



City of Edmonton

**Northwest LRT
Online Survey**

March 2010

1.0 INTRODUCTION

Nanos Research was retained by the City of Edmonton’s Transportation Department to assist it in the public involvement process for the development of the proposed Northwest LRT routes. Part of a multi-stage process, Nanos Research was retained to program and deploy an online survey tool which would provide interested parties with access to information on three proposed route plans 113A Street Corridor, 127 Street Corridor and the St. Albert Trail Corridor. Participants were asked to provide feedback on the key benefits and weaknesses of the proposed routes as well as to identify any specific community and/or business groups which should be considered for additional discussion as impacted by the route proposals.

The survey was open to the public between February 10th and February 24th, 2010, with a total of 1,122 residents providing feedback online in that period. The survey was structured in an open format which contained a graphical illustration and explanation of each of the three proposed LRT routes for the participants review. A series of open-ended questions were then posed to the participant on the proposed line for their feedback. The same questions were asked for each of the routes under consideration to allow for consistency in the deployment of route options. Participants could choose which questions they wanted to answer. Readers should note that percentages are based on the total number of participants who answered a specific question and not on the total number of participants who completed the survey. Readers should also note that some questions are based on one response per participant (single response), while other questions allowed for more than one response per participants (multi response). Multi response tables therefore add up to percentages greater than 100.

Participants were asked to provide the first three digits of their postal code. Of the total number who shared their views on the NW-LRT, one in three provided their Forward Sortation Area (FSA) code. For the 385 participants who did share their FSA, one in five (18%) resided within T5X, while approximately one in ten resided in T5L (9%) or T8N (8%). Seven percent of participants were residents of T5E or T6V (7% each). Participation was generally scattered across other FSAs.

Forward Sortation Area	N	Percent
T5X	71	18.4
T5L	35	9.1
T8N	31	8.1
T5E	28	7.3
T6V	25	6.5
T5K	19	4.9
T5M	13	3.4
T6E	11	2.9
T5Y	11	2.9
Other (less than 3% each)	141	37
Total	385	100

The survey was promoted by the City of Edmonton and made available to residents through the City of Edmonton’s website. This study is only representative of individuals who shared their views during the survey period the public link was open.

This report includes an executive summary and an analysis of the survey findings. This research project was completed in accordance with the standards of and registered with the Marketing Research and Intelligence Association of which Nanos is a Corporate Gold Seal member.

2.0 EXECUTIVE SUMMARY

The online survey operated by Nanos Research was designed to provide an open forum for residents of the City of Edmonton to provide feedback on a number of proposed transit routes under consideration as part of the Northwest LRT expansion plan. Survey participants were initially probed for their general level of knowledge of the LRT project as well as being prompted for their views on the potential opportunities for expansion & growth, major drivers for sustained transit use as well as any concerns which should be considered in the route alignment and design of the LRT expansion. To follow is a summary of the key findings of the initiative.

- **Knowledge of LRT project** - Over four in ten participants (45%) had a medium level of knowledge of the NW-LRT project, while a comparable amount of participants (37%) indicated they had a low level of knowledge. Only one in five (19%) participants could be categorized as having a high level of knowledge of the LRT project to date.
- **Key expansion opportunities that should be considered** – Participants were asked if there were any proposed expansion/growth opportunities either downtown or in Northwest Edmonton that should be considered in the route alignment decision. The most commonly articulated response provided by participants was that any proposed route should consider shopping districts, particularly St. Albert Trail and 137 Avenues (28%). The second most common suggestion to consider was the potential development of the Municipal Airport in the future of growth (22%).
- **St. Albert Trail public and commercial buildings seen as major traffic generators** – When asked what they believed to be the major transportation generators within the NW-LRT study area, a quarter of participants identified the St. Albert Trail public and commercial buildings (24%). More than one in five participants identified the shopping districts and LRT stations (22%) as major generators. Participants also identified commuting as one of the major transportation generators within the study area (18%).
- **St. Albert and North Edmonton seen as major transportation points**– Nearly four out of ten participants (37%) identified “St. Albert” as a major transportation point within the study area, while one in four participants (26%) saw North Edmonton as a major transportation point. Public and commercial buildings and the downtown were identified as transportation points by one in ten participants (11% and 10% respectively).
- **Participants more likely to support urban LRT approach** – More than half of participants (52%) considered the urban LRT approach as a good design plan and commuter friendly. One in ten participants (10%) believed the design could be improved. Some commonly articulated concerns with the approach, identified by participants, included that there were too many stops which would make commutes longer (9%), that LRT should operate at a faster speed (7%), that the plan was not good enough (5%), and that it was too costly and should balance accessibility (both 3%).
- **Obstructions to community seen as barrier to integration** - Participants were next prompted for feedback on ways to enhance integration with the community. The most commonly articulated responses were that plans should be unobtrusive to residents (18%), should connect to other public transit points (13%), be aesthetically pleasing (13%) and be safe and accessible (13%). Other ideas that participants identified as ways to enhance integration with the community were additional paths/walkways/bike racks (10%), include more stops (7%) and having areas near stations for parking (6%).

Option 1 – 113A Street Corridor

- **Key benefits – Access to shops and parks.** Access to shop and parks was considered to be a benefit of the proposed 113A Street route by nearly three in ten participants (27%). Fourteen percent of participants considered this option as having no benefits or being disruptive. Another one in ten of participants considered

the service to St. Albert as an important benefit (12%), while another one in ten participants considered service to the Castledowns community as an important benefit (10%).

- **Key issues to be explored– Disruptions to residents.** Asked what the potential issues that should be explored within the 113A Street Corridor Route option, nearly one in four participants were concerned about the disruptions to residents and the demolition of existing homes (23%). Eighteen percent of participants were concerned that the 113A Street Corridor Route option avoided key high density areas. Nearly one in five participants (17%) believed the potential issue of increased traffic congestion in this option should be explored.
- **Groups to be considered.** Nearly one in ten participants (8%) believed that the design of the airport centre would have to be considered. One in twenty participants said that the traffic on 137 Avenue (5%) should be considered, while another one in twenty believed that Grand Trunk Park should be considered (4%). Two in three participants did not have any specific group in mind (66%).

Option 2 – 127 Street Corridor

- **Key benefit – Access to St. Albert.** When asked to identify the benefits of the 127 Street Corridor Route option, four in ten participants considered this option to have no benefits (38%). Eighteen percent of participants considered the access to St. Albert as a benefit. One in ten participants (12%) saw access to Airport site and the Yellowhead Trail as a benefit. Another one in ten (11%) considered the potential increase in ridership as a benefit.
- **Key issues to be explored– Traffic congestion.** One in three participants (32%) indicated that traffic congestion was the principal issue associated with this proposed route option. While nearly one in five participants (19%) could not identify any issues. The fact that the option missed desirable destinations (13%) and the limited ridership potential of the route (12%) were also frequently identified by participants as issues.
- **Groups to be considered.** One in eight participants (13%) believed that residences and businesses in the surrounding area should be considered in more detail. Seven in ten participants could not identify any groups (70%).

Option 3 – St. Albert Trail Corridor

- **Key benefit – Quickest, most direct route.** When asked to identify benefits in the proposed St. Albert Trail Corridor Route, one in three participants (34%) identified it as the best option for being quick and direct, while another one in three said that there were no benefits to the proposed plan. Ten percent of participants said that residents of St. Albert benefitted the most from this proposal, while another ten percent of participants believed this plan had fewer disruptions, which they viewed as a benefit.
- **Key issues to be explored – Plan focuses on residents of St. Albert.** Asked what the potential issues that should be explored within the St. Albert Trail Corridor Route option, four in ten participants (42%) said it only catered to St. Albert residents. Fourteen percent of participants were concerned that the St. Albert Trail Corridor Route option might have some issues managing traffic and commuter flow.
- **Groups to be considered –** Nearly one in ten participants (7%) believed that local business associations would have to be considered, while another four percent of participants identified local community groups and associations along the route. Four in five participants did not have any specific group in mind (79%).

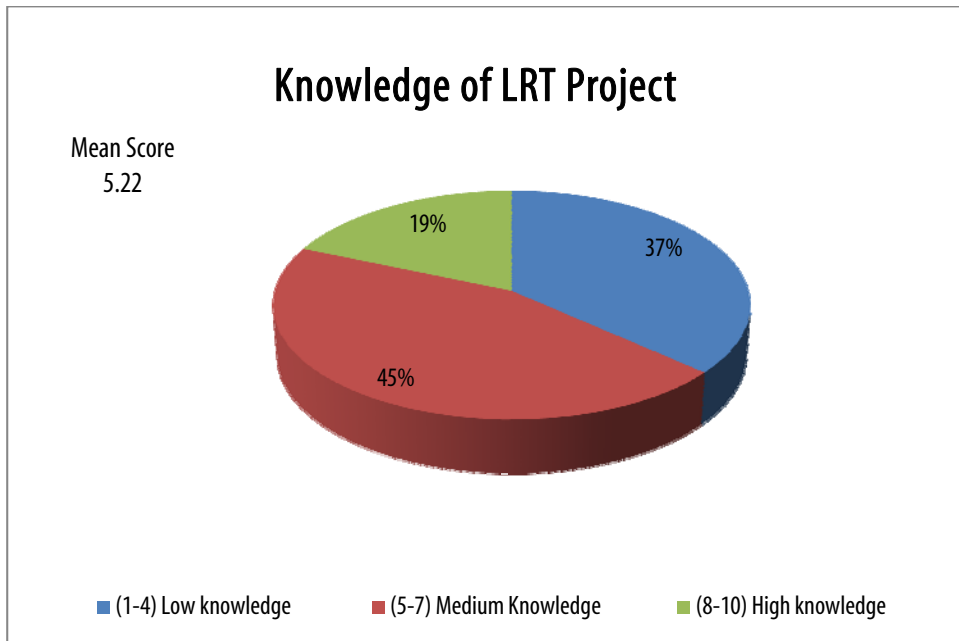
3.0 NORTHWEST LRT KNOWLEDGE

Participants were initially asked their overall level of knowledge of the Northwest LRT (NW-LRT) project. Using a 10 point scale, participants were asked to rate their current level of knowledge of the current NW-LRT project. Responses were quantified into three broad categories to better illustrate knowledge levels:

- **Low knowledge** (1 to 4 on the 10 point scale)
- **Medium knowledge** (5 to 7 on the 10 point scale)
- **High knowledge** (8 to 10 on the 10 point scale)

Analysis on this measure indicates an average level of knowledge of the project among participants (5.22 mean score). Over four in ten (45%) had a medium level of knowledge of the NW-LRT project, while a comparable amount of participants (37%) indicated they had a low level of knowledge. One in five (19%) participants could be categorized as having a high level of knowledge of the LRT project to date.

On a scale of 1 to 10 where 1 is a very low level of knowledge and 10 is a very high level of knowledge, how would you describe your general knowledge of this project to date.
 (Source: Nanos Research, February 2010)



With an overall mean score of 5.22 on the 10 point knowledge scale, efforts to raise public awareness and knowledge of the initiative should continue. There were twice as many participants categorized as having low knowledge of the project when compared to high knowledge. An opportunity exists therefore to stimulate the interest on the NW-LRT project with an ongoing public engagement process.

4.0 PROPOSED EXPANSION/GROWTH OPPORTUNITIES

Participants were asked if there were any proposed expansion/growth opportunities either downtown or in Northwest Edmonton that should be considered in the route alignment decision. The most commonly articulated response provided by participants was that any proposed route should consider shopping districts, particularly St. Albert Trail and 137 Avenue (28%). The second most common suggestion to consider was the potential development of the Municipal Airport in the future of growth (22%).

Participants also identified Castledowns (9%), Griesbach (6%), the downtown arena (4%), Northgate (4%) and Jasper Ave/109th Street (4%) as expansion/growth opportunities in downtown or Northwest Edmonton that should be considered. Twenty-one percent of participants said that they could not identify any opportunities to be considered.

Are there proposed expansion/growth opportunities in downtown or Northwest Edmonton that you feel should be considered in the route alignment decision?

[Multi Response]

(Source: Nanos Research, February 2010)

Rank	Response	Percentage (n=531)
1	Shopping district (i.e. St. Albert, 137 Avenue)	28.4
2	Municipal Airport/need to finalize plans	22.2
3	No growth/expansion opportunities to be considered	20.5
4	Castledowns	9.2
5	Griesbach	6.4
6	Downtown arena	4.3
6	Northgate	4.3
8	Jasper Ave and 109 th	4.1
9	Minimal impact to residents	2.4
10	West Edmonton	2.3
11	System should service only residential areas	1.7
12	Will foster growth in North West Edmonton	1.5
	Other (Less than 2%)	10.4

5.0 MAJOR TRANSPORTATION GENERATORS

When asked as what they believed the major transportation generators within the NW-LRT study area were, a quarter of participants identified the St. Albert Trail public and commercial buildings (24%). More than one in five participants identified the shopping districts and LRT stations (22%) as major generators. Participants also identified commuting as one of the major transportation generators within the study area (18%). Participants also identified heavy residential density (7%) as major transportation generators within the NW-LRT study. Eleven percent of participants were unsure.

What do you see as the major transportation generators within the study area?

[Single Response]

(Source: Nanos Research, February 2010)

Rank	Response	Percentage (n=464)
1	St. Albert public and commercial buildings	24.4
2	Shopping districts/LRT station	21.8
3	Commuting/commuters	17.5
4	Heavy residential density	6.9
5	City Centre Airport redevelopment	3.7
6	Shopping malls/retail properties	3.0
7	Public transit	2.6
8	Increased housing density	2.2
	Other (2% and Less)	7.6
	Unsure	10.6
	Total	100.0

6.0 MAJOR TRANSPORTION POINTS

Participants were prompted for feedback on what they considered to be the major transportation points within the study area. Nearly four out of ten participants (37%) identified “St. Albert” as a major transportation point within the study area, while one in four participants (26%) saw North Edmonton as a major transportation point. Public and commercial buildings and the downtown were identified as transportation points by one in ten participants (11% and 10% respectively). Seven percent of participants were unsure.

What do you see as the major transportation points (origins/destinations) within the study area?
[Single Response]

(Source: Nanos Research, February 2010)

Rank	Response	Percentage (n=456)
1	St. Albert community	37.1
2	North Edmonton	25.7
3	Public and commercial buildings	11.0
4	Downtown area	9.6
5	South Edmonton	2.9
6	Municipal Airport Land	2.6
7	Transportation (i.e. Parking, traffic, train depot)	2.4
	Other (2% and Less)	1.8
	Unsure	6.8
	Total	100.0

6.1 PRIMARY PRIORITIES FOR ROUTE ALIGNMENT

Participants were asked what they considered to be the major transportation issues or priorities that should be considered in setting the route alignment of the LRT expansion from NAIT Station to North West City limits. Among the top priorities were the speed and efficiency of the route (39%), the ease of access (32%), the overall design with respect to location and safety (26%) and the impact the plan would have on traffic (20%). Other key issues were cost (13%), avoiding disruption to nearby areas (13%), opportunities for development (10%) and the potential for future ridership (10%).

What do you think are the two primary issues or priorities that should be considered in setting the route alignment of the LRT expansion from NAIT STATION to North West City limits?

[Multi Response]

(Source: Nanos Research, February 2010)

Rank	Responses	Percentage (n=430)
1	Speed/travel time/efficient routing	38.7
2	Ease of access/parking/availability of service	31.7
3	Design (i.e. location, safety, etc)	25.7
4	Impact on traffic	20.1
5	Cost	13.2
6	Avoiding disruption to nearby areas	12.5
7	Potential for future ridership	10.2
7	Opportunity for (re)development of areas affected by LRT	10.2
8	Housing/ability to intensify neighbourhoods along route	5.8
9	LRT is a necessity	2.8
10	Maintenance of existing transport method	2.3
10	Service to high density populations	2.3
12	Expedite construction/get going	2.1
	Other (2% and Less)	8.7
	Unsure	1.9

6.2 IMPRESSION OF URBAN-STYLE LRT

Participant were given the following description of an urban style LRT system and were asked their impression.

LRT System Style

In June 2009, City Council approved a long-term LRT Network Plan that defines the ultimate long-term future size, scale, and operation of the LRT system. The ultimate LRT network would have six lines extending to the Northwest, Northeast, East, Southeast, South, and the West.

An important part of the LRT Network Plan is a change in approach to the overall system style. While the current LRT system can best be described as a “suburban” system, the LRT Network Plan calls for a change to an urban LRT system. LRT would continue to operate on dedicated right-of-way, with priority, so the trains do not mix with traffic or stop at intersections. However, the urban approach brings other changes that improve connections between the LRT and city life.

An Urban LRT system means:

- *Building smaller scale stations that are spaced closer together than you see on the existing LRT system.*
- *Integrating the LRT with the surrounding area by providing better links to a greater number of destinations, and providing more direct transit, pedestrian and cyclist connections.*
- *Integrating visual elements that minimise intrusion and maximise openness of space to create a safe environment.*
- *Respecting communities. The LRT would operate with reduced speeds in congested areas, allowing LRT to fit and operate safely in pedestrian-oriented communities with reduced right-of-way and fewer barriers.*

Investing in aesthetics to fit within an urban environment. This includes features such as landscaping, streetscaping, and architectural features like street furniture. Opportunities to use embedded track instead of traditional rock ballast and railway ties will be explored to improve visual appeal.

More than half of participants (52%) considered the urban LRT approach a good design plan which was commuter friendly. One in ten participants (10%) believed the design could be improved. Some commonly articulated criticisms of the approach identified by participants included that there were too many stops which would make commutes longer (9%), that LRT should operate at a faster speed (7%), that the plan was not good enough (5%), and that it was too costly and should balance accessibility (both 3%). Three percent were unsure.

What is your impression of the urban LRT approach described above?

[Single response]

(Source: Nanos Research, February 2010)

Rank	Responses	Percentage (n=444)
1	A good design plan/commuter friendly	52.3
2	Design can be improved	9.5
3	Bad - too many stops will make commutes longer	8.6
4	LRT should operate at faster speeds	7.0
5	Not good enough	5.0
6	Too costly	3.2
7	Should balance accessibility	2.9
8	Not beneficial	2.0
	Other (2% or Less)	7.2
	Unsure	2.5
	Total	100.0

7.0 INTEGRATION WITH THE COMMUNITY

Participants were next prompted for feedback on ways to enhance integration with the community. The most commonly articulated responses were that plans should be unobtrusive to residents (18%), should connect to other public transit points (13%), be aesthetically pleasing (13%) and be safe and accessible (13%). Other ideas that participants identified as ways to enhance integration with the community were additional paths/walkways/bike racks (10%), include more stops (7%) and having areas near stations for parking (6%).

What ideas come to mind as a way (or ways) to enhance integration with the community?
[Multi Response]

(Source: Nanos Research, February 2010)

Rank	Response	Percentage (n=347)
1	Unobtrusive to residents	18.0
2	Connect with other public transit points	13.3
3	Greenery/aesthetically pleasing	13.0
3	Safety/accessibility/signage	13.0
5	Paths/walkways/bike racks	10.0
6	More stops	7.4
7	Parking	6.2
8	Construct transit system underground/subway	4.7
9	Nothing	4.4
10	Coffee shops at stations	4.1
11	More mini buses	3.8
11	Better communication with local residents	3.8
13	Art and great architecture	3.5
14	Build an elevated transit system	2.4
	Other (less than 2%)	8.1
	Unsure	2.2

7.0 ROUTE OPTION 1 – 113A STREET CORRIDOR

Participants were prompted with the 113A Street Corridor Route transit plan and asked for their feedback on three core areas:

- benefits provided by this option;
- potential issues to be explored with this option; and,
- identification of any specific organizations or groups in need of additional consultation on this proposed route.

The first route option under consideration was the 113A Street Corridor Route. The following map was shown to participants along with the survey questions.



7.1 113A Street Corridor - Benefits

Access to shop and parks was considered to be a benefit of the proposed 113A Street route to nearly three in ten participants (27%). Fourteen percent of participants considered this option as having no benefits or being disruptive. Another one in ten of participants considered the service to St. Albert as an important benefit (12%), while another one in ten participants considered service to the Castledowns community as an important benefit (10%). A north-south connection was also considered a benefit for one in ten participants (10%). Another potential benefit of the 113A Street Corridor identified by participants was that it ran along major roadways and would cut down traffic (10%). Eight percent of participants were unsure what benefits the 113A Street Corridor offered.

113A Street Corridor - What do you see as benefits to the LRT/transit systems that would be offered by this options?

[Multi Response]

(Source: Nanos Research, February 2010)

Rank	Response	Percentage (n=405)
1	Access to shops/parks/facilities	27.4
2	No benefits/disruptive	13.8
3	Provides access to St. Albert	12.3
4	Provides access to Castledowns	10.1
5	North to South connection	9.9
6	Runs along major roadways/reduce traffic	9.6
7	Route services a larger area/better long term ridership potential	4.7
8	Faster/quicker commute	4.4
9	Least disruptive/better plan	4.0
10	Route includes airport lands	2.7
11	Will encourage development along route	2.2
	Other (less than 2%)	2.6
	Unsure	8.1

7.2 113A Street Corridor – Issues

Asked what the potential issues that should be explored within the 113A Street Corridor Route option, nearly one in four participants were concerned about the disruptions to residents and the demolition of existing homes (23%). Eighteen percent of participants were concerned that the 113A Street Corridor Route option avoided key high density areas. Nearly one in five participants (17%) believed the potential issue of increased traffic congestion in this option should be explored. One in seven participants (14%) did not identify any potential issue with this option because they believed it was the best option. Eleven percent of participants believed that crossing the CN rails was an issue which needed to be explored. Five percent were unsure.

113A Street Corridor – What do you see as potential issues that would need to be explored with this option should it continue to be explored?

[Multi Response]

(Source: Nanos Research, February 2010)

Rank	Response	Percentage (n=347)
1	Disruptions to residents/too much demolition of existing homes	22.5
2	Avoids key/high density areas	18.2
3	Increased traffic congestion	17.0
4	None/best option	14.1
5	Crossing CN rail line	11.0
6	Need to ensure convenient parking at all stations	4.0
6	Costly/Expensive route option	4.0
8	Longer travel time	2.6
9	Not pedestrian friendly	2.0
	Other (2% and Less)	10.2
	Unsure	5.2

7.3 113A Street Corridor – Groups to be Considered

Participants were asked to identify any local or specific community, business or institutional initiatives that should be considered in more detail within the 113A Street Corridor option. Two in three participants did not have any specific group in mind (66%). Nearly one in ten participants (8%) believed that the design of the airport centre would have to be considered. One in twenty participants said that the traffic on 137 Avenue (5%) should be considered, while another one in twenty believed that Grand Trunk Park should be considered (4%).

113A Street Corridor – Are you aware of any local or specific community, business or institutional initiatives that would need to be considered in more detail with this option?

[Single Response]

(Source: Nanos Research, February 2010)

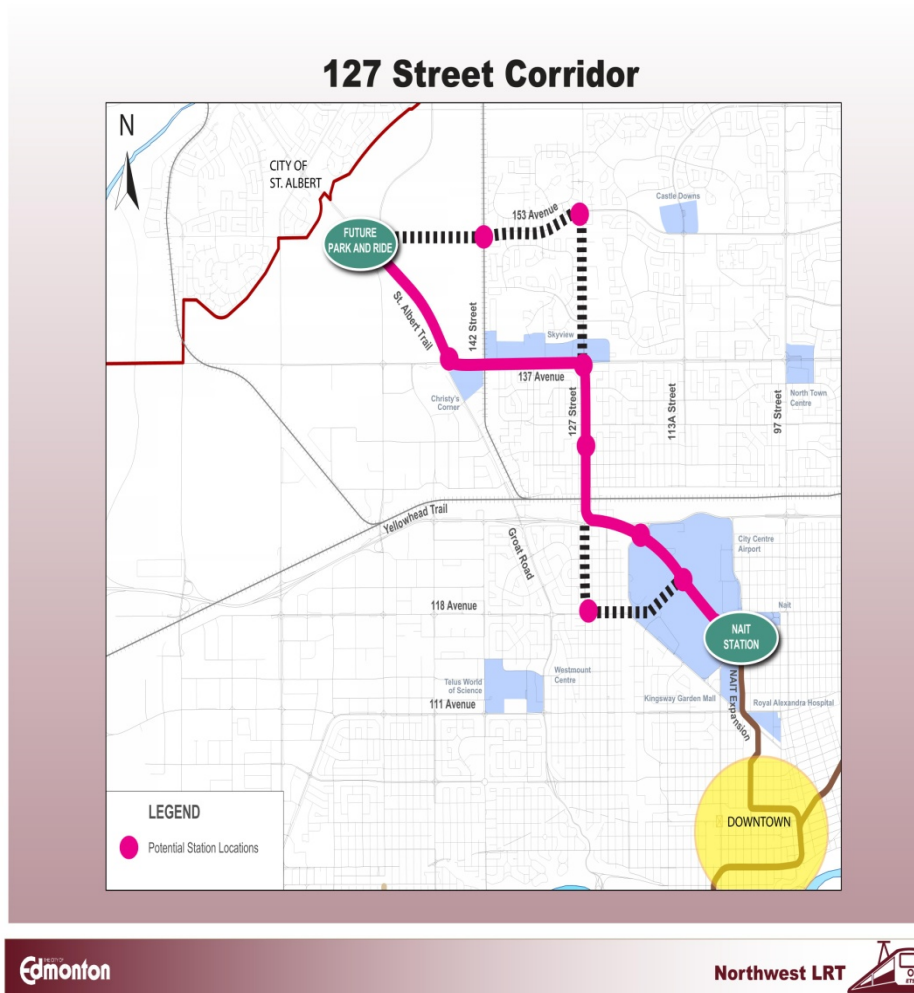
Rank	Response	Percent (n=284)
1	No/none	66.2
2	Redevelopment of airport	7.7
3	Traffic on 137 Avenue	4.6
3	Grand Trunk Park/facility	4.2
5	Schools	2.5
6	Castledowns area YMCA	2.5
7	St. Albert and Morinville	2.1
8	Community groups/businesses along planned route	2.1
	Other (2% and Less)	8.6
	Total	100.0

8.0 ROUTE OPTION 2 – 127 STREET CORRIDOR

Participants were prompted with the proposed 127 Street Corridor Route transit plan and asked for their feedback on three core areas:

- benefits provided by this option;
- potential issues to be explored with this option; and,
- identification of any specific organizations or groups in need of additional consultation on this proposed route.

The second route option under consideration was the 127 Street Corridor Route. The following map was shown to participants along with the survey questions.



8.1 127 Street Corridor route - Benefits

When asked to identify the benefits of the 127 Street Corridor Route option, four in ten participants considered this option to have no benefits (38%). Eighteen percent of participants considered the access to St. Albert as a benefit. One in ten participants (12%) saw access to Airport site and the Yellowhead Trail as a benefit. Another one in ten (11%) considered the potential increase in ridership as a benefit. Other benefits of the 127 Street Corridor Route option identified by participants were access to business along the route (9%) and that it was less disruptive to residents (8%). Eight percent of participants said the 127 Street Corridor was the best option.

**127 Street Corridor Route – What do you see as benefits to the LRT/transit system that would be offered by this option?
[Multi Response]
(Source: Nanos Research, February 2010)**

Rank	Response	Percentage (n=332)
1	None	37.7
2	Access to St. Albert community	17.5
3	Offers access to Airport site and Yellowhead Trail	12.3
4	Better geographic coverage/ridership potential	11.1
5	Access to business along route	8.7
6	Less disruptive to residents and traffic	7.5
7	Best option	7.5
8	Access to Northern parts of the city	5.4
	Other	3.9
	Unsure	1.2

8.2 127 Street Corridor Route – Potential Issues

Asked, unprompted to identify potential issues with 127 Street Corridor Route plan that would need to be explored, traffic congestion was the most commonly articulated issue identified by participants. One in three participants (32%) indicated that traffic congestion was the principal issue associated with this proposed route option. While nearly one in five participants (19%) could not identify any issues. The fact that the option missed desirable destinations (13%) and the limited ridership potential of the route (12%) were also frequently identified by participants as issues. Another commonly articulated issue identified by participants was the potential disruption to residents caused by the route (9%).

**127 Street Corridor Route – What do you see as potential issues that would need to be explored with this option should it continue to be explore as the LRT route?
[Multi Response]
(Source: Nanos Research, February 2010)**

Rank	Response	Percentage (n=299)
1	Creates too much traffic congestion	32.4
2	None	18.7
3	Misses desirable destinations	13.4
4	Likely a low ridership route	12.4
5	Disruptive to residents	9.4
6	Railroad crossing	5.4
6	Cost/expensive to build	5.4
8	Speed of route	2.3
8	Park N Ride	2.3
	Other (less than 2%)	3.9

8.3 127 Street Corridor Route – Groups to be Considered

When asked if they were aware of any specific community, business or institutional initiatives that would need to be considered in more detail within the 127 Street Corridor option, seven in ten participants could not identify any (70%). One in eight participants (13%) believed that residences and businesses in the surrounding area should be considered in more detail. Six percent of participants (6%) believed that the airport and railroad needed to be considered in more depth, while another six percent said that the size of 127th street and congestion issues associated with it needed to be considered.

127 Street Corridor Route – Are you aware of any local or specific community, business or institutional initiatives that would need to be considered in more detail with this option?

[Single Response]

(Source: Nanos Research, February 2010)

Rank	Response	Percentage (n=233)
1	No/none	70.4
2	Residence and businesses of surrounding area	12.9
3	Airport/railroad	6.0
4	Size of 127th St/traffic congestion implications	5.6
5	Schools in surrounding area	3.9
	Other (less than 2%)	0.4
	Unsure	0.9
	Total	100

9.0 ROUTE OPTION 3 – ST. ALBERT TRAIL CORRIDOR

Participants were prompted with the third proposed St. Albert Trail Corridor Route plan and asked for their feedback on three core areas:

- benefits provided by this option;
- potential issues to be explored with this option; and,
- identification of any specific organizations or groups in need of additional consultation on this proposed route.

The third potential route option was the St. Albert Trail Corridor. The following map was shown to participants along with the survey questions.



9.1 St. Albert Trail Corridor Route - Benefits

When asked to identify benefits in the proposed St. Albert Trail Corridor Route, one in three participants (34%) identified it as the best option, while another one in three said that there were no benefits to the proposed plan. Ten percent of participants said that residents of St. Albert benefitted the most from this proposal, while another ten percent of participants believed this plan had fewer disruptions, which they viewed as a benefit.

**St. Albert Trail Corridor Route – What do you see as benefits to the LRT/transit system that would be offered by this option?
[Multi Response]
(Source: Nanos Research, February 2010)**

Rank	Response	Percentage (n=318)
1	Best option/quickest/most direct route	34.0
2	None/no benefits	29.9
3	St. Albert community benefits most from this option	10.4
4	Least amount of disruption	10.4
5	Provide access to retail/points of interest	5.3
6	Relieve traffic	3.8
7	Will stimulate development along route	3.5
8	Cheapest option	3.5
8	Airport and VIA rail access	3.1
	Other (2% and Less)	3.1
	Unsure	0.3

9.2 St. Albert Trail Corridor Route – Issues

Asked what the potential issues that should be explored within the St. Albert Trail Corridor Route option, four in ten participants (42%) said it only catered to St. Albert residents. Fourteen percent of participants were concerned that the St. Albert Trail Corridor Route option might have some issues managing traffic and commuter flow. Eleven percent of participants could not identify any issues, while another one in ten participants (10%) said the lack of stops was an issue. Six percent of participants said the St. Albert Trail Corridor Route missed major retail areas.

St. Albert Trail Corridor Route – What do you see as potential issues that would need to be explored with this option should it continue to be explored as the LRT route?

[Multi Response]

(Source: Nanos Research, February 2010)

Rank	Response	Percentage (n=288)
1	Caters to St. Albert only/limited number of residents	41.7
2	Managing traffic/commuter flow	13.9
3	None/no issues	11.1
4	Lack of stops	10.1
5	Does not access/connect to major retail	6.3
6	Business and residential disruption	4.2
7	Rail yard	3.1
8	No connecting routes	3.1
	Other (less than 2%)	6.4

9.3 St. Albert Trail Corridor Route – Groups to be Considered

Participants were asked to identify any local or specific community, business or institutional initiatives that should be considered in more detail within the St. Albert Trail Corridor Route option. Four in five participants did not have any specific group in mind (79%). Nearly one in ten participants (7%) believed that local business associations would have to be considered, while another four percent of participants identified local community groups and associations along the route.

St. Albert Trail Corridor Route – Are you aware of any local or specific community, business or institutional initiatives that would need to be considered in more detail with this option?

[Single Response]

(Source: Nanos Research, February 2010)

Rank	Response	Percentage (n=219)
1	None	78.5
2	Local business associations	6.8
3	Local community groups/associations along planned route	4.1
4	Need to consult with St. Albert community	3.7
5	Airport lands redevelopment plan	2.7
6	Misses majority of the Edmonton community	2.3
	Other (less than 2%)	2.0
	Total	100



STAT SHEET – NORTHWEST LRT - TABULATIONS

Q1 - How would you describe your general knowledge of this project to date?

	Frequency	Percent
1 out of 10	116	10.3
2 out of 10	78	7
3 out of 10	113	10.1
4 out of 10	106	9.4
5 out of 10	191	17
6 out of 10	136	12.1
7 out of 10	174	15.5
8 out of 10	116	10.3
9 out of 10	35	3.1
10 out of 10	57	5.1
Total	1122	100.0

Q1 - How would you describe your general knowledge of this project to date?

	Frequency	Percent
Medium Knowledge (1 to 4)	501	44.7
Low Knowledge (5 to 7)	413	36.8
High Knowledge (8 to 10)	208	18.5
Total	1122	100.0



STAT SHEET – NORTHWEST LRT - TABULATIONS

Question 2 - Are there proposed expansion/growth opportunities in downtown or Northwest Edmonton that you feel should be considered in the route alignment decision?

	Responses	
	N	Percent of Cases
Shopping district (i.e. St. Albert, 137 th)	151	28.40%
Municipal Airport/need to finalize plans	118	22.20%
No growth/expansion opportunities to be considered	109	20.50%
Castledowns	49	9.20%
Griesbach	34	6.40%
Downtown arena	23	4.30%
Northgate	23	4.30%
Jasper Ave and 109th	22	4.10%
Minimal impact to residents	13	2.40%
West Edmonton	12	2.30%
System should service only residential areas	9	1.70%
Will foster growth in North West Edmonton	8	1.50%
Should expand system as much as possible	7	1.30%
Claireview	5	0.90%
Stoney Plain Rd	5	0.90%
Parking/after-hours access is critical	5	0.90%
121st and 107th Streets	4	0.80%
Create hub/spoke system with bus routes	4	0.80%
Yellow head JCT station	3	0.60%
167th and 127th Streets	3	0.60%
Include schools/libraries on route plan	3	0.60%
LRT should follow main traffic corridors	2	0.40%
Need to access/include currently underserved areas	2	0.40%
Include bike lanes in construction plan	2	0.40%
North Edmonton Common	1	0.20%
The Charles Cansell Site	1	0.20%
Expand network to include Spruce Grove	1	0.20%
Will drive redevelopment/revitalization	1	0.20%
Run along rail lines on 119th	1	0.20%
Include EPCOR building in route plan	1	0.20%
Include 87th Ave route in planning	1	0.20%
Account for new arena in route plan	1	0.20%
Anthony Henday ring road	1	0.20%
Total number of participants = 531		



STAT SHEET – NORTHWEST LRT - TABULATIONS

Question 3 - What do you see as the major transportation generators within the study area?

	Frequency	Valid Percent
St Albert public and commercial buildings	113	24.4
Shopping district/LRT station	101	21.8
Commuting/commuters	81	17.5
Unsure	49	10.6
Heavy residential density	32	6.9
City Centre Airport redevelopment	17	3.7
Shopping malls/retail properties	14	3.0
Public transit	12	2.6
Increased housing density	10	2.2
People travelling to South Edmonton	6	1.3
Suburban communities/residents	6	1.3
Availability of parking/Park and Ride	6	1.3
North end development (East and West)	4	.9
Aging population	3	.6
Lack of public transit	3	.6
Nothing/doesn't matter	2	.4
West end development (both North and South)	2	.4
Government involvement	1	.2
Industrial and business zones	1	.2
Large/wide arterial roads	1	.2
Total	464	100.0
No answer	658	
Total	1122	



STAT SHEET – NORTHWEST LRT - TABULATIONS

Question 4 - What do you see as the major transportation points (origins/destinations) within the study area?

	Frequency	Valid Percent
St Albert	169	37.1
North Edmonton	117	25.7
Public and commercial buildings	50	11.0
Downtown area	44	9.6
Unsure	31	6.8
South Edmonton	13	2.9
Municipal Airport Land	12	2.6
Transportation (i.e. Parking, traffic, train depot)	11	2.4
Major intersections and roads	2	.4
There are none	2	.4
Business and employment	2	.4
Everything	1	.2
Housing	1	.2
Residential areas	1	.2
Total	456	100.0
No answer	666	
Total	1122	



STAT SHEET – NORTHWEST LRT - TABULATIONS

Question 5 - What do you think are the two primary issues or priorities that should be considered in setting the route alignment of the LRT expansion from NAIT STATION to North West City Limits?

	Responses	Percent of
	N	Cases
Speed/travel time/efficient routing	167	38.70%
Ease of access/parking/availability of service	137	31.70%
Design (i.e. location, safety, etc)	111	25.70%
Impact on traffic	87	20.10%
Cost/how will it be paid for	57	13.20%
Avoiding disruption of nearby areas	54	12.50%
Potential for future ridership	44	10.20%
Opportunity for (re)development of areas affected by LRT	44	10.20%
Housing/ability to intensify neighbourhoods along route	25	5.80%
LRT is a necessity	12	2.80%
Maintenance of existing transport method	10	2.30%
Service to high density populations	10	2.30%
Expedite construction/get going	9	2.10%
Environmental impact/use fewer cars	8	1.90%
Need to finalize plans for airport lands	6	1.40%
Priority should be Edmonton before suburbs	3	0.70%
Use the existing rail network	3	0.70%
Effect on property values should be considered	2	0.50%
Should run along 113th Avenue	2	0.50%
Include Castledowns in planning	2	0.50%
CN property on Yellowhead Trail	2	0.50%
Looking at other successful cities	1	0.20%
Legal issues (i.e. policing, safety)	1	0.20%
Transform Edmonton into a pedestrian friendly city	1	0.20%
Lack of available land for route construction	1	0.20%
Should be constructed underground/subway	1	0.20%
Need to understand profile of transit users	1	0.20%
113th/153rd Ave is far enough for route	1	0.20%
Suburban taxpayers should be paying for this service	1	0.20%
Northgate transit centre should be included	1	0.20%
Use the Utility corridor for route planning	1	0.20%
Unsure	16	1.90%
Total number of participants = 430		



STAT SHEET – NORTHWEST LRT - TABULATIONS

Question 6 - What is your impression of the urban LRT approach described above?

	Frequency	Valid Percent
A good design plan/commuter friendly	232	52.3
Design can be improved	42	9.5
Bad - too many stops will make commute longer	38	8.6
LRT should operate at faster speeds	31	7.0
Not good enough	22	5.0
Too costly	14	3.2
Should balance accessibility	13	2.9
Unsure	11	2.5
Not beneficial	9	2.0
Add parking lots	7	1.6
Environment and aesthetics	7	1.6
Should be more accessible	5	1.1
Well suited for urban city like Edmonton/not for St. Albert	3	.7
Good for the environment as will get cars off the road	3	.7
Concerns about crime/safety	2	.5
Will take too long to build	1	.2
Why are suburbs being included in Edmonton transit plan	1	.2
System should be built to move people not help businesses	1	.2
St Albert getting a free ride	1	.2
Similar to other LRT systems	1	.2
Total	444	100.0
No answer	678	
Total	1122	



STAT SHEET – NORTHWEST LRT - TABULATIONS

Question 7 – What ideas come to mind as a way (or ways) to enhance integration with the community?

	Responses	Percent of Cases
	N	
Unobtrusive to residents	61	18.00%
Connect with other public transit points	45	13.30%
Greenery/aesthetically pleasing	44	13.00%
Safety/accessibility/signage	44	13.00%
Paths/walkways/bike racks	34	10.00%
More stops	25	7.40%
Parking	21	6.20%
Construct transit system underground/subway	16	4.70%
Nothing	15	4.40%
Coffee shops at stations	14	4.10%
More mini buses	13	3.80%
Better communication with local residents	13	3.80%
Art and great architecture	12	3.50%
Unsure	9	2.20%
Build an elevated transit system	8	2.40%
Expedite construction of system	6	1.80%
Keep the system affordable	4	1.20%
Discounts to affected residents (due to construction inconveniences)	3	0.90%
Better integration of stations into mixed used buildings	3	0.90%
Consider long term implications of route plan	2	0.60%
Increase exposure to ethnic communities	1	0.30%
Build a European style transit network/system	1	0.30%
Modernize existing stations	1	0.30%
Build stations to handle winter climate	1	0.30%
Annex St. Albert into Edmonton	1	0.30%
Pricing based fares/longer trips should	1	0.30%
Stop trying to socially engineer neighbourhoods	1	0.30%
Routes must be cost effective to build	1	0.30%
Automate the system as much as possible	1	0.30%
Total number of participants = 347		



STAT SHEET – NORTHWEST LRT - TABULATIONS

**Question 8 - What do you see as the benefits to the LRT/transit system that would be offered by this option?
(Route 113A Street Corridor)**

	Responses	Percent of Cases
	N	
Access to shops/parks/facilities	111	27.40%
No benefits/disruptive	56	13.80%
Provides access to St Albert	50	12.30%
Provides access to Castledowns	41	10.10%
North to South connection	40	9.90%
Runs along major roadways/reduce traffic	39	9.60%
Route services a larger area/better long term ridership potential	19	4.70%
Faster/quicker commute	18	4.40%
Least disruptive/better plan	16	4.00%
Route includes airport lands	11	2.70%
Will encourage development along route	9	2.20%
Low cost to build	6	1.50%
Environmental benefits	3	0.70%
Any expansion of public transit is a good thing	1	0.20%
Convenient	1	0.20%
Unsure	33	8.10%
Total number of participants = 405		



STAT SHEET – NORTHWEST LRT - TABULATIONS

**Question 9 - What do you see as potential issues that would need to be explored with this option should it continue to be explored as the LRT route?
(Route 113A Street Corridor)**

	Responses	Percent of Cases
	N	
Disturb residents /too much demolition of existing homes	78	22.50%
Avoids key/high density areas	63	18.20%
Traffic congestion	59	17.00%
None/best option	49	14.10%
Crossing CN rail line	38	11.00%
Need to ensure convenient parking at all stations	14	4.00%
Costly/Expensive route option	14	4.00%
Longer travel time	9	2.60%
Not pedestrian friendly	7	2.00%
Bus hubs needed	6	1.70%
Route intersects areas children play in/concerns for safety	6	1.70%
Decrease in property values	5	1.40%
Ensure airport redevelopment moves forward	3	0.90%
Crime concerns	3	0.90%
St. Albert residents not paying for this	2	0.60%
Not enough available land for this option	2	0.60%
Low ridership potential	2	0.60%
Bad for local businesses	2	0.60%
How will 113th Avenue be affected	1	0.30%
Not enough stops on along this route	1	0.30%
Plan is too ambitious	1	0.30%
Bad for the environment	1	0.30%
Unsure	18	5.20%
Total number of participants = 347		



STAT SHEET – NORTHWEST LRT - TABULATIONS

**Question 10 - Are you aware of any local or specific community, business or institutional initiatives that would need to be considered in more detail with this option?
(Route 113A Street Corridor)**

	Frequency	Valid Percent
No/none	188	66.2
Redevelopment of airport	22	7.7
Traffic on 137th	13	4.6
Grand Trunk Park/facility	12	4.2
Schools	7	2.5
Castledowns area YMCA	7	2.5
St Albert and Morinville	6	2.1
Community groups/businesses along planned route	6	2.1
Griesback	4	1.4
Environmental groups/associations	3	1.1
CN Rail	3	1.1
Parking along 113th Ave	2	.7
Muslim community	2	.7
Small businesses in nearby area	1	.4
Cansell redevelopment plan	1	.4
Remand Centre development	1	.4
New arena development	1	.4
Connection to Canadian Forces base	1	.4
Telus World of Science	1	.4
Canada Lands Development	1	.4
The Aboriginal community	1	.4
Oil and gas industry	1	.4
Total	284	100.0
No answer	838	
Total	1122	



STAT SHEET – NORTHWEST LRT - TABULATIONS

**Question 11 - What do you see as the benefits to the LRT/transit system that would be offered by this option?
(Route 127 Street Corridor)**

	Responses	Percent of Cases
	N	
None	125	37.70%
Access to St Albert	58	17.50%
Offers access to Airport site and Yellow head Trail	41	12.30%
Better geographic coverage/ridership potential	37	11.10%
Access to business along route	29	8.70%
Less disruptive to residents and traffic	25	7.50%
Best option	25	7.50%
Access to Northern parts of the city	18	5.40%
Will promote transit oriented development	6	1.80%
Cheaper	3	0.90%
Better integration with existing rail network	2	0.60%
Access to bus service	1	0.30%
Better station placement	1	0.30%
Unsure	4	1.20%
Total number of participants = 332		



STAT SHEET – NORTHWEST LRT - TABULATIONS

**Question 12 - What do you see as potential issues that would need to be explored with this option should it continue to be explored as the LRT route?
(127 Street Corridor)**

	Responses N	Percent of Cases
Creates too much traffic congestion	97	32.40%
None	56	18.70%
Misses desirable destinations	40	13.40%
Likely a low ridership route	37	12.40%
Disruptive to residents	28	9.40%
Railroad crossing	16	5.40%
Cost/expensive to build	16	5.40%
Speed of route	7	2.30%
Park N Ride	7	2.30%
Area is undeveloped/doesn't need a route	2	0.70%
Will depress/lower property values	2	0.70%
Oppose transit line through airport land	2	0.70%
North South route	1	0.30%
Safety/crime concerns	1	0.30%
Impact on construction along 137 Ave	1	0.30%
What will be impact on Edmonton Indy	1	0.30%
Need more public consultation/insufficient dialog/communication	1	0.30%
Edmonton paying for a transit service in St Albert	1	0.30%
Total number of participants = 299		



STAT SHEET – NORTHWEST LRT - TABULATIONS

**Question 13 - Are you aware of any local or specific community, business or institutional initiatives that would need to be considered in more detail with this option?
(127 Street Corridor)**

	Frequency	Valid Percent
No/none	164	70.4
Residence and businesses of surrounding area	30	12.9
Airport/railroad	14	6.0
Size of 127th St/traffic congestion implications	13	5.6
Schools in surrounding area	9	3.9
Unsure	2	.9
Long term sustainability of route/is ridership maximized	1	.4
Total	233	100.0
No answer	889	
Total	1122	



STAT SHEET – NORTHWEST LRT - TABULATIONS

**Question 14 - What do you see as the benefits to the LRT/transit system that would be offered by this option?
(St Albert Trail Corridor)**

	Responses N	Percent of Cases
Best option/quickest/most direct route	108	34.00%
None/no benefits	95	29.90%
St Albert benefits most from this option	33	10.40%
Least amount of disruption	33	10.40%
Provide access to retail/points of interest	17	5.30%
Relieve traffic	12	3.80%
Will stimulate development along route	11	3.50%
Cheapest option	11	3.50%
Airport and VIA rail access	10	3.10%
Uses existing rail lines	6	1.90%
East and West access	2	0.60%
Creates opportunities for TOD housing	1	0.30%
Perhaps St Albert will contribute to con	1	0.30%
Unsure	1	0.30%
Total number of participants = 318		



STAT SHEET – NORTHWEST LRT - TABULATIONS

**Question 15 – What do you see as potential issues that would need to be explored with this option should it continue to be explored as the LRT route?
(St Albert Trail Corridor)**

	Responses N	Percent of Cases
Caters to St Albert only/limited number of residents	120	41.70%
Managing traffic/commuter flow	40	13.90%
None/no issues	32	11.10%
Lack of stops	29	10.10%
Does not access/connect to major retail	18	6.30%
Business and residential disruption	12	4.20%
Rail yard	9	3.10%
No connecting routes	9	3.10%
Not well planned	5	1.70%
Costly/expensive to build	4	1.40%
Park and Ride	2	0.70%
Use of Groat Road	2	0.70%
Fewer (re)development options	2	0.70%
Too far out of way/by-passes major arteries	1	0.30%
Needs to be safe/crime concerns	1	0.30%
NIMBY groups	1	0.30%
Will ruin/destroy the airport	1	0.30%
Total number of participants = 288		



STAT SHEET – NORTHWEST LRT - TABULATIONS

**Question 16 - Are you aware of any local or specific community, business or institutional initiatives that would need to be considered in more detail with this option?
(St Albert Trail Corridor)**

	Frequency	Valid Percent
None	172	78.5
Business associations	15	6.8
Local community groups/associations along planned route	9	4.1
Need to consult with St Albert	8	3.7
Airport lands redevelopment plan	6	2.7
Misses majority of the Edmonton community	5	2.3
Via Rail	1	.5
Space Science Centre	1	.5
Groat Road area/lands for development	1	.5
Westmount Mall/transit station	1	.5
Total	219	100.0
No answer	903	
Total	1122	



STAT SHEET – NORTHWEST LRT – PARTICIPANT FSAs

What are the first three digits of your postal code?

	Frequency	Percent	Valid Percent	Cumulative Percent
T5X	71	6.3	18.4	18.4
T5L	35	3.1	9.1	27.5
T8N	31	2.8	8.1	35.6
T5E	28	2.5	7.3	42.9
T6V	25	2.2	6.5	49.4
T5K	19	1.7	4.9	54.3
T5M	13	1.2	3.4	57.7
T6E	11	1.0	2.9	60.5
T5Y	11	1.0	2.9	63.4
T5Z	9	.8	2.3	65.7
T5G	9	.8	2.3	68.1
T5C	8	.7	2.1	70.1
T6H	8	.7	2.1	72.2
T5B	7	.6	1.8	74.0
T6C	7	.6	1.8	75.8
T5J	7	.6	1.8	77.7
T6J	6	.5	1.6	79.2
T6G	6	.5	1.6	80.8
T5H	6	.5	1.6	82.3
T5A	6	.5	1.6	83.9
T5R	5	.4	1.3	85.2
T5N	5	.4	1.3	86.5
T6M	4	.4	1.0	87.5
T6W	4	.4	1.0	88.6
T6k	4	.4	1.0	89.6
T5T	4	.4	1.0	90.6
T6A	4	.4	1.0	91.7
T8A	3	.3	.8	92.5
T8T	3	.3	.8	93.2
T6L	3	.3	.8	94.0
T8E	2	.2	.5	94.5
T8R	2	.2	.5	95.1
T5W	2	.2	.5	95.6
T6R	2	.2	.5	96.1
T6T	2	.2	.5	96.6
T6P	1	.1	.3	96.9
T0E	1	.1	.3	97.1
T8H	1	.1	.3	97.4
T4B	1	.1	.3	97.7
T0G	1	.1	.3	97.9
T6B	1	.1	.3	98.2
T6X	1	.1	.3	98.4
T6K	1	.1	.3	98.7
T6N	1	.1	.3	99.0
T5V	1	.1	.3	99.2
T3K	1	.1	.3	99.5
T2R	1	.1	.3	99.7
T7R	1	.1	.3	100.0
Total	385	34.3	100.0	
No FSA given	737	65.7		
Total	1122	100.0		