Those whose business had at least one employee, in addition to the owner, (n=26) were asked if employees had identified any issues with the changes made as a result of the traffic management process. Thirty-nine percent (n=10; 39%) indicated that employees had identified issues.
 - Those who indicated they had employees who identified issues with the changes (n=10) most commonly stated that it is inconvenient to detour, take an alternate route, or divert through the neighbourhood (n=6).
- Using a scale of 1 to 5, where 1 meant “not at all satisfied” and 5 meant “very satisfied”, respondents were asked to rate their level of satisfaction with all of the changes made as a result of the traffic management process. Just over one-fifth of respondents (21%) were either satisfied (ratings of 4, or 5 out of 5) or neutral (ratings of 3 out of 5) with the overall result, while 52% were not satisfied (ratings of 1 or 2 out of 5).

2.0 PROJECT BACKGROUND

In 2016, the City of Edmonton (the Client) contracted Banister Research to conduct a business survey in Prince Charles where a Community Traffic Management Plan (CTMP) was implemented. After implementation of trial traffic measures, the City wished to measure the level of comfort with and perceived effectiveness of said measures, and determine their impact on local businesses in Prince Charles.

Other survey questions included questions related to the characteristics of each business (type of business, number of employees, etc.) 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 2016 City of Edmonton Community Traffic Management Plan (CTMP) Survey for Prince Charles Businesses.

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 January 25th to February 5th, 2016, at the Banister Research Call Centre. A total of 33 surveys were completed with business owners, business managers, property owners and members of business associations in Prince Charles; results provide a margin of error no greater than $\pm 12.4\%$ at the 95% confidence level, or 19 times out of 20².

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 business hours on weekdays. 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 58% response rate and an 18% 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	33
Answering Machine	11
Respondents Unavailable/Appointment set	6
Refusals	7
Fax/Modem/Not-In-Service/Wrong Number	13
Total	70

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.

² Based on a total number of 70 business records provided by the Client.

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.

A list of responses to each open-ended question was 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 20% 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).

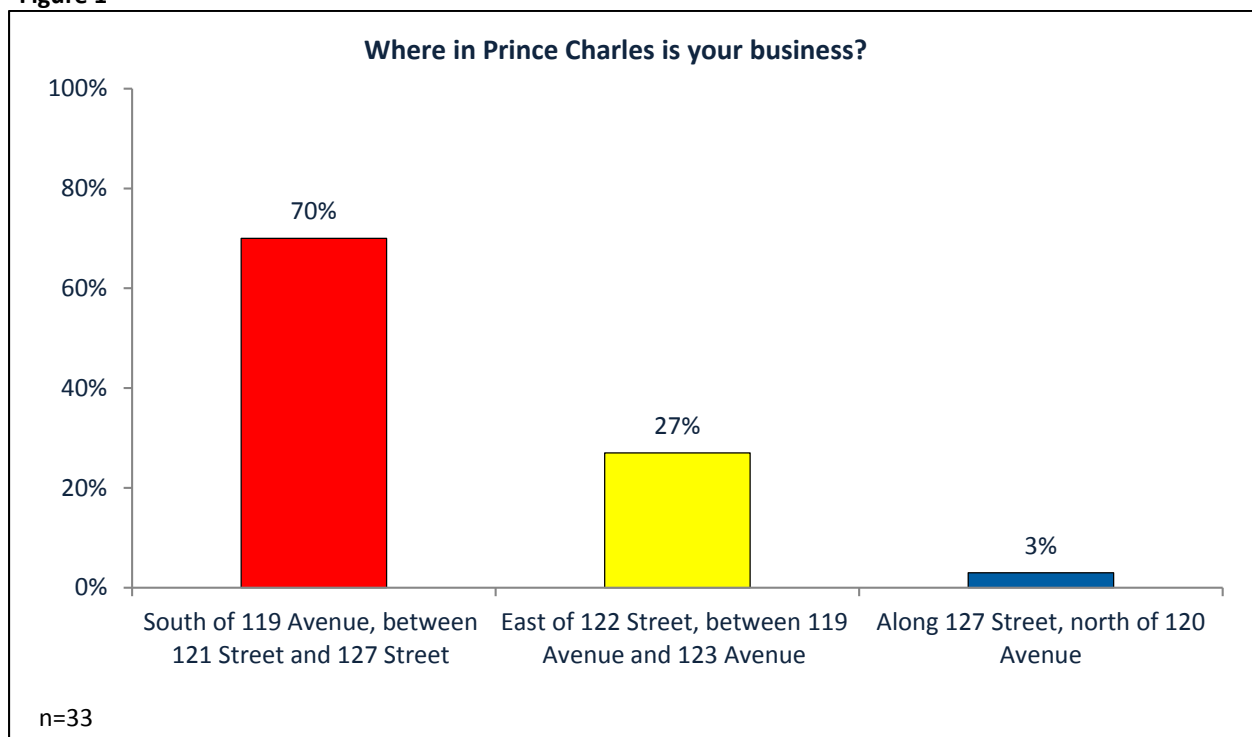
4.0 STUDY FINDINGS

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. It is important to note that any discrepancies between charts, graphs, or tables are due to rounding of the numbers.

4.1 Respondent Profile

To begin the survey, respondents were asked where in Prince Charles their business was located. As shown in Figure 1, below, the majority of respondents (70%) indicated that their business was located south of 119 Avenue, between 121 Street and 127 Street, while 27% indicated that their business was located east of 122 Street, between 119 Avenue and 123 Avenue. Three percent (3%) of respondents indicated that their business was located along 127 Street, north of 120 Avenue. See Figure 1 below, and Figure 1A, on the following page.

Figure 1



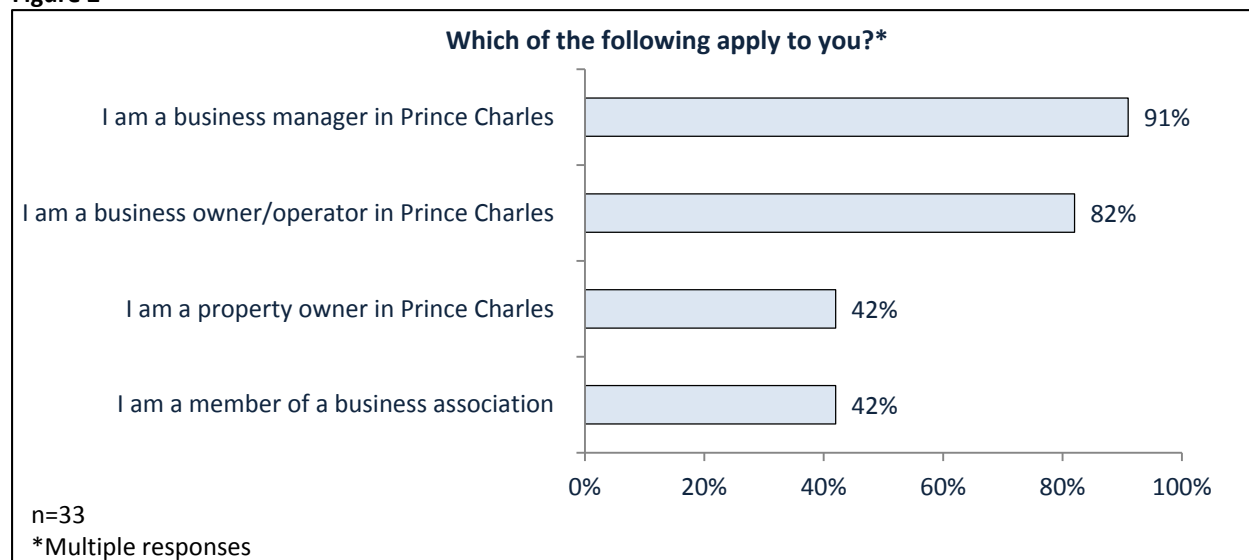
The map displays the Prince Charles area in Edmonton, Alberta, with the Yellowhead Trail running horizontally across the top. A north arrow is positioned in the upper right corner. Three specific areas are highlighted with colored rectangles:

- Blue Rectangle:** Located along 127 St NW, spanning from 120 Ave NW to 124 Ave NW.
- Yellow Rectangle:** Located along 121 St NW, spanning from 119 Ave NW to 122 Ave NW.
- Red Rectangle:** Located along 119 Ave NW, spanning from 118 Ave NW to 120 Ave NW.

Other visible streets include 128 St NW, 126 St NW, 125 St NW, 123 St NW, 124 Ave NW, 123 Ave NW, 122 Ave NW, 121 Ave NW, 120 Ave NW, 119 Ave NW, 118 Ave NW, 126 St NW, 125 St NW, 124 St NW, 123 St NW, 122 St NW, 121 St NW, 120 St NW, 119 St NW, 118 St NW, 117 St NW, 116 St NW, 115 St NW, 114 St NW, 113 St NW, 112 St NW, 111 St NW, 110 St NW, 109 St NW, 108 St NW, 107 St NW, 106 St NW, 105 St NW, 104 St NW, 103 St NW, 102 St NW, 101 St NW, 100 St NW, 99 St NW, 98 St NW, 97 St NW, 96 St NW, 95 St NW, 94 St NW, 93 St NW, 92 St NW, 91 St NW, 90 St NW, 89 St NW, 88 St NW, 87 St NW, 86 St NW, 85 St NW, 84 St NW, 83 St NW, 82 St NW, 81 St NW, 80 St NW, 79 St NW, 78 St NW, 77 St NW, 76 St NW, 75 St NW, 74 St NW, 73 St NW, 72 St NW, 71 St NW, 70 St NW, 69 St NW, 68 St NW, 67 St NW, 66 St NW, 65 St NW, 64 St NW, 63 St NW, 62 St NW, 61 St NW, 60 St NW, 59 St NW, 58 St NW, 57 St NW, 56 St NW, 55 St NW, 54 St NW, 53 St NW, 52 St NW, 51 St NW, 50 St NW, 49 St NW, 48 St NW, 47 St NW, 46 St NW, 45 St NW, 44 St NW, 43 St NW, 42 St NW, 41 St NW, 40 St NW, 39 St NW, 38 St NW, 37 St NW, 36 St NW, 35 St NW, 34 St NW, 33 St NW, 32 St NW, 31 St NW, 30 St NW, 29 St NW, 28 St NW, 27 St NW, 26 St NW, 25 St NW, 24 St NW, 23 St NW, 22 St NW, 21 St NW, 20 St NW, 19 St NW, 18 St NW, 17 St NW, 16 St NW, 15 St NW, 14 St NW, 13 St NW, 12 St NW, 11 St NW, 10 St NW, 9 St NW, 8 St NW, 7 St NW, 6 St NW, 5 St NW, 4 St NW, 3 St NW, 2 St NW, 1 St NW.

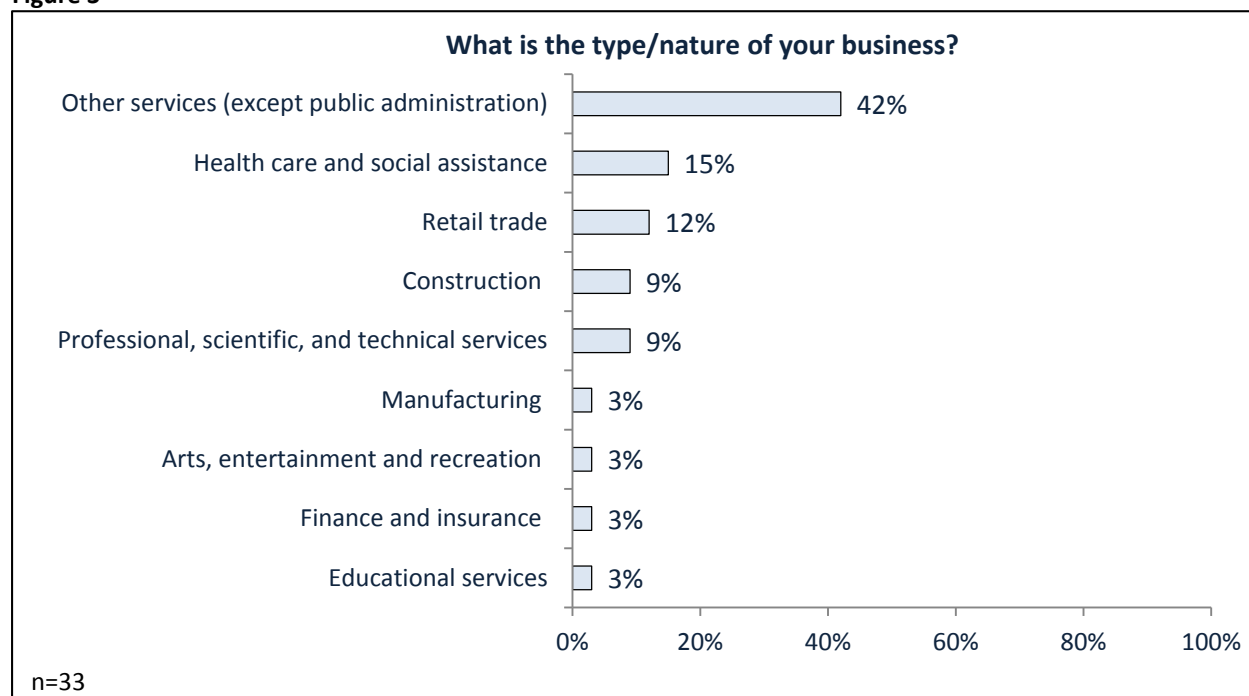
Next, respondents indicated whether a series of descriptions relating to the Prince Charles community applied to them. The majority of respondents were business managers (91%) or business owners or operators (82%) in Prince Charles. See Figure 2, below.

Figure 2



Next, respondents were asked what type of business they owned or operated. Most commonly, respondents indicated that they owned or operated a business that was considered a business other than public administration (42%), while 15% owned or operated a health care and social assistance business, and 12% owned or operated a retail trade business. See Figure 3, below.

Figure 3



Two-thirds of respondents (67%) employed 1 to 5 employees, while just under one-quarter of respondents (24%) employed 6 to 10 employees. See Figure 4, and Table 1, below.

Figure 4

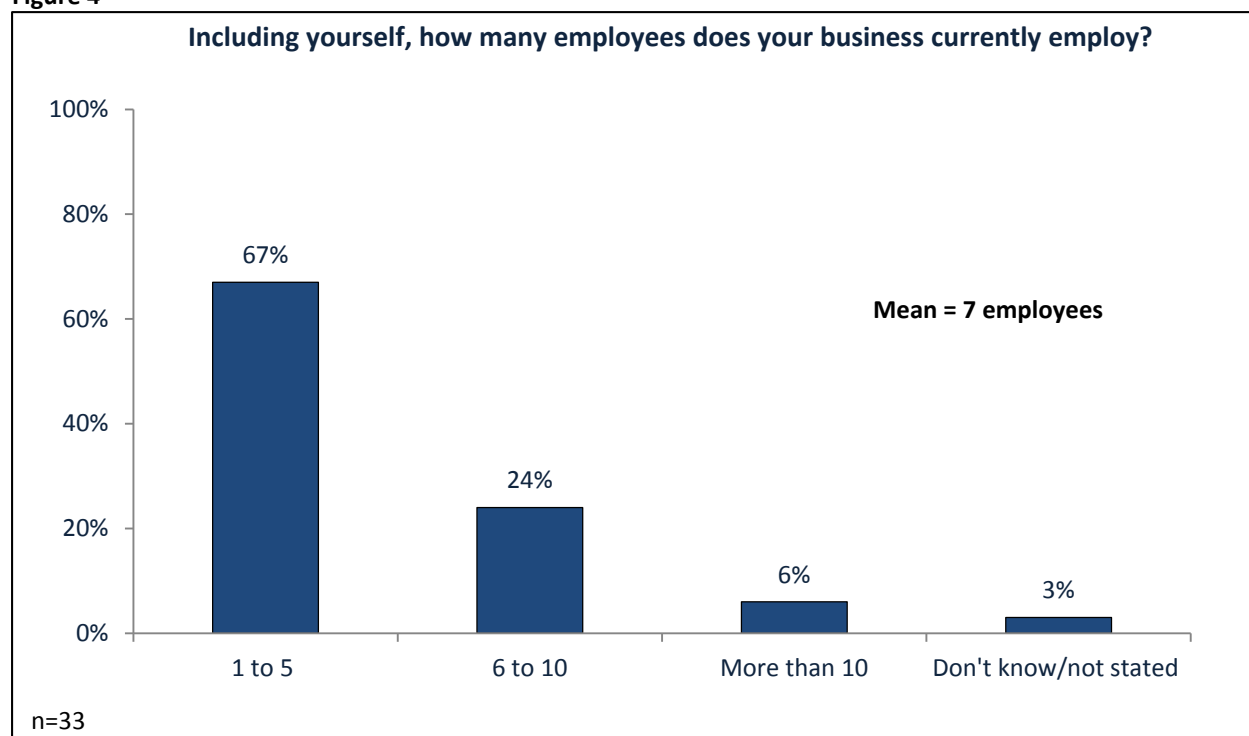
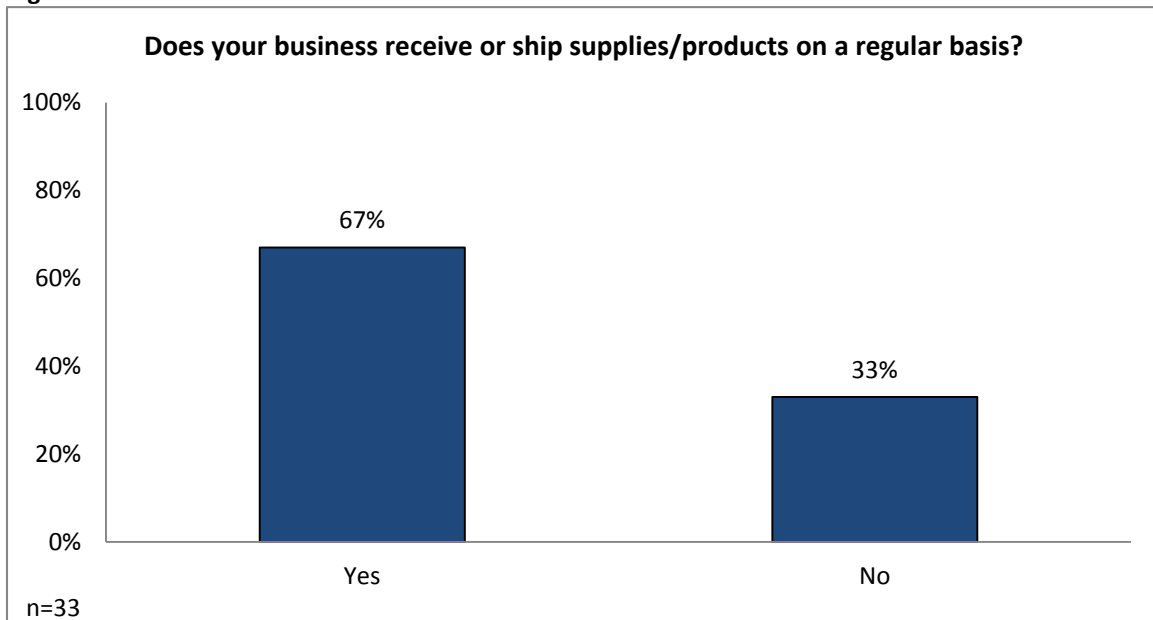


Table 1

Including yourself, how many employees does your business currently employ?	
	Percent of Respondents (n=33)
One	18
Two	12
Three	18
Four	15
Five	3
Six	3
Seven	3
Eight	9
Nine	3
Ten	6
21 to 50	3
More than 50	3
Don't know/not stated	3
Mean number of employees	7 employees

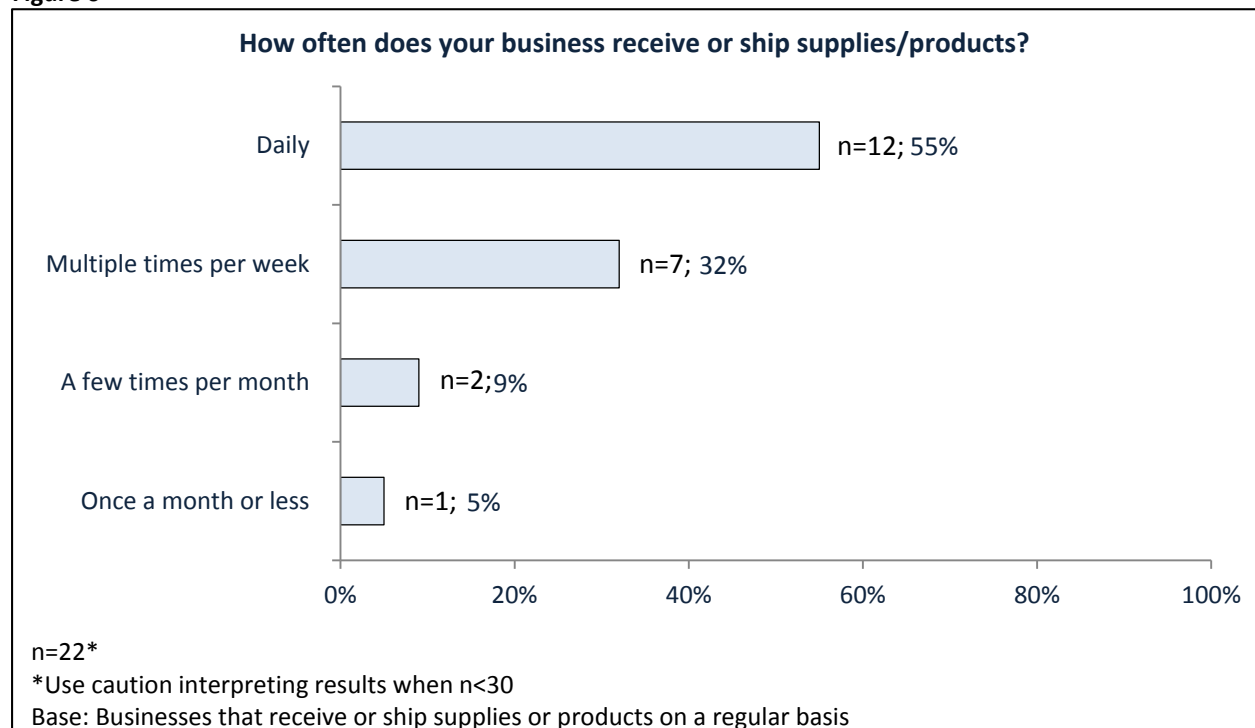
Two-thirds of respondents (67%) indicated that their business receives or ships supplies or products on a regular basis, while one-third (33%) of respondents' businesses did not. See Figure 5, below.

Figure 5



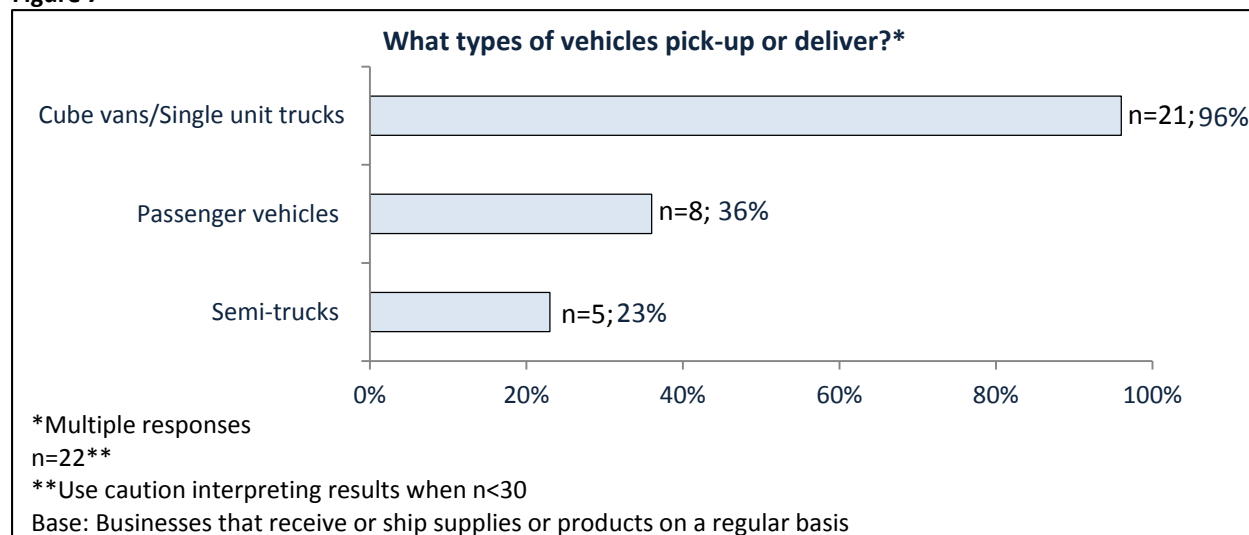
Over half (n=12; 55%) of those who indicated that their business receives or ships supplies or products on a regular basis (n=22) indicated that this occurs daily, followed by 32%; n=7 who indicated that this happens multiple times per week. See Figure 6, below.

Figure 6



The majority (n=21; 96%) of those who indicated that their business receives or ships supplies or products on a regular basis (n=22) reported that cube vans or single unit trucks pick-up or deliver their supplies or products. See Figure 7, below.

Figure 7



Those who indicated that their business receives or ships supplies or products on a regular basis (n=22) most commonly cited 124 Street and 118 Avenue as the intersection their delivery vehicles usually use to travel in and out of the community (n=6; 27%), followed by 122 Street and 118 Avenue (n=5; 23%). See Table 2, below.

Table 2

Which intersections along 118 Avenue or 127 Street do your delivery vehicles usually use to travel in an out of the community?	
Base: Respondents whose business receives or ships supplies/products on a regular basis	Number of Respondents* (n=22)**
124 Street and 118 Avenue	6
122 Street and 118 Avenue	5
121 Avenue and 127 Street	3
124 Street and Yellowhead Trail	2
124 Street and 121 Avenue	2
123 Street and 118 Avenue	1
126 Street and 118 Avenue	1
120 Avenue and 127 Street	1
122 Avenue and 127 Street	1
127 Street and Yellowhead Trail	1
127 Street and St. Albert Trail	1
Don't know/not stated	5

*Multiple responses

**Use caution interpreting results when n<30

Respondents were asked which roadways they use most frequently to access Yellowhead Trail eastbound. Most commonly, respondents reported 127 Street (36%), followed by 121 Street (30%). See Table 3, below.

Table 3

Since the closure of 124 Street, which roadway(s) do you use usually to access Yellowhead Trail eastbound?	
	Percent of Respondents (n=33)
127 Street	36
121 Street	30
St. Albert Trail	9
Uses both 127 Street and 121 Street	9
Do not access Yellowhead Trail	6
Airport Road	3
118 Avenue	3
119 Street	3

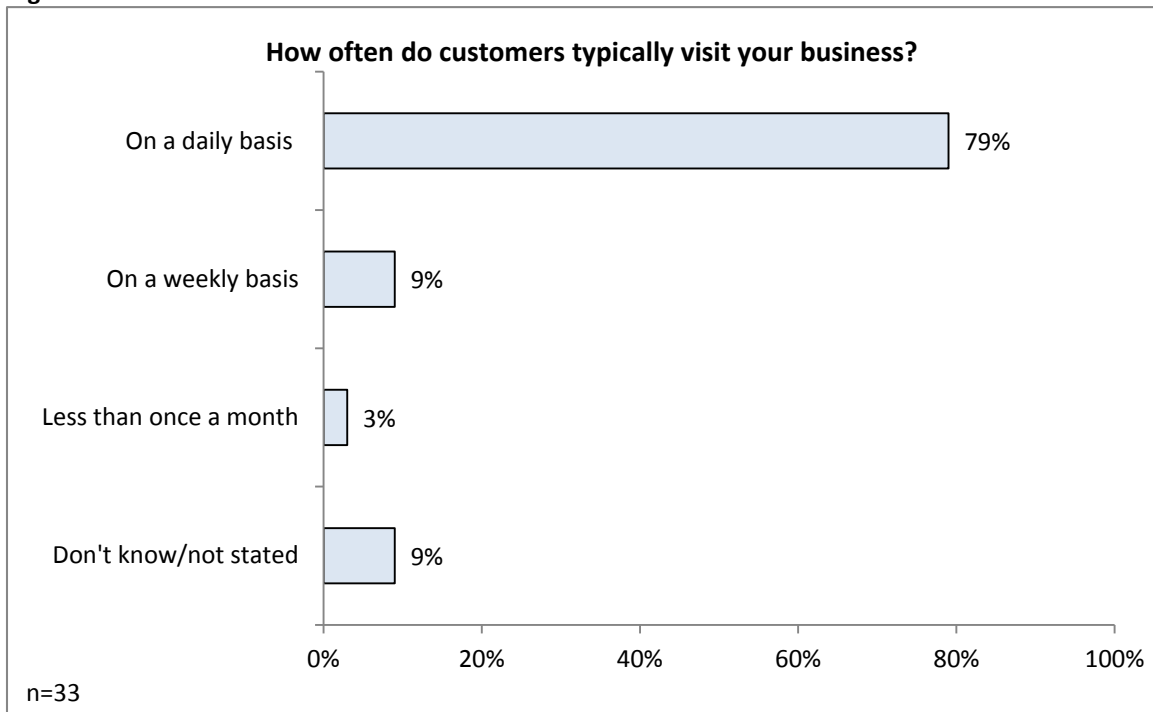
Respondents were then asked which roadways they use most frequently to access Yellowhead Trail westbound. Most commonly, respondents reported St. Albert Trail (46%), followed by 127 Street (15%), and 121 Street (15%). See Table 4, below.

Table 4

Since the closure of 124 Street, which roadway(s) do you use usually to access Yellowhead Trail westbound?	
	Percent of Respondents (n=33)
St. Albert Trail	46
127 Street	15
121 Street	15
Do not access Yellowhead Trail	9
118 Avenue	9
Groat Road	3
122 Street	3

Respondents were asked how often customers typically visit their business. Most commonly, respondents indicated that customers typically visit on a daily basis (79%). See Figure 8, below.

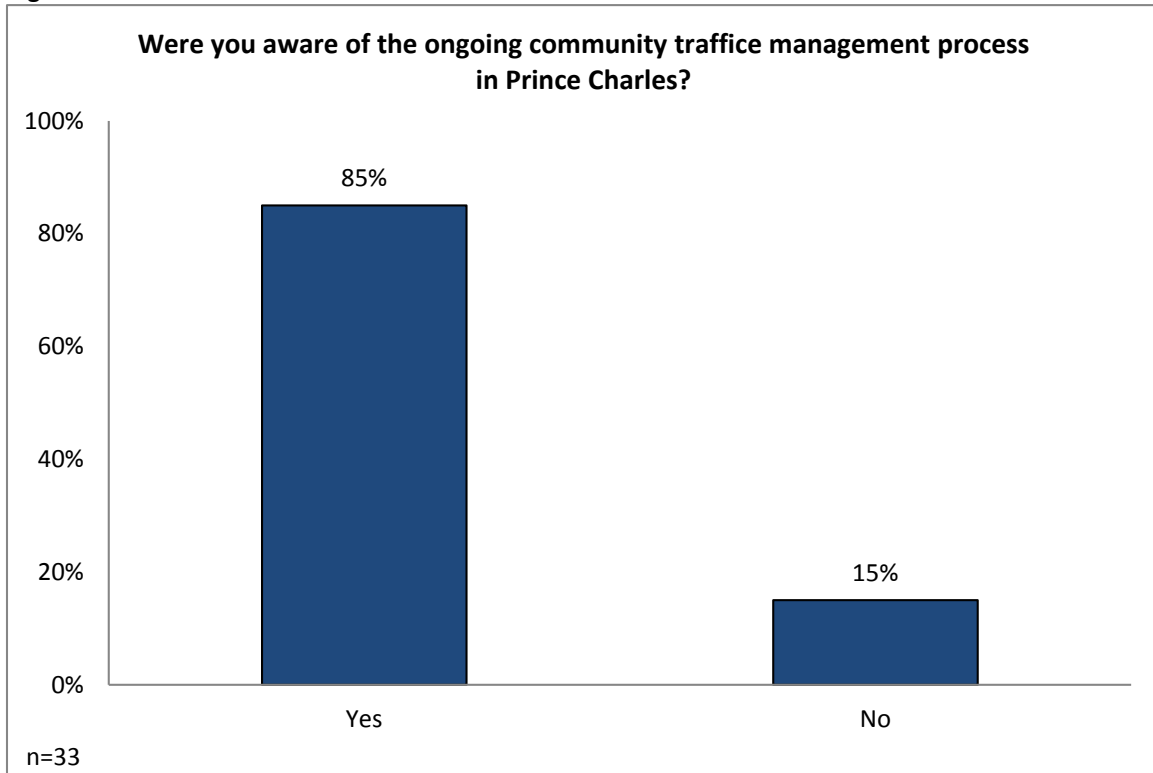
Figure 8



4.2 Traffic Management Process

In this section of the survey, respondents were asked about transportation and traffic related issues in the Prince Charles community. First, respondents were asked if they were aware of the ongoing community traffic management process in Prince Charles. The majority of respondents (85%) were aware, while 15% were not. See Figure 9, below.

Figure 9



Those who were aware of the ongoing traffic management process in Prince Charles (n=28) were asked how they first heard about this process. Most commonly, respondents cited the local business association (n=6) or word of mouth (n=6). See Table 5, below.

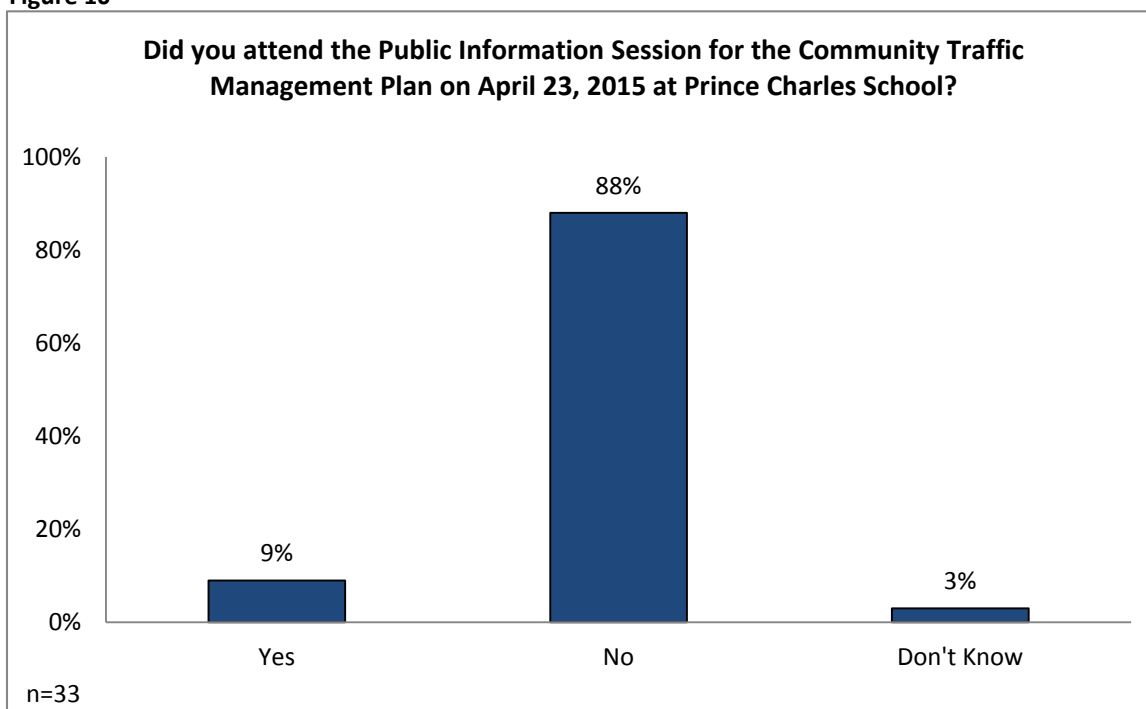
Table 5

How did you first hear about the traffic management process?	
Base: Respondents who were aware of the ongoing community traffic management process	Number of Respondents (n=28)*
Local business association	6
Word of mouth	6
Road signs	5
City of Edmonton flyer	4
Prince Charles community newsletter, webpage or Facebook page	3
Public Open House(s)	1
When I saw concrete barriers on the roadway	1
Received an email	1
City of Edmonton (unspecified)	1

*Use caution interpreting results when n<30

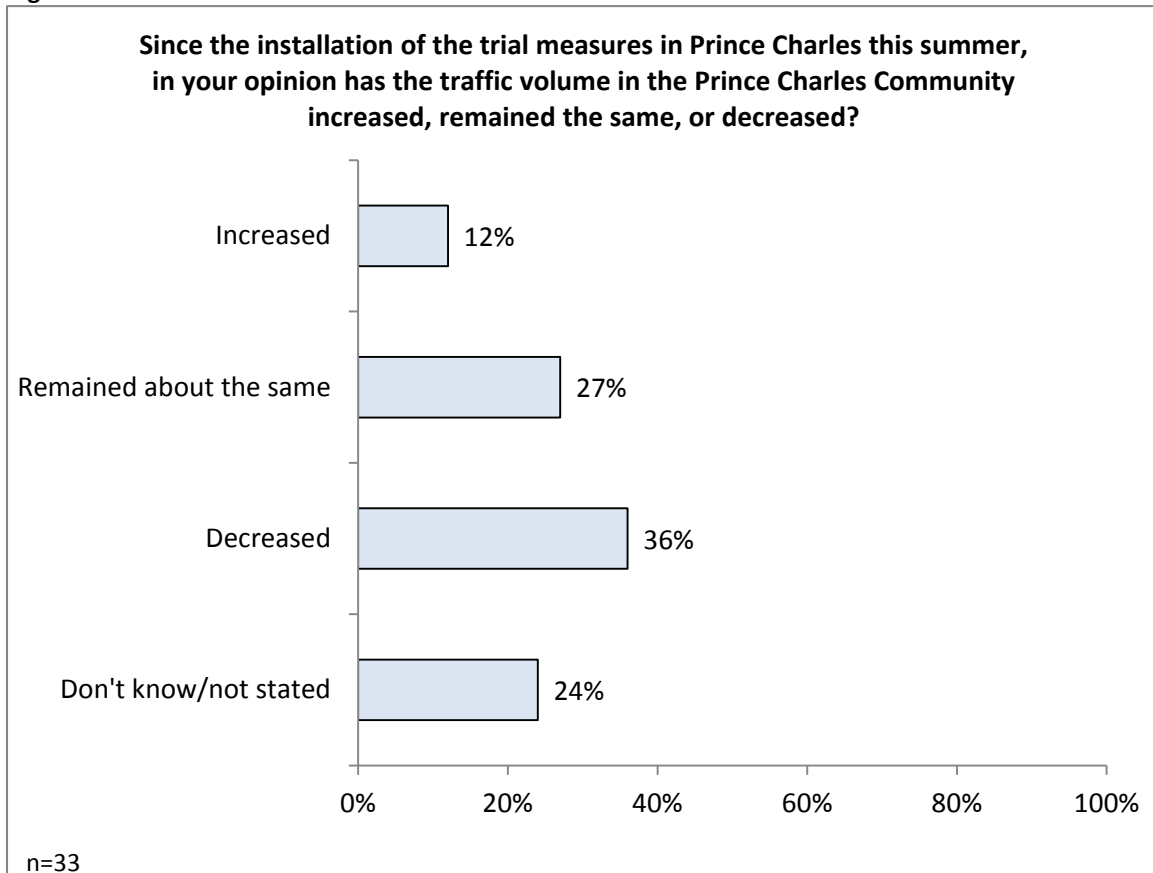
Next, all respondents were asked if they attended the Public Information Session for the Community Traffic Management Plan on April 23, 2015 at Prince Charles School. Nine percent (9%) of respondents attended while 88% did not. See Figure 10, below.

Figure 10



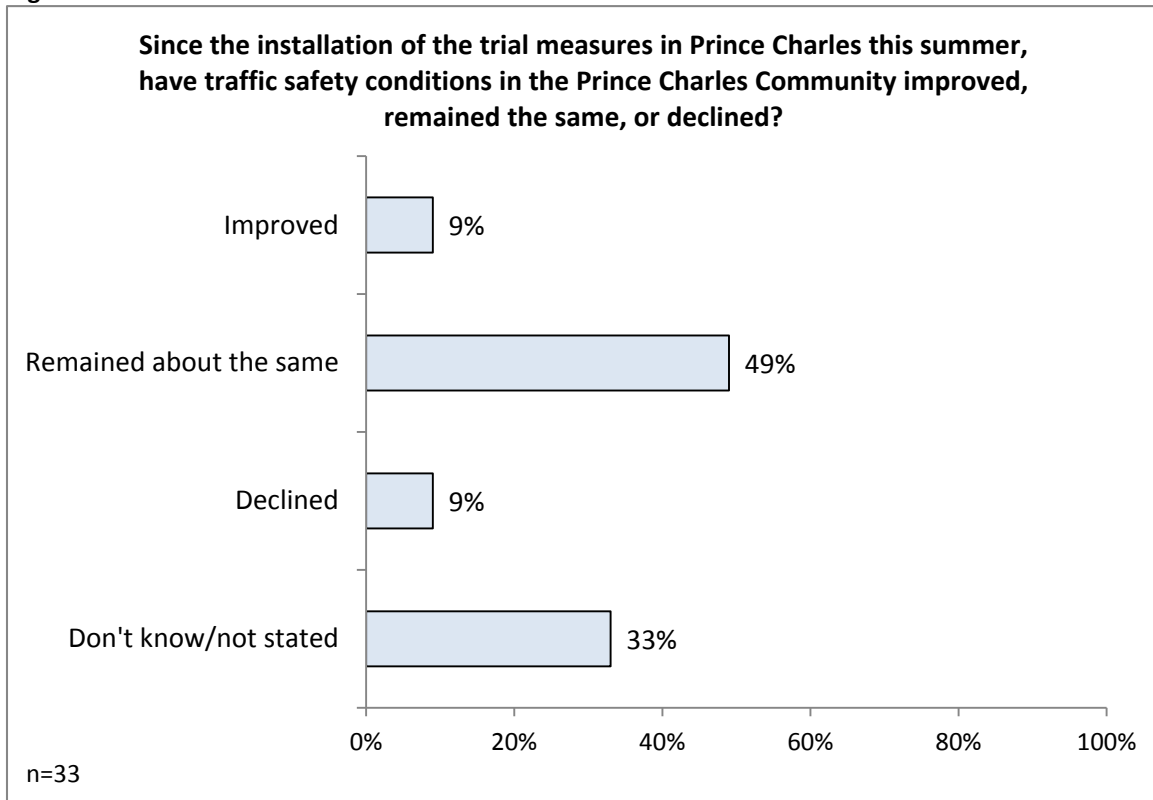
Respondents were asked if the traffic volume in the Prince Charles community had increased, remained about the same, or decreased since the installation of the trial measures in Prince Charles this summer. Over one-third of respondents (36%) believed the traffic volume had decreased, while 12% felt that it increased, and 27% believed that traffic volume had remained the same. See Figure 11, below.

Figure 11



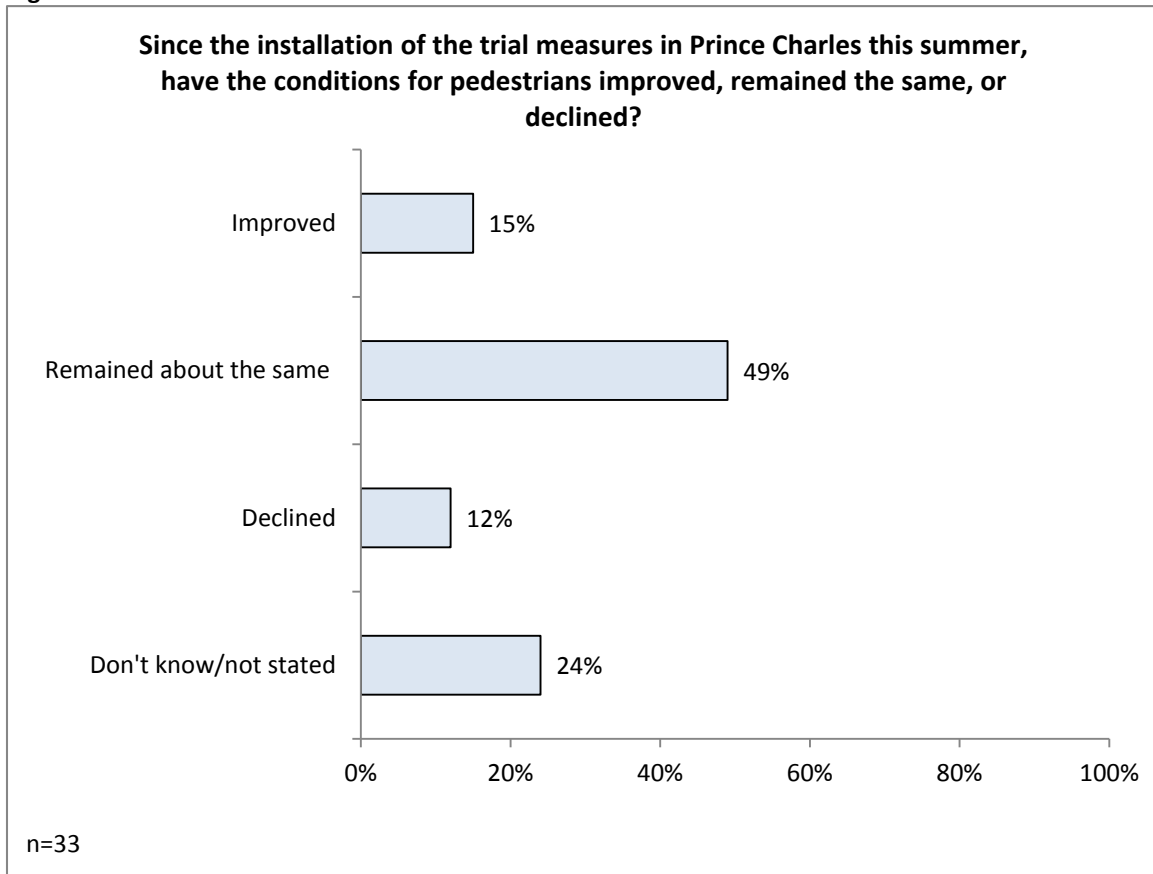
Respondents were asked if the traffic safety conditions in the Prince Charles Community improved, remained the same, or declined since the installation of the trial measures in Prince Charles this summer. Nearly half of the respondents (49%) indicated that traffic safety conditions had remained about the same, while 9% said it had improved, and 9% said that safety conditions had declined. One-third (33%) of respondents were unsure or did not provide a response. See Figure 12, below.

Figure 12



Respondents were then asked if the conditions for pedestrians in the Prince Charles Community improved, remained the same, or declined since the installation of the trial measures in Prince Charles this summer. Nearly half of the respondents (49%) indicated that conditions for pedestrians had remained about the same, while 15% said it had improved, and 12% said that safety conditions had declined. Nearly one-quarter of respondents (24%) were unsure or did not provide a response. See Figure 13, below.

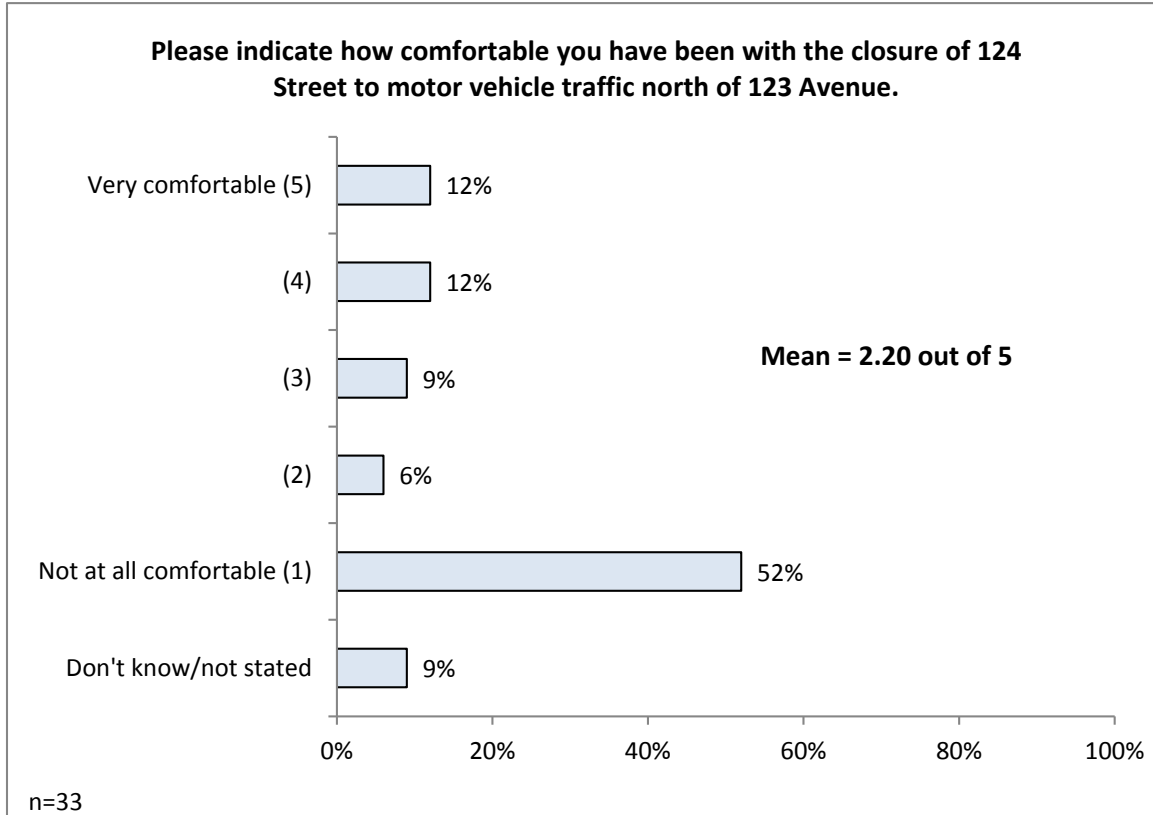
Figure 13



4.3 Comfort Level and Effectiveness of the Traffic Calming Measures

Using a scale of 1 to 5, where 1 meant “not at all comfortable” and 5 meant “very comfortable”, respondents were asked to rate their level of comfort with the closure of 124 Street to motor vehicle traffic north of 123 Avenue. Just under one-quarter of respondents (24%) were comfortable (ratings of 4, or 5 out of 5) with this, while 58% of respondents were not comfortable (ratings of 1, or 2 out of 5). See Figure 14, below.

Figure 14



Those who were neutral or uncomfortable with the closure of 124 Street to motor vehicle traffic north of 123 Avenue (n=22), were asked why they felt this way. Nearly half of the respondents (n=10) said that their business is inaccessible or difficult to access due to road closure. See Table 6, below.

Table 6

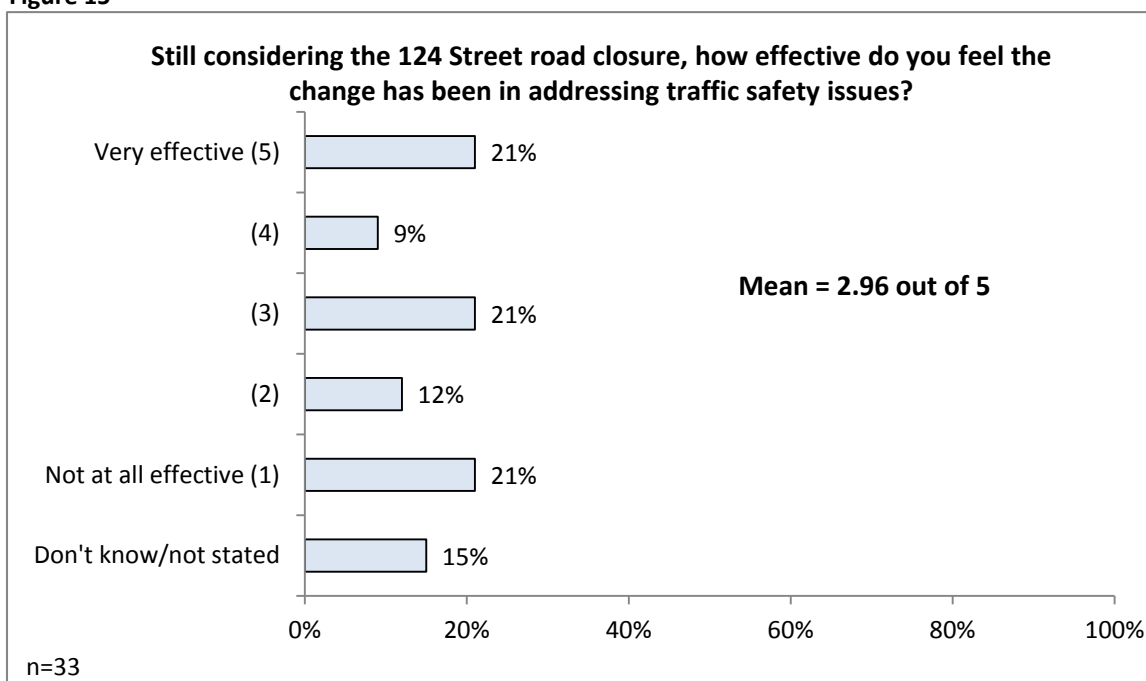
What makes you feel this way?	
Base: Respondents who were not comfortable with the closure of 124 Street to motor vehicle traffic north of 123 Avenue (rating of 1, 2, or 3 out of 3)	Number of Respondents* (n=22)**
My business is inaccessible/difficult to access due to road closure	10
Is inconvenient to detour/take alternate route/divert through neighbourhood	6
Is difficult to access arterial/major roads (e.g., Yellowhead)	5
Traffic volume is prevalent in the area (in general)	3
Road closure is inconvenient (in general)	3
Roads are too narrow/not enough room for vehicles (in general)	3
Is restricting/slowing down traffic flow in the area	2
Traffic congestion is prevalent in the area	2
Traffic shortcutting is prevalent in the area	1
Does not travel on that road/route	1
Poor/restricted access in/out of neighbourhood (in general)	1
Purpose of 124 Street closure is unclear/confusing	1

*Multiple responses

**Use caution interpreting results when n<30

Using a scale of 1 to 5, where 1 meant “not at all effective” and 5 meant “very effective”, respondents were asked to rate how effective they felt the change has been in addressing traffic safety issues, when considering the 124 Street road closure. One-third of respondents (33%) rated this as not effective (ratings of 1, or 2 out of 5), while 30% rated this as effective (ratings of 4, or 5 out of 5). See Figure 15, below.

Figure 15



Those who were neutral, or believed that the closure of 124 Street had not been effective (n=18), were asked why they felt this way. Nearly one-third of the respondents (n=5) said that traffic volume is prevalent in the area, or that the closure is ineffective (n=5). See Table 7, below.

Table 7

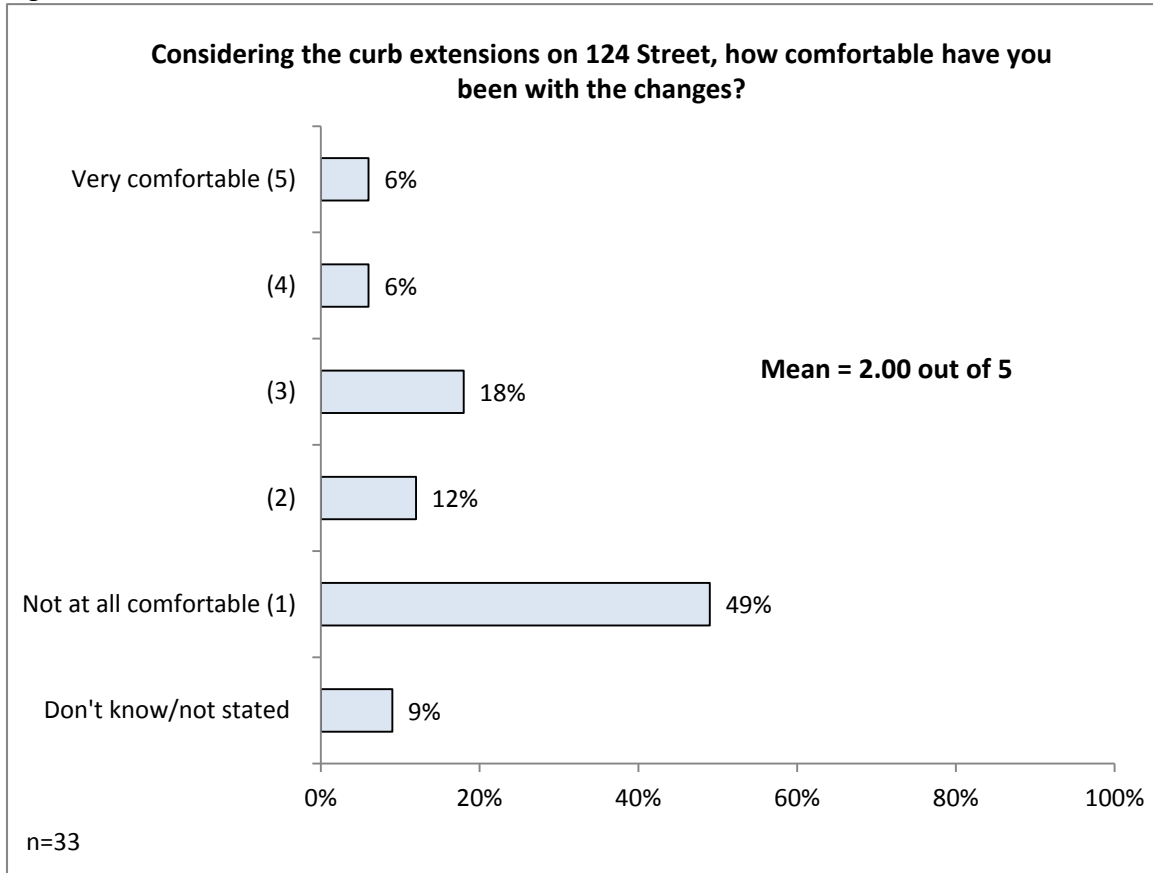
What makes you feel this way?	
Base: Respondents who did not think the closure of 124 Street was not effective (rating of 1, 2, or 3 out of 3)	Number of Respondents* (n=18)**
Traffic volume is prevalent in the area (in general)	5
Is ineffective/not making a difference (in general)	5
Traffic is diverted/re-routed to other streets/areas in community	3
Traffic shortcutting is prevalent in the area	2
Roads in area are not designed for high volume of traffic (in general)	1
Difficulty making turns/not enough room to turn safely	1
Speeding is prevalent in the area	1
Don't know/not stated	1

*Multiple responses

**Use caution interpreting responses when n<30

Using the same 1 to 5 comfort scale, respondents were asked to rate their level of comfort with the curb extensions on 124 street. Twelve percent (12%) of respondents were comfortable with this (ratings of 4, or 5 out of 5) while 61% were not (ratings of 1, or 2 out of 5). See Figure 16, below.

Figure 16



Those who were neutral or not comfortable with the curb extensions on 124 Street (n=26), were asked why they felt this way. Twelve respondents (n=12) said that the extensions are too wide and there is not enough room for two vehicles. See Table 8, below.

Table 8

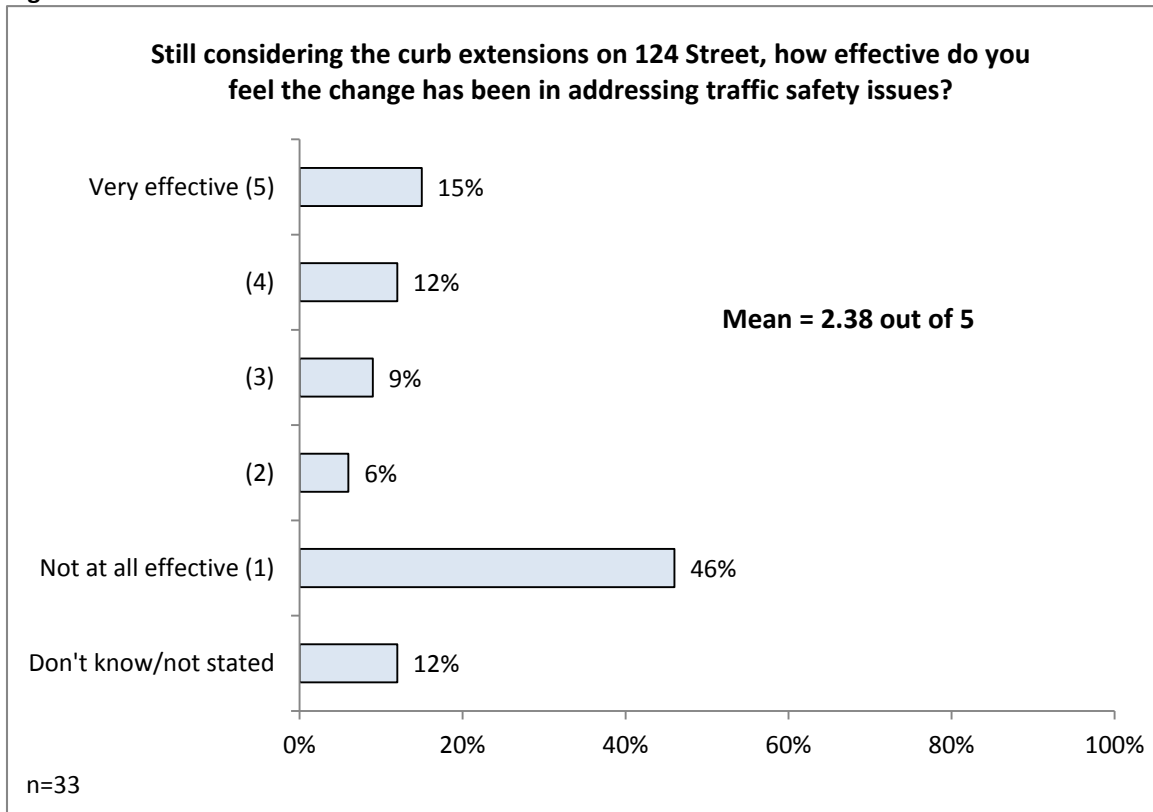
What makes you feel this way?	
Base: Respondents who were not comfortable with the curb extensions on 124 Street (rating of 1, 2, or 3 out of 3)	Number of Respondents* (n=26)**
Extensions are too wide/roads are narrower/not enough room for two vehicles	12
Curb extensions are a traffic safety hazard/creating safety issues (in general)	3
Difficulty making turns/turning corners/not enough room to turn safely	3
Curb extensions are not necessary/needed (in general)	3
Curb extensions are unsightly/ugly (in general)	2
Traffic congestion is prevalent in the area	2
Poor/restricted access in/out of neighbourhood (in general)	2
Is inconvenient to detour/take alternate route/divert through neighbourhood	1
Curb extensions make driving difficult/challenging (in general)	1
Does not travel on that road/route	1
Curb extensions are ineffective/not making a difference	1
Is restricting/slowing down traffic flow in the area	1
Don't know/not stated	1

*Multiple responses

**Use caution interpreting results when n<30

Using the same 1 to 5 effectiveness scale, respondents were asked to rate how effective the curb extensions on 124 Street were, with regards to addressing traffic safety issues. Twenty-seven percent (27%) rated these as effective (ratings of 4, or 5 out of 5) while 52% rated these as not effective (ratings of 1, or 2 out of 5). See Figure 17, below.

Figure 17



Those who said that the 124 Street curb extensions have not been effective, or they have a neutral opinion (n=20), were asked why they felt this way. One-quarter of respondents (n=5) said that extensions are too wide and there is not enough room for two vehicles. See Table 9, below.

Table 9

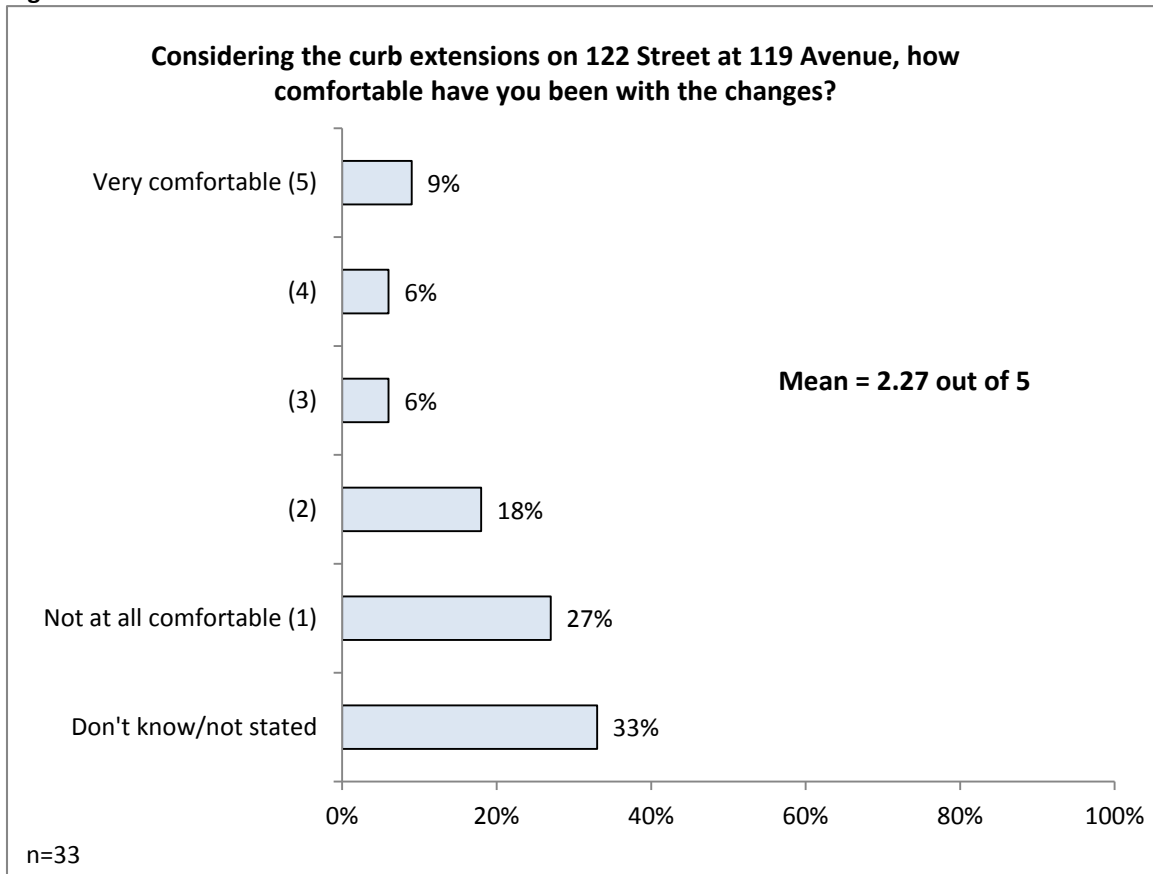
What makes you feel this way?	
Base: Respondents who felt the curb extensions on 124 Street were not effective (rating of 1, 2, or 3 out of 3)	Number of Respondents* (n=20)**
Extensions are too wide/roads are narrower/not enough room for two vehicles	5
Curb extensions are not necessary/needed (general)	4
There is not enough traffic volume to justify installation of curb extensions	3
Difficulty making turns/turning corners/not enough room to turn safely	2
Curb extensions are a traffic safety hazard/creating safety issues (in general)	2
Pedestrians do not pay attention when crossing the road	1
Curb extensions are ineffective/not making a difference	1
Concerned about school zone safety (in general)	1
Traffic is diverted/re-routed to other streets/areas in community	1
Speeding is prevalent in the area	1
Curb extensions are a nuisance/inconvenient (in general)	1
My business is inaccessible/difficult to access (in general)	1
Concerned about pedestrian safety/feels unsafe crossing the street (in general)	1
Lack of/poor street signage	1
Is causing frustration/aggressive behavior among motorists	1
Don't know/not stated	1

*Multiple responses

**Use caution interpreting results when n<30

Using the same comfort scale of 1 to 5, respondents were asked to rate their level of comfort with the curb extensions on 122 Street at 119 Avenue. Fifteen percent (15%) of respondents were comfortable (ratings of 4, or 5 out of 5) with this, while nearly half of respondents (46%) were not comfortable (ratings of 1, or 2 out of 5). One-third (33%) of respondents were unsure or did not provide a response. See Figure 18, below.

Figure 18



Those who were neutral or uncomfortable with the curb extensions on 122 Street at 119 Avenue (n=17), were asked why they felt this way. Nearly half of the respondents (n=8) said the extensions are too wide and there is not enough room for two vehicles. See Table 10, below.

Table 10

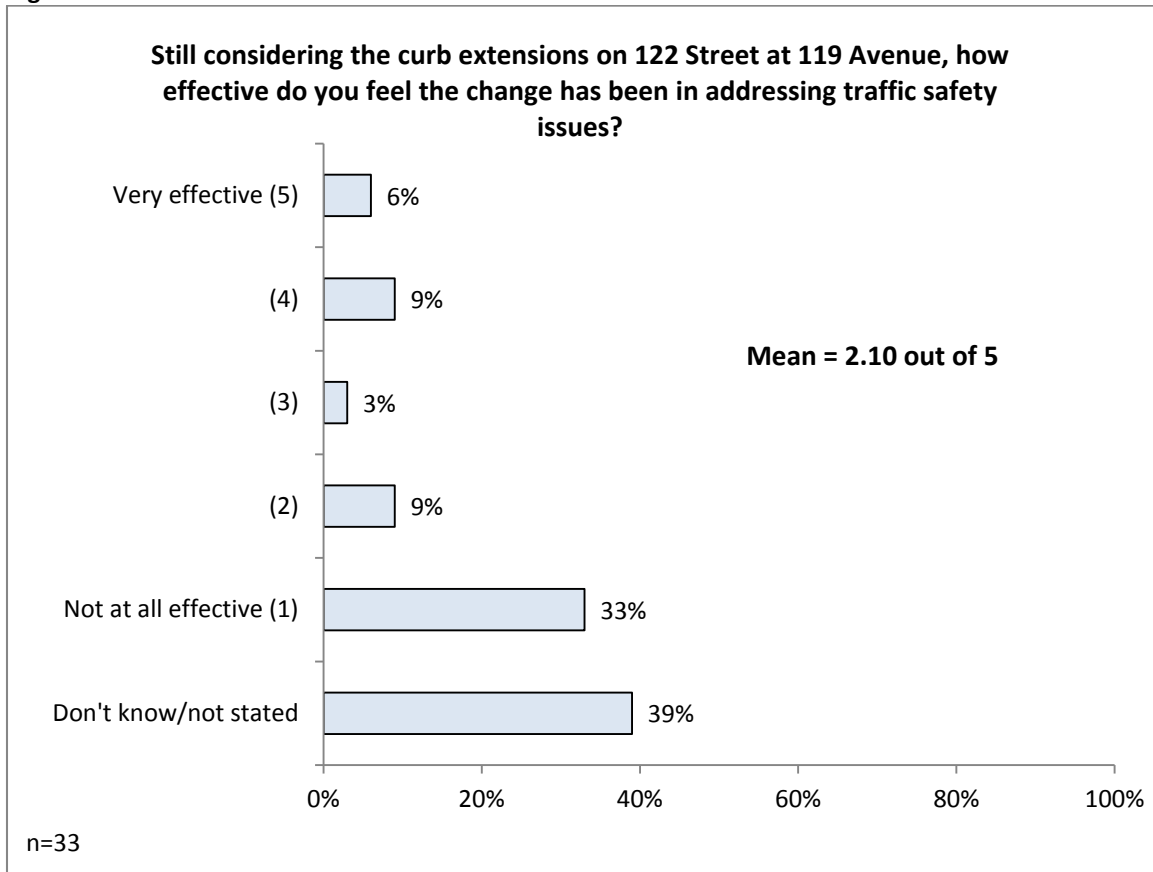
What makes you feel this way?	
Base: Respondents who were not comfortable with the curb extensions on 122 Street at 119 Avenue (rating of 1, 2, or 3 out of 3)	Number of Respondents* (n=17)**
Extensions are too wide/roads are narrower/not enough room for two vehicles	8
Curb extensions are not necessary/needed (in general)	3
Poor/restricted access in/out of neighbourhood (in general)	2
Speeding is prevalent in the area	2
Is inconvenient to detour/take alternate route/divert through neighbourhood	1
Difficulty making turns/turning corners/not enough room to turn safely	1
Does not travel on that road/route	1
Curb extensions are a traffic/safety hazard/creating safety issues (in general)	1
Not enough traffic volume to justify installation of curb extensions	1
Don't know/not stated	1

*Multiple responses

**Use caution interpreting responses when n<30

Using the same effectiveness scale of 1 to 5, respondents were asked to rate the level of effectiveness the curb extensions on 122 Street at 119 Avenue had in addressing traffic safety issues. Fifteen percent (15%) of respondents rated this as effective (ratings of 4, or 5 out of 5), while 42% rated this as not effective (ratings of 1, or 2 out of 5). Thirty-nine percent (39%) of respondents were unsure or did not provide a response. See Figure 19, below.

Figure 19



Those who said that the 122 Street curb extensions at 119 Avenue have not been effective, or they have a neutral opinion (n=15), were asked why they felt this way. Four respondents (n=4) said the extensions are too wide and there is not enough room for two vehicles. See Table 11, below.

Table 11

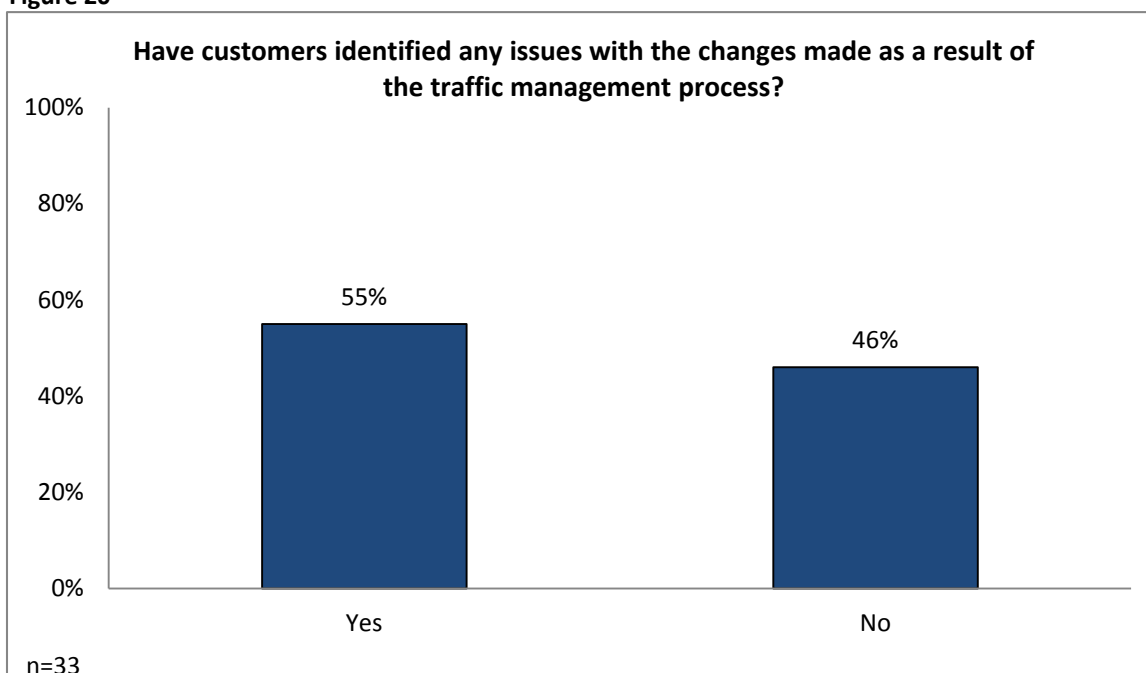
What makes you feel this way?	
Base: Respondents who felt the curb extensions on 122 Street at 119 Avenue were not effective (rating of 1, 2, or 3 out of 3)	Number of Respondents* (n=15)**
Extensions are too wide/roads are narrower/not enough room for two vehicles	4
Difficulty making turns/turning corners/not enough room to turn safely	3
There is not enough traffic volume to justify installation of curb extensions	2
Curb extensions are a traffic safety hazard/creating safety issues (in general)	2
Poor/restricted access in/out of neighbourhood (in general)	2
Does not travel on that road/route	1
Curb extensions are ineffective/not making a difference	1
Lack of/poor street lighting	1
Is restricting/slowing down traffic flow in the area	1
Traffic safety is not an issue in the community (in general)	1
Traffic volume is prevalent in the area	1
Concerned about pedestrian safety/feels unsafe crossing the street (in general)	1
Speeding is prevalent in the area	1
Visibility is obstructed due to parked cars on road	1
Traffic shortcutting is prevalent in the area	1
Don't know/not stated	1

*Multiple responses

**Use caution interpreting responses when n<30

Over half of the respondents (55%) indicated that customers had identified issues with the changes made as a result of the traffic management process. See Figure 20, below.

Figure 20



Those who indicated they had customers who identified issues with the changes made (n=18) most commonly stated that it is inconvenient to detour, take alternate routes, or divert through the neighbourhood (n=9) or that their business is inaccessible or difficult to access (n=9). See Table 12, below.

Table 12

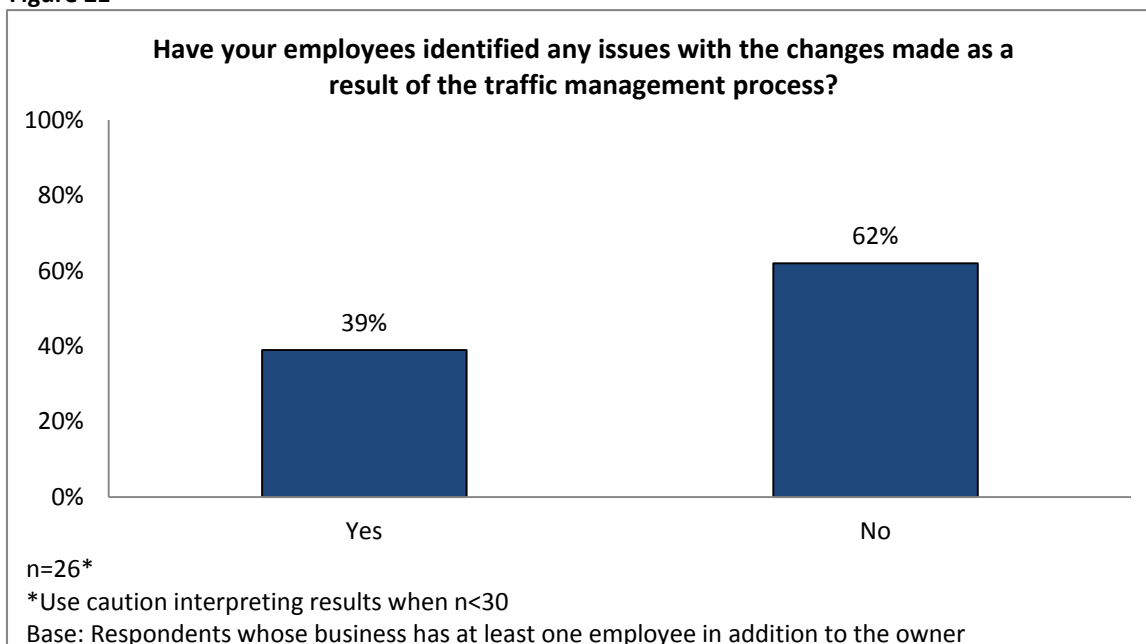
What issues have customers identified with the changes made as a result of the traffic management process?	
Base: Respondents whose customers have identified issues with the changes made	Number of Respondents* (n=18)**
Is inconvenient to detour/take alternate route/divert through neighbourhood	9
My business is inaccessible/difficult to access (in general)	9
Is difficult to access arterial/major roads (e.g., Yellowhead)	3
Road closure is inconvenient (in general)	2
Traffic volume is prevalent in the area	2
Purpose of 124 Street closure is unclear/confusing	2
Poor/restricted access in/out of neighbourhood (in general)	1
Roads are too narrow/not enough room for vehicles (in general)	1
Roads are in poor condition (in general)	1

*Multiple responses

**Use caution interpreting results when n<30

Those whose business had at least one employee in addition to the owner (n=26) were asked if employees had identified any issues with the changes made as a result of the traffic management process. Thirty-nine percent (n=10; 39%) indicated that employees had identified issues. See Figure 21, below.

Figure 21



Those who indicated they had employees who identified issues with the changes made (n=10) most commonly stated that it is inconvenient to detour, take an alternate route, or divert through the neighbourhood (n=6). See Table 13, below.

Table 13

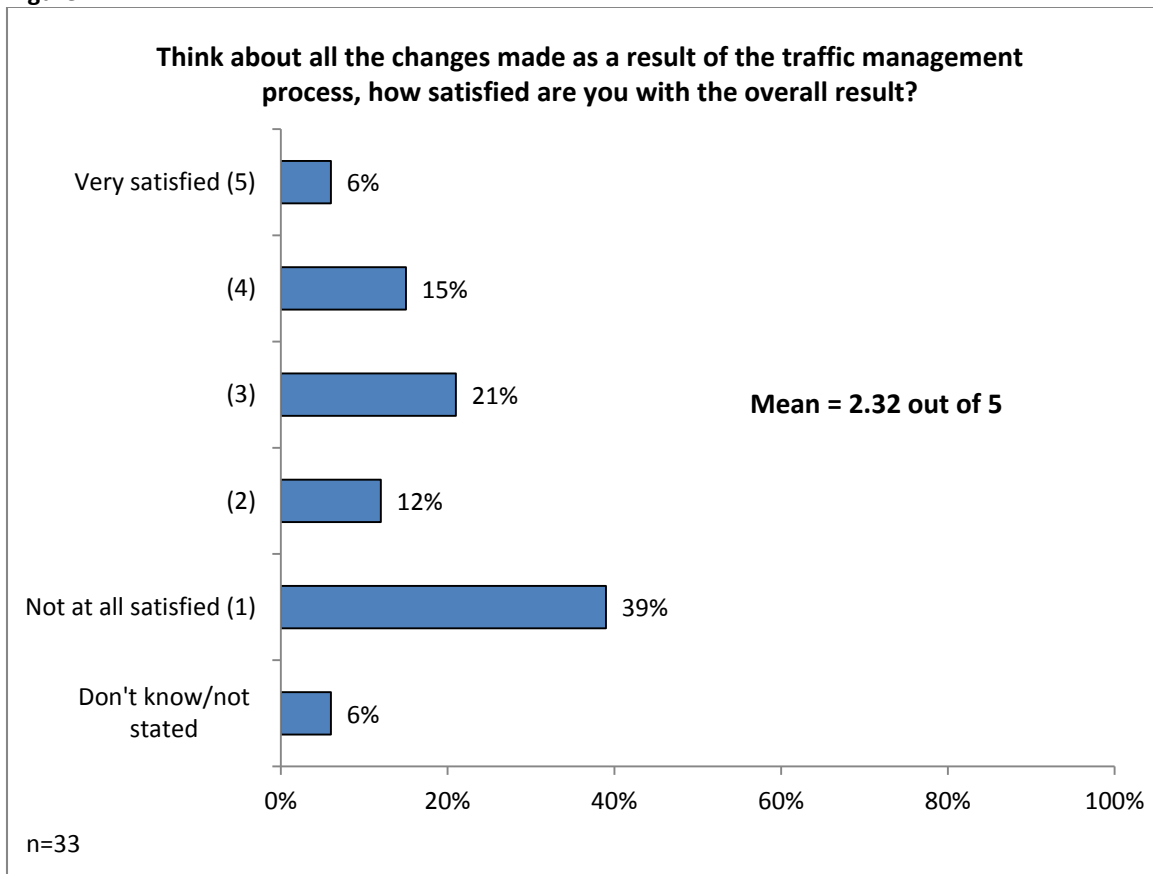
What issues have employees identified with the changes made as a result of the traffic management process?	
Base: Respondents whose employees have identified issues with the changes made	Number of Respondents* (n=10)**
Is inconvenient to detour/take alternate route/divert through neighbourhood	6
My business is inaccessible/difficult to access (in general)	3
Traffic volume is prevalent in the area	2
Is difficult to access arterial/major roads (e.g., Yellowhead)	2
Road closure is inconvenient (in general)	1
Purpose of 124 Street closure is unclear/confusing	1
Poor/restricted access in/out of neighbourhood (in general)	1
There is an increased risk of traffic accidents/collisions	1

*Multiple responses

**Use caution interpreting results when n<30

Using a scale of 1 to 5, where 1 meant “not at all satisfied” and 5 meant “very satisfied”, respondents were asked to rate their level of satisfaction with all of the changes made as a result of the traffic management process. Just over one-fifth of respondents (21%) were either satisfied (ratings of 4, or 5 out of 5) or neutral (ratings of 3 out of 5) with the overall result, while 52% were not satisfied (ratings of 1, or 2 out of 5). See Figure 22, below.

Figure 22



Lastly, respondents were asked if they had any suggestions that would improve their level of satisfaction with either the trial traffic measures or the Community Traffic Management Plan (CTMP) process. Respondents most often stated that they wanted 124 Street to be re-opened (30%). See Table 14, below.

Table 14

What suggestions do you have that would improve your level of satisfaction with either the trial traffic measures or the Community Traffic Management Plan (CTMP) process?	
	Percent of Respondents (n=33)*
Re-open/do not close off 124 Street	30
Need to decrease traffic volume in the area	12
Remove the road barriers/blocks at intersections	9
Make roads wider/more spacious (in general)	9
Need to consult with/obtain input from community (in general)	9
Remove the curb extensions	9
Improve communication/provide more public awareness of traffic measures	6
Shorten the length of road barriers	6
Add more traffic lights in the area	6
Need to improve traffic safety in the area (in general)	6
More/improved speed limit enforcement/need to reduce speeding in the area	6
Have 4-way stops in the area	6
Have traffic circles in the area	6
Other (single mentions)	33
None/no suggestions for improvement	9
Don't know/not stated	3

***Multiple responses**

4.4 Demographics

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

Table 15

	Percent of Respondents (n=33)
Gender	
Male	76
Female	24
Age	
18 to 34	12
35 to 54	42
55 and older	46
How many years have you owned or operated this business? (Base: Respondents who are business owners/operators in Prince Charles)	Number of Respondents (n=27)*
5 years or less	11
6 to 10 years	3
11 to 15 years	4
16 to 20 years	5
More than 20 years	4
Mean	13.0 years
How many years have you managed or operated this business? (Base: Respondents who are business managers in Prince Charles)	Percent of Respondents (n=30)
5 years or less	37
6 to 10 years	17
11 to 15 years	20
16 to 20 years	17
More than 20 years	10
Mean	11.5 years
How many years have you owned property in Prince Charles? (Base: Respondents who own property in Prince Charles)	Number of Respondents (n=14)*
5 years or less	4
11 to 15 years	3
16 to 20 years	5
More than 20 years	2
Mean	14.6 years

*Use caution interpreting results when n<30

APPENDIX A – SURVEY INSTRUMENT



PRINCE CHARLES COMMUNITY

Telephone Business Survey

Final – January 21, 2016

Introduction

Hello, my name is _____ and I am calling from Banister Research, a professional research company. The Prince Charles community has been involved in a traffic management process with the City of Edmonton since 2013. This July, traffic measures were installed in the Prince Charles community for a trial period. As part of the assessment of this trial, we have been contracted on behalf of the City of Edmonton to conduct an important survey to gain a clear understanding of local businesses experiences with the trial traffic measures so far.

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.

We are looking to speak to the owner, operator, or manager most familiar with the recent traffic measures installed in the Prince Charles community for a trial period.

- A. Would that be you?
1. Yes, speaking → **CONTINUE**
 2. Yes, I'll get them → **REPEAT INTRO AND CONTINUE**
 3. Not available → **ASK FOR CONTACT NAME AND ARRANGE CALLBACK**
 4. Not at this number → **CONTINUE AND RECORD NEW NUMBER**
 5. No, refused → **THANK AND TERMINATE**

This interview will take about 10 to 12 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?

1. Yes [Continue]
2. No, I can get someone else [Wait, and repeat introduction]
3. No [Thank and Terminate]

Qualifiers

- A. What is the 6 digit postal code of your business? (Specify)
1. _____
- F5. (Don't Know/Not stated) [Thank and Terminate]

- B. Based on your mailing address, where in Prince Charles is your business? (Select all that apply)
[INTERVIEWER NOTE: If the respondent is unsure/confused by the 3 descriptions, but are located in Prince Charles, record their address and code appropriately]
1. South of 119 Avenue, between 121 Street and 127 Street
 2. East of 122 Street, between 119 Avenue and 123 Avenue
 3. Along 127 Street, north of 120 Avenue
 4. Other, (specify)
 5. Not applicable **[Thank and Terminate]**
- C. For each of the following descriptions, please indicate whether or not they apply to yourself.
1. I am a business owner/operator in Prince Charles
 2. I am a business manager in Prince Charles
 3. I am a property owner in Prince Charles
 4. I am a member of a business association
 5. Other (please specify)
- D. What is the type/nature of your business?
1. Accommodation and food services
 2. Administrative and support, waste management and remediation services
 3. Agriculture, forestry, fishing and hunting
 4. Arts, entertainment and recreation
 5. Construction
 6. Educational services
 7. Finance and insurance
 8. Health care and social assistance
 9. Information and cultural industries
 10. Management of companies and enterprises
 11. Manufacturing
 12. Mining, quarrying, and oil and gas extraction
 13. Professional, scientific and technical services
 14. Public administration
 15. Real estate and rental and leasing
 16. Retail trade
 17. Transportation and warehousing
 18. Utilities
 19. Wholesale trade
 20. Other services (except public administration)
 21. Other **(specify)**
- E. Including yourself, how many employees does your business currently employ? **(Record number)**

1. Prior to today, were you aware of the ongoing community traffic management process in Prince Charles?
 1. Yes
Please indicate how you first heard about the traffic management process? **(choose one)**
 - i. Prince Charles community newsletter, webpage or Facebook page
 - ii. Local business association
 - iii. Word of mouth
 - iv. Public Open House(s)
 - v. City of Edmonton flyer
 - vi. City of Edmonton website
 - vii. Road signs
 - viii. When I saw concrete barriers on the roadway
 - ix. Other (please specify)
 2. No
 3. Don't Know
2. Did you attend the Public Information Session for the Community Traffic Management Plan on April 23, 2015 at Prince Charles School?
 1. Yes
 2. No
 - F5 Don't Know
3. Does your business receive or ship supplies/products on a regular basis?
 - i. **No**, my business does not typically ship or receive supplies/products.
(please skip to Question 4)
 - ii. **Yes**, my business receives or ships supplies/products on a regular basis.
 - a. How often?
 - Daily
 - Multiple times per week
 - A few times per month
 - Once a month, or less
 - b. What types of vehicles pick-up or deliver? **(choose all that apply)**
 - Passenger Vehicles
 - Cube vans/Single Unit Trucks
 - Semi-Trucks
 - Other (please specify)

- c. Which intersections along 118 Avenue or 127 Street do your delivery vehicles usually use to travel in and out of the community? **(choose all that apply)**
- 121A Street and 118 Avenue
 - 122 Street and 118 Avenue
 - 123 Street and 118 Avenue
 - 124 Street and 118 Avenue
 - 125 Street and 118 Avenue
 - 126 Street and 118 Avenue
 - 119 Avenue and 127 Street
 - 120 Avenue and 127 Street
 - 121 Avenue and 127 Street
 - 122 Avenue and 127 Street
 - 123 Avenue and 127 Street
 - 124 Avenue and 127 Street
 - Unsure
 - Other (specify)
4. Since the installation of the trial measures in Prince Charles this summer, in your opinion has the **traffic volume** in the Prince Charles community increased, remained the same, or decreased?
1. Increased
 2. Remained about the same
 3. Decreased
 - F5 Don't Know
5. Since the installation of the trial measures this summer, have **traffic safety conditions** in the Prince Charles community improved, remained the same, or declined?
1. Improved
 2. Remained about the same
 3. Declined
 - F5 Don't Know
6. Since the installation of the trial measures this summer, have **the conditions for pedestrians** in Prince Charles, improved, remained the same, or declined?
1. Improved
 2. Remained about the same
 3. Declined
 - F5 Don't Know

7. One feature of the trial traffic management plan in Prince Charles was the closure of 124 Street to motor vehicle traffic north of 123 Avenue. Please indicate how comfortable you have been with the changes, using a scale of 1 to 5 where 1= "Not at all comfortable", and 5= "very comfortable."

1. Not at all comfortable

...

5. Very comfortable

F5 Don't Know

7a. [ASK FOR EACH Q7=1, 2, OR 3] What makes you feel this way (Specify)

8. Still considering the 124 Street road closure, how effective do you feel the change has been in addressing community traffic safety issues, using a scale of 1 to 5 where 1= means "not at all effective", and 5=means "very effective".

1. Not at all effective

...

5. Very effective

F5 Don't Know

8a. [ASK FOR EACH Q8=1, 2, OR 3] What makes you feel this way (Specify)

Preamble:As part of the traffic management pilot, curb extensions have been created with concrete barriers on 124 Street at 119 Avenue and 120 Avenue, and on 122 Street at 119 Avenue. Curb extensions, or bulb-outs, extend the sidewalk space into the roadway to visually and physically narrow the roadway and create shorter crossing distances for pedestrians.

9. Considering the curb extensions on 124 Street, how comfortable have you been with the changes, using a scale of 1 to 5 where 1="not at all comfortable", and 5=very comfortable?

1. Not at all comfortable

...

5. Very comfortable

F5 Don't Know

9a. [ASK FOR EACH Q9=1, 2, OR 3] What makes you feel this way (Specify)

10. Still considering the curb extensions on 124 Street, how effective do you feel the change has been in addressing community traffic safety issues, using a scale of 1 to 5 where 1= means "not at all effective", and 5=means "very effective".

1. Not at all effective

...

5. Very effective

F5 Don't Know

10a. [ASK FOR EACH Q10=1, 2, OR 3] What makes you feel this way (Specify)

11. Considering the curb extensions on 122 Street at 119 Avenue, how comfortable have you been with the changes, using a scale of 1 to 5 where 1="not at all comfortable", and 5=very comfortable?

1. Not at all comfortable

...

5. Very comfortable

F5 Don't Know

11a. [ASK FOR EACH Q11=1, 2, OR 3] What makes you feel this way (Specify)

12. Still considering the curb extensions on 122 Street at 119 Avenue, how effective do you feel the change has been in addressing community traffic safety issues, using a scale of 1 to 5 where 1= means "not at all effective", and 5=means "very effective".

1. Not at all effective

...

5. Very effective

F5 Don't Know

12a. [ASK FOR EACH Q12=1, 2, OR 3] What makes you feel this way (Specify)

13. Since the closure of 124 Street, which roadway do you usually use to access Yellowhead Trail eastbound?

1. 127 Street

2. 121 Street

3. St. Albert Trail

4. Do not access Yellowhead Trail

5. Other (specify)

F5. Don't Know

14. Since the closure of 124 Street, which roadway do you usually use to access Yellowhead Trail westbound?

1. 127 Street

2. 121 Street

3. St. Albert Trail

4. Do not access Yellowhead Trail

5. Other (specify)

F5. Don't Know

15. How often do customers typically visit your business?

1. On a daily basis

2. On a weekly basis

3. On a monthly basis

4. Less than once a month

F5 Don't Know

16. Have customers identified any issues with the changes made as a result of the traffic management process?

1. No
2. Yes (specify)

17. Have your employees identified any issues with the changes made as a result of the traffic management process? **[Ask if QE ≥ 2]**

1. No
2. Yes (specify)

18. Thinking about all the changes made as a result of the traffic management process, how satisfied are you with the overall result, using a scale of 1 to 5 where 1 means “Not at all satisfied” and 5 means “Very satisfied”.

1. Not at all satisfied
- ...
5. Very satisfied
- F5. Don't Know

19. What suggestions do you have that would improve your level of satisfaction with either the trial traffic measures or the Community Traffic Management Plan (CTMP) process? **(Specify)**

Respondent Characteristics

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

1. Male
2. Female

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

1. 18 to 34
2. 35 to 54
3. 55+

22a. How many years have you owned or operated this business in the Prince Charles community?
(Ask only if qualifier C1=Yes. “business owner/operator”)
(Numeric Value)

22b. How many years have you managed this business in the Prince Charles community? **(Ask only if qualifier C2=Yes. “business manager”)**
(Numeric Value)

- 22c. How many years have you owned property in the Prince Charles community? (**Ask only if
qualifier C3=Yes. "property owner"**)
(Numeric Value)

**Thank you for your input. Your answers and comments will help assess the trial phase of the
Prince Charles community traffic management process.**

