City of Edmonton
Bus Network Redesign

Public Engagement
Final Report
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EXECUTIVE SUMMARY
ENGAGEMENT PURPOSE

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

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

KEY QUESTIONS INCLUDED:

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

1. DEVELOP NETWORK
   - Jan – Apr 2018
   - ETS prepared the first draft of the bus network

2. REFINE
   - Apr – Jun 2018
   - Public Engagement Activities
     Phase 1

3. SECOND DRAFT
   - Jul – Aug 2018
   - ETS prepared the final draft of the bus network

4. ADVISE
   - Oct – Dec 2018
   - Public Engagement Activities
     Phase 2

5. REPORT
   - Jan 2019
   - Share results
EVENTS & ACTIVITIES

PHASE ONE: APR to JUN 2018

24 in-person workshops with 1,960 participants

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

10 coffee chats

4,202 online questionnaires completed
  1,398 with City Insight Community
  2,804 with “Engagement participants”

PHASE TWO: OCT to DEC 2018

12 in-person workshops with 1,715 participants

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

13 coffee chats

3,521 online questionnaires completed
  1,423 with City Insight Community
  2,098 with “Open Link Respondents”
IN TOTAL OVER 3,600 IN-PERSON CONVERSATIONS WERE FACILITATED (PHASES 1 & 2)

36 Public Workshops
12 Targeted Workshops

7,500+ ONLINE SURVEY COMPLETED
4,902 Open Link Respondents
2,821 Insight Community

23 Coffee Chats
2 Stakeholder Group Workshops
PUBLIC WORKSHOP PROCESS

36 PUBLIC WORKSHOPS

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

COMMUNITY WORKSHOPS

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

DATA COLLECTION

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

QUESTIONNAIRE DESIGN

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

ANALYSIS AND REPORTING

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

EDMONTON INSIGHT COMMUNITY

Completed a secure online survey
- 92% use public transit
- 32% use transit daily
- 78% take the bus
- 76% take the LRT
- 29% use transit as primary transportation
- 15% aged 65+

OPEN LINK RESPONDENTS

Completed an open link survey
- 98% use public transit
- 71% use transit daily
- 94% take the bus
- 75% take the LRT
- 67% use transit as primary transportation
- 6% aged 65+

Base: All respondents (n=1,423)

Base: All respondents (n=2,098)
MANY PARTICIPANTS WHO ENGAGED IN PHASE TWO WERE NEW TO THE PROJECT

EDMONTON INSIGHT COMMUNITY

Half of Phase 2 survey respondents also participated in Phase 1

- Yes: 52%
- No: 48%

Base: All respondents (n=1,423)

OPEN LINK RESPONDENTS

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

- Yes: 33%
- No: 67%

Base: All respondents (n=2,098)

Q.3 - Have you been involved in the Edmonton Bus Network Redesign, before today?
WHAT WE HEARD

Survey Results
Workshop Themes
WHAT WE HEARD: THE STORY IN BRIEF

Citizens recognize the benefits of the proposed network:

- Better frequency
- More efficient
- More direct routes
- Access to major destinations
- Easy to understand

Mixed reviews on: local service, service to/from suburbs, and services for “all citizens”

Concerns include: coverage, travel times, service frequency, and walking distance

Expect resistance from some community groups

Consistently low acceptance among: Wedgewood Heights, Cameron Heights, Westridge, Dunlue, Henderson Estates

Considering all public input, we expect citizens will have confidence in the bus network redesign

Notably high acceptance among: Chappelle, Newton, Idylwylde, Crestwood, Malmo Plains

All customers will need education and support moving forward
### SUMMARY OF PUBLIC WORKSHOPS

<table>
<thead>
<tr>
<th>MAIN BENEFITS</th>
<th>CONCERNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Makes sense (connecting through hubs)</td>
<td>Wrapping service around the LRT</td>
</tr>
<tr>
<td>More frequent service</td>
<td>Walking distance*</td>
</tr>
<tr>
<td>More direct service (crosstown)</td>
<td>More transfers*</td>
</tr>
<tr>
<td>Extended service hours</td>
<td>Longer travel times*</td>
</tr>
<tr>
<td></td>
<td>Difficult for seniors, mobility challenged*</td>
</tr>
<tr>
<td></td>
<td>Loss of service</td>
</tr>
<tr>
<td></td>
<td>Unfair</td>
</tr>
</tbody>
</table>

*Winter will be especially challenging*
<table>
<thead>
<tr>
<th>WESTRIDGE</th>
<th>CAMERON HEIGHTS</th>
<th>WEDGEWOOD HEIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>/  Do not feel heard</td>
<td>/  Need transit service</td>
<td>/  Want to be seen and heard on issues that affect their community</td>
</tr>
<tr>
<td>/  Network does not meet their needs</td>
<td>/  Community is unique: isolated by the ravine, Anthony Henday and the river</td>
<td>/  “Deeply concerned” with the consultation process to date</td>
</tr>
<tr>
<td>/  Feel network is “a done deal”</td>
<td>/  Have concerns about future service and what that will look like</td>
<td>/  Want more specific information on the “First KM/Last KM” project</td>
</tr>
<tr>
<td>/  Want service restored (#138 and #107 peak hour buses)</td>
<td>/  Service on demand seems to have been decided</td>
<td>/  Want a more tailored consultation (with questions and discussion topics relevant to their community)</td>
</tr>
<tr>
<td>/  Want an alternative transit solution that works for the community</td>
<td>/  Want details on alternative solutions and how it will meet needs</td>
<td>/  Want further consultation on First KM/Last KM regarding the types/modes/schedules of alternative service</td>
</tr>
<tr>
<td>/  Want to have a say in alternative solution</td>
<td>/  Want to continue to be a part of the process to ensure needs are met</td>
<td>/  Want this consultation “well before the final decision (re: First KM / Last KM) is made”</td>
</tr>
</tbody>
</table>
GOING FORWARD THE CITY NEEDS TO...

1. **Have a solid plan for roll-out**
   - Help customers learn the network, learn to use LRT, and learn to make transfers (street teams are recommended).
   - Continue working with operators as an important source of information for customers.

2. **Focus on communicating benefits of the network**
   - Build momentum by telling citizens about the frequent service, better access to major destinations, and overall efficiency of the system.

3. **Engage with communities who have lost service**
   - Work with these communities to decide on first km last km solutions.
KEY FINDINGS

Bus Network Redesign

Edmonton's bus routes are changing.

ETS
PUBLIC FEEDBACK SUMMARY OF KEY FINDINGS

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

<table>
<thead>
<tr>
<th>Benefits of the bus network redesign</th>
<th>INSIGHT COMMUNITY (n=852)</th>
<th>OPEN LINK RESPONDENTS (n=1,311)</th>
</tr>
</thead>
<tbody>
<tr>
<td>/ More frequent buses / increased frequency</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>/ Increased efficiency</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>/ Better / More direct routes (faster)</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>/ Better access to destinations</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>/ Cost effective / cost savings for the City</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>/ I like the proposal / design</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>/ Easy to understand routes</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Concerns mentioned**

<table>
<thead>
<tr>
<th>Concerns mentioned</th>
<th>19%</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>/ Don’t see any benefit</td>
<td>17%</td>
<td>42%</td>
</tr>
<tr>
<td>/ Only benefits inner city</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>/ Only benefits people along major routes</td>
<td>-</td>
<td>4%</td>
</tr>
<tr>
<td>/ Only benefits people downtown</td>
<td>1%</td>
<td>-</td>
</tr>
</tbody>
</table>

Base: All respondents

Q.10 - What, if any, do you think are the main benefits of this final draft bus network design?
CONCERNS ABOUT THE NETWORK INCLUDE: COVERAGE, TRAVEL TIMES, SERVICE FREQUENCY, AND WALKING DISTANCE

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

Base: All respondents

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

Summary of Key Findings

Suggestions from Citizens

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

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

- Mind people with special needs
  - Seniors
  - Parents with young children
  - People with limited mobility

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

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

Source: Public Workshops