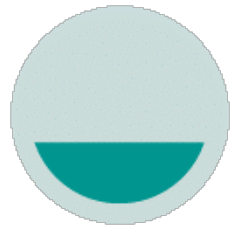


Integrated Transportation Master Plan Update

Priorities Committee Meeting
June 7, 2022

Ryan Betker, McElhanney Consulting Services
and
Katie Soles, Soles and Company

Integrated Transportation Master Plan (ITMP) Phases



PHASE 1

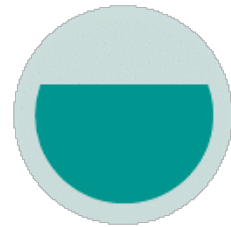
WHERE ARE WE NOW?

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

- Online discussion boards
- SCOOP & Alchemer Survey
- Focus Group Engagement
- Existing Conditions Transportation Modelling



PHASE 2

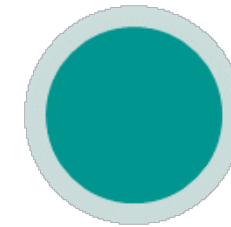
WHERE DO WE WANT TO GO?

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 & Winter 2022

- Future Conditions Modelling
- Testing Solutions for identified concerns
- Evaluating future scenarios
- Focus Group Engagement to confirm priorities
- Second survey to confirm priorities from previous 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.**

Spring 2022

- Confirm priorities from previous engagement with PCM
- Implementation Plan
- Provide report to Council for acceptance
- Produce Final Report and Circulate to the Community.

How we communicated and engaged in Phase 1 - spring/summer 2021

- Newspaper ads and information releases, social media
- Online discussion boards
 - 86 unique respondents
- Survey
 - 641 unique respondents
- 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



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

Phase 1 engagement summary

- Priorities for the ITMP developed through the initial engagement:
 - safety
 - accessibility
 - connectivity (local and regional)
 - efficiency/convenience
- Health and wellness 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

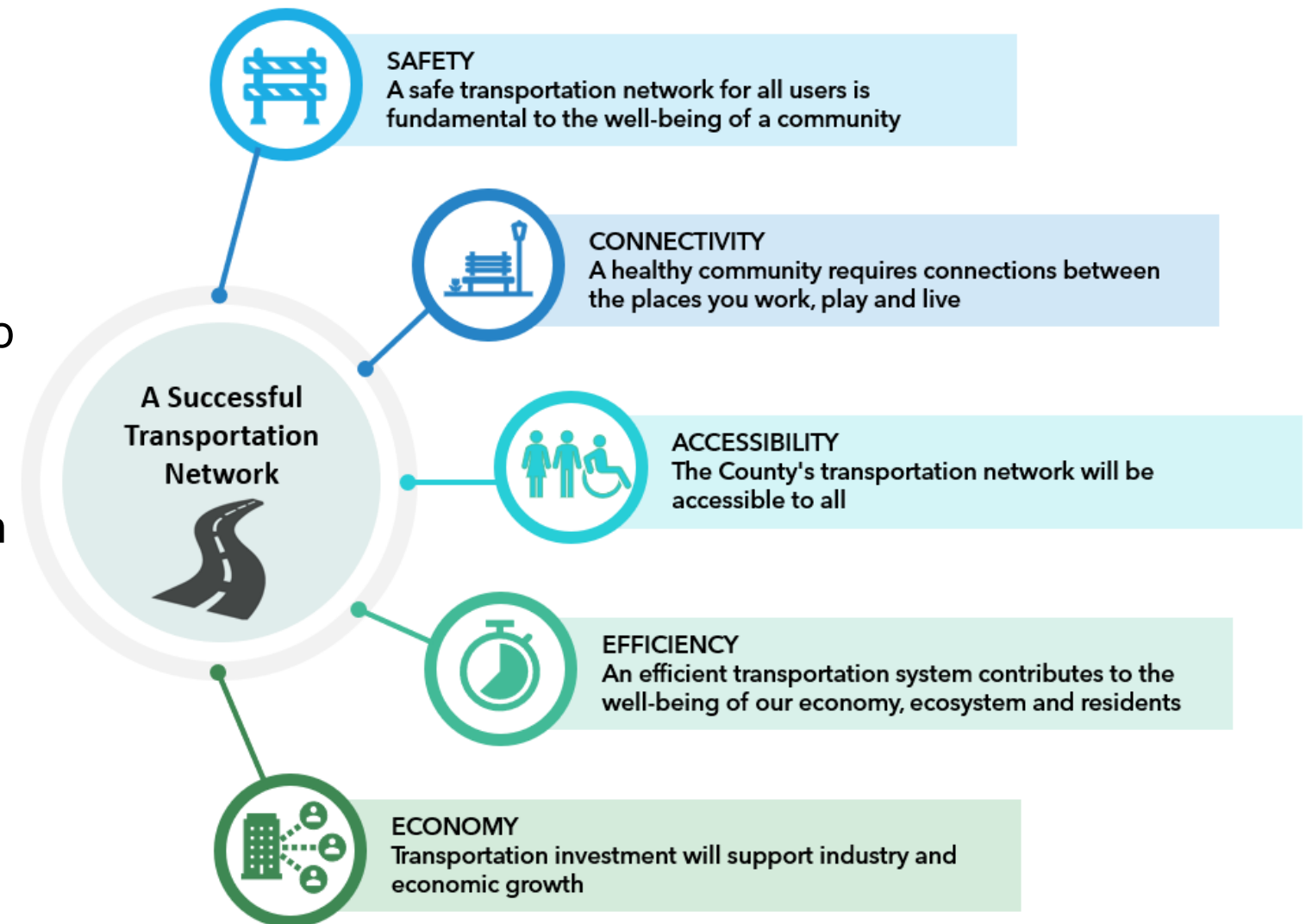
How we communicated and engaged in Phase 2 - winter 2021/2022

- Newspaper ads and information releases, social media
- Survey
 - 1054 unique respondents
- Focus group discussions
 - Business
 - Industry
 - Developers
 - Cycling community
 - Youth



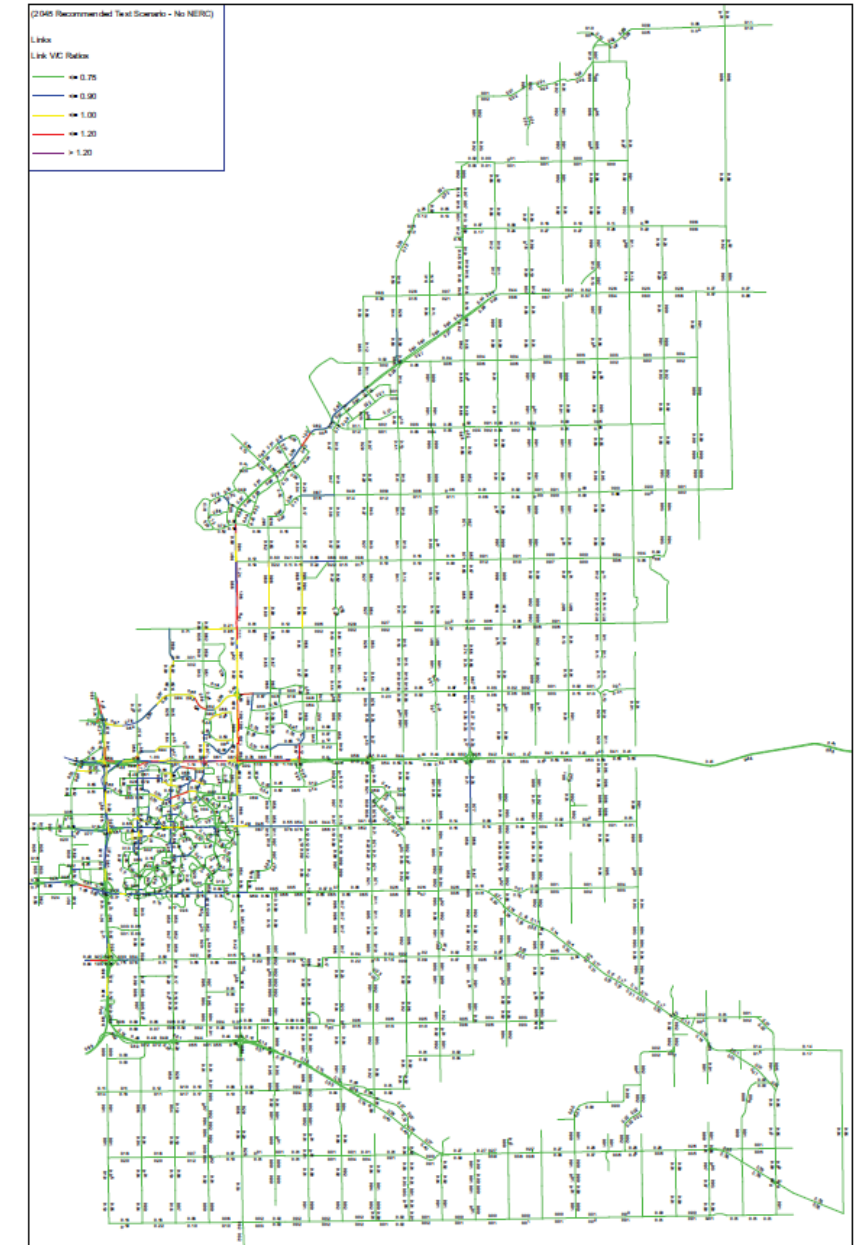
Phase 2 engagement summary

- Survey participants and focus group members validated the main pillars of the plan.
- Priority statements accurately reflected focus group viewpoints from round one; they strongly supported the main pillars of our ITMP
- Efficiency/convenience were further refined into Efficiency and Economy
- Encouraged action-based language and increased consideration of active transportation
- Survey results showcased what is important to Strathcona County residents:
 - Maintain what we have now and make improvements to existing infrastructure
 - Improve active modes infrastructure
 - Prepare for the future

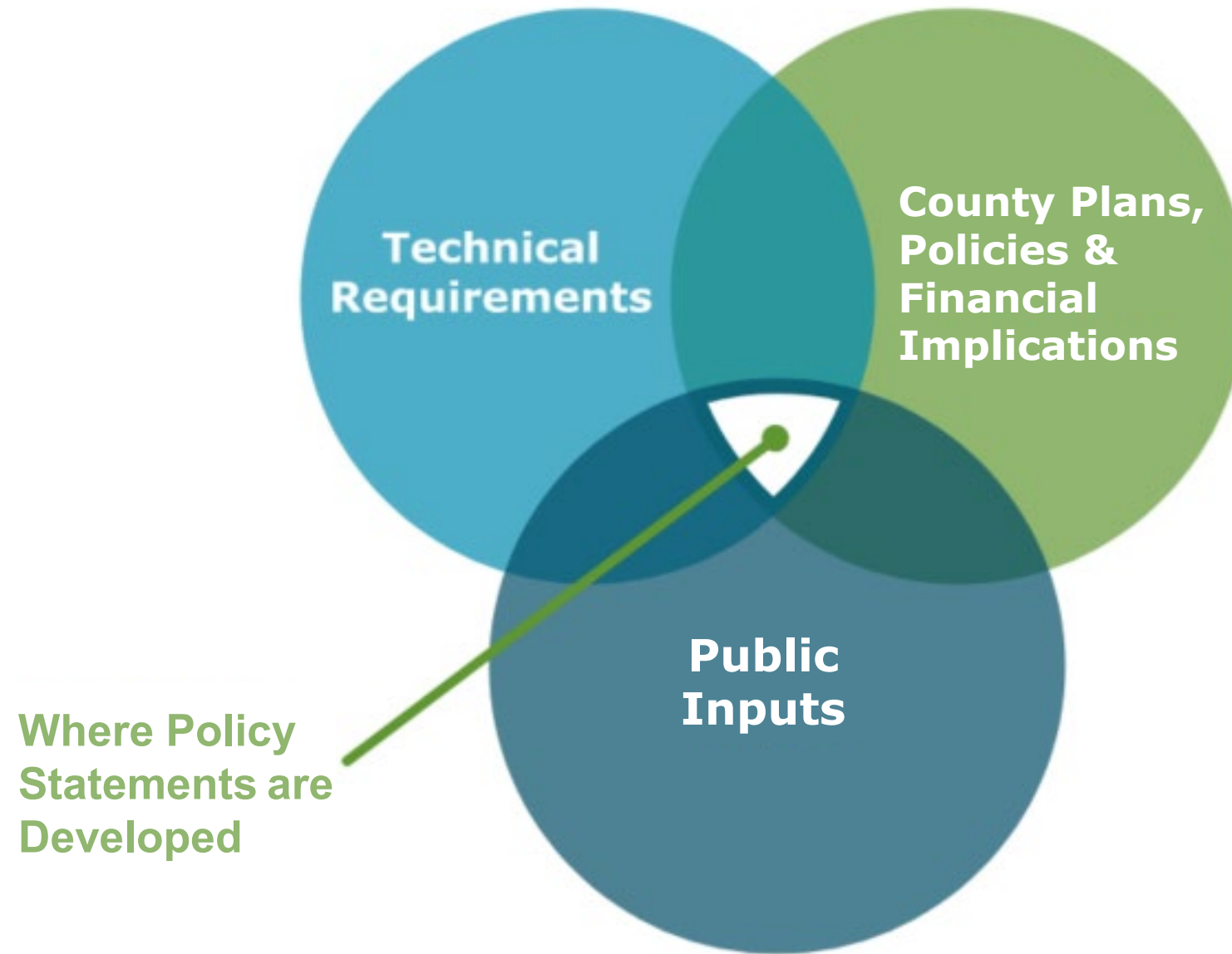


Technical analysis

- Traffic modelling indicates that the network will continue to function well through 25 years with only a few major upgrades required
- 25+ year horizon: if growth continues, significant improvements will be required on major highway interchanges and high-volume intersections which is consistent with the IRTMP with the EMRB
- Rail volume expected to increase significantly, delays will continue to rise at at-grade intersections. The most significant crossing being north of Highway 16 on Range Road 232 (Sherwood Drive)



How priority statements were developed



Priority statements – summary



SAFETY

A safe transportation network for all users is fundamental to the well-being of a community

- Regardless of means of travel, safe transportation is fundamental for all users
- Ensure safety is foundational and apply the Safe Systems approach in transportation network planning and design
- Safety planning should be a priority both in policy and transportation design
- Work with industry partners to improve safety of rail interaction

Priority statements – summary



CONNECTIVITY

A healthy community requires connections between the places you work, play and live

- Collaborate with key stakeholders and regional partners to support regional projects and connect employment and activity areas
- Enhance connections to, from and within the Rural Service Area
- Connect transit and active transportation to the transportation network throughout the County

Priority statements - summary



ACCESSIBILITY

The County's transportation network will be accessible to all

- Provide accessible and integrated transit and active transportation infrastructure
- Review design standards to address future multi-modal needs
- Explore transportation innovations and partnerships for alternative mobility services

Priority statements - summary



EFFICIENCY

An efficient transportation system contributes to the well-being of our economy, ecosystem and residents

- Invest in alternative transportation options from single-occupancy motor vehicles
- Support innovations in transportation technology
- Continue to improve transit options and follow the guidelines within the Transit Master Plan
- Support transportation options that reduce negative impacts on the environment

Priority statements - summary



ECONOMY

Transportation investment will support industry and economic growth

- Prioritize key goods movement corridors (truck routes, highways, over-dimensional load routes) for investment
- Maintain partnerships and collaboration with industry and regional partners
- Ensure new development supports the County's transportation priorities

Investment strategy

- Continued (and expanded) investment in active transportation, including trails, paths and sidewalks (missing links and enhancements)
- Safety initiatives, including strategic plans (active modes, roadways, etc.), railway crossings, collision location improvements (Safe Systems)
- Investment in transportation facilities, upgrading roads (urban and rural), intersection improvements, traffic signals, operational improvements and maintenance
- Transit facilities and program enhancements (Transit Master Plan)
- Prepare for Highway 21 and Highway 16 investment (20+ years)

Planning the next steps

- Summer 2022 – Final ITMP Updates
- Council ITMP Approval



Thank you

Questions and discussion opportunity