



WHAT WE DID & HEARD HIGHLIGHTS

PRIORITIZING GREAT IDEAS NOVEMBER – DECEMBER 2015

Together we are creating a Transit Strategy that supports Edmonton's future as a great city.

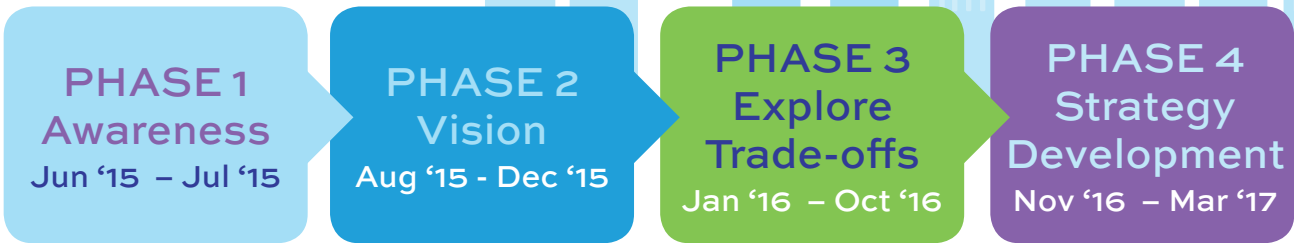
Public input is key to making a long term Transit Strategy that will help guide City decision making. We want to hear feedback and ideas from all Edmontonians. From November through December, our *What Moves You?* engagement bus and street team visited neighbourhoods to learn more about people's transit priorities. Many people also participated by attending a workshop or completing an online survey. The information will be used to develop a strategy to guide the City on how transit can best serve communities and support Edmonton's future. We are currently completing the Vision phase and moving into the Explore Trade-offs phase of the project.



WHAT MOVES YOU? LET'S TALK TRANSIT

The Edmonton logo, featuring the word "Edmonton" in white text on a dark blue rectangular background.

OUR TIMELINE



BY THE NUMBERS (November – December 2015)



5
Let's Talk Transit workshops conducted



800
People engaged by the street team on the engagement bus



135
People attended transit priorities workshops



1900
People responded to online surveys



62
Hours the engagement bus spent on the road



WHAT WE DID

From August through October 2015, we gathered more than 10,000 comments from Edmontonians and some common themes emerged. The results can be found in our [Highlights Report #1](#). In November and December, we asked 3,000 people in workshops, online surveys, and on board the engagement bus to identify their top priorities from among these themes.

Round-table discussion during workshop session

TOP PRIORITIES IN WHAT WE HEARD

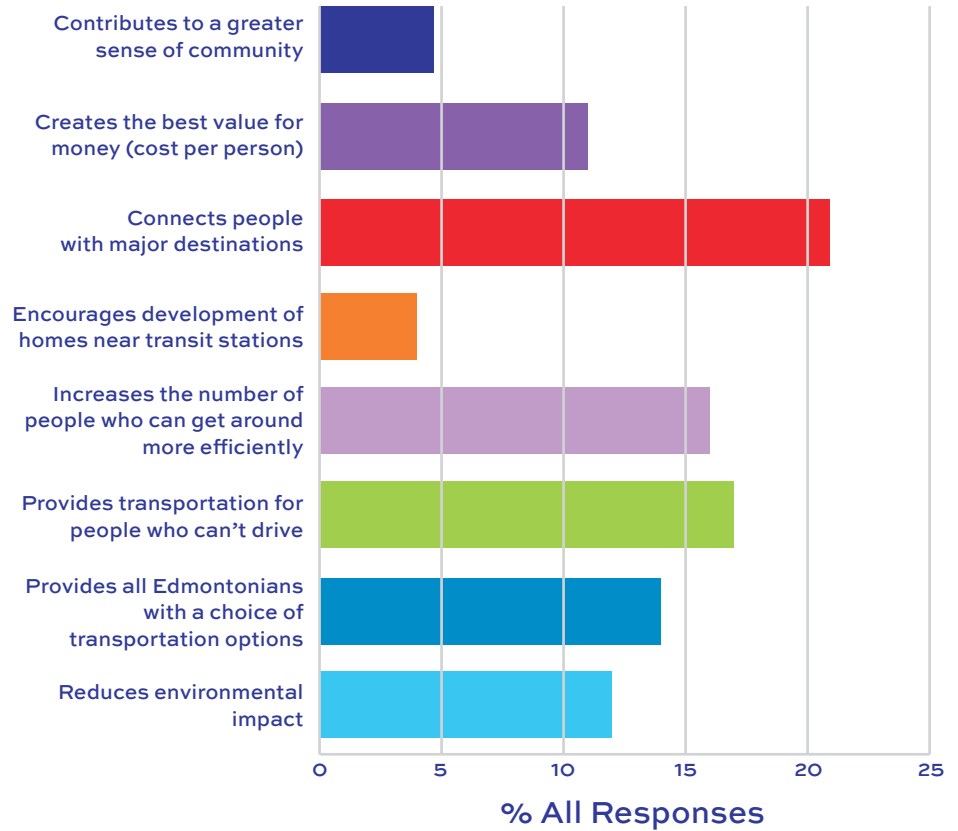
We have carefully recorded and analyzed thousands of responses from the public. Here are the top priorities.

Q1. WHY IS IT IMPORTANT FOR EDMONTON TO HAVE A GREAT TRANSIT SYSTEM?

Edmontonians appreciate our transit system because it provides connection and independence for people. The top priority from all the audiences was “connecting people with major destinations such as workplaces, universities/ colleges, shopping areas, higher density neighbourhoods and regional communities.” Participants also highly valued a system that:

- Increases the number of people who can get around more efficiently.
- Provides transportation for people who can't drive or can't afford to drive.
- Provides all Edmontonians with a choice of transportation options.

Q1 VALUES

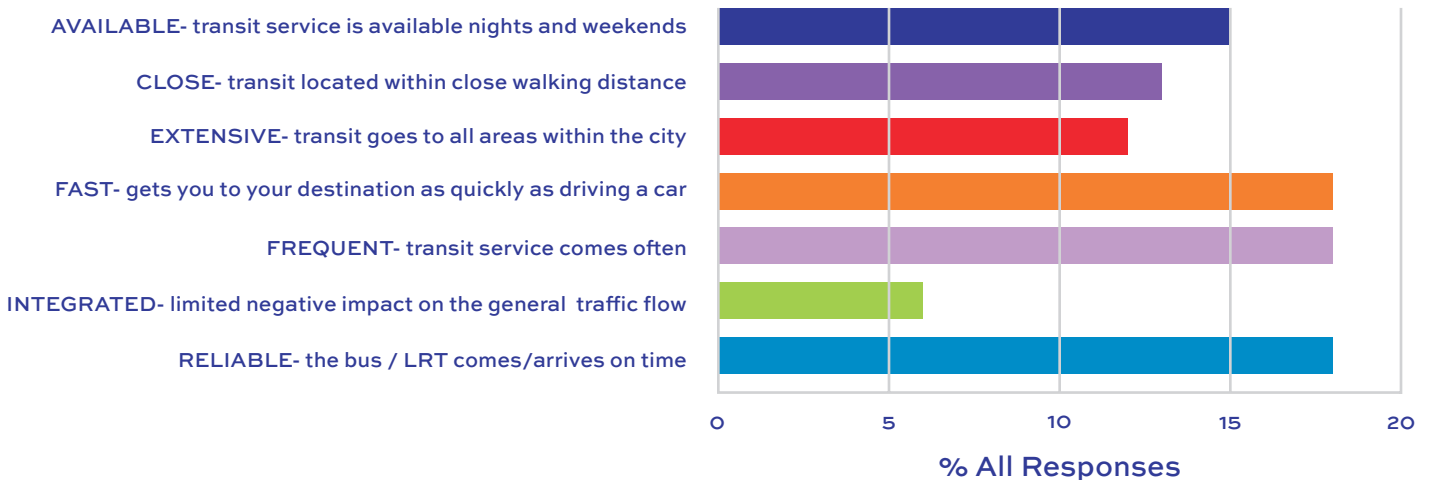


Q2. WHAT TERMS BEST DESCRIBE YOUR IDEAL FUTURE TRANSIT SYSTEM IN EDMONTON?

The results for this question show that the options are ranked closely together. This indicates that there are differing opinions about what makes an ideal transit network. *Fast, Frequent* and *Reliable* were the top themes, however, *Available, Close* and

Extensive were not far behind. In 2016, we will be asking more questions about trade-offs between transit network options in order to get a better sense of Edmontonians' priorities.

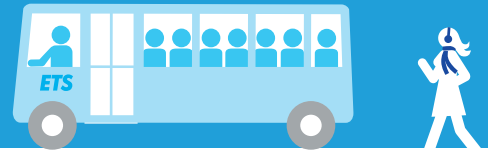
Q2 NETWORK



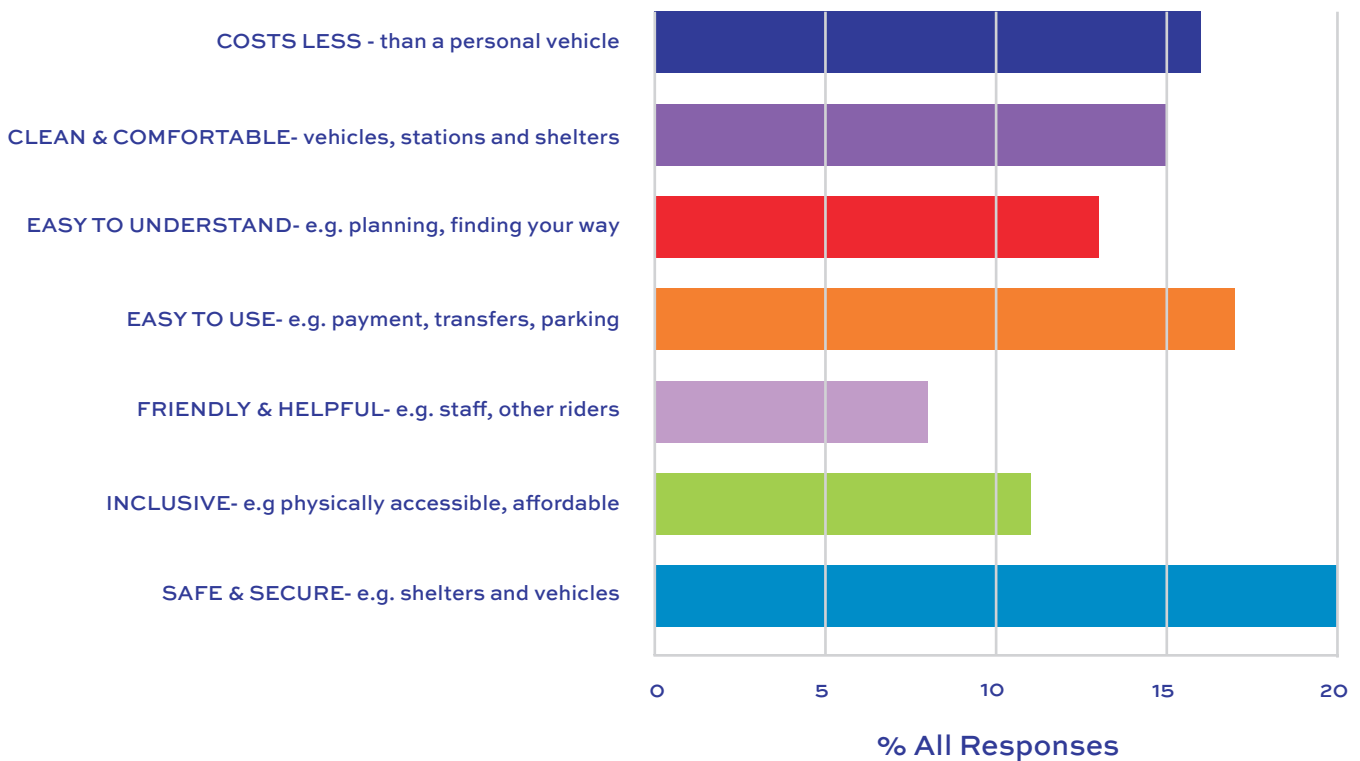
Q3. WHICH TERMS BEST DESCRIBE YOUR IDEAL FUTURE EXPERIENCE USING EDMONTON'S TRANSIT SYSTEM?

All the identified customer experience attributes are basic requirements in order to retain current transit riders and attract new riders. Among these attributes, participants placed the highest value on a *Safe &*

Secure transit system. They also appreciate a system that is *Easy to Use*, *Clean & Comfortable* and *Costs Less* than driving a personal vehicle.



Q3 EXPERIENCE



WHAT HAPPENS NEXT?

In the spring, we will ask the public to provide more feedback on their priorities for the transit network by considering what trade-offs they are willing to make among different options. This input will be used to develop some of the strategic objectives in the Transit Strategy. The final Transit Strategy will go to City Council for approval in early 2017.

Visit our [website](#) for more information and to [sign up to receive email updates](#).

