

# **Integrated Transportation Master Plan Update**

Priorities Committee Meeting  
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# ITMP Phases

## PHASE 1

### WHERE ARE WE NOW?

This phase focuses on developing the foundational understanding of current issues, needs and opportunities in Strathcona County.

- Key activities include **measuring, observing and listening.**

#### Spring & Summer 2021

- SCOOP Message Boards
- SCOOP Survey
- Focus Group Engagement
- Existing Conditions Transportation Modelling

## PHASE 2

### WHERE DO WE WANT TO GO?

This phase focuses on establishing a common vision for how Strathcona County's resources and assets will evolve alongside growth and what we want to accomplish

- Key activities include **assessing, forecasting and exploring.**

#### Fall 2021

(Sept/Oct – Technical, Nov – Engagement)

- Future Conditions Modelling
- Testing Solutions to identified concerns.
- Evaluating future scenarios
- Focus Group Engagement

## PHASE 3

### HOW DO WE GET THERE?

This final phase focuses on creating a prioritized and staged plan that aligns with related programs to help the County guide growth-related initiatives, efforts and investments.

- Key activities include **planning, testing and prioritizing.**

#### Winter 2021 and 2022

- Confirm Priorities and Opportunities of the report through Public Engagement
- Implementation Plan
- Produce Final Report and Circulate to the Community.

## How we communicated and engaged

- Newspaper ads and information releases, social media
- SCOOP
  - 86 responses
- Survey
  - 641 responses
- Focus Group discussions
  - Accessibility
  - Agriculture Services Board
  - Business and Industry
  - Cycling
  - Developers
  - Youth

## How we communicated & engaged.



### Media

3 ads and info releases: April 20, April 27 & June 15  
1 earned media story June 15



### Social Media.

April 20 to 22: 3 Facebook posts, 1 EDT Facebook post, 6 Twitter posts  
7 Instagram (Posts/Stories), 1 LinkedIn

June 14 and 15: 1 Facebook, 1 EDT Facebook, 1 Twitter, 3 Instagram (Posts/Stories), 1 LinkedIn



### Website.

Process updates and engagement reports were provided at each phase of the project on the County website at [strathcona.ca/ITMP](http://strathcona.ca/ITMP)



### SCOOP

Using the County's powerful SCOOP platform, several discussion boards were open from April 20 to May 6 2021 with 86 respondents participating.



### Survey.

Through Survey Central and SCOOP, a community survey was opened on June 14th which ran for two weeks and had 641 respondents engaged.



### Focus Groups.

Focus group discussions took place through 12 focus group sessions involving community, business, industry, and youth

# Engagement Results

EXCELLENCE in existing transportation infrastructure was a recurring comment in the discussions:

*“We have an excellent transportation system.”*

*“There are few things we need to fix, and more things we can think about and plan for the future.”*

Priorities that came through SCOOP, Survey and Focus Groups:

- Safety
- Accessibility
- Connectivity
- Efficiency and Convenience

It is further noted that discussions on both sustainability and wellness (both people and the environment) was woven into many of the conversations.

# What we learned from SCOOP



Bicycle interactions with pedestrians and traffic could be safer

Providing safe places in rural areas for cyclists



Improved trail and sidewalk connectivity

Longer trails without having to use cross walks

Improved safety of crosswalks



Continuing to create walkable communities

Improve connections between communities

Improve connectivity to Edmonton via active modes



Improved transit strategies to increase number of users per bus.

Consider more on call bussing for seniors or rural residents

# What we learned from Survey

Similar to other engagement platforms, clear priorities were:

Accessibility

Safety

Convenience

Efficiency

Affordability

- Vast majority used a personal vehicle with 63% not interested in shifting away from that mode of travel for work or school and 60% not interested in shifting away from a personal vehicle for daily errands, appointments or activities.
- Public transit or bicycle were options for those interested in shifting.
- Barriers were preventing them from shifting their mode of travel were inclement weather, accessibility of alternative modes, excessive travel time and safety due to the interaction with vehicles.
- Priorities when choosing a place to live in Strathcona County and indicated that proximity to daily needs was the highest priority, with low traffic near your home and access to trails and parks closely following behind.
- Focus for transportation investments were ensuring everyone in the community has good transportation options followed closely by traffic safety. Vehicle travel time and improvements to cycling and walking options were the next two highest priorities.

# What we learned from Focus Groups

- Movement of goods, services and people critical for business and industry
- Rail crossing are a major barrier for industry, creating congestion and impacting competitiveness with delays and safety risk potential (at-grade crossings)
- Accessibility was an issue; consider another transit centre on the east side of Sherwood Park
- Improved connectivity of trails would increase use by people who ride bikes for recreation and commuting to work
- Interactions on rural roads between cyclists, people in vehicles and those moving farm equipment was a safety concern

# Summary

- Priorities for the Integrated Transportation Master Plan (ITMP) developed through the engagement:
  - safety
  - efficient movement of goods and people
  - connectivity (local & regional)
  - accessibility (and affordability)
  - convenience
- Wellness and sustainability should help guide the priorities as the plan develops
- While many of the discussions became about trails, transit and other alternative travel modes, there is still a reliance on passenger vehicles as the primary travel mode in Strathcona County

# Planning the Next Steps

- September and October 2021
  - focus on technical work – incorporating County and Regional growth into a series of Transportation Model scenarios to test and develop opportunities
  - additional technical work on the developing the priorities and themes
- November 2021
  - Round 2 engagement with stakeholders (similar to Round 1), presenting the technical results and testing the ITMP directions
- Early 2022
  - presentation of a draft/preliminary ITMP to County Council
  - Round 3 Engagement with Stakeholders (presenting the information)
  - finalize, adopt and circulate the final ITMP

# Thank you

Questions & Discussion Opportunity