

# BRIEFING

**Subject:** Ways to Go: Transportation Master Plan Update- Initial Engagement Survey Results

Presented to: Council

Date: April 23, 2012

Submitted by: Shannon O'Donovan-Zirnhelt,  
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Agenda #: 8-6



This report is submitted for Council's information.

## BACKGROUND

### Reason for Report

To provide Council with the results of the survey conducted for the Ways to Go: Transportation Master Plan (TMP) update project.

To discuss the strategic planning session held for the Ways to Go: TMP update project and outline the next steps for the project.

### Summary of Issue

As Council is aware, administration completed an initial engagement survey prior to commencing the Ways to Go: TMP Update project. The intent of the survey was to determine the transportation issues uppermost in the minds of Banff's residents and visitors. The resulting insight has enabled Council and administration to set the goals and objectives of the master plan update.

## INFORMATION

### Survey Details

The survey ran from March 13 to March 28, 2012. It was advertised via BanffTown (Facebook and Twitter), Banff Info Page in the local newspaper, Banff.ca, and to members of Banff Lake Louise Tourism and Banff Hotel Motel Association, various Town email lists and via street surveyors handing out the link to the survey.

The survey was completed either on-line or through intercept (on-the-street) survey. The street surveys were conducted by Town staff largely to target visitors; and the intercept points were Cascade Plaza, bus stops, street malls, along Banff Avenue, Bear Street, Bow Falls, library, post office, behind Mount Royal Hotel, Town of Banff front desk and some hotel lobbies.

### Survey Completion Numbers

The total number of completed surveys was 593: 480 online and 113 on the street. Of the surveys started (not completed), 26.4% were by visitors, 7% by those who work in Banff but live elsewhere, 8.7% were by temporary residents and 57. % by residents (total of 73.6% completed the local survey). Given the local population of Banff is 8,244, this constitutes a 7 % response rate from the local population.

## Survey Results

Refer to the attachments for the visitor and local survey results. Three questions were removed from the results as it was found during the survey (in particular during the street surveys) that they were not interpreted the same by everyone. Therefore, the results had questionable validity. The questions/results removed are:

- *Local Survey Question #7:* Once you have parked, how often do you return and move your vehicle to respect parking time limits? Rate from 1-5 with 1 being never to 5 being often.
- *Visitor Survey Question # 33:* Same as #7 above in local survey
- *Visitor Survey Question #32:* Generally, when you are travelling in the Town of Banff, how easy is it for you to locate public parking lots? Rate from 1-5 with 1=very easy 5=very difficult

## Survey Interpretation

It must be pointed out that this survey was not conducted as a random survey. For instance, interested persons would take the initiative to visit Banff.ca to complete the survey. While the results and percentages provided in the survey results are not scientifically valid, they can be considered indicative of general trends of thought.

## Strategic Planning Meeting Summary

On April 10, 2012, a Strategic Planning meeting was held with Council, administration and the transportation consultant, Bunt & Associates, who was selected to prepare the “Ways to Go: TMP Update” report. The purpose of the Strategic Planning meeting was as follows:

- Receive Council confirmation on Banff’s Transportation Vision as per the Banff Community Plan and Council’s 2012 Strategic Transportation Priority.
- Discuss the goals and objectives as well as set priorities for each of the transportation areas that will be covered in the Ways to Go: TMP Update report - Parking Management, Traffic Management, Active Modes, Public Transportation and Goods & Service Movement.
- Discuss the initial engagement survey results for Council’s consideration when setting priorities for the transportation areas listed in the above bullet.
- Receive political input from Council prior to starting project on all transportation areas.

## Next Steps

Bunt & Associates will commence work on the “Ways to Go: TMP Update project”. The work for each of the transportation areas entails:

- data collection
- analysis of the current and future conditions
- emerging issues identification and resolution
- preparation of recommendations for improvements to each of the transportation areas implementation over the next 1- 20 years

The project schedule is April 2012 to the end of January 2013. Council will see a draft report this fall for comment prior to finalizing the report in January 2013.

### Public Consultation

The intent of public consultation for this project is to obtain feedback on issues, analysis and recommendations; to keep public informed, to listen to and acknowledge concerns, and show how the feedback influenced the final outcomes.

The survey was the first phase of public consultation. The Town will also reach out to various stakeholders on related issues, such as the business and tourism groups, the Regional Transit Commission, Parks Canada, professional drivers and seniors.

While data collection occurs in the next phase of the update, locals and interested visitors will be kept informed of progress through regular postings on the municipal website and social media.

Once recommendations are drafted, residents and visitors will be asked to provide their input through various means such as focus conversations and open houses.

### Attachments:

1. Ways to Go: TMP Update Local Initial Engagement Survey Results
2. Ways to Go: TMP Update Visitor Initial Engagement Survey Results

Circulation date:

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