

SCOOP

Strathcona County ITMP

DATE: July 19, 2021



Strathcona County is updating our **Integrated Transportation Master Plan (ITMP)**. The goal of this initiative is to create a prioritized plan that will guide transportation investments now and into the future.

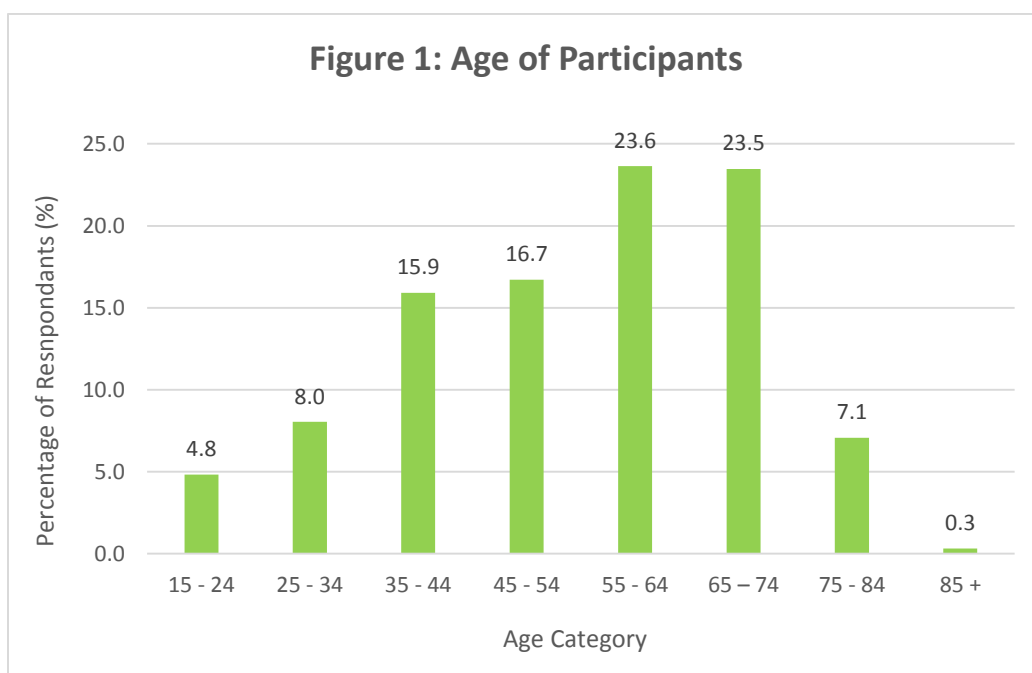
For this first step in public engagement for the process, we wanted to understand resident perspectives on how transportation relates to Strathcona County's Strategic Goals and community priorities.

For the second step in public engagement, we created a survey for residents to provide their input on transportation related priorities and interests.

Survey Demographics

For approximately two weeks beginning on June 14th, Strathcona County residents were invited to share their thoughts on a survey relating to Strathcona County's current and future transportation network.

Throughout both the Scoop and Survey Central platforms, a total of 641 residents participated in the survey. Approximately 43% of participants were male, 52% female, 1% preferred to self-identify and 4% preferred not to say. Of the participants, 109 either had a disability or had someone in their household with a disability, and 470 participants did not. The age breakdown of the participants can be found in the below figure.



Survey Question Breakdown

Question 1 Summary

Question 1 was structured to allow open input on residents' opinions on what a livable communities' transportation network might look like. Each respondent was asked to select three words that best fit their idea of a transportation network in a livable community. There were over 370 unique responses from residents however the top 5 results had a significantly higher number of mentions. Listed from most selected to least selected, the top 5 results were: **Accessibility, Safety, Affordability, Convenience** and **Efficiency**. Some other responses that were noted are: Reliability, Easy to use, Walkability, Fast, and Availability.

Recognizing that many words have similar meanings, following the processing of the raw data, words with the same theme were grouped together which led to the top 5 results becoming even more prevalent.

Question 2 Summary

2. Imagine you were choosing a new place to live in Strathcona County. Please rank your priorities as it relates to transportation from highest priority (1) to lowest priority (7).

On a computer: drag items from the left to the right.

On a phone: click items in your order of preference. Un-click and click again to change the order.

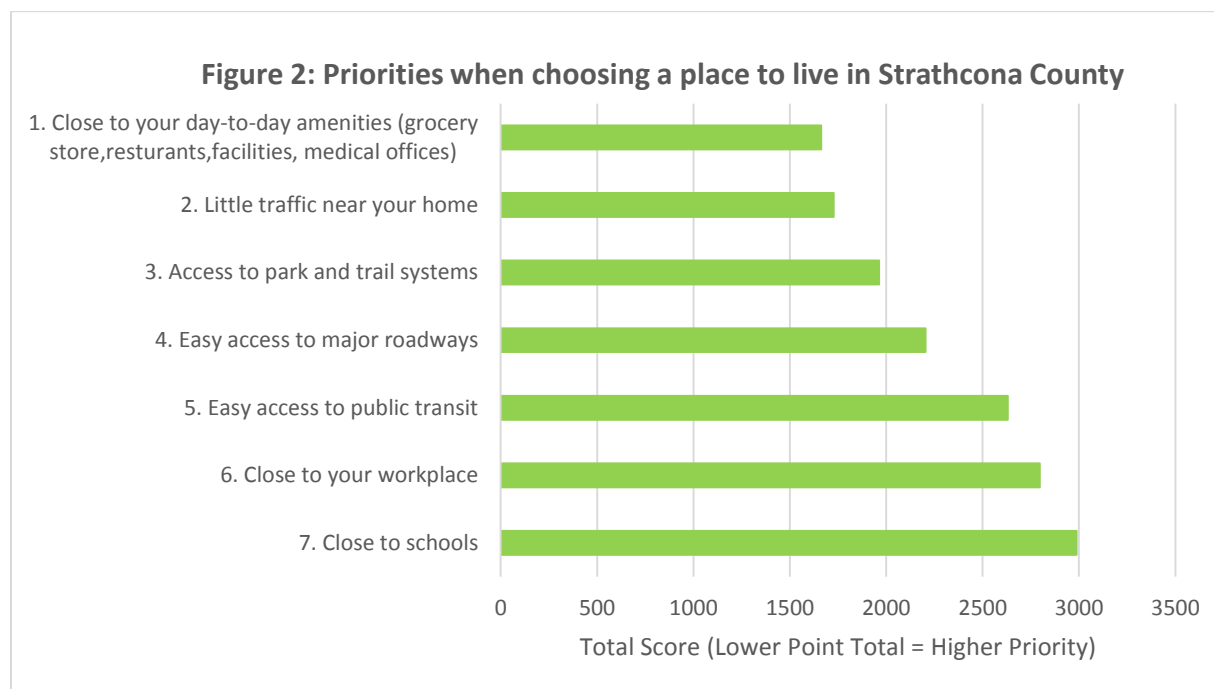
Drag items from the left-hand list into the right-hand list to order them.

The screenshot shows a digital survey interface. On the left, there is a vertical list of seven transportation-related priorities, each in a light gray box with a right-pointing arrow icon. The priorities are: 'little traffic near your home', 'easy access to public transit', 'easy access to major roadways', 'close to your day-to-day amenities (grocery store, restaurants, facilities, medical offices)', 'access to park and trail systems', 'close to your workplace', and 'close to schools'. To the right of this list is a large, empty, rounded rectangular box intended for the user to drag the items into to rank them by priority.

This question focused on what the transportation related priorities are when selecting a place to live in Strathcona County. Respondents ranked their priorities from highest to lowest priority. The resulting ranking of the priorities of the community are shown below from highest priority to lowest priority.

1. Close to your day-to-day amenities
2. Little traffic near your home
3. Access to park and trail systems
4. Easy access to major roadways
5. Easy access to public transit
6. Close to your workplace
7. Close to schools

To show a further breakdown of the priorities, the below bar graph shows the breakdown between each priority. A **lower** score on the bar graph indicates a **higher** priority as it was rated higher (closer to 1), more often.

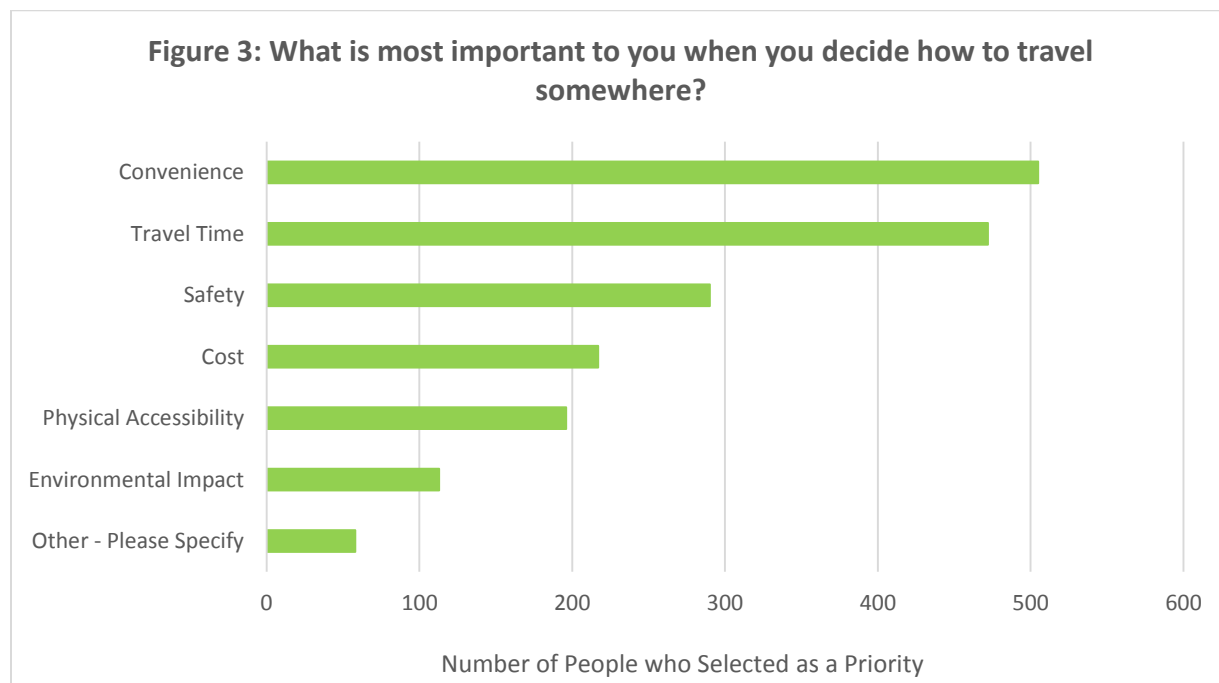


In addition to ranking these 7 options, respondents were asked to provide any other priorities they may have when selecting a place to live. Some additional answers are listed below.

- Parking in front of your home
- Maintenance of trails, sidewalks, and roadways
- Low noise pollution
- Safety for pedestrians and other non-vehicle modes
- Walkability

Question 3 Summary

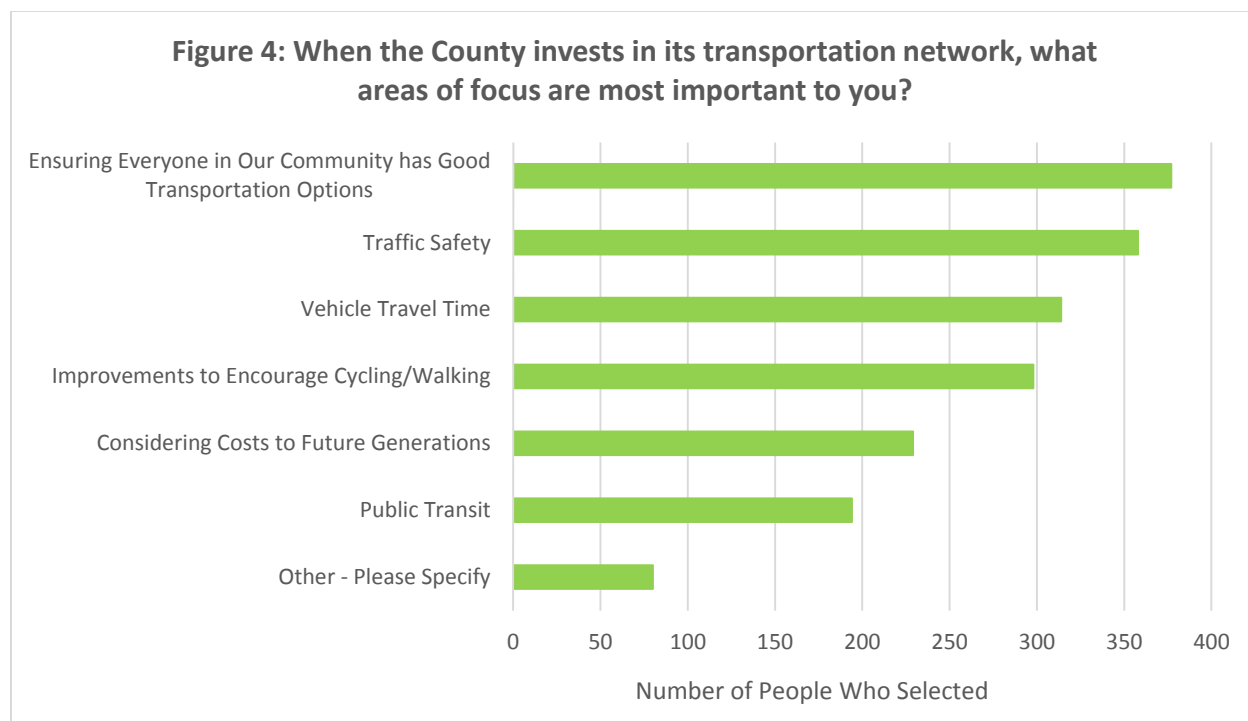
Question 3 focused on gaining insight into what the community thinks about when deciding how to travel somewhere in Strathcona County. Respondents had six options as well as an “other” option and were asked to select the top 3 priorities. The results of this question are shown in the figure below. The higher the number of people that selected the option (longer bar) indicates a higher priority.



Of the 58 options selecting “other” some popular answers included: weather, parking, walkability, personal health, and road condition.

Question 4 Summary

This question was centered around County Investment priorities. Participants were asked to specify the areas of focus they thought the County should invest in. Similar to question 3, there were six options with a seventh option for “other” and the user was asked to select the top 3 options. The results of this question can be found in the below figure.

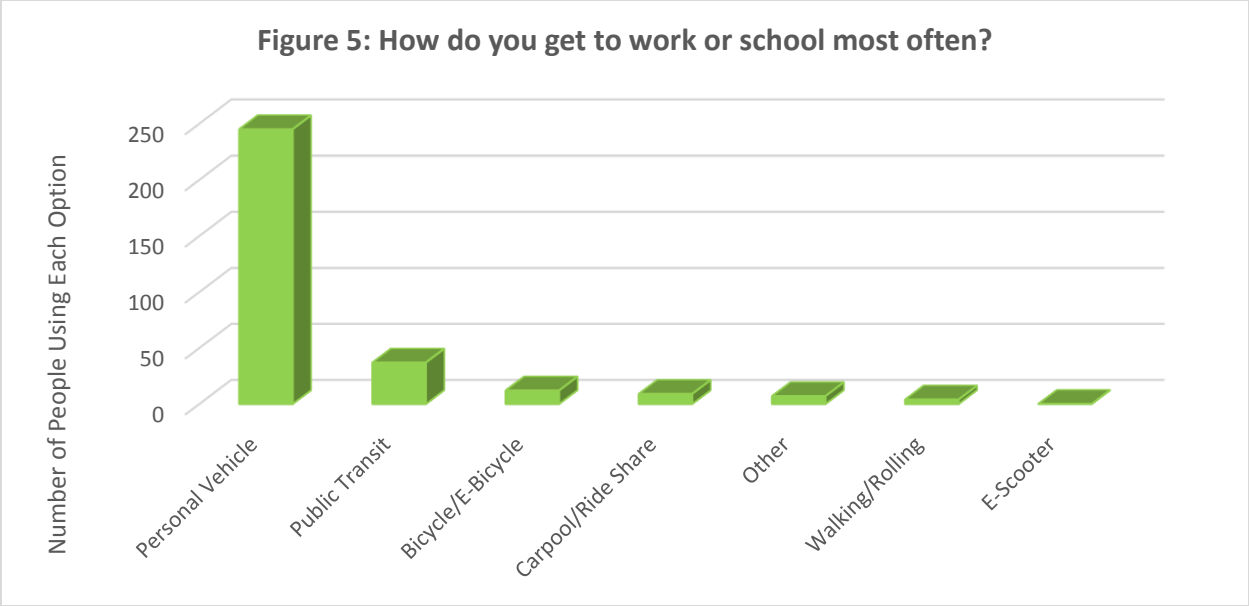


Of the 80 options selecting “other” some popular answers included: Environmental Sustainability, Network Maintenance, LRT connections and Separation of Cyclists from traffic.

Question 5, 6, 7 & 8 Summary

Question 5 was a qualifier for question 6. The question asked participants if they regularly travelled to work or school (with COVID-19 restrictions lifted). Of the participants, 51% answered yes, they have a regular commute and were directed to Question 6. The remaining 49% answered no, they either did not have a commute or worked/learned from home.

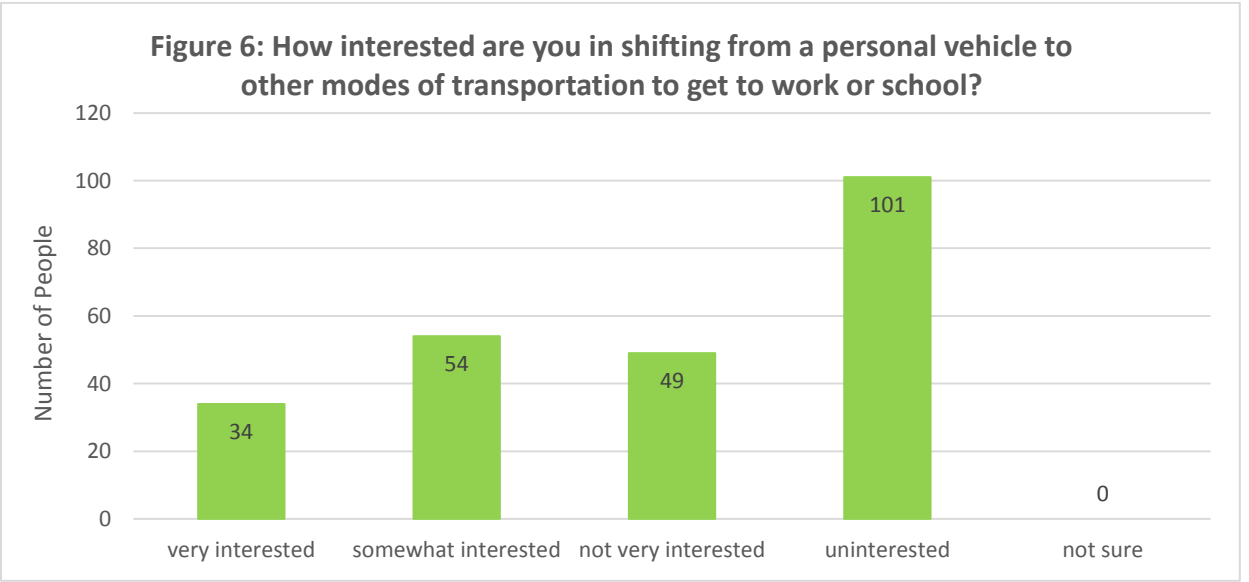
Question 6 asked the participants their transportation method to get to work or school. Respondents were provided with six options with the seventh being “other”. The results of this question are shown in Figure 5 below.

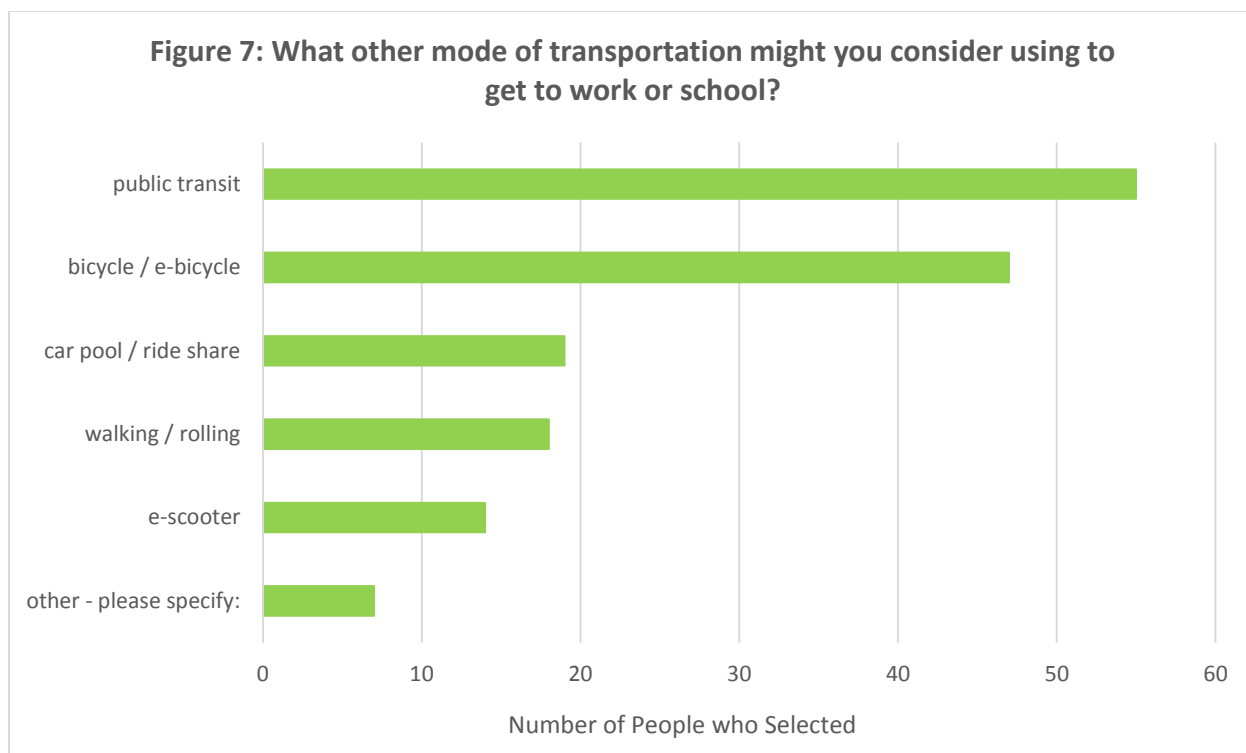


Only 7 people selected other, most of which indicated they use a variety of transportation methods to arrive at work or school (i.e. personal vehicle and public transit).

Following their answer to Question 6 users were asked in Question 7 to indicate their willingness to shift from a personal vehicle to other modes of transportation to travel to work or school. Question 8 asked which mode of transportation they would be willing to move to.

Figure 6 shows the willingness of those with a commute to shift to other modes while figure 7 shows which mode they would be willing to shift too.



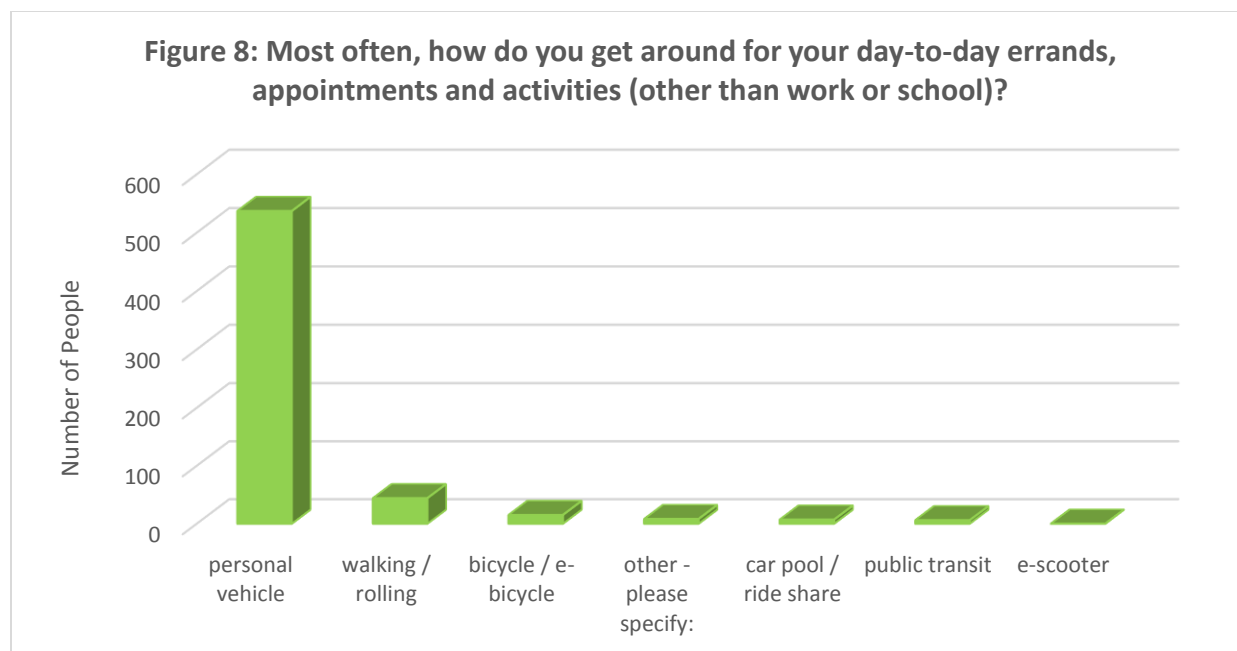


Of those who selected other in question 8 the predominant answer was the consideration to specifically use the LRT if made available.

Finally, as part of Question 8 residents were asked what other barriers might be preventing them from using the mode shift they selected earlier in the question. There were 61 people that responded to this question. Some barriers that were identified were: weather impacting the safety and accessibility of some options, excessive travel time, lack of connection of public transit to where residents need to go, and accessibility of alternative options.

Question 9, 10, 11 & 12 Summary

Question 9 asked the participants their transportation method that they use for daily errands, appointments, and activities. Respondents were provided with six options with the seventh being “other”. The results of this question are shown in the figure below.



Only 8 people selected other, most of which indicated they use a variety of transportation methods to complete their errands depending on the weather or time of day.

In Question 10 users were asked to indicate their willingness to shift from a personal vehicle to other modes of transportation for daily errands, appointments, and activities. Question 11 asked which mode of transportation they would be willing to move to.

Figure 9 shows the willingness to shift to other modes for errands, appointments and activities while Figure 10 shows which mode they would be willing to shift to.

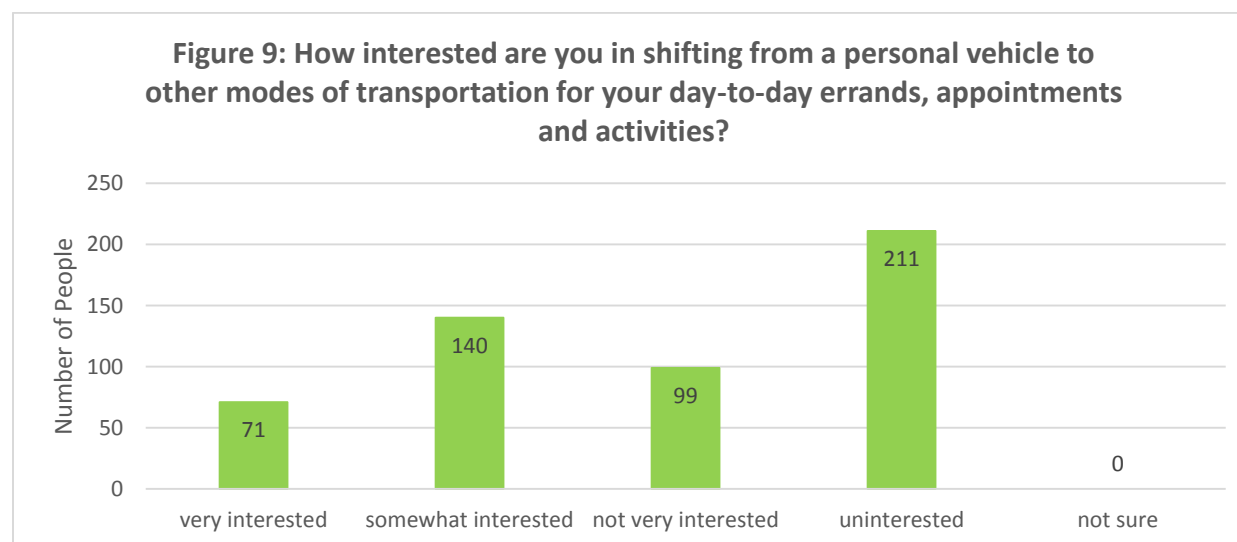
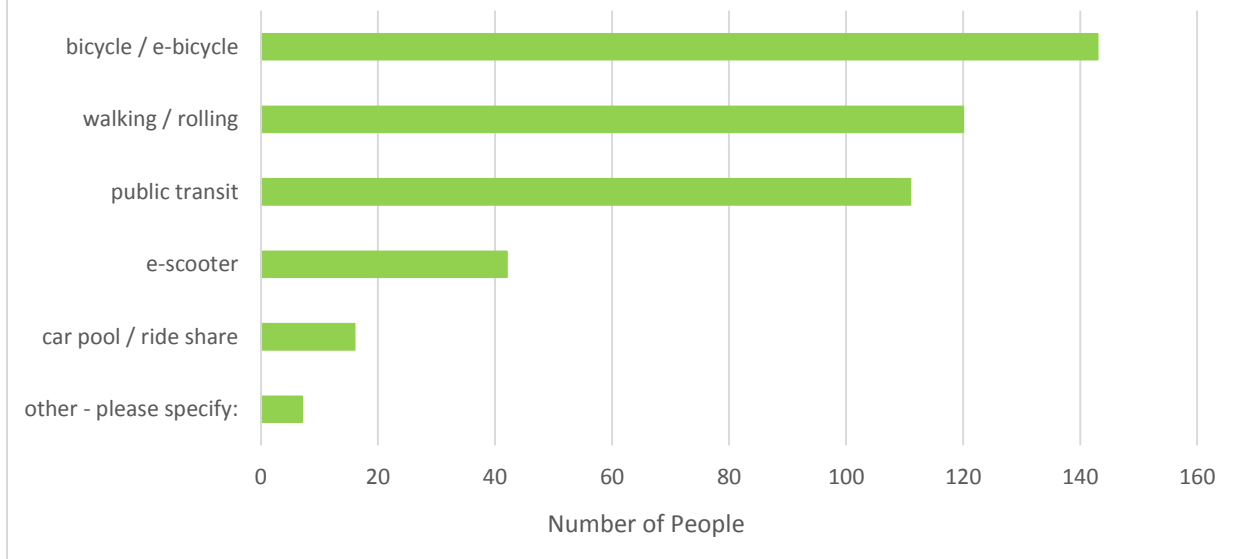


Figure 10: What alternative mode of transportation would you be interested to use for your day-to-day errands, appointments and activities?



Finally in Question 12 residents were asked what other barriers might be preventing them from using the mode shift they selected earlier in the question; there were 127 responses to this question. The barriers identified were quite similar to the commuter questions centering around: Weather, Travel Time, Accessibility, Distance, Safety and Carrying Capacity of alternative options.

DID YOU KNOW: FIND MORE INFORMATION ABOUT THE STRATHCONA iTMP HERE:



<https://www.strathcona.ca/council-county/plans-and-reports/strategic-documents/transportation-roads/integrated-transportation-master-plan/>

More Information

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