

Spruce Grove Transit

Rider Survey 2025

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Executive Summary

The City of Spruce Grove operates two distinct services in their transit service; a commuter route (560) that provides service between Edmonton and Spruce Grove and local on-demand service that provides service between Spruce Grove, Stony Plain, Acheson, and Parkland County.

Spruce Grove, Stony Plain, and Parkland County operate as one combined on-demand transit service. However, each municipality makes their own decision about the hours of operation of the service within their municipality.

On February 12, 2025, riders of both services were invited to participate in an onboard survey. An online survey was available to all residents of the Tri-Municipal area from February 13-27, 2025.

The primary reason for the survey was to give the City of Spruce Grove, Stony Plain, and Parkland County a better understanding of the needs of their customers as they plan and manage commuter and local service in Spruce Grove, Stony Plain and Parkland.

There was a total of 577 completed surveys.

High level findings

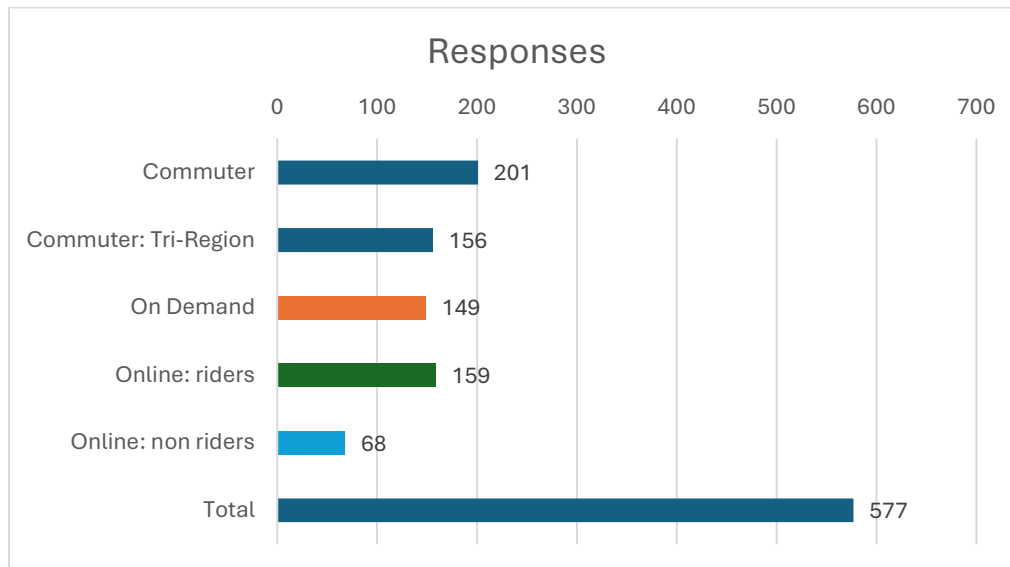
1. The survey revealed that the two different service types, commuter and on-demand, have distinct user groups which almost exclusively use one service type and identified unique needs and recommendations for future planning. The online respondents were mainly commuter transit users.
 - a. On-demand riders:
 - i. More likely to use cash
 - ii. Less likely to have access to a vehicle
 - iii. Do not transfer to Route 560
 - b. Commuter riders:
 - i. 59% attend post secondary
2. The majority of all transit users are satisfied with ARC electronic fare payment.
3. 74% of transit riders noted that the new Route 560 provided better service, made no difference to service, or were not aware of the change.

Survey Analysis

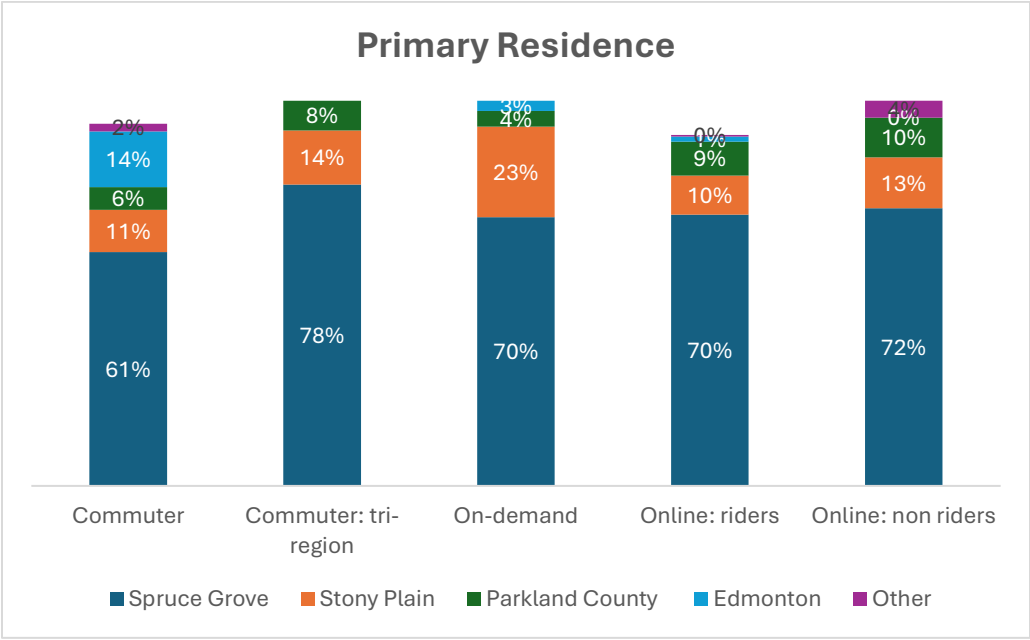
Rider Information

The number of respondents was broken down accordingly:

- Commuter riders
 - Since route 560 operates within the City of Edmonton, some passengers live exclusively in Edmonton. Passengers within the Tri-Region were identified for planning purposes.
- On-demand riders
- On-line survey, riders and non-riders

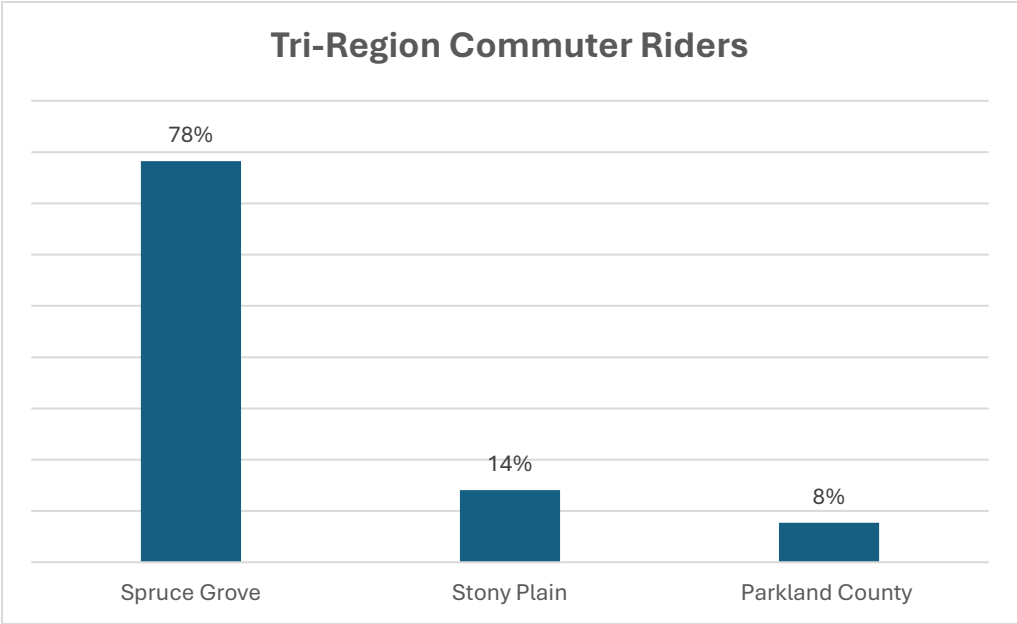


Primary Residence

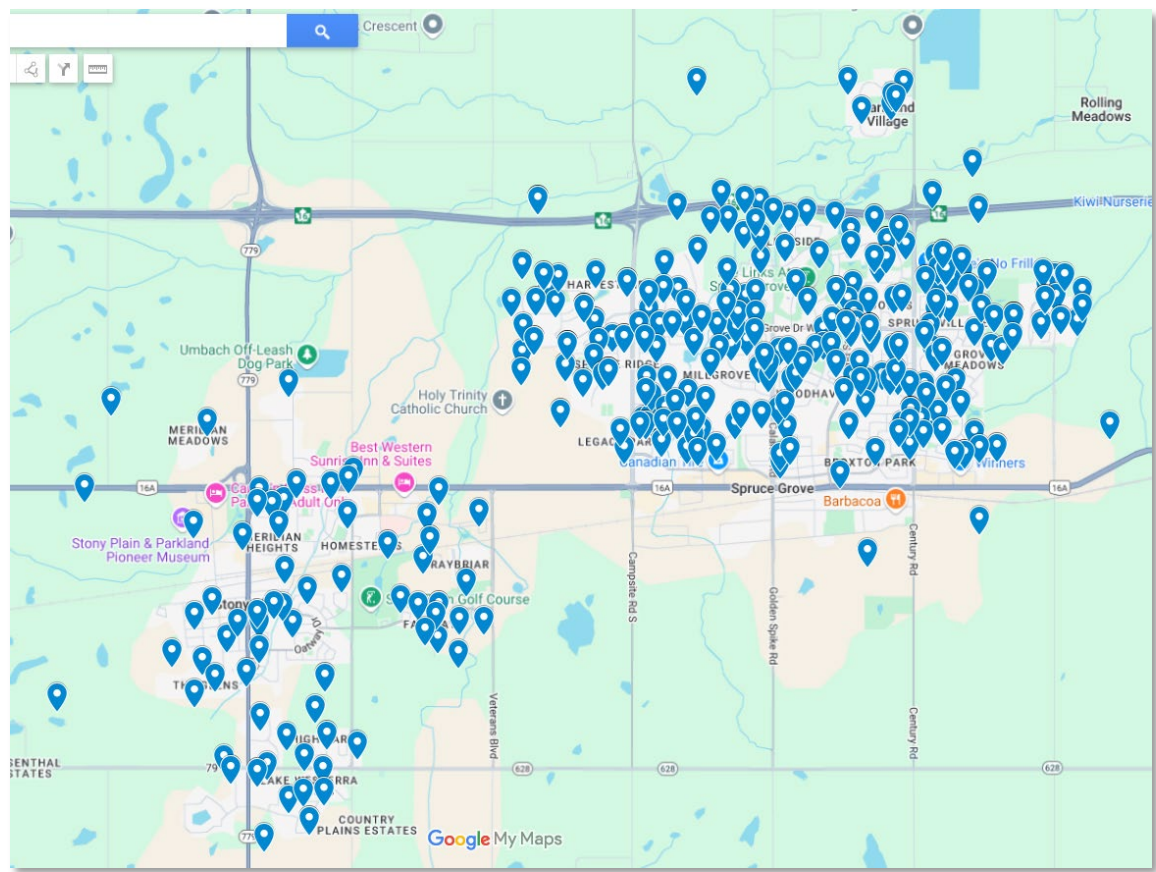


Commuter service*

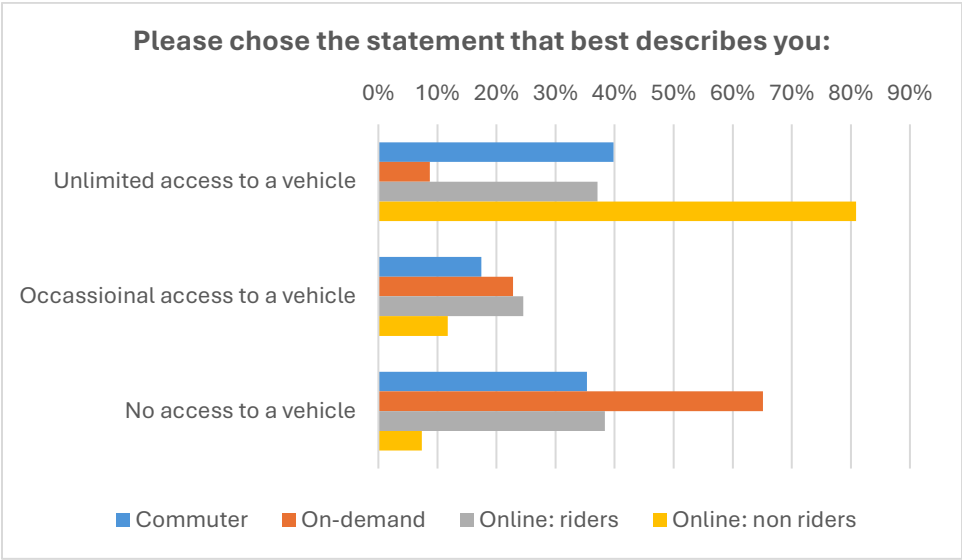
*for planning purposes, tri-region riders need to be separated from all users



Postal Code Data

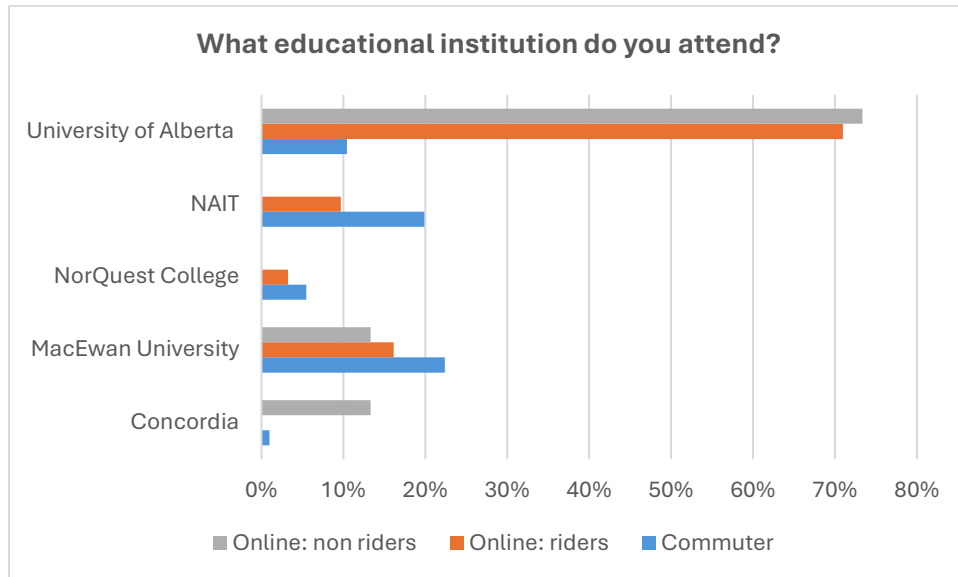


Access to Vehicle



Educational Institute

*Only asked in the Commuter and On-line survey

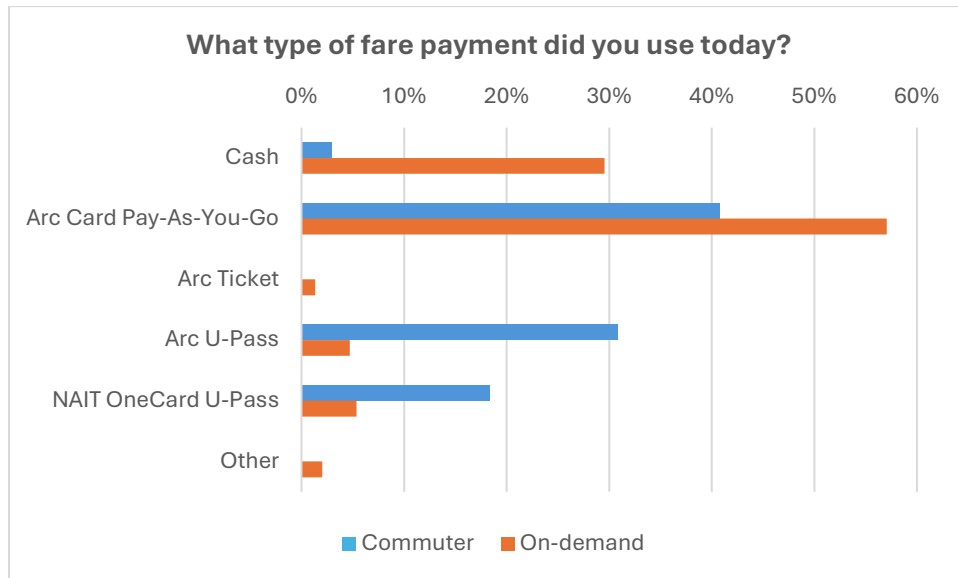


Fare Information

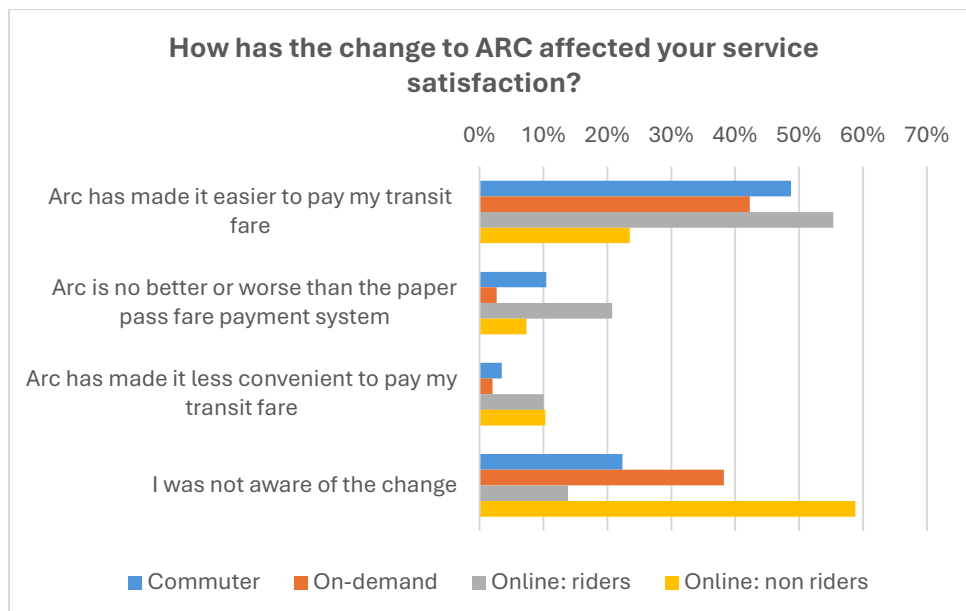
Payment Type

*Only asked in the Commuter and On-Demand survey

- Commuter riders are more likely to use a U-Pass.
- On-demand riders are more likely to use cash.



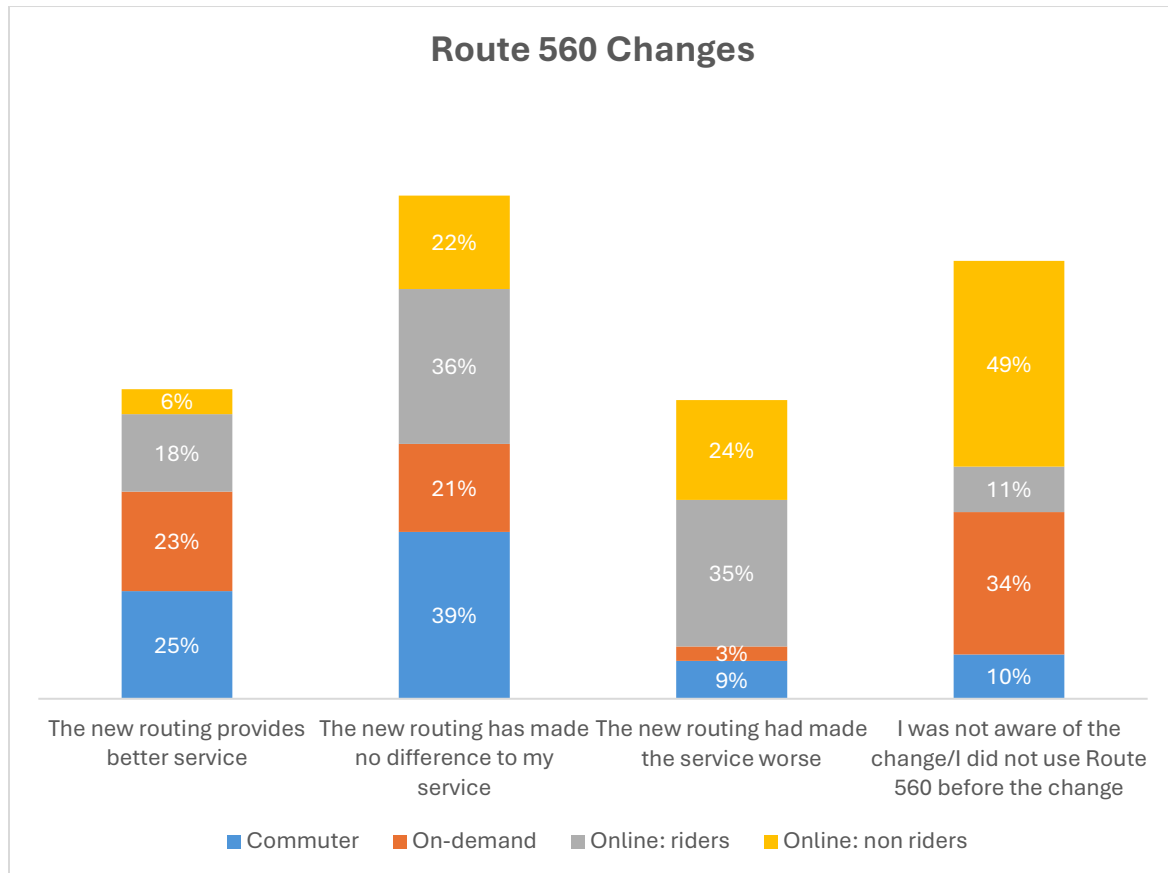
ARC Information



Service Improvements

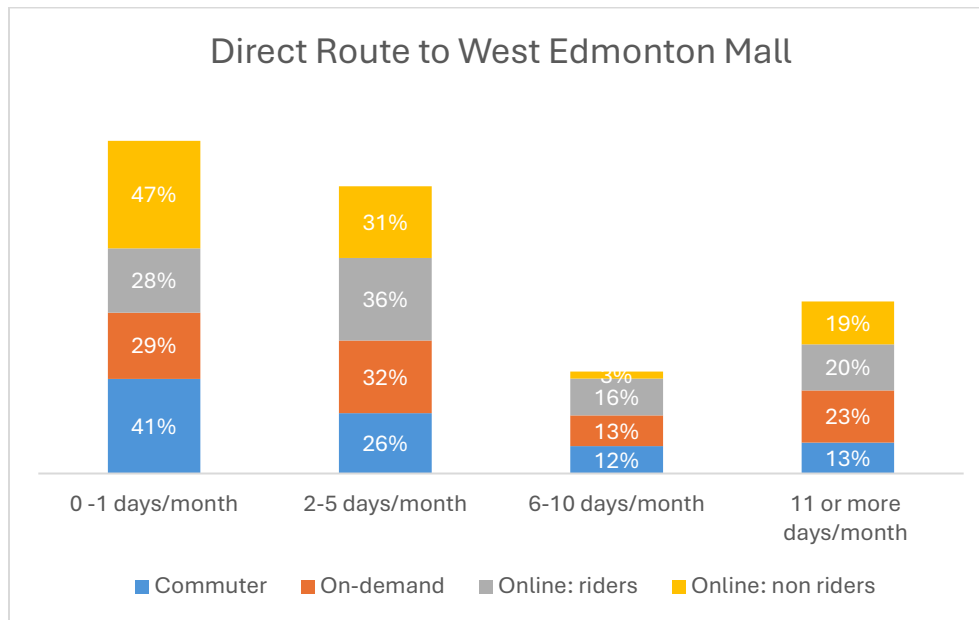
Park and Ride

In December 2024 the routing of Route 560 was changed within Spruce Grove to serve the Park and Ride facility. How has this change affected your service satisfaction?



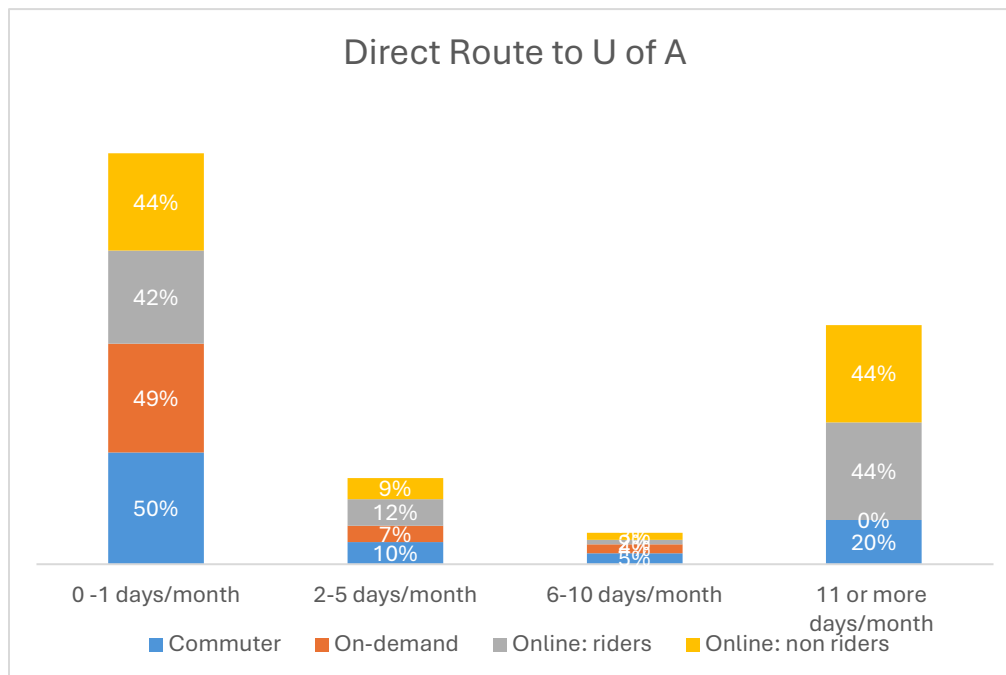
West Edmonton Mall Service

If there was a direct bus route from Spruce Grove Transit Centre to West Edmonton Mall how often would you use it?



University of Alberta Service

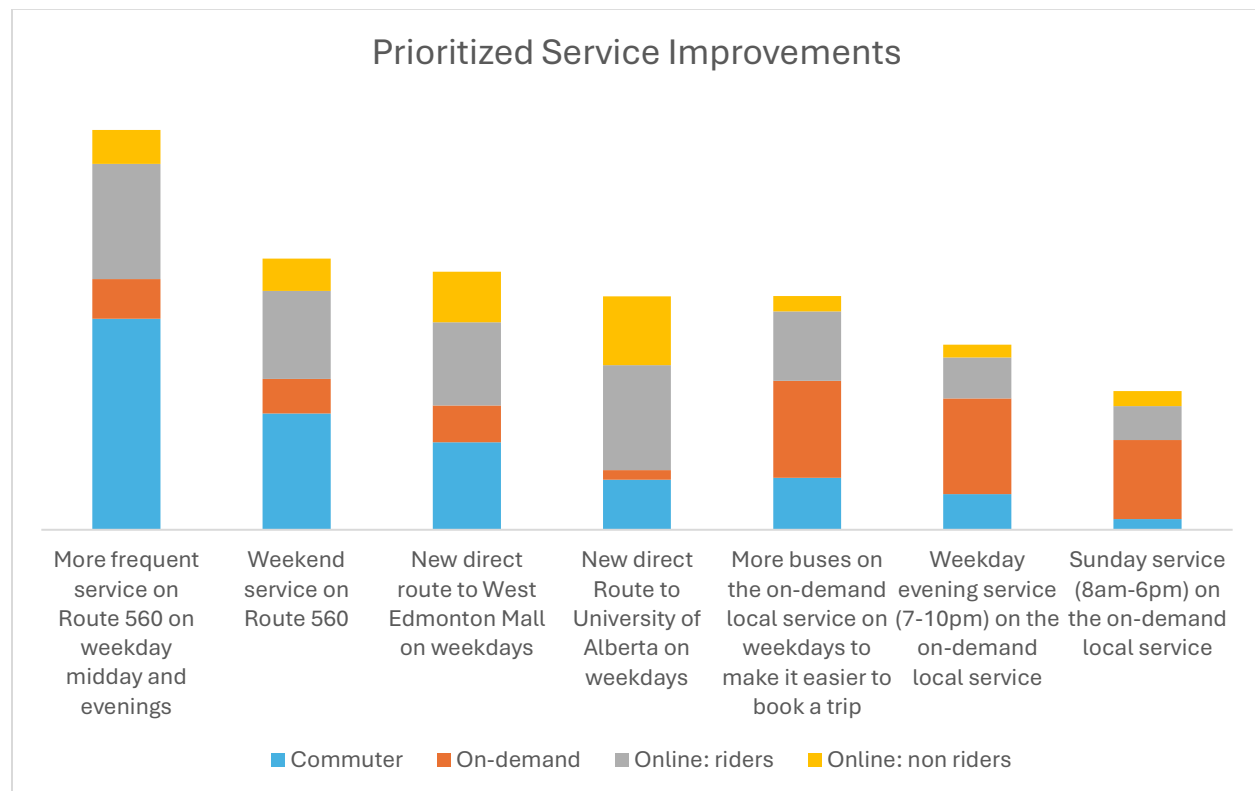
If there was a direct bus route from Spruce Grove Transit Centre to the University of Alberta how often would you use it?



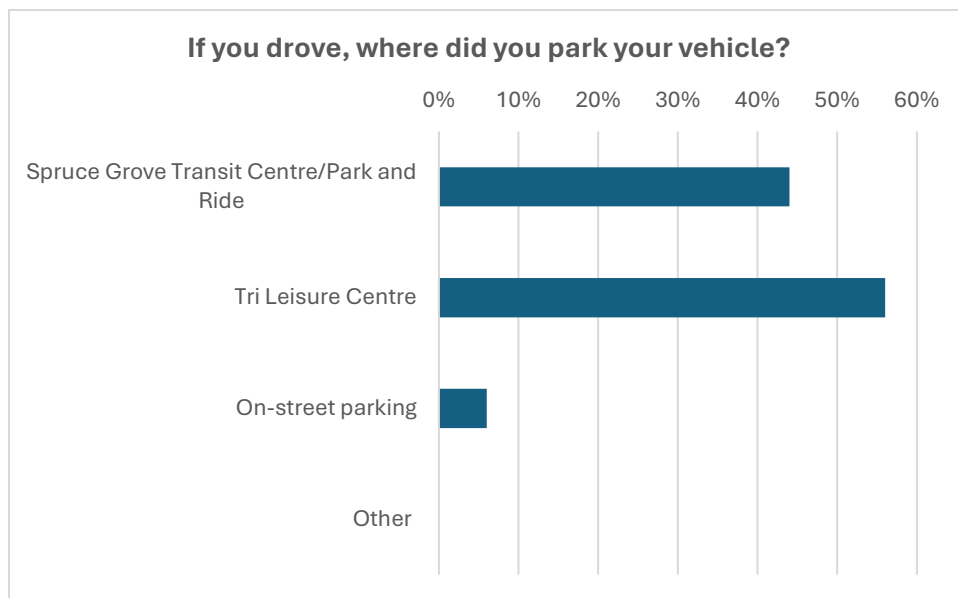
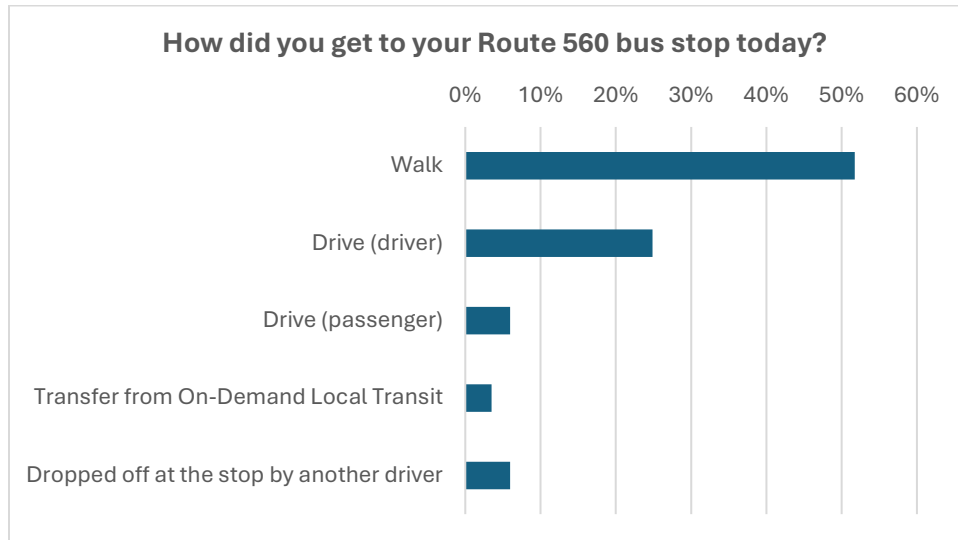
Priority Service Improvements

*responses were weighted; 3 points for 1st choice, 2 points for 2nd choice, 1 point for 3rd choice

User type	First Choice	Second Choice	Third Choice
Commuter	More frequent service on Route 560 on weekday midday and evenings	Weekend service on Route 560	New direct route to West Edmonton Mall on weekdays
On-demand	More buses on the on-demand local service on weekdays to make it easier to book a trip	Weekday evening service (7-10pm) on the on-demand local service	Sunday service (8am-6pm) on the on-demand local service
On-line rider	More frequent service on Route 560 on weekday midday and evenings	New direct Route to University of Alberta on weekdays	Weekend service on Route 560
On-line non rider	New direct Route to University of Alberta on weekdays	New direct route to West Edmonton Mall on weekdays	More frequent service on Route 560 on weekday midday and evenings



Route 560 Specific Information



On-Demand Specific Information

