



SATELLITE SOCIAL
RESEARCH AND
STATISTICS INC.

2018 SPRUCE GROVE TRANSIT SURVEY RESULTS

August 2018

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1.0 Introduction

The City of Spruce Grove (the City) periodically reviews its transit service to inform future planning. Throughout March and May 2018, the citizens of Spruce Grove and the surrounding communities were invited to participate in on board and online surveys. The surveys were aimed at collecting information about the needs of current riders and potential riders with respect to routes 560, 561 and 562 with service between Spruce Grove, Acheson and Edmonton. The research aimed to answer the following question: how could the City meet a growing need for transit in an efficient way with available resources? The City was particularly interested in the following:

Key areas of interest

- Current and potential ridership profiles, transfer activity and fares
- Service satisfaction
- Opportunities for service improvements

This report describes the results of the 2018 transit surveys and the methods used. The report discusses similarities and differences between the results of the 2018 transit surveys and previous transit survey results, outlining trends and potential future directions.

2.0 Methods

The City conducted two different surveys throughout March and May 2018. The first, an on board survey (attached in Appendix B), was distributed to current transit users on board routes 560, 561 and 562. The second, an online survey (attached in Appendix C), was available for the public to complete on the City website.

The City, in collaboration with an independent social research consultant, designed the survey questionnaires. The on board and the online surveys are two separate research tools. However, their designs did allow some demographic data to be analyzed across the entire sample (N=542).¹ Percentages displayed are rounded up (.5 and higher) and down (.4 and lower) to zero decimal places for ease of reading. Non-response for individual questions was accounted for in the results presentation and percentage distributions reported cannot be considered as a portion of total samples (N or n, where applicable). Results were triangulated by providing the raw data sets to the City.

¹ When both online and on board survey data were analyzed together, and the report refers to the *combined sample* (N=542), data analysis accounted for respondent duplication by utilizing a question in the online survey that asked respondents whether they had also completed the on board survey.

Social science methods informed the research to produce reliable and valid data collection and analysis. Even so, results cannot be generalized to a broader population due to sampling constraints. Regardless, the surveys facilitated an enhanced understanding of route 560, 561 and 562 services and ridership that could aid future planning in the short and medium term.

2.1 On Board Survey

The aims of the on board survey were to understand the demographic of current ridership, their use of the service, service satisfaction and future needs. Edmonton Transit System (ETS) personnel distributed the paper and pen survey during the morning commute on routes 560, 561 and 562 on March 20, 2018, (n=269).

2.2 Online Survey

The aims of the online survey were to understand the demographic of respondents, their use, and opportunities to meet their future needs. The online survey was available for the public to complete, and those who participated self-selected to participate (n=273). The online survey was open from May 9 to May 23, 2018. Respondents to the online survey who reported having completed the on board survey as well were tabulated only for new questions posed by the online survey to avoid duplication in analysis.

Advertising for the online survey occurred through local media, including Facebook, Twitter, radio and newspaper. The online survey was also promoted at bus stop shelters in Spruce Grove and Acheson. While promoting the survey, the City received helpful transit comments on social media. These responses are attached as Appendix A.

3.0 Results and Analysis from the 2018 On Board and Online Surveys

3.1 Ridership Profile

Gender

Approximately 61% of on board survey respondents were female and approximately 39% were male. Approximately 73% of online respondents were female and approximately 27% were male. The total responses from females and males from the combined sample were approximately 66% and 33% respectively.

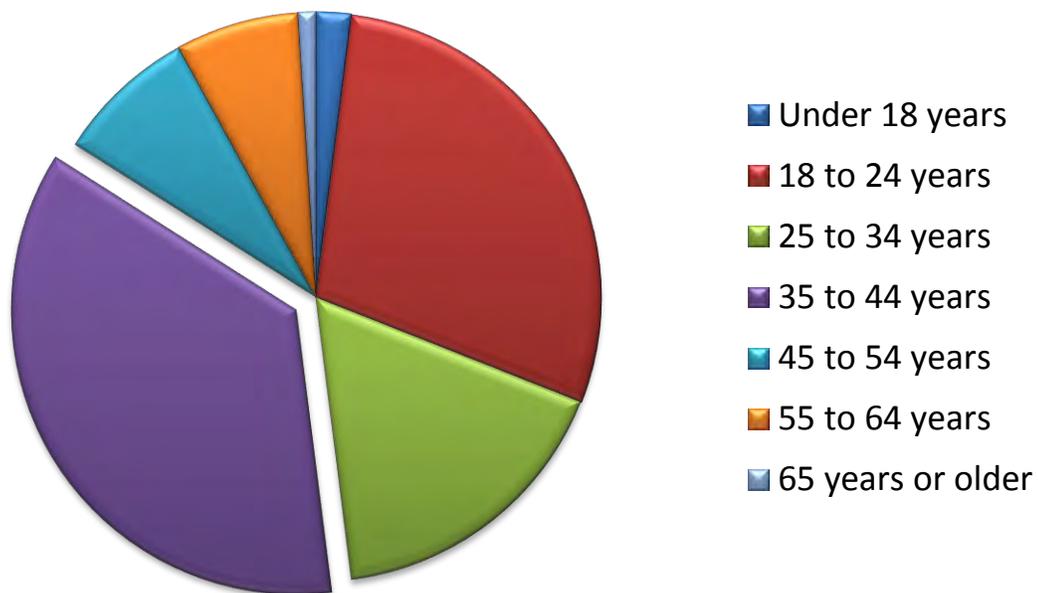
Age

Those between the ages of 18 and 24 years represented the largest group of on board respondents (approximately 39%). Those between the ages of 35 and 44 years represented the largest group of online respondents (approximately 26%). Those between the ages of 35 and 44 years also represented the largest group of respondents from the combined sample (approximately 26%). Table 1 below shows the most represented age ranges from the on board, online and combined samples in grey. Figure 1 presents the percentage distribution of the age ranges from the combined sample.

Table 1. Age Ranges of Respondents from All Samples

| Sample | Age Range | | | | | | |
|----------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|
| | Under 18 years | 18 to 24 years | 25 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 64 years | Over 65 years |
| On board | 2% | 39% | 13% | 15% | 14% | 12% | 3% |
| Online | 1% | 15% | 22% | 26% | 16% | 12% | 6% |
| Combined | 2% | 29% | 17% | 36% | 8% | 7% | 1% |

Figure 1. Percentage Distribution of Age Ranges from Respondents in the Combined Sample



Student Riders

On board respondents were asked whether they were students. Almost half of respondents did not identify as students (approximately 49%). Approximately 47% of respondents identified as post-secondary students. Approximately 86% of those who identified as post-secondary students indicated they had a UPass and the remainder indicated they attended Concordia University which is not a UPass partner. A small percentage (approximately 3%) of on board respondents indicated they used Spruce Grove Transit to attend high school or junior high.

Online respondents were also asked whether they were students. Similar to the on board survey respondents, most online respondents did not identify as students (approximately 85%). Approximately 14% of online respondents identified as post-secondary students with a UPass, and about 3% of those indicated they did not have UPass. A small percentage (approximately 1%) of online respondents indicated they attended high school or junior high.

Cross-tabular Analysis of Age, Gender and Post-secondary Student Status

The table and figures in this section display a cross-tabular analysis of the age, gender and post-secondary student status of Spruce Grove Transit riders. Results show the highest percentage distribution of Spruce Grove Transit riders are females who are not students and between the ages of 25 to 64 years. While most riders are not students between the ages of 25 to 64 years, a similar proportion of riders are post-secondary students between the ages of 18 to 34. Less than 20% of riders are not post-secondary students under the age of 18 and over the age of 65.

Table 2. Percentage Distribution of Post-secondary Students and Non-students by Age Range and Gender

| Sample | Female | Male | Total |
|--|---------------|-------------|--------------|
| Post-secondary student, ages 18-34 years | 24% | 16% | 40% |
| Non-student, ages 25-64 years | 29% | 14% | 43% |
| Others | 8% | 9% | 17% |

Figure 2. Percentage Distribution of Post-secondary Students and Non-students by Age Range

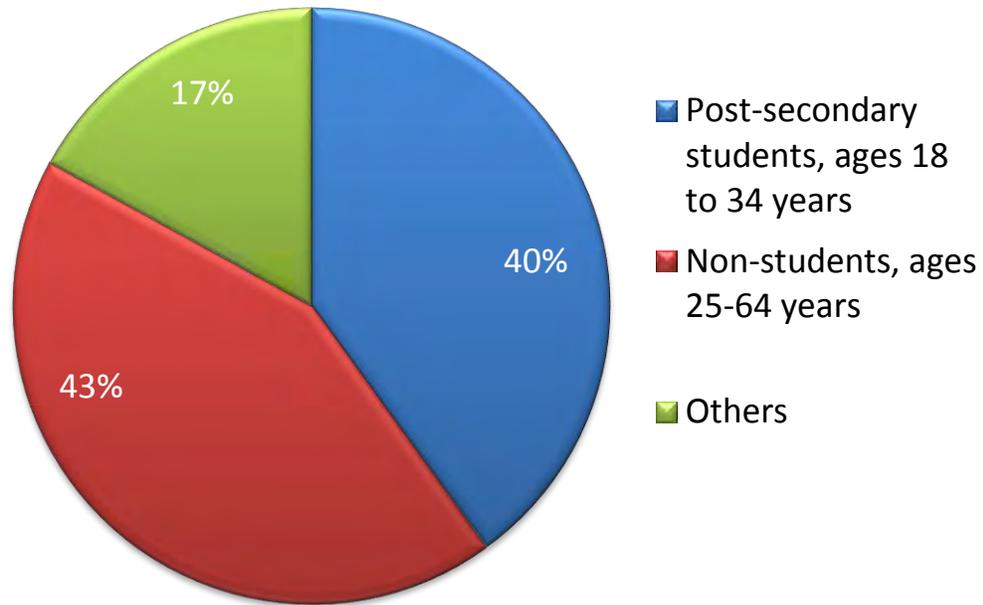
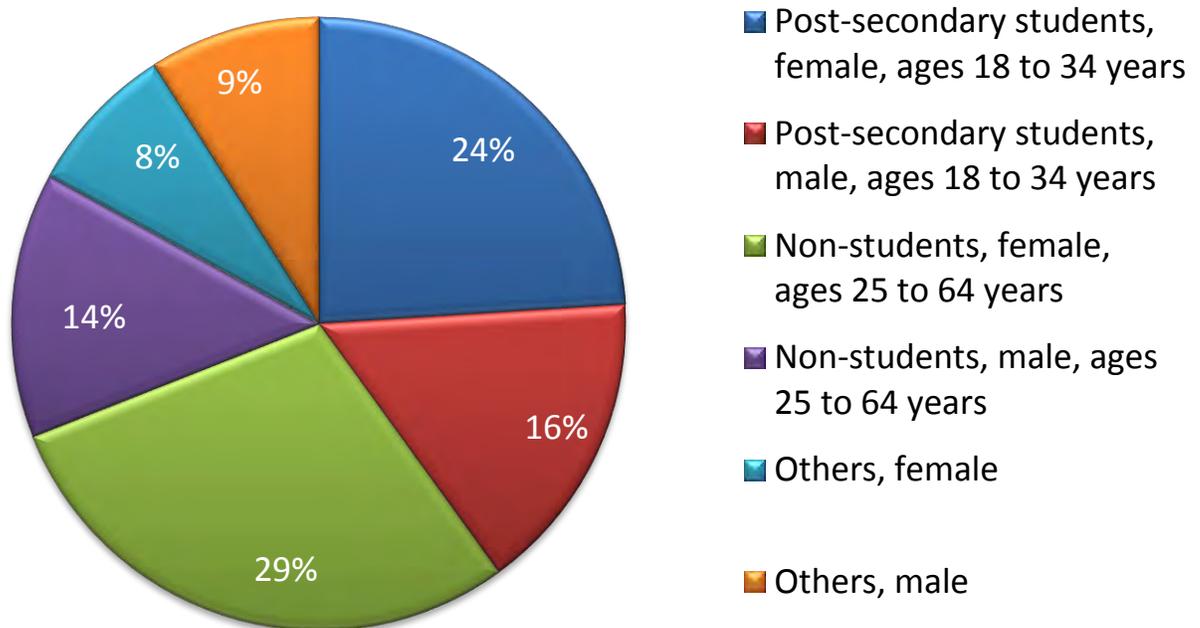


Figure 3. Percentage Distribution of Post-secondary Students and Non-students by Age Range and Gender



Household Income

The largest group of respondents from the on board survey estimated their annual household incomes between \$60,001 and \$100,000 (approximately 34%). The frequency of the remaining reported income ranges from the on board respondents (in descending order) were between \$35,001 and \$60,000 (approximately 21%); between \$100,001 and \$150,000 (approximately 19%); under \$35,000 (approximately 17%); and over \$150,000 (approximately 9%).

The largest group of respondents from the online survey estimated their annual household incomes between \$100,001 and \$150,000 (approximately 27%). The frequency of remaining reported income ranges from the online respondents (in descending order) were between \$60,001 to \$100,000 (approximately 26%); over \$150,000 (approximately 20%); \$35,000 to \$60,000 (approximately 16%); and under \$35,000 (approximately 12%).

A comparison of estimated annual household incomes between on board and online survey respondents is shown in Figure 4.

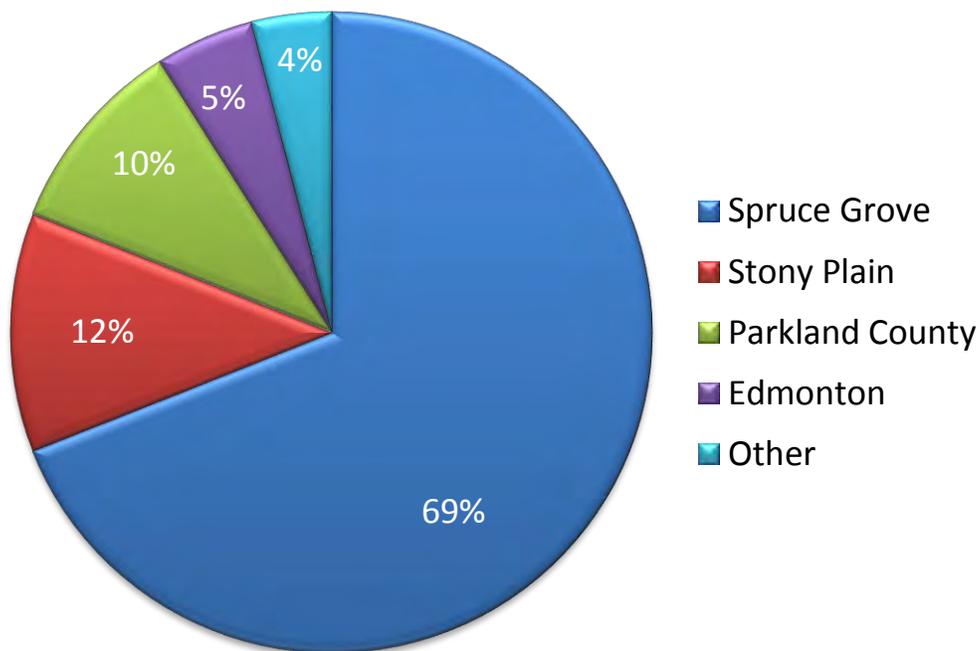
Figure 4. Estimated Annual Household Income of On Board and Online Respondents



Place of Primary Residence

On board survey respondents primarily lived in Spruce Grove, Stony Plain and Parkland County. Approximately 69% live in Spruce Grove, 12% in Stony Plain and 10% In Parkland County. A low percentage of on board respondents indicated they lived in Edmonton (approximately 5%), and other areas such as Sturgeon County, Lac St. Anne and Onoway (approximately 4%). The distribution of on board respondents' places of primary residence is pictured in Figure 5 below. The figure shows that approximately two-thirds of on board respondents primarily reside in Spruce Grove and approximately one-third primarily reside elsewhere.

Figure 5. On Board Respondents' Places of Primary Residence



The table below (Table 3) shows the percentage distribution of on board survey respondents' places of primary residence per route 560 and route 562. Two respondents were surveyed on board route 561 and indicated that they were from Spruce Grove and Stony Plain.

Table 3. Places On Board Respondents Primarily Reside per Route

| Route | Place | | | | |
|-------|--------------|-------------|-----------------|----------|-------|
| | Spruce Grove | Stony Plain | Parkland County | Edmonton | Other |
| 562 | 68% | 7% | 2% | 22% | 0% |
| 560 | 71% | 13% | 13% | 1% | 3% |

Online respondents reported a similar distribution as the on board respondents respecting their places of primary residence. The majority of online survey respondents were from Spruce Grove (approximately 80%). Sixteen respondents identified that their primary residence was in Stony Plain, and twenty-two primarily resided in Parkland County. Five respondents indicated they lived in Edmonton and one respondent identified they primarily reside in Sherwood Park.

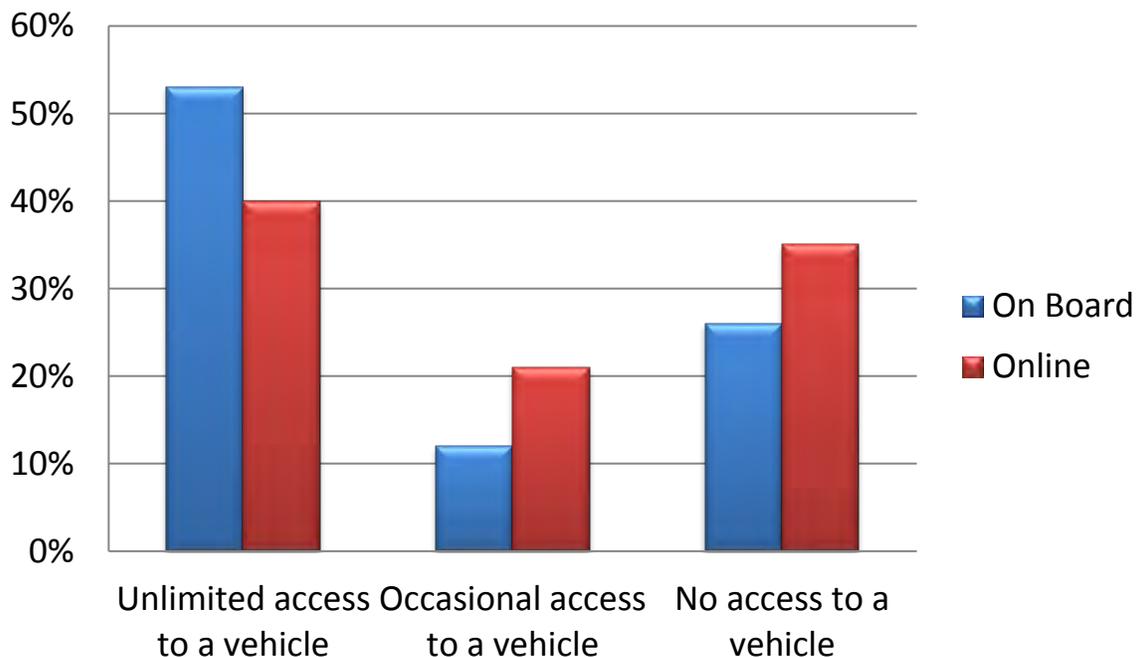
Access to a Vehicle

Respondents were asked about their access to a vehicle. Most on board respondents had unlimited access to a vehicle (approximately 53%). Approximately 26% of on board respondents had no access to a vehicle. Approximately 12% of the on board respondents indicated they had occasional access to a vehicle.

Most online respondents also had unlimited access to a vehicle (approximately 70%), followed by those with no access to a vehicle (approximately 35%) and those who had occasional access to a vehicle (approximately 21%).

A graphic representation of on board and online respondents' access to a vehicle appears in Figure 6.

Figure 6. On Board and Online Respondents' Access to a Vehicle



Use of Transit

Most on board survey respondents (approximately 70%) indicated they rode Spruce Grove Transit five days a week, and most rode round trip, rather than one-way. Only 5% of respondents reported they most often rode only one-way. Most on board respondents (approximately 79%) utilized route 560 to downtown Edmonton via the Northern Alberta Institute of Technology (NAIT) over routes 561 and 562. Approximately 13% primarily used the route 562 to West Edmonton Mall/South Campus and approximately 1% used the route 561 to Acheson.

138 online respondents indicated they had not used Spruce Grove Transit in the last 3 months. When asked to indicate their level of agreement with statements about why they did not use Spruce Grove Transit, the highest number of respondents agreed that:

- The bus doesn't run at the times I need it (approximately 37% strongly agreed and 27% agreed)
- Their daily activities were not convenient with Spruce Grove Transit (approximately 34% strongly agreed and 21% agreed)

Online respondents left helpful comments when given the opportunity to provide other reasons for why they did not use Spruce Grove Transit:

- "Doesn't run where I need to go within Spruce Grove and Stony Plain"
- "It does not offer services to Parkland Village"
- "No residential services"
- "It is too expensive to get around in Spruce Grove"

119 online respondents (including those who had taken the on board survey) indicated they had used Spruce Grove Transit in the last 3 months. They were provided several choices to select from when asked what the purpose of their travel on Spruce Grove Transit was. Respondents were encouraged to select more than one response. Their responses were as follows:

- Commute to my place of work (approximately 57%)
- Attend school (approximately 51%), of those:
 - 30% attended MacEwan University,
 - 24% attended University of Alberta
 - 19% attended NAIT
 - 27% attended other schools

When travelling for activities other than school or work, data indicate that approximately 33% of online respondents used transit to go shopping, 27% for social activities, 24% for medical reasons and 16% for personal business.

Approximately 17 online respondents indicated they used Spruce Grove locally, 76 indicated they used transit for travel between Spruce Grove and Edmonton and 5 indicated they travelled between Acheson and Edmonton. Five online respondents indicated they used Specialized Transit Service (STS) within the past 3 months to travel locally within Spruce Grove and to Edmonton.

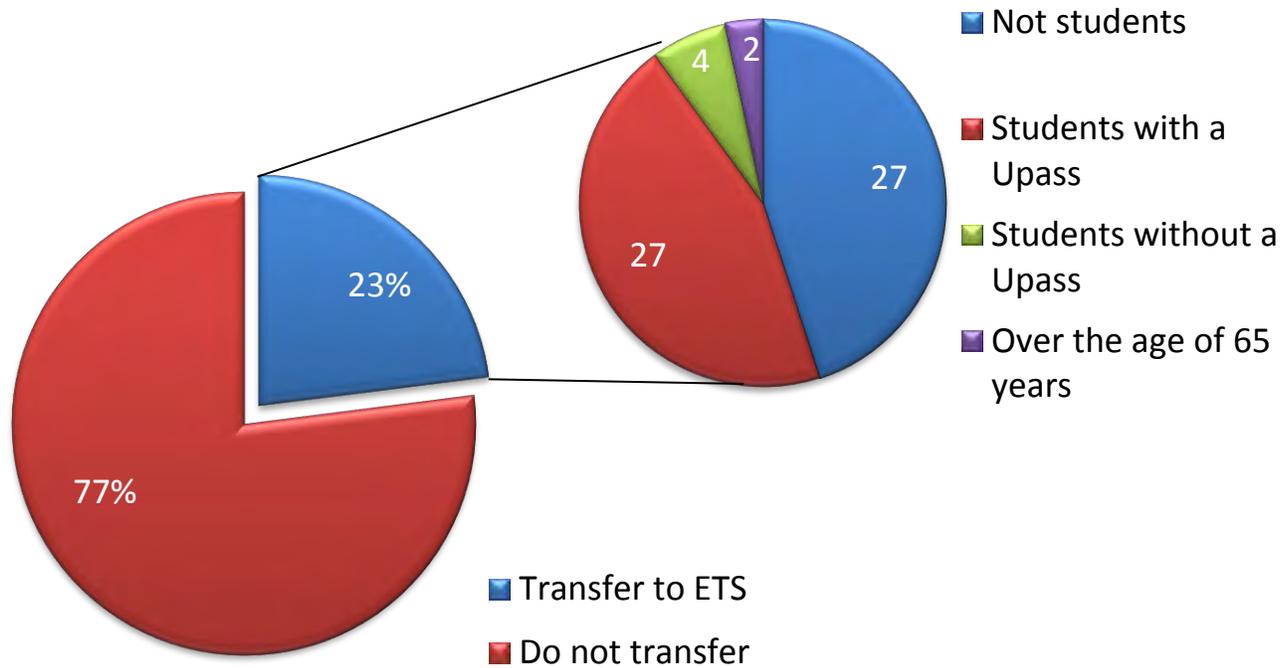
Destinations and Transfers

Most on board survey respondents did not transfer to other routes once in Edmonton (approximately 77%). Of those who did not transfer, approximately 63% travelled less than two blocks to their final destination and 33% travelled two to five blocks. Approximately 30% travelled more than five blocks to their final destination.

Nearly one-quarter (60) of on board survey respondents indicated they transfer to ETS. Of those who transferred, 27 were not students, 27 were students with a UPass, and 4 were students without a UPass. Two respondents were over the age of 65.

The distribution of on board responses from those who transfer and who did not transfer is pictured in Figure 7 below.

Figure 7. On Board Respondents who Transfer to ETS



Seven online survey respondents who indicated they used Spruce Grove transit within the last 3 months also indicated they transferred to ETS. Two online respondents who used STS transferred in Edmonton to travel downtown, to West Edmonton Mall and South Campus.

When returning to Spruce Grove from Edmonton, approximately 20% of the on board respondents board the return trip to Spruce Grove from Jasper Avenue and 105th Street in Edmonton, followed by approximately 19% who are picked up at Grant MacEwan, 13% at South Campus, 12% at NAIT, 9% at the EPCOR Building, 6% at Canada Place, 4% at West Edmonton Mall, and only 1% in Acheson Zone 1. Approximately 15% of on board respondents indicated they were picked up at other locations, including the Royal Alex Hospital, Commerce Place, Kingsway, Victoria School, and other stops along Jasper Avenue and downtown.

Park and Ride

One-hundred and sixteen on board respondents indicated they parked their vehicles to take Spruce Grove Transit; about 66% of those indicated they parked at the TransAlta Tri Leisure Centre, about 28% parked on the street, and about 6% parked at Agrena.

3.2 Service Satisfaction

On Board Respondents' Service Satisfaction

Approximately 61% of on board respondents agreed or strongly agreed that the level of service offered by Spruce Grove Transit has improved from previous years, whereas most others neither agreed nor disagreed. Some noteworthy comments about the Spruce Grove Transit service in general are as follows:

- "So far I am very satisfied with the bus system in Spruce Grove"
- "Everything is great in my eyes. Thank you"
- "Jeff has been an awesome driver. We enjoy having regular drivers"
- "I have taken the bus for 10 years. All good"
- "Since the extra bus has been added in the morning I am very satisfied and our drivers in the morning are wonderful"

Tables 4 to 5 below summarize on board respondents' perceptions of service satisfaction in specified service areas. On board survey respondents were asked about their degree of satisfaction (Table 4a) or dissatisfaction (Table 5a) toward the service areas as well as their levels of agreement (Table 4b) and disagreement (Table 5b) regarding service areas.

The information in the following tables will show that route information and travel assistance via email and phone appear to be the areas where the fewest respondents were satisfied or very satisfied. Conversely, that bus drivers are courteous and helpful and that riders feel safe using Spruce Grove Transit are among the most strongly agreed with statements with on board respondents. On board respondents noted a high level of dissatisfaction with bus frequency.

Table 4a. On Board Survey Respondents' Perceptions Regarding Service Satisfaction

| Service Areas | % Satisfied or Very Satisfied |
|---|--------------------------------------|
| Bus cleanliness | 89% |
| Travel time | 79% |
| Seat comfort | 77% |
| Route layout | 77% |
| ETS schedule information on the ETS website | 75% |
| Bus comfort heat/cold | 74% |
| Bus stop/shelter cleanliness | 67% |
| Route information on the City of Spruce Grove website | 59% |
| Bus frequency | 58% |
| Route information from Edmonton 311 (Outside Edmonton 780-442-5311) | 40% |
| Transit assistance from Spruce Grove email or phone line. | 33% |

Table 4b. On Board Survey Respondents' Perceptions Regarding Service Satisfaction

| Service Areas | % Who Agree or Strongly Agree |
|---|--------------------------------------|
| I feel safe while I ride the bus | 94% |
| Bus drivers are courteous | 93% |
| I feel safe at bus stops I use most often | 92% |
| Bus drivers are helpful | 89% |
| Access to route information is convenient | 88% |
| I am comfortable on the bus | 87% |
| Access to my bus stop in Spruce Grove is convenient | 81% |
| I find value in the cost of Spruce Grove Transit | 76% |
| I prefer to ride the bus rather than drive | 67% |
| Purchasing passes/tickets is convenient | 63% |
| Buses are on time | 63% |
| The level of service has improved from previous years | 61% |

Table 5a. On Board Survey Respondents' Perceptions Regarding Service Satisfaction

| Service Areas | % Dissatisfied or Very Dissatisfied |
|---|--|
| Bus frequency | 26% |
| Bus stop/shelter cleanliness | 12% |
| Seat comfort | 9% |
| Bus comfort heat/cold | 8% |
| Route layout | 8% |
| ETS schedule information on the ETS website | 7% |
| Travel time | 6% |
| Route information on the City of Spruce Grove website | 5% |
| Route information from Edmonton 311 (Outside Edmonton 780-442-5311) | 5% |
| Transit assistance from Spruce Grove email or phone line. | 5% |
| Bus cleanliness | 3% |

Table 5b. On Board Survey Respondents' Perceptions Regarding Service Satisfaction

| Service Areas | % Who Disagree or Strongly Disagree |
|---|--|
| Buses are on time | 15% |
| I prefer to ride the bus rather than drive | 13% |
| Purchasing passes/tickets is convenient | 10% |
| Access to my bus stop in Spruce Grove is convenient | 7% |
| I find value in the cost of Spruce Grove transit | 7% |
| I am comfortable on the bus | 5% |
| Access to route information is convenient | 2% |
| I feel safe at bus stops I use most often | 2% |
| Bus drivers are courteous | 2% |
| Bus drivers are helpful | 1% |
| I feel safe while I ride the bus | 1% |
| The level of service has improved from previous years | 1% |

The next subsections provide further analysis of the data displayed in the tables above, alongside valuable supporting qualitative data provided by respondents.

Bus Frequency

Approximately 58% of on board respondents were either satisfied or very satisfied with bus frequency. Conversely, about one-quarter of respondents were dissatisfied or very dissatisfied with bus frequency. The remainder indicated they were neither satisfied nor dissatisfied. Respondents were asked to provide reasons for dissatisfaction and the most prominent themes from those reasons are summarized below:

- Respondents suggested later buses in the morning and earlier in the afternoon (midday)
 - 72% of on board respondents indicated they would ride more with a service offered midday
- Buses should run later in the evening, after 6pm and into Edmonton on the weekends
 - Approximately 67% of respondents indicated they would ride more if service was offered on evenings and weekends

The timeliness of buses, particularly in the afternoon, was a concern that stood out in the quantitative and qualitative data. Approximately 15% of respondents disagreed or strongly disagreed with the statement that buses are on time and their comments pointed to reasons for dissatisfaction with the timeliness of service.

- “There’s a 50/50 chance that buses will be on time”
- “The bus is often late, both days this week it has been 5 to 15 minutes late at least”
- “When the bus is late it would be courteous to notify riders via the transit app”
- “Be more punctual, this is only an issue in winter”
- “Buses have been late when picking up in Edmonton”
- “Sometimes it comes too early or misses a stop”

Purchasing Passes

Approximately 10% of respondents disagreed or strongly disagreed with the statement that purchasing passes is convenient. Respondents discussed being able to purchase passes in Edmonton. When asked about whether they would ride more if a reloadable card or smart phone app could be used as a payment option, 30% said they would ride more, while 69% said there would be no change in their ridership.

Bus Cleanliness and Shelter Cleanliness

Just 3% of on board respondents were dissatisfied or very dissatisfied with bus cleanliness and just 12% were dissatisfied or very dissatisfied with shelter cleanliness. Opportunities to comment allowed several respondents to indicate that they would like to see more shelters for inclement weather. Respondents discussed snow build up at stops, issues with dirt on the bus during the winter and feet on the seats.

Comfort

Only 8% of on board respondents were dissatisfied or very dissatisfied with seat comfort. Comments indicate that respondents find the newer Spruce Grove bus seats comfortable and the older bus seats uncomfortable. Approximately 7% of the on board respondents commented on discomfort due to the bus being too cold or too hot.

Route Layouts

On board respondents were questioned about their routing preferences around NAIT. Most respondents (approximately 77%) prefer the current route. Approximately 14% preferred travelling east down 111th Avenue and 9% preferred to travel east down 118th Avenue.

Availability of Route Layout and Schedule Change Information

Most (approximately 63%) of on board respondents primarily access route information using ETS online. Approximately 11% of on board respondents indicated they used the City of Spruce Grove website to access route information. Quantitative data suggest that only a small number (approximately 2%) of on board respondents disagreed or strongly disagreed with the statement that access to route information is convenient. A high ranking theme of the comments on service satisfaction, however, showed some noteworthy issues with accessing scheduling information via the City of Spruce Grove website, phone or emailing the City. Those who were dissatisfied provided helpful insights into the availability of route layout and travel information. These insights were as follows:

- Stop timing is not accurate, it is hard to find the schedule, it needs a little bit of work
- Difficult to navigate alternate routes through Acheson
- Customer service via phone is not helpful or timely
- Better up to date information via Spruce Grove email or phone
- Difficulty understanding brochures and phone service

Safety

The most strongly disagreed with statement by online respondents was that they were concerned about their safety and security on the bus (approximately 38% disagreed and another 23% strongly disagreed). Only 6 on board respondents indicated that they disagreed with the statement that they felt safe at bus stops and on the bus. Safety and security does not appear to be a factor in service satisfaction.

Online Respondents' Service Satisfaction

138 respondents who completed the online survey indicated that they had not used Spruce Grove Transit within the past 3 months. Table 6 lists the reasons provided to online respondents for inquiry into why they did not use Spruce Grove Transit, alongside the distribution showing those who agreed or strongly agreed.

Table 6. Reasons Why On Board Survey Respondents Do Not Use Spruce Grove Transit

| Reasons Provided | % who Agree or Strongly Agree |
|---|--------------------------------------|
| The bus doesn't run at the times I need it | 64% |
| Bus routes don't go to my destination | 57% |
| My travel needs (e.g. daycare, groceries, multiple errands, bringing children on the bus) are not convenient via Spruce Grove transit | 56% |
| The bus does not stop close enough to my final destination | 48% |
| Waiting outside for the bus in poor weather is too uncomfortable | 48% |
| The bus stop is too far from my house | 39% |
| The bus fare is too expensive | 30% |
| Bus schedules are too confusing | 28% |
| The buses are too slow; travel by transit takes too long | 26% |
| Bus routes are too confusing | 22% |
| Buses are too crowded | 20% |
| Buses are uncomfortable | 14% |
| I do not use Spruce Grove transit because other modes of | 11% |
| The bus is unreliable; it does not arrive on schedule | 10% |
| I'm concerned about my safety and security walking to or waiting at the bus stop | 9% |
| Other passengers make me feel uncomfortable | 9% |
| I'm concerned about my safety and security on the bus | 7% |

3.3 Opportunities for Future Service Improvements²

On board Respondents' Preferences for Service Changes

When asked specifically about whether they would use a bus available from the communities of Stony Plain and Parkland Village to connect with the commuter bus from Spruce Grove to Edmonton, 108 on board respondents (approximately 45%) indicated they would use this service.

On board respondents were asked whether they would ride more, less, the same or would no longer ride in the event of potential service changes. Overall, additional local services, midday services, evening and weekend services spurred the most notable increases in ridership. The data for these findings are presented in Table 7 below.

Table 7. Percentage of On Board Survey Respondents Who Would Ride More with Potential Future Service Offerings

| Potential Future Services | % of Respondents Who Would Ride More |
|---|---|
| Additional service offered In the midday | 72% |
| Additional service is offered evenings and weekends | 67% |
| There are improvements to Spruce Grove's local service | 49% |
| The cost of driving to Edmonton increases (gas/parking) | 46% |
| Local service is offered to a park and ride transit centre in Spruce Grove where you could connect to a commuter bus directly to Edmonton | 38% |
| A connector service between Stony Plain and Spruce Grove, that connects with the commuter buses | 35% |
| I could use a reloadable card or smart phone app that would serve as a payment option from Spruce Grove to the Edmonton Capital Region. | 28% |
| Transit service started earlier in the morning | 20% |
| Service is offered to/from Parkland Village | 18% |
| Service is offered to/from Acheson | 14% |

² None of the service changes presented below reflect or anticipate any current or future decision-making

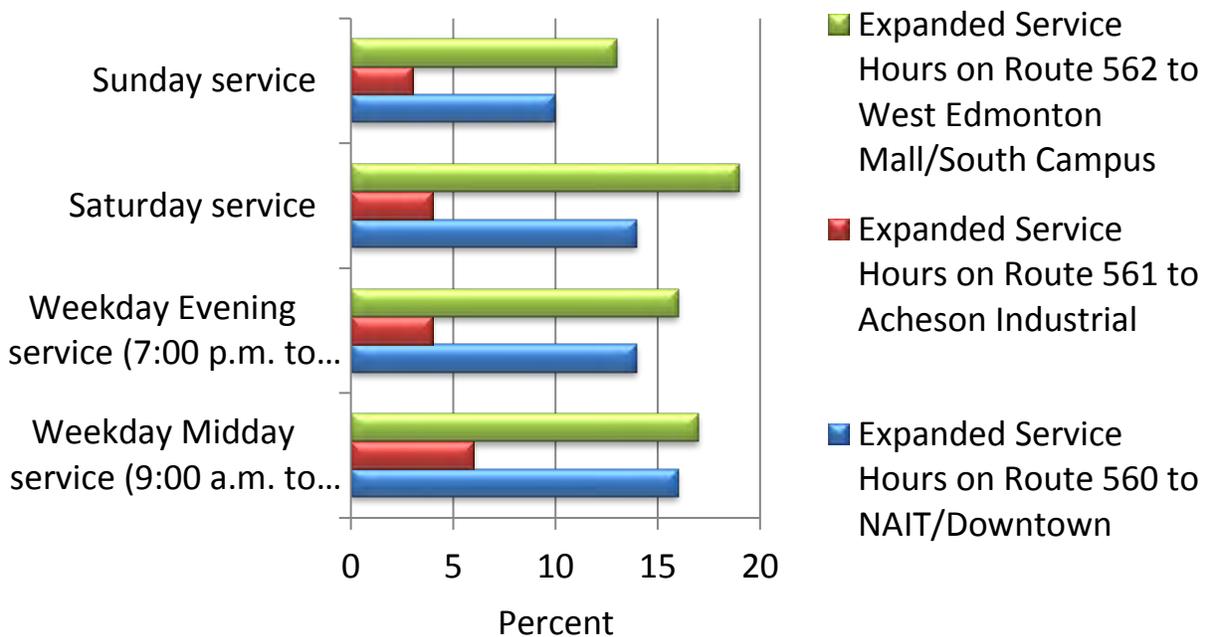
Online Respondents' Preferences for Service Changes

Approximately 13% of online respondents indicated they would not use any of the following services listed in Table 8 below. The highest percentage of services that respondents would use for each route are highlighted and bolded in grey in Table 8.

Table 8. Online Respondents Who Indicated They Would Use the Following Services

| Potential Future Service Offerings | Weekday Midday Service (9:00 a.m. to 3:00 p.m.) | Weekday Evening Service (7:00 p.m. to 10:00 p.m.) | Saturday Service | Sunday Service |
|---|--|--|-------------------------|-----------------------|
| Expanded Service Hours on Route 560 to NAIT/Downtown | 16% | 14% | 14% | 10% |
| Expanded Service Hours on Route 561 to Acheson Industrial | 6% | 4% | 4% | 3% |
| Expanded Service Hours on Route 562 to West Edmonton Mall/South Campus | 17% | 16% | 19% | 13% |

Figure 8. Services Online Survey Respondents Would Use



Online respondents were asked about which of the following services displayed in Table 9 and transit amenities displayed in Table 10 below they would use if they were offered. The percentage of online respondents who indicated they would use the following services and amenities is displayed in the right side columns.

Table 9. Online Respondents Preferences for Local Service Improvements

| Local Service Improvements | % of Online Respondents Who Indicate They Would Use The Following Services |
|--|---|
| A bus route between Stony Plain and Spruce Grove | 20% |
| A bus route within Spruce Grove neighborhoods (Harvest Ridge, Spruce Ridge, Longview Drive, Spruce Village, Greenbury) that connects to the commuter bus service to Edmonton | 19% |
| A bus route between Stony Plain and Spruce Grove that connects to the commuter bus service to Edmonton | 17% |
| A bus route between Spruce Grove and Acheson Industrial Area | 5% |
| A bus route between Parkland Village and Spruce Grove | 5% |
| A bus route between Parkland Village and Spruce Grove that connects to the commuter bus service to Edmonton | 5% |
| A bus route between Stony Plain and Acheson Industrial Area | 2% |
| A bus route between Parkland Village and Acheson Industrial Area | 2% |

Table 10. Percentage of Online Respondents Who Would Use Improvements to Transit Amenities

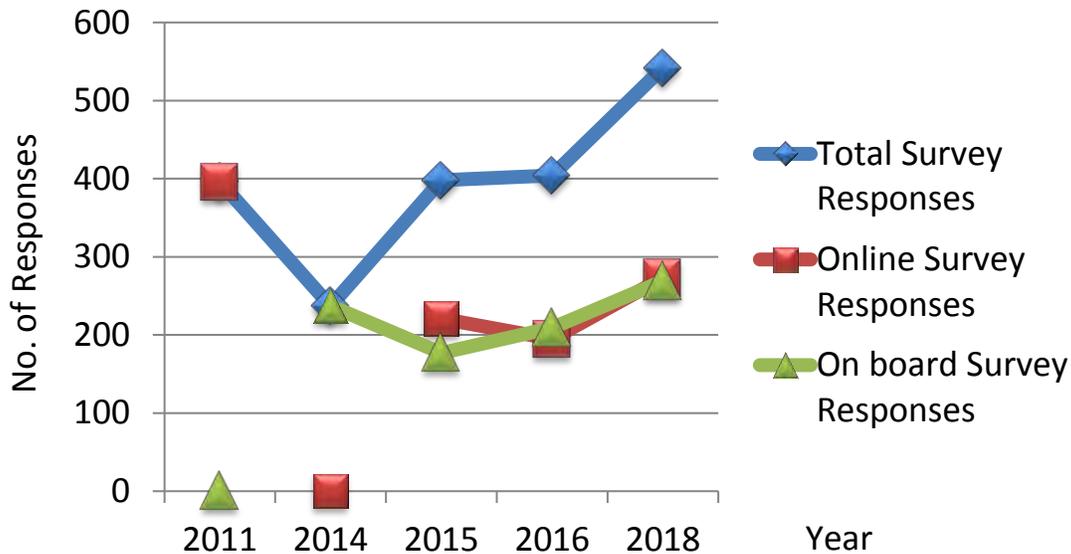
| Transit Amenity | % of Online Respondents Who Indicate They Would Use The Following Services |
|---|---|
| Real time schedule information with mobile app technology | 32% |
| Free Wi-Fi on the bus | 32% |
| Shelter at your bus stop | 25% |
| A single fare product that could be used seamlessly between all transit providers in the Edmonton Region (fare price would be determined by distance travelled) | 23% |
| Park and Ride location in Spruce Grove with plug-ins and reserved spaces | 18% |
| Bench at your bus stop | 16% |
| Bicycle parking rack at your bus stop | 8% |

4.0 Trends Among 2015 to 2018 Transit Surveys

Some of the information learned from the 2018 Spruce Grove transit survey can be considered in the context of previous Spruce Grove transit survey results from 2011, 2014, 2015 and 2016. It is possible to compare participation in the surveys, judge several demographic trends from 2011 to 2018,³ and observe some recurring themes that continue to emerge. Trend analysis is derived from the results presented in this report as well as the previous Spruce Grove Transit reports from 2011 to 2018.

- Figure 9 below shows engagement in the Spruce Grove Transit surveys has risen since 2014.

Figure 9. Survey Engagement from 2011 to 2018

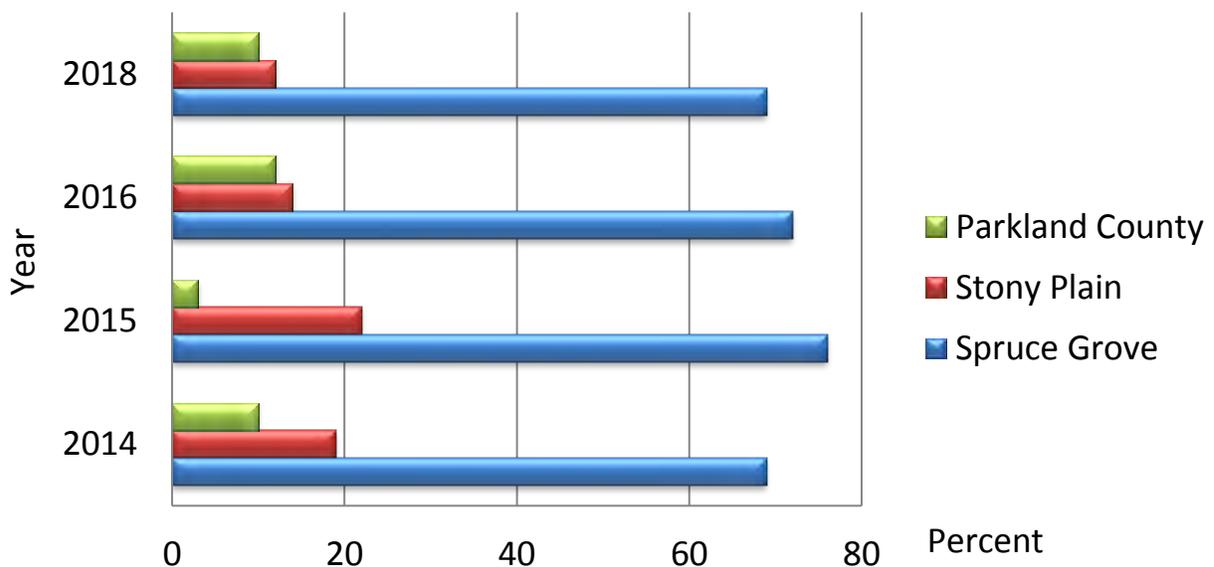


- Since 2011, more respondents have consistently reported as female.
- Between 2015 and 2018, approximately 20 to 25% of respondents from the combined sample report being between the ages of 18 and 54 years.
- Between 2016 and 2018, there was a small percentage increase in on board respondents reporting their primary residence in locations other than Spruce Grove, Stony Plain and Parkland County (a 7% increase).

³ Variations in research design and questions in [2011](#) and 2014 mean that continuing trends evidenced from these surveys can only be considered superficially. In an effort to improve reliability, Spruce Grove Transit has created increasingly comparable surveys between [2015](#) and 2018.

- ‘Choice ridership’ may be increasing from 2014. Just over half of on board respondents reported having unlimited access to a vehicle in 2015, 2016 and 2018 (56%, 55% and 53% percent respectively), whereas only 28% of on board riders reported they could have used a vehicle instead of taking transit the day of the survey in 2014.
- Fewer respondents in 2018 are reporting dissatisfaction with bus comfort than in 2015 and 2016 and none commented on safety concerns.
- In 2015, 2016 and 2018, most on board respondents were using Spruce Grove transit round-trip into Edmonton, rather than one way. A higher number of transit riders reported using transit less than 5 days/week in 2018 compared to previous years.
- Regarding riders place of primary residence, Figure 10 below shows the percentage distribution of on board respondents who indicated they had a primary residence in Spruce Grove or the neighbouring municipalities of Stony Plain or Parkland County, from 2014 to 2018.
 - Most respondents reported having a primary residence in Spruce Grove, followed by those who reported addresses in Stony Plain, then Parkland County.
 - Between 2014 and 2018, approximately one-quarter to one-third of riders consistently report as non-Spruce Grove residents

Figure 10. On Board Residents' Places of Primary Residence from 2014 to 2018



- Between 2015 and 2018, respondents were reporting that real time information regarding bus locations would help them during their afternoon return trip to Spruce Grove from Edmonton.

- Respondents indicate that buses later in the morning, earlier in the afternoon, and later in the evening would help them meet their professional, educational and social obligations better.
- Tri Leisure Centre has consistently been the most common place for users to park their vehicles to take transit since 2015.
- The most common reasons for not riding in 2011 was attributed to frequency. In 2015, 2016 and 2018, the most common themes for not riding were attributed not being able to conduct to daily activities conveniently using Spruce Grove Transit.
- Respondents consistently note that drivers are courteous and helpful.
- Few respondents commented on crowding on the morning bus routes except to note an increase during times when post-secondary school is in session.
- Between 2015 and 2018, respondents have commented that they would like more places to purchase passes.
- There was a relative of increase of 10% in the number of students with a UPass who rode Spruce Grove Transit in 2016 compared with 2018. The percentage of students with a UPass in 2016 was 30%. The percentage of students with a UPass who rode Spruce Grove Transit in 2018 was approximately 40%. The number of students with a UPass in 2016 who indicated they rode Spruce Grove Transit was 63. In 2018, the number of students with a UPass in 2018 who indicated the rode Spruce Grove Transit is 106.

5.0 Conclusions and Next Steps

The utility of Spruce Grove transit's commuter service into Edmonton continues to expand for riders within Spruce Grove and the surrounding communities. There is demand from on board riders for increased frequency of service, extended throughout to midday, into the evening and on the weekends into Edmonton. A renewed interest in improving local transit is an emerging insight from the analysis of the 2018 data.

The on board and online survey data were intended to facilitate an enhanced understanding of the routes 560, 561 and 562 service that will aid future planning. The report aimed to provide facts for decision-makers to answer the following question: how could the City meet a growing need for transit in an efficient way with available resources? The City is committed to the most efficient and effective transit service possible given the growth within the region and will continue to work with surrounding municipalities to explore service changes as they become financially viable. The City appreciates the input of everyone who completed the 2018 transit surveys and will continue to seek your input on matters of transit.

Appendix A – Social Media Response



Social Media Records

Captured by ArchiveSocial

From 6:00 on May 9, 2018 UTC to 5:59 on May 25, 2018 UTC

Transit Survey - May 2018

Generated by Janice Sinclair at 19:14:53 on 5/24/2018 UTC

Included in this export:

Account(s): All

Content Type(s): All

Term(s): matching *transit* AND matching *survey*

Account: City of Spruce Grove - Your Local Government**Content type:** Facebook Page - Photos**Album:** Timeline Photos**Record ID:** 20180509City-of-Spruce-Grove-Your-Local-GovernmentPhotos15105_10156652770179206

City of Spruce Grove - Your Local Government

at 15:04:18 on 5/09/2018 UTC

As part of our continued commitment to service, we would like to hear your thoughts on how we can improve Spruce Grove's transit system. Your comments will help the City prioritize short and medium-term options for service improvements. This survey is for frequent riders, occasional riders and for those who rarely or never use transit and will be available online until May 23. Complete the survey online at <http://bit.ly/TransitSurvey18>.

**Grace Webber** Thank you for asking these questions! :)

at 17:06:52 on 5/09/2018 UTC

Jules Kelly Danno Blaster

at 18:27:37 on 5/09/2018 UTC

Cynthia Sharp More busses running to Edmonton Mall for shoppers within school hours. Out and back in that time frame

at 18:48:37 on 5/09/2018 UTC

David Wiebe do the survey

at 19:24:29 on 5/09/2018 UTC

City of Spruce Grove - Your Local Government Thanks for the feedback Cynthia - please ensure you share it via the survey :)

at 20:00:22 on 5/09/2018 UTC

Profile image Heather Rawlins Thank you for the continued surveys. Can you make sure this survey link is put on bus for those who may not see it elsewhere

at 20:38:43 on 5/09/2018 UTC

Kendra Noble Scott Noble

at 22:42:49 on 5/09/2018 UTC

Cynthia Sharp City of Spruce Grove - Your Local Government

at 1:18:54 on 5/10/2018 UTC

Megan Sell Hi city of spruce grove I did the survey on the bus a few months ago when it was still winter I am wondering why the person who handed out the surveys so early in the morning in the middle of winter didn't give us the online option then and why the online option was listed on the survey as a potential for next time? It was very difficult to do a paper copy on the bus in a bulky jacket so next time if they have a person offering the survey they could give the option to text a number while on the bus and get the survey sent electronically might be easier for people especially since there was limited lighting on the bus at that time. Just a thought to consider. Thanks!

at 3:27:36 on 5/10/2018 UTC

Susan Cowtan Way too long!

at 4:36:20 on 5/10/2018 UTC

Jane Sell Evening times from the universities

at 23:00:16 on 5/10/2018 UTC

Susanne Greenhowe-Weis Push for CN to create a commuter rail service from Sherwood Park through YEG to Spruce And on to Stony Plain and beyond. Will reduce congestion on the roads

at 1:46:07 on 5/11/2018 UTC

Jeannette Lepine Beeler Lori do you live in Spruce now?

at 2:20:17 on 5/11/2018 UTC

Nikki Rushton Run a route out to Parkland Village and drive the main loop & back into Spruce or connecting to Edmonton and to Stony 10 times a day. 3 times in the mornings, 3 times in the afternoon, 4 times in the evening.
There are 850 households and at least 3 times the amount of residents that could be serviced out here.

at 16:46:41 on 5/11/2018 UTC

City of Spruce Grove - Your Local Government Thanks for the suggestion Heather, we've passed it along :)

at 19:44:21 on 5/11/2018 UTC

City of Spruce Grove - Your Local Government Thanks Megan, we've passed your suggestion along. :)

at 19:45:32 on 5/11/2018 UTC

City of Spruce Grove - Your Local Government Hi Jane – please make sure to fill out the survey with this feedback. Thanks!

at 19:57:07 on 5/11/2018 UTC

City of Spruce Grove - Your Local Government Thanks for the feedback Nikki. Please be sure to fill out the survey and include your suggestion.

at 21:32:46 on 5/11/2018 UTC

Nikki Rushton City of Spruce Grove - Your Local Government Done

at 21:44:00 on 5/11/2018 UTC

Nicole Fillion Thank you for the survey.

at 2:36:12 on 5/12/2018 UTC

Nicole Fillion It would be nice to see some buses running in Spruce Grove at maybe peak times when teenagers are working. Hard to get around without transit in this city.

at 2:37:34 on 5/12/2018 UTC

Shannon Goodman Done!

at 4:39:05 on 5/12/2018 UTC

Version: Current

Tags: edited

Carmen Stephens Knutson I started the survey but my input would not be helpful.
...My only request would be more bussing times to post-secondary. The mandatory U-Pass was something we looked forward to for our son but proved to not have realistic scheduling for University students and was therefore virtually useless unless he drove into the city of Edmonton anyways.

at 12:48:40 on 5/12/2018 UTC

Bonny Piska Trust an Piska. Heidi Piska Gabe Gabriel Piska Mike Piska Cassidy Gramson

at 14:30:04 on 5/12/2018 UTC

Sarah A Milner-Gagne I agree for a bus to parkland village that be so great

at 16:20:57 on 5/12/2018 UTC

Elizabeth Valin Include Stony Plain - only 10 min. More—

at 18:16:36 on 5/12/2018 UTC

Jonathan Gorgichuk Makes total sense i used to work for cp rail and they had proposed a Light rail traffic trains from Edmonton to stony plain, Edmonton to leduc, Edmonton to St. Albert and Edmonton to Sherwood park the whole debacle started when they wanted to expand the lrt and go under ground. The cities all need to ban together and we would have safer roads less traffic:)

at 19:53:48 on 5/12/2018 UTC

Mark Bablitz Tell someone how and where to apply to possibly drive for the city of spruce grove

at 20:28:33 on 5/12/2018 UTC

Mitch Rawluk We can't handle the freight we have as it is. Passenger service will never ever happen. Just saying.

at 6:33:47 on 5/13/2018 UTC

But That's None Of My Business The lack of transit system in Spruce Grove is deplorable. Cities smaller than this have systems in place that are far superior. For what the taxes are, versus what you get in services, it's a joke. People are reliant on the skeleton service of ETS if you even want to commute.

at 7:13:36 on 5/13/2018 UTC

Melissa Sutherland Connection to stony plain

at 23:38:41 on 5/13/2018 UTC

Version: Current

Tags: edited

Jeff McKenzie That will never happen. Edmonton is not big enough to have a Go Transit. CN is not in the business of commuter rail anyways.

at 23:40:34 on 5/13/2018 UTC

Faith Gerhardt I do agree. I don't drive but it would be nice to be able to go there. I don't really wake up super early. So catching a bus at 7 AM or earlier probably won't work well.

My job now is just drawing and selling my drawings. I have a disability that's more mentally related. So it's not easy.

at 5:29:28 on 5/14/2018 UTC

Version: Current

Tags: edited

Faith Gerhardt Maybe have a bus to Stony Plain. Or to the Tri Leisure Centre? If it is maybe around noon.

at 5:30:41 on 5/14/2018 UTC

Laura Reynar Would love to have a few stops at Wal-Mart, Rona, McDonald's.

at 13:54:08 on 5/14/2018 UTC

Sherril Williams I would like to see buses running all day and maybe til 10 pm and weekends even if it was once a hour thats better then nothing. There r lots of us that dont drive and r forced to take cabs. When u r low income that really hurts the budget. Seniors and people on aish should get dicounted passes. Other cities do.

at 17:26:28 on 5/14/2018 UTC

Joel Anderson Mitch Rawluk clearly Suzanne has no idea what kind of company cn is lol

at 23:44:17 on 5/14/2018 UTC

Version: Current

Tags: edited, hidden

Ryan Czernick What the.

at 23:46:46 on 5/14/2018 UTC (*hidden*)

Maureen Wasend I would like to see city bus running on all days of the week to Walmart & other parts of the city, so a person can get out on weekends.& during the day & evenings. Going to Stony would be fine as well.

To expensive for Seniors & others to take cabs all the time.

at 0:19:46 on 5/15/2018 UTC

City of Spruce Grove - Your Local Government Thank you for your feedback everyone! Please make sure to fill out the survey.

at 14:54:09 on 5/15/2018 UTC



City of Spruce Grove - Your Local Government Hi Mark – the City of Spruce Grove's commuter transit service is operated through a contract agreement with the City of Edmonton and Edmonton Transit Service (ETS), therefore the drivers are employees of Edmonton Transit. You would need to apply via the ETS website at <https://www.edmonton.ca/ets/ets-jobs-careers.aspx>.

at 15:21:03 on 5/15/2018 UTC

Account: City of Spruce Grove - Your Local Government

Content type: Facebook Page - Timeline posts

Record ID: 20180511City-of-Spruce-Grove-Your-Local-GovernmentTimeline-posts15105_10156657640219206

City of Spruce Grove - Your Local Government

at 15:05:03 on 5/11/2018 UTC · 🌐

Do you ride Spruce Grove's transit service? Or have you never been on the bus? Either way, we want to hear from you! We're currently conducting an online survey to hear your thoughts on how we can improve transit in our community. Your comments will help the City prioritize short and medium-term options for service improvements. Complete the survey online at <http://bit.ly/TransitSurvey18>.



Kaitlyn Elisabeth Kelsea Giesbrecht

at 22:16:24 on 5/14/2018 UTC

Kelsea Giesbrecht Did it already! 📄

Account: City of Spruce Grove - Your Local Government

Content type: Facebook Page - Photos

Album: Timeline Photos

Record ID: 20180515City-of-Spruce-Grove-Your-Local-GovernmentPhotos15105_10156667300599206

City of Spruce Grove - Your Local Government

at 15:10:25 on 5/15/2018 UTC

Do you have some ideas on how the City can improve Spruce Grove's transit service? Then complete our online survey! The comments you provide will help the City prioritize short and medium-term options for service improvements. Complete the survey today at <http://bit.ly/TransitSurvey18>.



Version: Current

Tags: edited

Rye Senetza 12 Pm bus! it would help tons of people :D

at 6:32:35 on 5/17/2018 UTC

City of Spruce Grove - Your Local Government Thanks for the feedback Rye! Please make sure to fill out the survey, if you haven't already :)

at 16:00:46 on 5/17/2018 UTC

Andie Ralph Agreed hourly service during the day so I can come grab sick children from daycare or still use the bus after an appointment

at 7:37:33 on 5/20/2018 UTC

Golden Venus I'm more concerned about the crime

at 6:44:54 on 5/22/2018 UTC

City of Spruce Grove - Your Local Government

at 14:47:54 on 5/18/2018 UTC

Just a few days left to provide your feedback on Spruce Grove's transit service by completing our online survey. It doesn't matter if you're a frequent rider or if you've never even been on the bus – we want to hear from you! Your comments will help the City prioritize short and medium-term options for service improvements. Complete the survey now at <http://bit.ly/TransitSurvey18>.



Bonny Piska Tristan Piska Heidi Piska have you done it ? Lol

at 4:26:43 on 5/19/2018 UTC



City of Spruce Grove - Your Local Government

at 21:22:26 on 5/22/2018 UTC

We want to hear your thoughts on Spruce Grove's transit service! ☐ Don't delay – the survey closes tomorrow (May 23). The comments you provide will help the City prioritize short and medium-term options for service improvements. Complete the survey today at <http://bit.ly/TransitSurvey18>.



City of Spruce Grove @citysprucegrove

Time's running out to complete a survey about transit service in [#sprucegrove](https://twitter.com/citysprucegrove). Tell us your thoughts so we can prioritize short & medium-term options for improvements: bit.ly/TransitSurvey18 pic.twitter.com/cKfr1ZIDcv



at 15:22:07 on 5/22/2018 UTC

Appendix B – On Board Survey

Spruce Grove Transit Survey 2018

As part of our continued commitment to service, the City of Spruce Grove (the City) would like to know your thoughts on Spruce Grove transit. Your input helps the City prioritize short-term and medium-term improvement options for service. We invite you to spend a few moments filling out this survey. Your responses will remain anonymous; only the facilitator on the bus, select employees at the City, and the data analyst will have access to your survey. The information collected from the surveys will be analyzed and incorporated into a report that will be publicly available on the City's website. After you have completed the survey, please return it to the facilitator on the bus. We appreciate your time and input!

Section One: Your Rider Profile

For multiple choice questions, please select **one** option that is most applicable with a "✓."

1. Please indicate your gender.
 - Male
 - Female
2. Please indicate your age.
 - Under 18 years
 - 18 to 24 years
 - 25 to 34 years
 - 35 to 44 years
 - 45 to 54 years
 - 55 to 64 years
 - 65 years or older
3. What is your household income?
 - Under \$35,000
 - \$35,000 to \$60,000
 - \$60,001 to \$100,000
 - \$100,001 to \$150,000
 - Over \$150,000
4. Where is your primary residence?
 - Spruce Grove
 - Stony Plain
 - Parkland County
 - Edmonton
5. What is the name of the neighbourhood in which you primarily reside?

6. Are you a student?
 - Not a student
 - Post-secondary with UPass
 - Post-secondary without UPass
 - High School
 - Junior High School
7. Do you most often ride Spruce Grove transit one way, or round trip?
 - One way
 - Round trip
8. On average, how many days per week do you ride Spruce Grove transit?
 - Less than once a week
 - 1 day/week
 - 2 days/week
 - 3 days/week
 - 4 days/week
 - 5 days/week

This information is being collected under the authority of section 33(c) the *Freedom of Information and Protection of Privacy* (FOIP) Act. It will be used to administer and update the City's public transit service. The personal information provided will be protected in accordance with Part 2 of the Act. If you have any questions regarding the collection, use and disclosure of personal information, please contact the FOIP Coordinator at [780-962-2611](tel:780-962-2611).

Section Two: Your Ride

For multiple choice questions, please select **one** option that is most applicable with a “✓.”

1. Which transit route do you utilize most often?
 - Route 560 to downtown Edmonton via NAIT
 - Route 561 to Acheson
 - Route 562 to West Edmonton Mall and South Campus
 - I use more than one route

2. Do you use the Acheson Shuttle?
 - Yes
 - No

3. Do you transfer from Spruce Grove transit to ETS (Edmonton Transit System) more often than not?
 - Yes
 - No

If **yes**, where is your final destination?

4. How far do you travel to your final destination after disembarking **Spruce Grove transit**?
 - Less than 2 blocks
 - 2 to 5 blocks
 - More than 5 blocks

5. Which location is closest to where you most often board Spruce Grove transit?
 - EPCOR Building
 - Canada Place
 - Jasper Avenue and 105th Street
 - MacEwan University
 - West Edmonton Mall
 - South Campus LRT
 - Acheson south (of railway tracks)
 - Acheson north (of railway tracks)
 - Other _____

6. Please choose the one statement that best describes you.
 - I have unlimited access to drive a vehicle
 - I occasionally have access to drive a vehicle
 - I do not have access to drive a vehicle

7. If you drive to a location to use Spruce Grove transit, where do you most often park?
 - TransAlta Tri Leisure Centre
 - Agrena
 - On the street (please specify)

8. How do you **most often** access bus and route schedules for Spruce Grove transit (please choose one)?
 - Paper pamphlet
 - Telephone transit information
 - ETS online
 - The City of Spruce Grove website
 - Bus driver
 - Other passengers

Section Three: Your Service Satisfaction

For multiple choice questions, please select **one** option that is most applicable with a “✓.”

- Please indicate your level of satisfaction or dissatisfaction with Spruce Grove transit regarding the areas of interest listed below. Mark one empty box in each row with a “✓.”

| | Very Satisfied | Satisfied | Neither Satisfied or Dissatisfied | Dissatisfied | Very Dissatisfied |
|---|----------------|-----------|-----------------------------------|--------------|-------------------|
| Bus frequency | | | | | |
| Bus stop/shelter cleanliness | | | | | |
| Bus cleanliness | | | | | |
| Bus comfort heat/cold | | | | | |
| Seat comfort | | | | | |
| Travel time | | | | | |
| Route layout | | | | | |
| ETS schedule information on the ETS website | | | | | |
| Route information on the City of Spruce Grove website | | | | | |
| Route information from Edmonton 311 (Outside Edmonton 780-442-5311) | | | | | |
| Transit assistance from Spruce Grove email or phone line. | | | | | |

- Please provide your thoughts on how we could improve in areas where you are dissatisfied or very dissatisfied.

3. Please indicate your level of agreement or disagreement with the statements listed below regarding Spruce Grove transit. Mark one empty box in each row with a “✓.”

| | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree |
|---|----------------|-------|---------------------------|----------|-------------------|
| Bus drivers are courteous | | | | | |
| Bus drivers are helpful | | | | | |
| Purchasing passes/tickets is convenient | | | | | |
| Access to route information is convenient | | | | | |
| Buses are on time | | | | | |
| I feel safe at bus stops I use most often | | | | | |
| I feel safe while I ride the bus | | | | | |
| I am comfortable on the bus | | | | | |
| Access to my bus stop in Spruce Grove is convenient | | | | | |
| I find value in the cost of Spruce Grove transit | | | | | |
| The level of service has improved from previous years | | | | | |
| I prefer to ride the bus rather than drive | | | | | |

4. Please provide your thoughts on how we could improve in areas where you disagree or strongly disagree.

You’re almost done! Please don’t forget the last page.

Section Four: Your Thoughts On Future Changes

The statements below do not necessarily reflect or anticipate any current or future decision-making on the part of any municipality. The statements are asked solely for the purpose of scoping potential issues and opportunities for maintaining or improving satisfaction with transit service.

For multiple choice questions, please select **one** option that is most applicable with a “✓.”

1. If a bus was available from communities in Stony Plain and Parkland Village, to connect with the commuter bus from Spruce Grove to Edmonton, would you take the bus from Stony Plain or Parkland Village?
 - Yes

- No
2. Would you prefer one of the following routes around NAIT, so long as the time into and from downtown is not severely affected?
- South on 106/107 Street to 118 Avenue, and east on 118 Avenue to 101 Street.
- South on 106/107 Street to 111 Avenue, and east on 111 Avenue to 101 Street.
- I prefer the current route.
3. Please indicate how the changes listed below could impact your use of Spruce Grove transit. Mark one empty box in each row with a "✓."

| | Ride More | Ride Less | Would No Longer Ride | No Change |
|---|-----------|-----------|----------------------|-----------|
| The cost of driving to Edmonton increases (gas/parking) | | | | |
| Local service is offered to a park and ride transit centre in Spruce Grove where you could connect to a commuter bus directly to Edmonton | | | | |
| I could use a reloadable card or smart phone app that would serve as a payment option from Spruce Grove to the Edmonton Capital Region. | | | | |
| Transit service started earlier in the morning | | | | |
| Additional service is offered evenings and weekends | | | | |
| Additional service offered In the midday | | | | |
| A connector service between Stony Plain and Spruce Grove, that connects with the commuter buses | | | | |
| Service is offered to/from Parkland Village | | | | |
| Service is offered to/from Acheson | | | | |
| There are improvements to Spruce Grove's local service | | | | |

4. Please provide any additional comments about why your ride may or may not change.

In an effort to serve you better, would you prefer to complete this survey online using your mobile device in the future?

- Yes
- No

You're finished! Thank you very much. We appreciate your input.
Please return this survey to the facilitator on the bus.

Appendix C – Online Survey



Welcome to the 2018 City of Spruce Grove Online Transit Survey

As part of our continued commitment to service, the City of Spruce Grove would like to hear your thoughts on how we can improve our transit system. Your comments will help the City prioritize short and medium-term options for service improvements.

We invite you to complete this survey to tell us why you do (or do not) use Spruce Grove Transit and how the transit system may be improved upon to better meet your needs. This survey is for frequent riders, occasional riders and for those who rarely or never use transit.

Information collected will remain anonymous and will be analyzed and incorporated into a transit report to council. Please complete the survey by Wednesday, May 23, 2018.

Thank you for your time and input. We estimate this survey should take approximately 10 minutes to complete, and we greatly appreciate your feedback.

Section 1: Survey Respondent Profile

You may check your progress at the bottom of the page, but don't worry, this survey will not require you to answer all 37 questions. Some questions will be filtered for your convenience. We anticipate this survey should only take about 10 minutes to complete. Let's get started!

* 1. Did you complete the survey administered on board the Route 560, 561 or 562 on March 20th, 2018?

- Yes, on Route 560
- Yes, on Route 561
- Yes, on Route 562
- No

2. Please indicate your gender

* 3. Please indicate your age.

- | | |
|--------------------------------------|---|
| <input type="radio"/> Under 18 years | <input type="radio"/> 45 to 54 years |
| <input type="radio"/> 18 to 24 years | <input type="radio"/> 55 to 64 years |
| <input type="radio"/> 25 to 34 years | <input type="radio"/> 65 years or older |
| <input type="radio"/> 35 to 44 years | <input type="radio"/> Prefer not to say |

* 4. What is your household income?

- | | |
|---|--|
| <input type="radio"/> Under \$35,000 | <input type="radio"/> \$100,001 to \$150,000 |
| <input type="radio"/> \$35,000 to \$60,000 | <input type="radio"/> Over \$150,000 |
| <input type="radio"/> \$60,001 to \$100,000 | <input type="radio"/> Prefer not to say |

* 5. Where is your primary residence?

- Spruce Grove
- Stony Plain
- Parkland County
- Edmonton
- Other (please specify)

* 6. In what neighbourhood is your primary residence?

* 7. Please choose one of the following statements that best describes you.

- I have unlimited access to drive a vehicle
- I occasionally have access to drive a vehicle
- I do not have access to drive a vehicle

* 8. Are you a student?

- Not a student
 - Post-secondary with UPass
 - Post-secondary without UPass
 - High School
 - Junior High School
-

* 9. What is the name of your educational institution?

* 10. Have you used STS (Specialized Transit Service) or Handibus Service within the past 3 months?

- Yes, Specialized Transit Service (STS) (serving Spruce Grove/Parkland Village/Parkland County)
- Yes, Handibus Service (serving Stony Plain)
- No

* 11. Where do you travel using STS? Please select all that apply to you.

- Locally within Spruce Grove
- Between Parkland Village and Spruce Grove
- Between Parkland County and Spruce Grove
- Edmonton
- Other (please specify)

12. Where do you travel on Handibus service? Please select all that apply to you.

Locally within Stony Plain

Spruce Grove

Edmonton

Other (please specify)

* 13. Have you used Spruce Grove Transit within the past 3 months?

Yes

No

Section 2: For those who do not currently use Spruce Grove Transit

* 14. Please indicate your level of agreement or disagreement with each of the statements listed below regarding Spruce Grove Transit.

| | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree |
|---|-----------------------|-----------------------|---------------------------|-----------------------|-----------------------|
| Bus routes are too confusing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bus routes don't go to my destination | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The bus stop is too far from my house | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The bus does not stop close enough to my final destination | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bus schedules are too confusing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The bus fare is too expensive | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The bus doesn't run at the times I need it | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| My travel needs (e.g. daycare, groceries, multiple errands, bringing children on the bus) are not convenient via Spruce Grove transit | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I'm concerned about my safety and security walking to or waiting at the bus stop | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Waiting outside for the bus in poor weather is too uncomfortable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The bus is unreliable; it does not arrive on schedule | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The buses are too slow; travel by transit takes too long | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I'm concerned about my safety and security on the bus | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree |
|---|-----------------------|-----------------------|---------------------------|-----------------------|-----------------------|
| Buses are too crowded | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Buses are uncomfortable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other passengers make me feel uncomfortable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not use Spruce Grove transit because other modes of transportation (e.g. bicycling, walking) better support my health and wellness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

* 15. What is the most important reason you do not use Spruce Grove Transit?

16. What is the second most important reason you do not use Spruce Grove Transit?

Section 3: Service Improvements

17. Which of the following services would you use if they were offered? Please select all that apply to you, or, comment 'no' in the space below if you would not use any of these services regularly.

| | Weekday midday service (9:00 a.m. to 3:00 p.m.) | Weekday evening service (7:00 p.m. to 10:00 p.m.) | Saturday service | Sunday service |
|--|--|--|--------------------------|--------------------------|
| Expanded service hours on Route 560 to NAIT/downtown | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Expanded service hours on Route 561 to Acheson Industrial | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Expanded service hours on Route 562 to West Edmonton Mall/South Campus | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please comment 'no' if you would not use any of these services regularly.

* 18. Which of the following routes would you use if they were offered? Please select all that apply to you.

- A bus route within Spruce Grove neighborhoods (Harvest Ridge, Spruce Ridge, Longview Drive, Spruce Village, Greenbury) that connects to the commuter bus service to Edmonton
- A bus route between Spruce Grove and Acheson Industrial Area
- A bus route between Stony Plain and Spruce Grove
- A bus route between Stony Plain and Acheson Industrial Area
- A bus route between Stony Plain and Spruce Grove that connects to the commuter bus service to Edmonton
- A bus route between Parkland Village and Spruce Grove
- A bus route between Parkland Village and Acheson Industrial Area
- A bus route between Parkland Village and Spruce Grove that connects to the commuter bus service to Edmonton
- I would not use any of these routes regularly

* 19. Would you use the following services if they were offered?

Please select all that apply to you.

- | | |
|--|--|
| <input type="checkbox"/> Real time schedule information with mobile app technology | <input type="checkbox"/> Bicycle parking rack at your bus stop |
| <input type="checkbox"/> A single fare product that could be used seamlessly between all transit providers in the Edmonton Region (fare price would be determined by distance travelled) | <input type="checkbox"/> Bench at your bus stop |
| <input type="checkbox"/> Free Wi-Fi on the bus | <input type="checkbox"/> Shelter at your bus stop |
| <input type="checkbox"/> Park and Ride location in Spruce Grove with plug-ins and reserved spaces | <input type="checkbox"/> I would not use any of these services regularly |
-

Section 2: For those who currently use Spruce Grove Transit

* 20. Where do you travel using Spruce Grove Transit? Please select all that apply to you.

- Locally within Spruce Grove
- Between Spruce Grove and Edmonton
- Between Acheson and Edmonton

* 21. What is the purpose of your travel on Spruce Grove Transit? Please select all that apply to you.

- Commute to my place of work
- Attend NAIT
- Attend MacEwan University
- Attend University of Alberta
- Attend other school
- Medical appointment
- Conduct personal business, such as banking
- Travel to social functions and/or other leisure activities
- Shopping
- Other (please specify)

* 22. For each day that you ride Spruce Grove Transit, do you usually ride one way, or round trip?

- One way
- Round trip

* 23. On average, how many days per week do you use Spruce Grove Transit?

Less than once a week

3 days/week

1 day/week

4 days/week

2 days/week

5 days/week

* 24. Do you have a valid driver's licence?

Yes

No

* 25. How do you usually travel to your bus stop to ride Spruce Grove Transit?

Bicycle

Walk

Drive

Acheson shuttle

Dropped off by another driver

Other (please specify)

* 26. Where do you park your vehicle?

- Agrena Park and Ride
- Tri Leisure Centre
- On the street parking
- Other (please specify)

* 27. Do you transfer from Spruce Grove Transit to ETS (Edmonton Transit System) more often than not?

Yes

No

* 28. Where do you transfer in Edmonton? Please select all locations that apply to you.

NAIT

West Edmonton Mall

111 Avenue/101 Street, near the Royal Alexandra Hospital

South Campus

Kingsway Avenue/101 Street, near the Royal Alexandra Hospital

Westmount

Downtown

118 Avenue/154 Street

Other (please specify)

| | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree | N/A |
|--|-----------------------|-----------------------|---------------------------|-----------------------|-----------------------|-----------------------|
| I feel safe while waiting at my bus stop in Spruce Grove | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I feel safe while waiting at my bus stop in Edmonton | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Buses are on time | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bus drivers are courteous | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bus drivers are helpful and knowledgeable about the service they provide | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bus drivers operate their vehicle safely | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I feel safe while I ride the bus | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am comfortable on the bus | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other passengers are usually well-behaved | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Connections to other transit service in Edmonton is convenient | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I find value in the cost of Spruce Grove transit | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spruce Grove transit service has improved from previous years | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I prefer to ride the bus rather than drive | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

* 33. What is the one most important thing you would like to change or improve about Spruce Grove Transit?

34. What is the second most important thing you would like to change or improve about Spruce Grove Transit?

Section 3: Service Improvements

35. Which of the following services would you use regularly if they were offered? Please select all that apply to you, or, comment 'no' in the space below if you would not use any of these services regularly.

| | Weekday midday service (9 a.m. to 3 p.m.) | Weekday evening service (7 p.m. to 10 p.m.) | Saturday service | Sunday service |
|--|--|--|--------------------------|--------------------------|
| Expanded service hours on Route 560 to NAIT/Downtown | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Expanded service hours on Route 561 to Acheson Industrial | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Expanded service hours on Route 562 to West Edmonton Mall/South Campus | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please comment 'no' if you would not use any of these services regularly.

* 36. Which of the following routes would you use if they were offered?
Please select all that apply to you.

- A bus route within Spruce Grove neighbourhoods (Harvest Ridge, Spruce Ridge, Longview Drive, Spruce Village, Greenbury) that connects to the commuter bus service to Edmonton
- A bus route between Spruce Grove and Acheson Industrial Area
- A bus route between Stony Plain and Spruce Grove
- A bus route between Stony Plain and Acheson Industrial Area
- A bus route between Stony Plain and Spruce Grove that connects to the commuter bus service to Edmonton
- A bus route between Parkland Village and Spruce Grove
- A bus route between Parkland Village and Acheson Industrial Area
- A bus route between Parkland Village and Spruce Grove that connects to the commuter bus service to Edmonton
- I would not use any of these routes regularly

* 37. Which of the following services would you use regularly if they were offered? Please select all that apply to you.

- | | |
|--|--|
| <input type="checkbox"/> Real time schedule information with mobile app technology | <input type="checkbox"/> Bicycle parking rack at your bus stop |
| <input type="checkbox"/> A single fare product that could be used seamlessly between all transit providers in the Edmonton Region (fare price would be determined by distance travelled) | <input type="checkbox"/> Bench at your bus stop |
| <input type="checkbox"/> Free Wi-Fi on the bus | <input type="checkbox"/> Shelter at your bus stop |
| <input type="checkbox"/> Park and Ride location in Spruce Grove with plug-ins and reserved spaces | <input type="checkbox"/> I would not use any of these services regularly |
-