

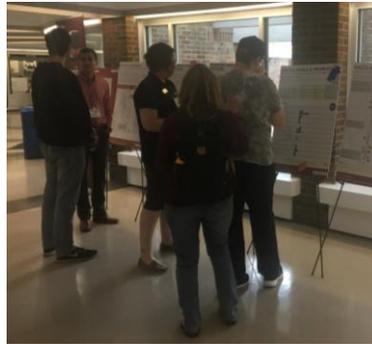
# Red Deer Transit Network Improvements Project

## Summary of Engagement Results

### 1.0 Purpose

The purpose of this document is to provide high-level results and key themes heard during the public engagement undertaken in September 2019 to support the Red Deer Transit Network Improvements Project. This preliminary assessment is being provided so that recommendations can be adjusted if required within the City of Red Deer's budget timelines. A more detailed summary of engagement results (i.e., What We Heard report) is also in the process of being compiled and will be publicly posted later in the project process.

### 2.0 Scope of Engagement Undertaken



Scenes from the project's Stakeholder Workshop (left) and open houses at Red Deer College and Collicutt Centre.

The purpose of the Transit Network Improvements project is to create an action plan to reshape the City's transit services and create the foundation for further transit improvements. Based on the feedback collected so far, the project developed draft transit improvement options for revised routes, service levels and infrastructure.

These draft options were provided to staff, stakeholders and the public for their review and feedback through a variety of means, including:

- A project website and online survey that was available from September 4 – 24, 2019, including the proposed network & service level changes.
- An internal Transit staff open house held September 11, 2019.
- A stakeholder workshop held September 12, 2019.
- 8 external open houses held from September 11-14, 2019 at a number of locations in the community including [a] Red Deer College [b] Sorensen Station [c] Collicutt Centre [d] Sobeys South [e] Golden Circle [f] Parkland Mall [g] the Centrium (Red Deer Rebels Pre-Season game) and [h] Servus Arena (Red Deer Market).

#### *Engagement by the numbers...*



92 surveys completed



9 open houses



640 open house participants



195 open house sticky dots



26 workshop participants

The results reflected in this summary are based on the online survey responses and an anecdotal overview of key themes heard by City and Watt Consulting Group (Watt) staff facilitating the open house and workshop events.

### 3.0 Results

The graphs at right show the combined online survey respondent and open house participant level of support for the Proposed Longer Term (10+ years) Route Network, Proposed Immediate Route Network and Proposed Gaetz Avenue Improvements.

The feedback heard through the online survey had slightly different themes than that of the open house/workshop participants--mainly because there was greater opportunity to discuss and answer participant concerns at the in-person events--and these themes are discussed separately in the next section.

The open houses and the online survey also asked participants to identify what their priorities are for additional services. As shown in the graph on the following page, the top three priorities include [a] more weekday frequency at commuter times, [b] more Sunday & Holiday frequency in the evening, and [c] more Sunday & Holiday Service in the morning / afternoon.

### 3.1 Overview of Key Themes Heard Through the Online Survey

In the survey results, for those who indicated they were supportive of the proposed improvements with minor changes or did not support them at all, common themes emerged and are shown below.

#### Longer Term Network

- More coverage of the Neighbourhood Routes is desirable to minimize walking distances.
- Red Deer College requires even more service / enhanced connections.
- Service to areas including Queen's Business Park and Gasoline Alley should be provided in the more immediate term.

#### Immediate Term Network

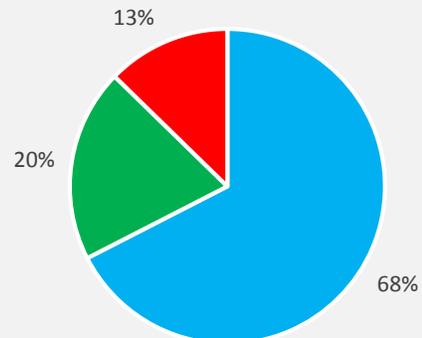
- To minimize transfers, all of the Core Routes should provide 15 minute frequency, not a range of 15 to 30 minutes as proposed.
- Smaller buses should be deployed on routes with less ridership.

#### Gaetz Avenue Improvements

- Bus stops along the corridor should be enhanced to make the transit experience more enjoyable for customers.
- The Rapid Bus will only function efficiently if the traffic lights are improved with signal priority.

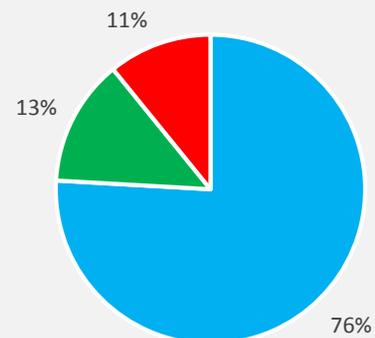
**Overall Results** - Based on online survey responses and the results of "sticky dot" voting summarized across all open houses held September 11-14, 2019.

#### Support for Longer Term Network

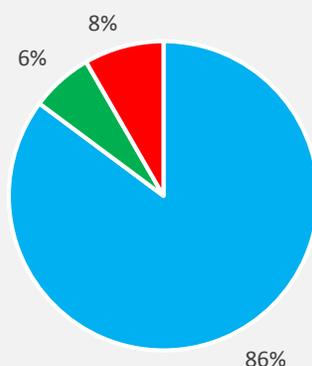


- Yes! Overall, I support.
- Yes, I support with minor changes to the approach.
- No, I don't support.

#### Support for Immediate Term Network



#### Support for Gaetz Ave Improvements



### 3.2 Overview of Key Themes Heard at Open Houses and Workshop

In general, key themes heard by City and Watt staff at the open houses and workshop were as follows:

#### Long Term and Immediate Proposed Transit Networks

- The proposed “layered” approach to service and the new routing and service levels were generally well-received and supported.
  - Gaetz Avenue Rapid Bus routing and frequency was particularly supported and welcomed by many participants.
  - The Core Route routing and service levels were also seen as positive by many attendees, with the caveat that routing via the Hospital should be potentially reconsidered for proposed route 3.
  - The Neighbourhood routes had the most discussion, with the following recommendations to be explored as part of upcoming revisions:
    - Potential changes to route 10 to retain routing in one or both directions via the Clearview neighbourhood.
    - An adjustment to the routing in the South East area to shorten the route 15 loop and add an additional neighbourhood loop to provide better coverage.
    - Consideration of adjustments to the route 14 to make the route more legible and/or consider a hybrid “shopper shuttle” route to key Action Bus / seniors destinations.
- Another key conclusion was that specific outreach strategies for schools/students and groups working with people with a disability should be included as part of implementation planning.

#### Gaetz Avenue Improvements & Supporting Measures

- The proposed Gaetz Avenue infrastructure improvements were positively viewed, as were the other supporting measures. Additional suggestions included:
  - Incorporation of Park & Rides and protected bike storage in the vicinity of the North and South Transit Hubs.
  - Opportunities to outline special events transit service and satellite parking.

#### Top Priorities for Additional Service (Open House Sticky Dots + Online Survey Results)

