



Deerfoot Trail Study

Phase 1 June 2016
Public Input
Summary

Deerfoot Trail Study

Phase 1 What we Heard Report

PROJECT OVERVIEW

The City of Calgary (The City) and Alberta Transportation (AT) are working together to study Deerfoot Trail, between the Stoney Trail interchanges in the north and south.

The study will consider a range of possible freeway management strategies, including some new to Calgary, and recommend ways to improve safety and mobility in the short- and long-term. The focus will be on making the most of the existing infrastructure, planning for future growth and aligning with the Calgary Transportation Plan.

The study will define and recommend a program of upgrades for Deerfoot Trail by:

- Identifying the existing and future travel needs on the corridor, and any associated impacts on the surrounding communities.
- Engaging the public, community groups and stakeholders to identify users and demands for the corridor, and build a range of potential solutions.
- Recommending safety and mobility improvements for people who drive and take transit.
- Improving air quality and reducing vehicular emissions to reduce greenhouse gas emissions and reduce the time needed to travel to and within the corridor.

Please note, the percentages in this summary are based on the number of respondents and are not a representative sample of the population.

ENGAGEMENT PROCESS




We are here

OPEN HOUSES, ONLINE AND POP-UP EVENT FEEDBACK

From June 1 – 30, 2016, participants could provide input about their experiences using Deerfoot Trail by completing an online questionnaire, pinning comments to an online map or attending one of six open houses. The project team also held one pop-up event at the Roadking Travel Centre to connect with people who drive trucks as this is an important stakeholder group for the study but not likely to be able to attend engagement events or provide input online easily.

At the open houses, attendees viewed display boards, spoke with project team members, completed questionnaires and provided comments on study area maps. A dotmocracy was used for participants to indicate which section of Deerfoot Trail should be improved first, where they experienced the greatest congestion and what they believed causes delays along the corridor. Participants who provided input online could read about the study, view the display boards and provide input by dropping pins on a map and/or completing a questionnaire. At the pop-up event, project staff spoke with people about the study and offered questionnaires and study area maps to gather input.

In partnership with



Event details	Attendee tally
June 14, 2016 at WillowRidge Community Association from 5-8 p.m.	23
June 15, 2016 at St. Jerome Elementary School from 5-8 p.m.	10
June 16, 2016 at Dover Community Association from 5-8 p.m.	12
June 20, 2016 at Sheraton Cavalier Calgary Hotel from 11:30 a.m. – 1:30 p.m.	17
June 20, 2016 at Douglas Elementary School from 5-8 p.m.	47
June 28, 2016 at Thorncliffe Greenview Community Association from 5-8 p.m.	15
July 18, 2016 Pop-Up Event at RoadKing Travel Centre from 7 – 10 a.m.	24
Total Attendees	148
In-Person Feedback Forms	27
Online Feedback Forms	8113
Total Feedback Forms	8140
Total Mapping Tool Comments	3364



Participants add comments to the study area maps and speak with project team members.

What we asked

The questionnaire asked a series of questions about participants' experience travelling Deerfoot Trail, demographics, thoughts about the engagement process and their evaluation of the engagement experience.

The online map asked participants to drop pins in the areas where they experience the greatest congestion and use the comment box to explain what they think the issue is.

The dotmocracy asked participants what is causing the delays and where their priorities are.

What we heard

Experience using Deerfoot Trail

- Most respondents travel Deerfoot Trail daily, in a vehicle by themselves, between 3 and 7 p.m. to commute to work.
- Most drivers see delays along the study area most of the time.

- Those who don't use Deerfoot Trail said it was because they don't feel safe on the road.
- The route most travelled by respondents is from Stoney Trail South to Glenmore Trail, while the most congested segment is McKenzie Lake Boulevard to Glenmore Trail.
- Respondents were most satisfied with signage and traveler information while they are least satisfied with duration of travel times and reliability.
- Efforts to clear collisions and stalls is the most important factor for most respondents while the least important factor is visual appeal / appearance.
- Most respondents indicated they would prefer between 17 Avenue S.E. and Anderson Road to be improved first.
- Lane reduction issues, poorly designed on and off ramps, poorly designed interchanges and congestion were the top issues faced by respondents corridor wide.

Demographics

- The majority of respondents who provided input online were between 25 and 44 years of age, and those who provided input in person were between 45 and 54.
- There was a close split in gender with slightly more respondents being female.
- Most respondents were from the Douglasglen / McKenzie Lake area.

Engagement Process

- The majority of respondents would like to hear about updates by email.
- Most online respondents would like to provide information by online questionnaire while those who attended face to face events would prefer to attend an open house.

NEXT STEPS

The project team will use the feedback and technical analysis to develop short term improvement options and begin considering freeway management tools for the long term improvement plans.

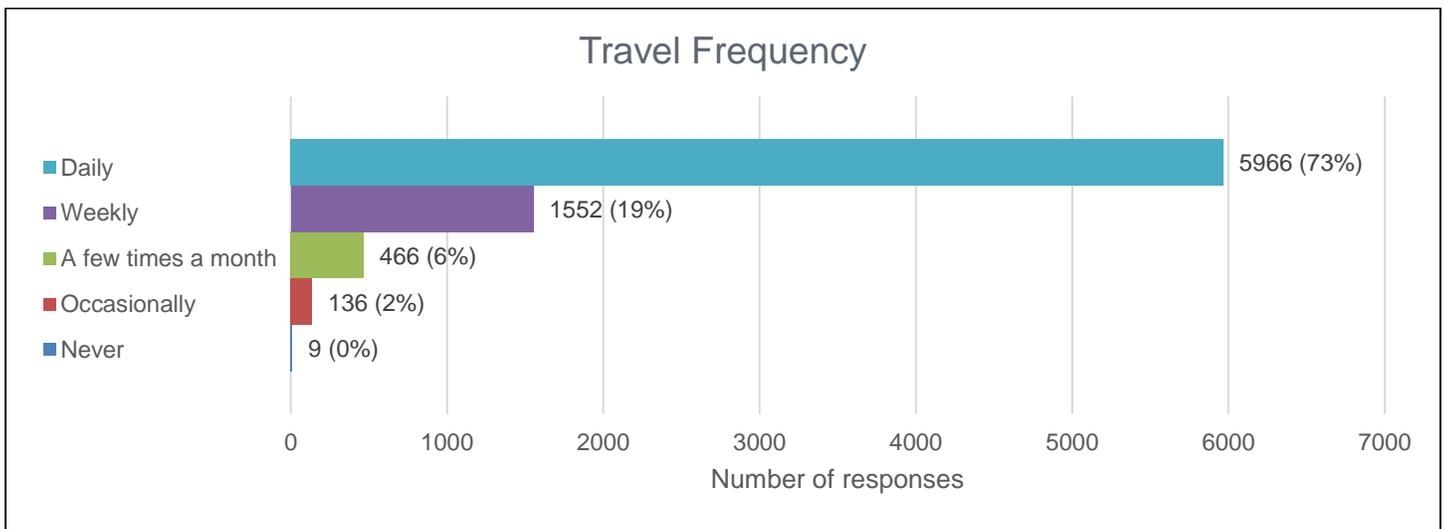
FEEDBACK FORM QUESTIONS AND RESPONSES

The graphs below include feedback from the open house and online questionnaire unless otherwise stated.

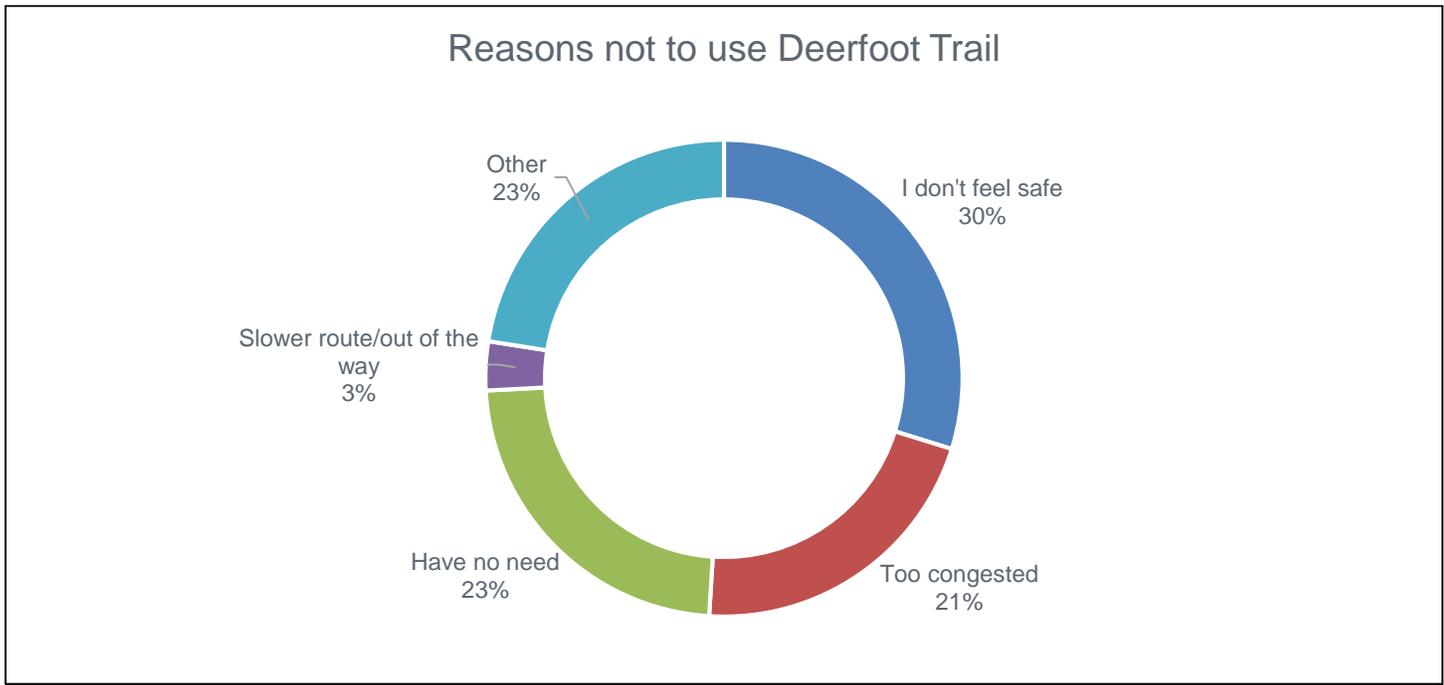
Experience using Deerfoot Trail

Participants were asked to provide information about their experience using Deerfoot Trail to better understand how people use the road and to identify and confirm operational issues.

How often do you travel on Deerfoot Trail?

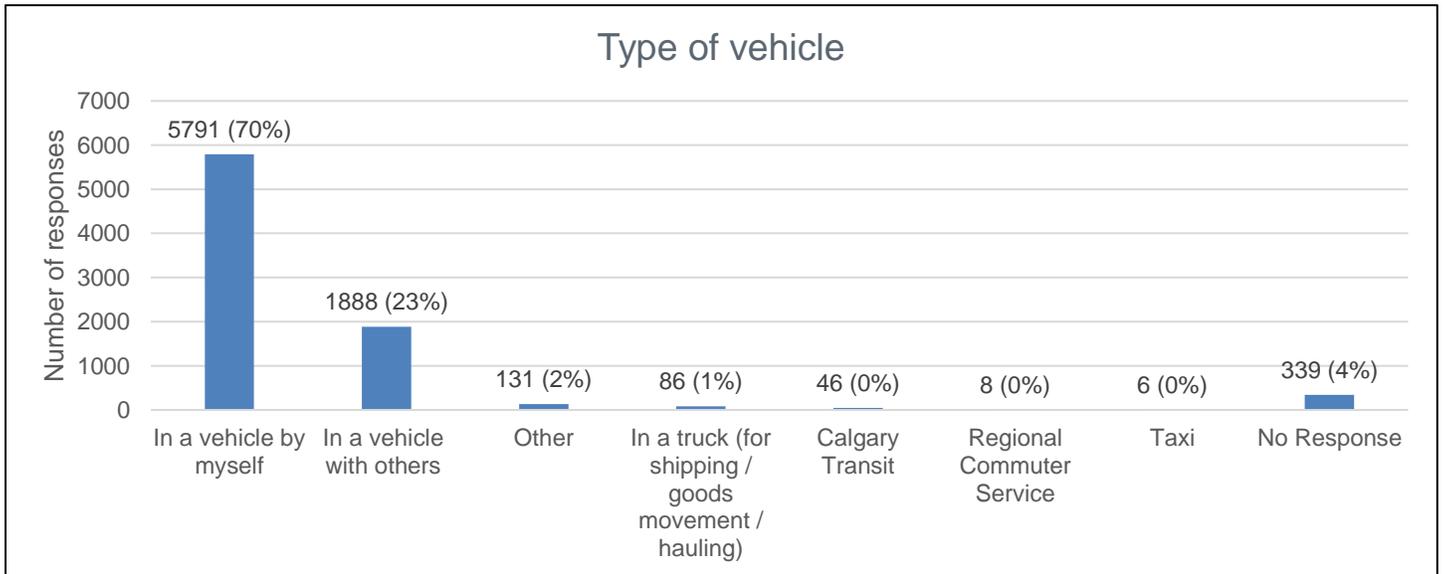


If you responded “never”, what is the primary reason you do not use Deerfoot Trail?



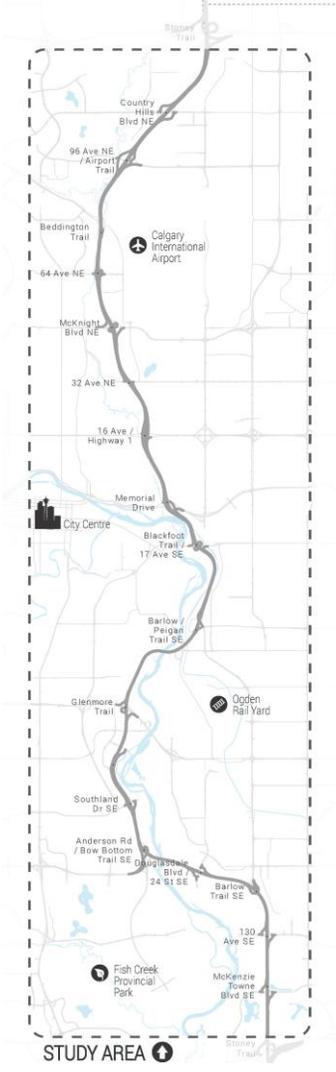
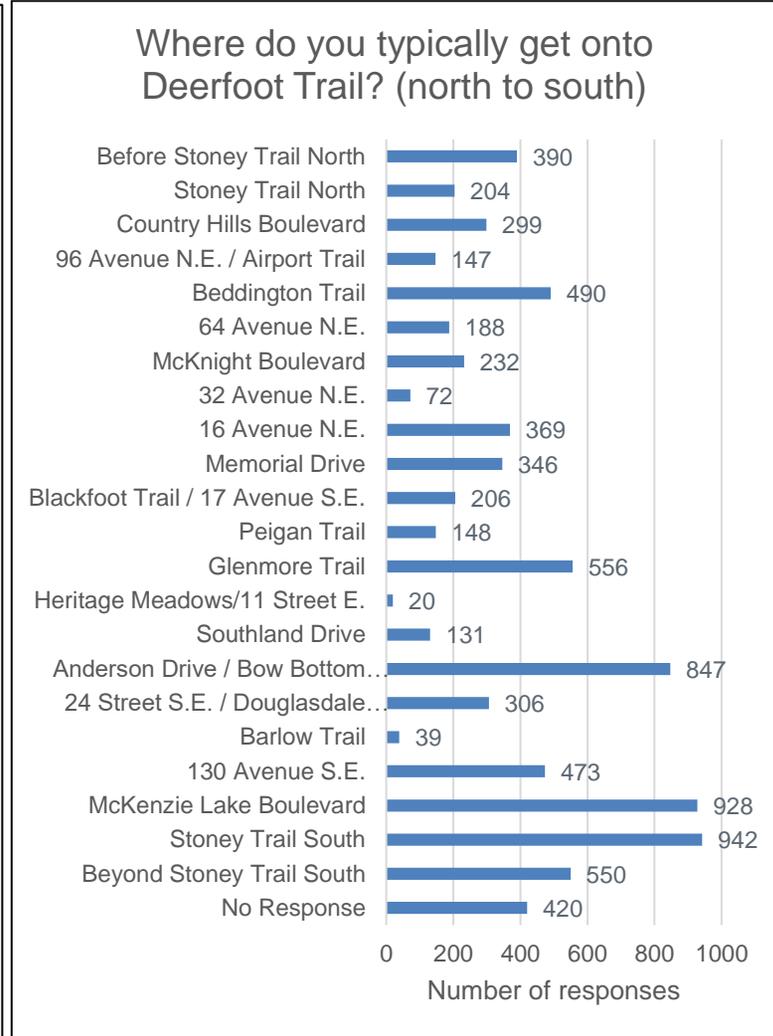
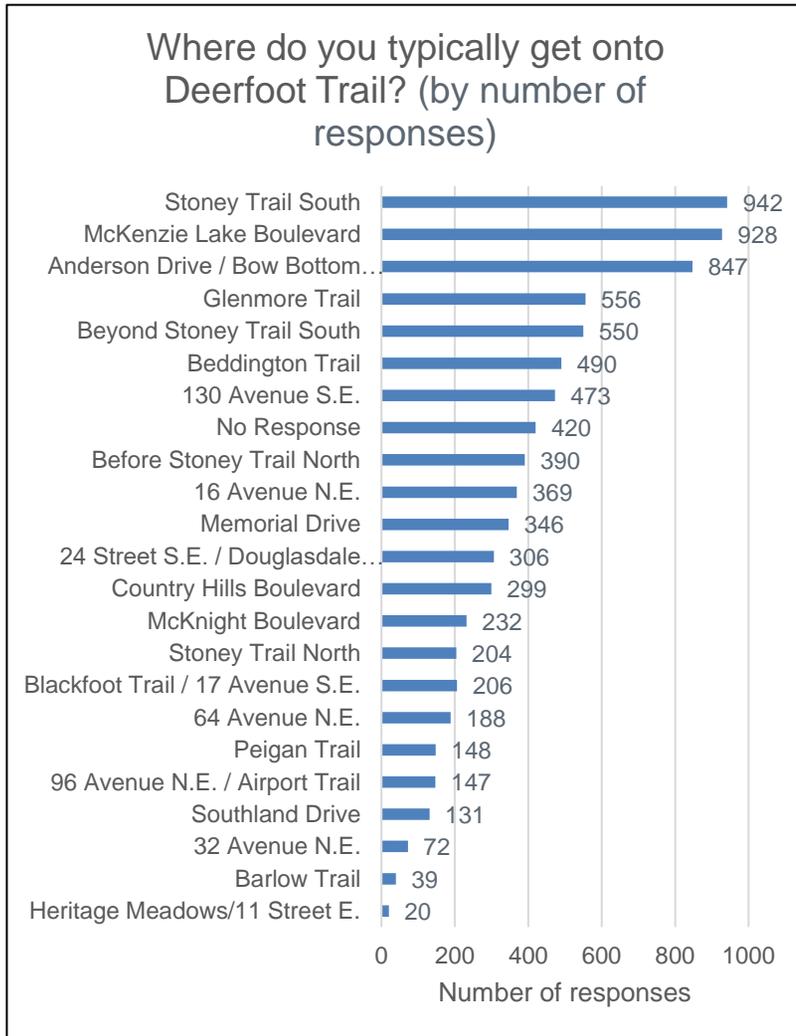
Respondents who stated “other” said they didn’t take Deerfoot Trail because it is unsafe (9), too congested (8), they don’t live in Calgary (6) or they use an alternate route (4).

How do you typically travel on Deerfoot Trail?



Respondents who stated “other” said they drive by themselves and with others (47), in a work vehicle (40), on a school bus (13), by transit (8), in a truck (10) and on a motorcycle (7). People using a regional commuter service indicated they ride Airdrie Ice (3), First Canada Charter Services (3) and Southland Transportation (2).

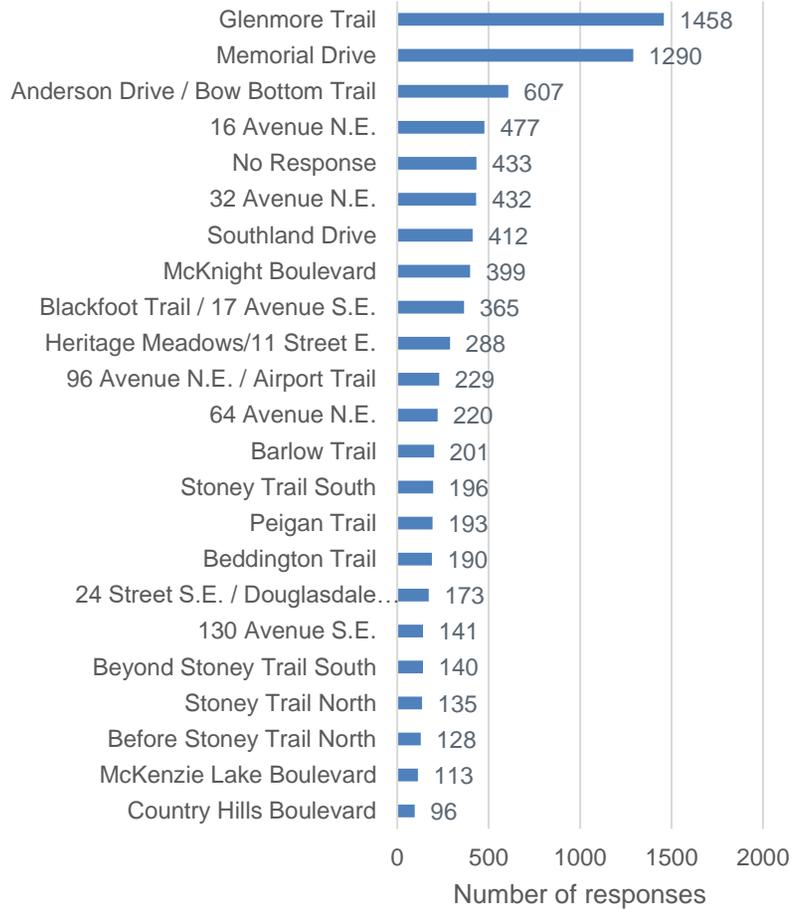
Where do you typically get onto Deerfoot Trail?



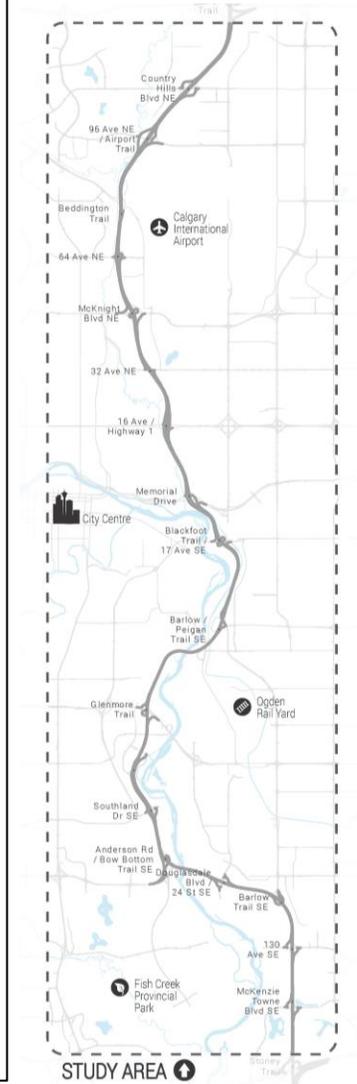
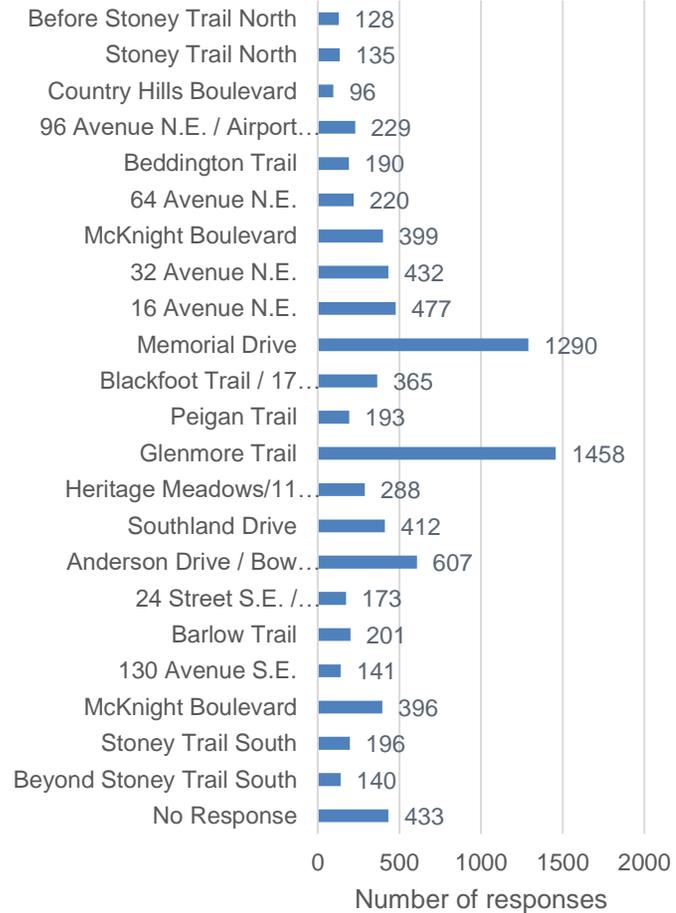
- Respondents getting onto Deerfoot Trail north of Stoney Trail are coming from:
- Airdrie (331)
 - Balzac (9)
 - Didsbury (7)
 - Carstairs (6)
 - Crossfield (6)
 - Calgary (5)
 - Red Deer (5)
- Respondents getting onto Deerfoot Trail south of Stoney Trail are coming from:
- Auburn Bay (168)
 - Cranston (130)
 - Okotoks (82)
 - Seton (68)
 - Dewinton (35)
 - High River (17)

Where do you typically get off of Deerfoot Trail?

Where do you typically get off Deerfoot Trail? (by number of responses)



Where do you typically get off Deerfoot Trail? (north to south)



Respondents getting off of Deerfoot Trail beyond Stoney Trail North are going to:

- Airdrie (54)
- Balzac (19)
- Calgary (7)
- Edmonton (7)

Respondents getting off of Deerfoot Trail beyond Stoney Trail South are going to:

- Okotoks (35)
- Dewinton (14)
- Cranston (10)
- Auburn Bay (15)
- Seton (14)

Top 3 congested trips from 6-9 a.m.

(Determined by cross referencing the entry and exit points of respondents who said they drive daily and experience congestion *most of the time or always*)

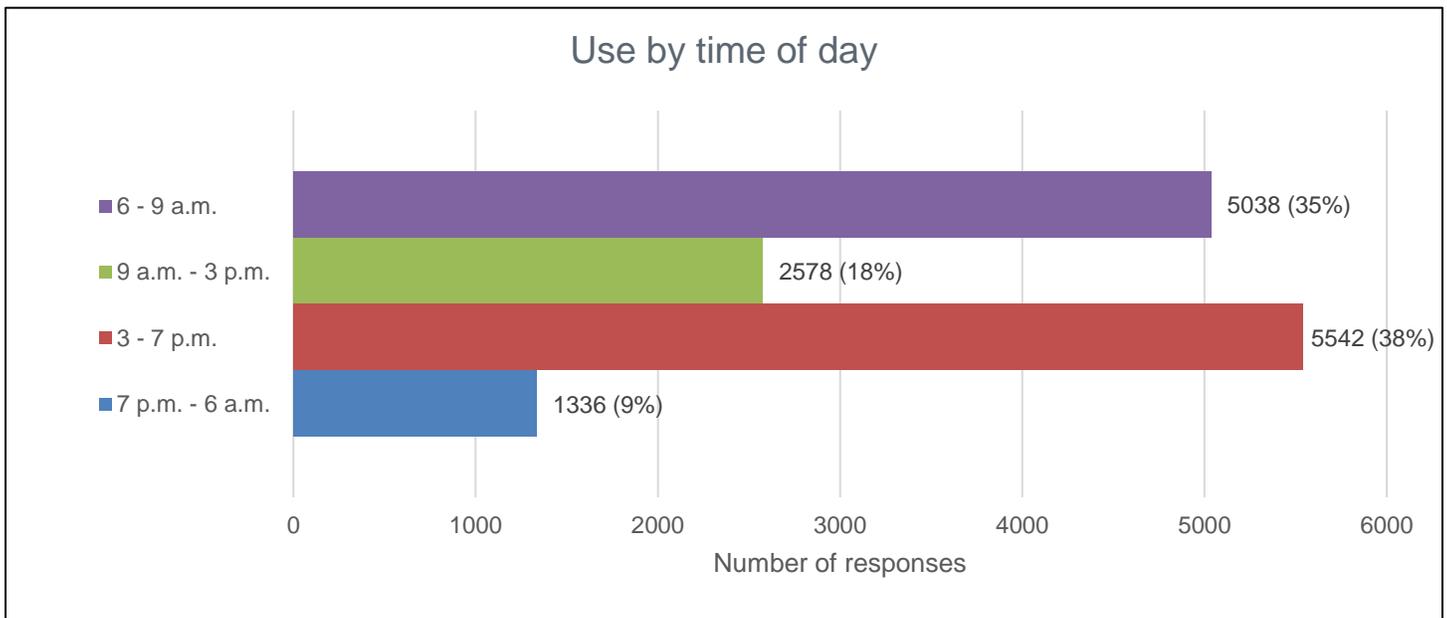
Entry	Exit
McKenzie Lake Boulevard	Glenmore Trail (156)
Stoney Trail South	Glenmore Trail (118)
McKenzie Lake Boulevard	Memorial Drive (113)

Top 3 congested trips from 3-7 p.m.

(Determined by cross referencing the entry and exit points of respondents who said they drive daily and experience congestion *most of the time or always*)

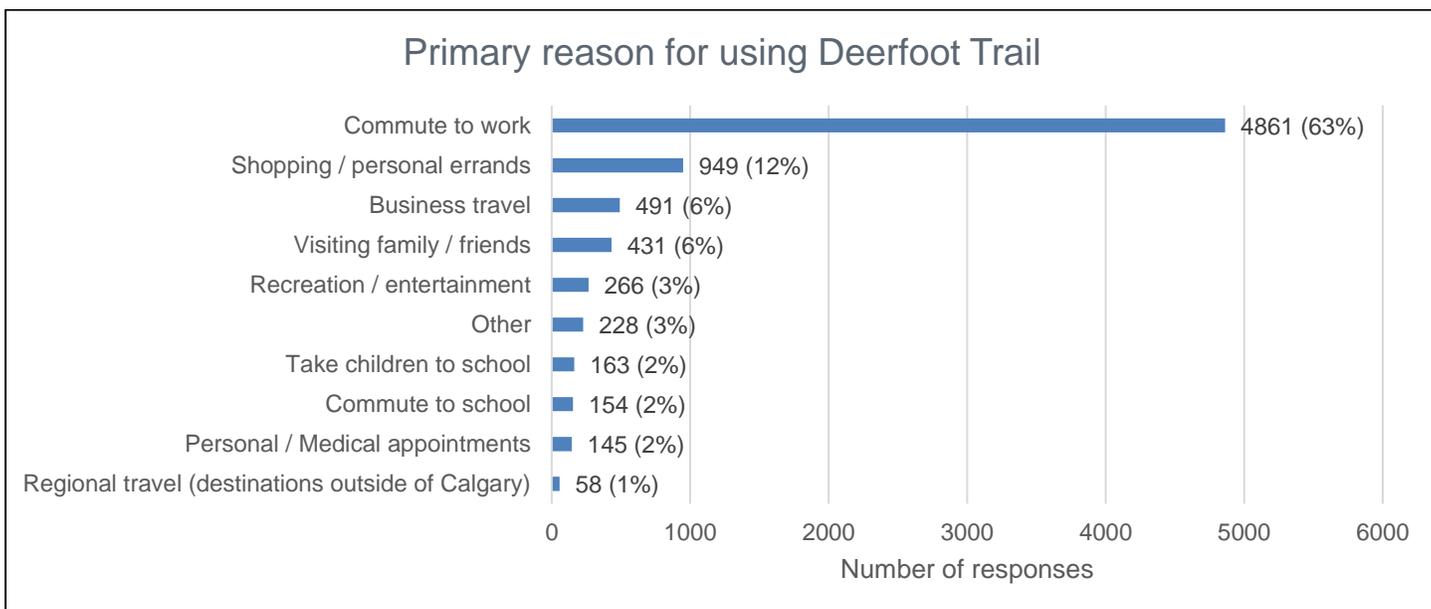
Entry	Exit
McKenzie Lake Boulevard	Glenmore Trail (150)
McKenzie Lake Boulevard	Memorial Drive (106)
Beyond Stoney Trail South	Glenmore Trail (80)

What time of day do you most often use Deerfoot Trail? Please select all that apply:



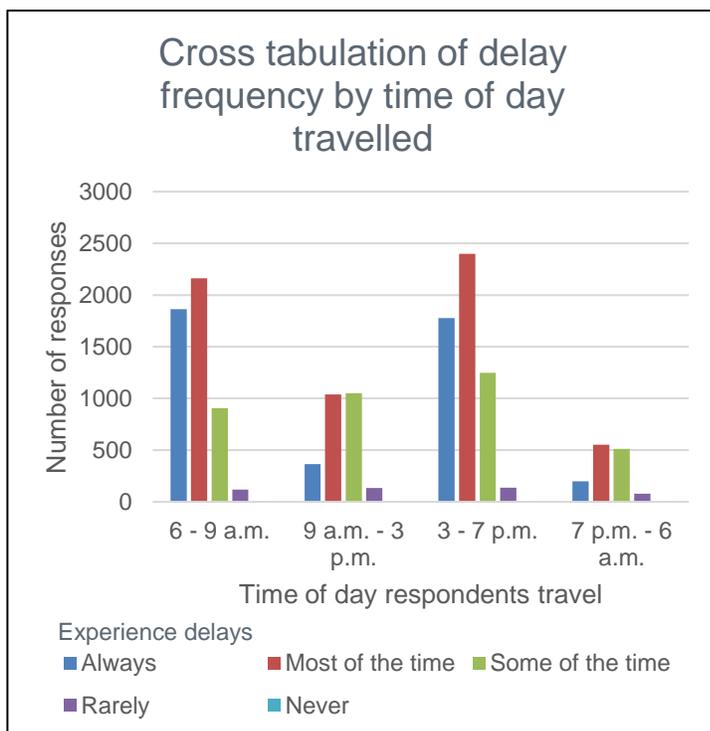
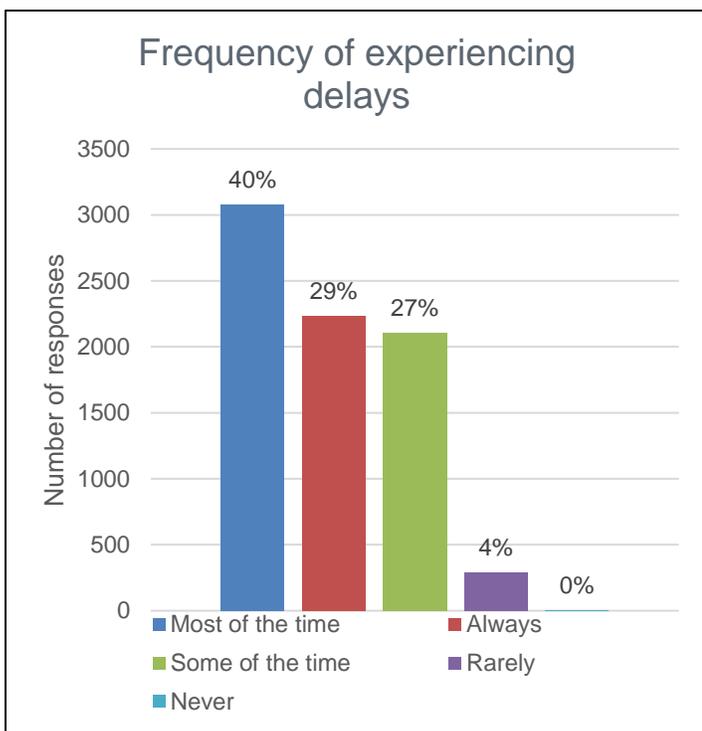
Throughout the day commuting to work is the primary reason for using Deerfoot Trail but between 9 a.m. – 3 p.m. shopping and running personal errands is a close secondary reason (661) to commuting to work (846).

What is your primary reason for using Deerfoot Trail?



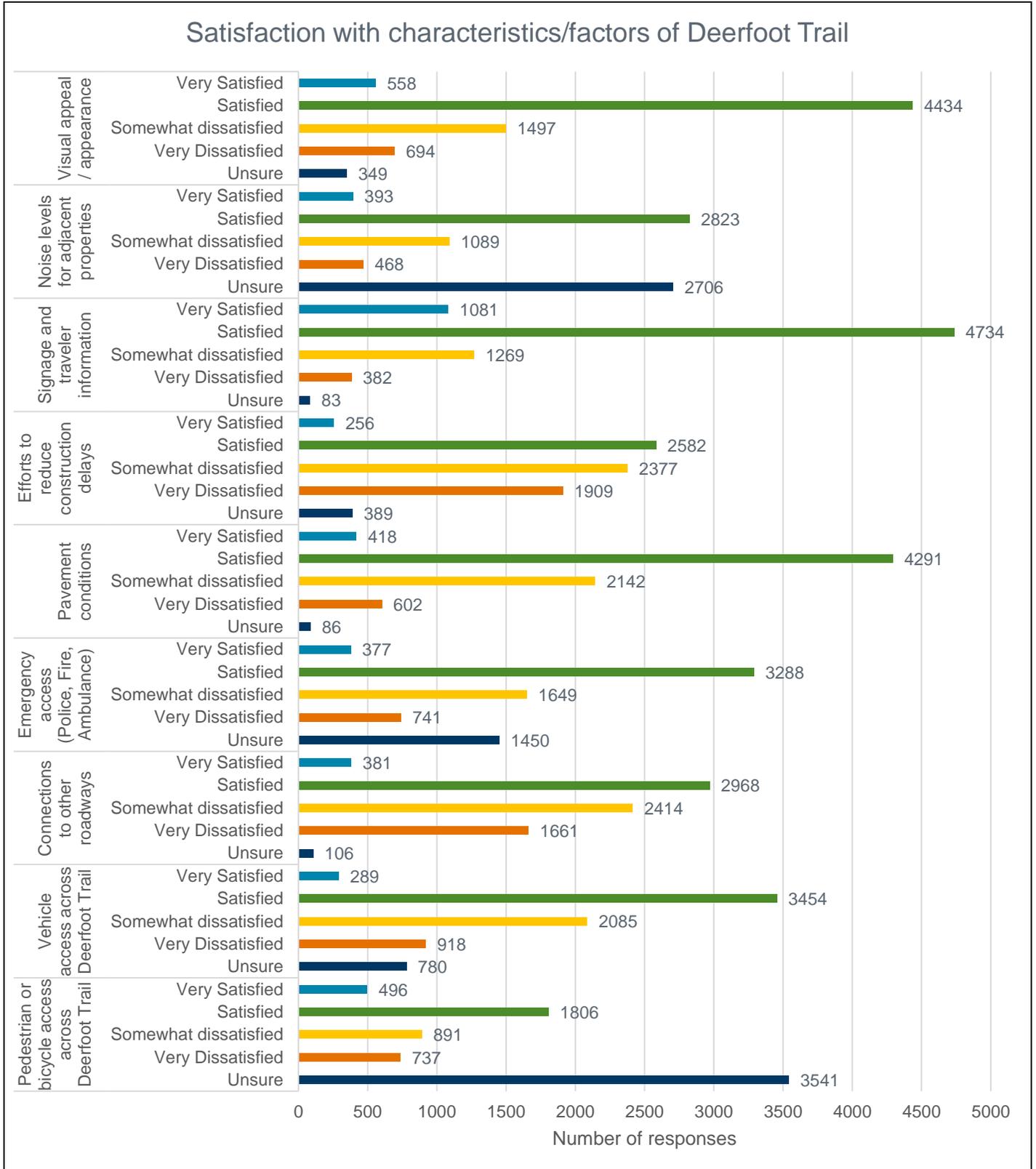
Respondents who travel on Deerfoot Trail daily primarily use it to commute to work, while shopping or running personal errands was the reason given most often for trips weekly / a few times a month. People commuting to work mostly travel in a vehicle by themselves (4075) but 14% of respondents carpool to work (689). Regional travelers primarily travel in a vehicle with others (32).

How often do you experience delays on Deerfoot Trail?

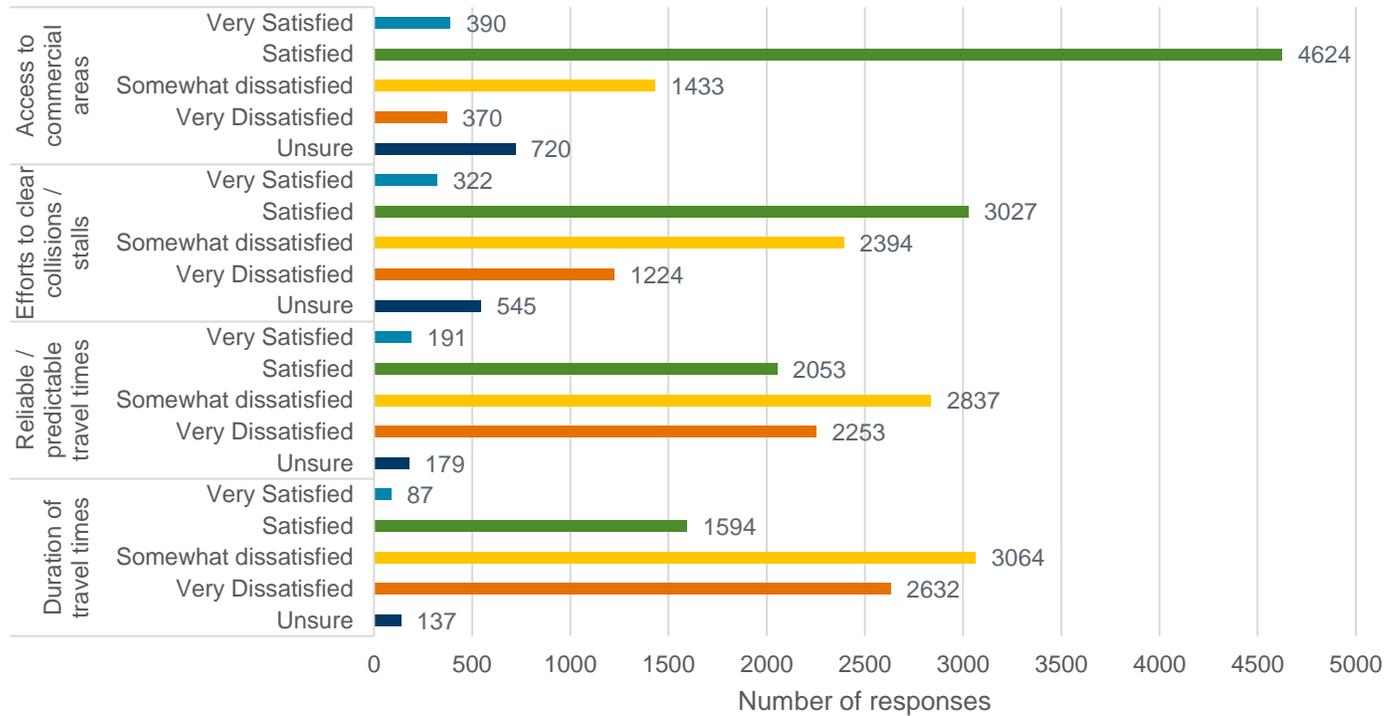


The majority of delays are experienced from 6 - 9 a.m. and 3 - 7 p.m.

Please tell us about your current level of satisfaction with the following characteristics/factors of Deerfoot Trail by checking the box that applies:

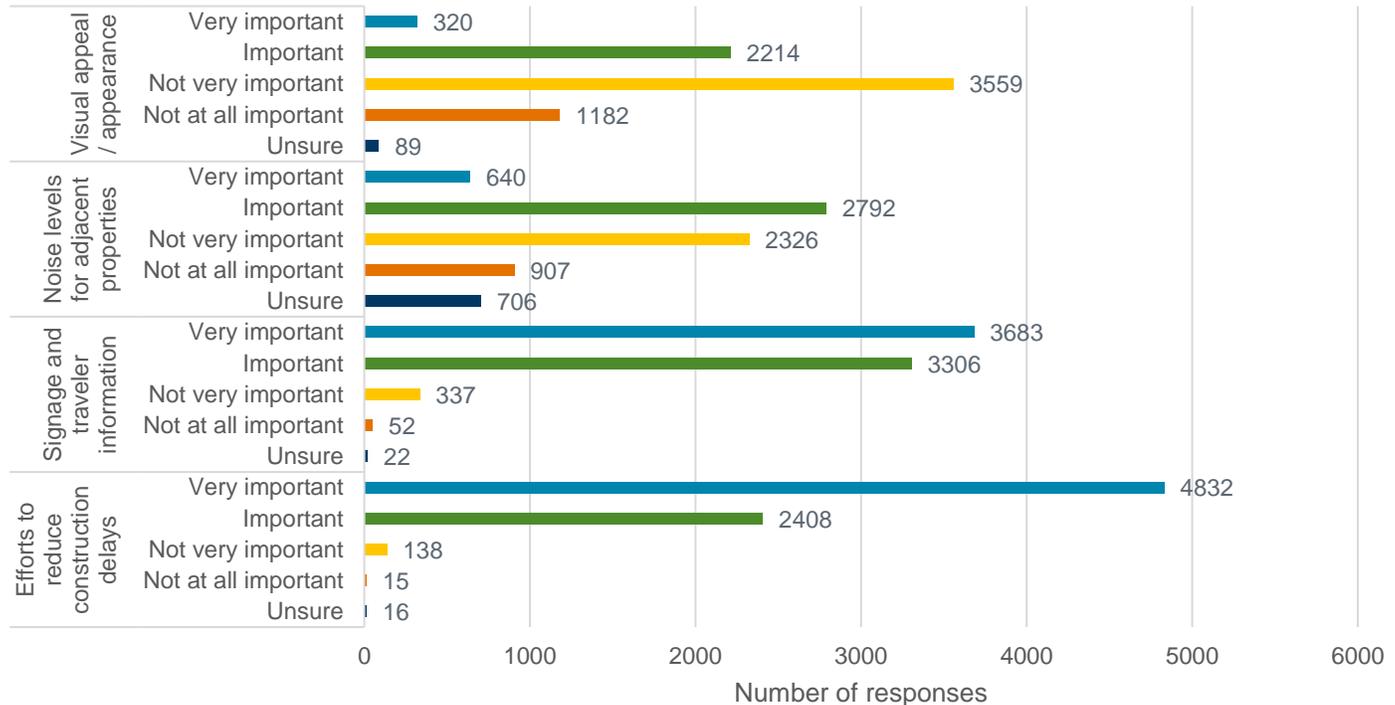


Satisfaction with characteristics/factors of Deerfoot Trail (continued)

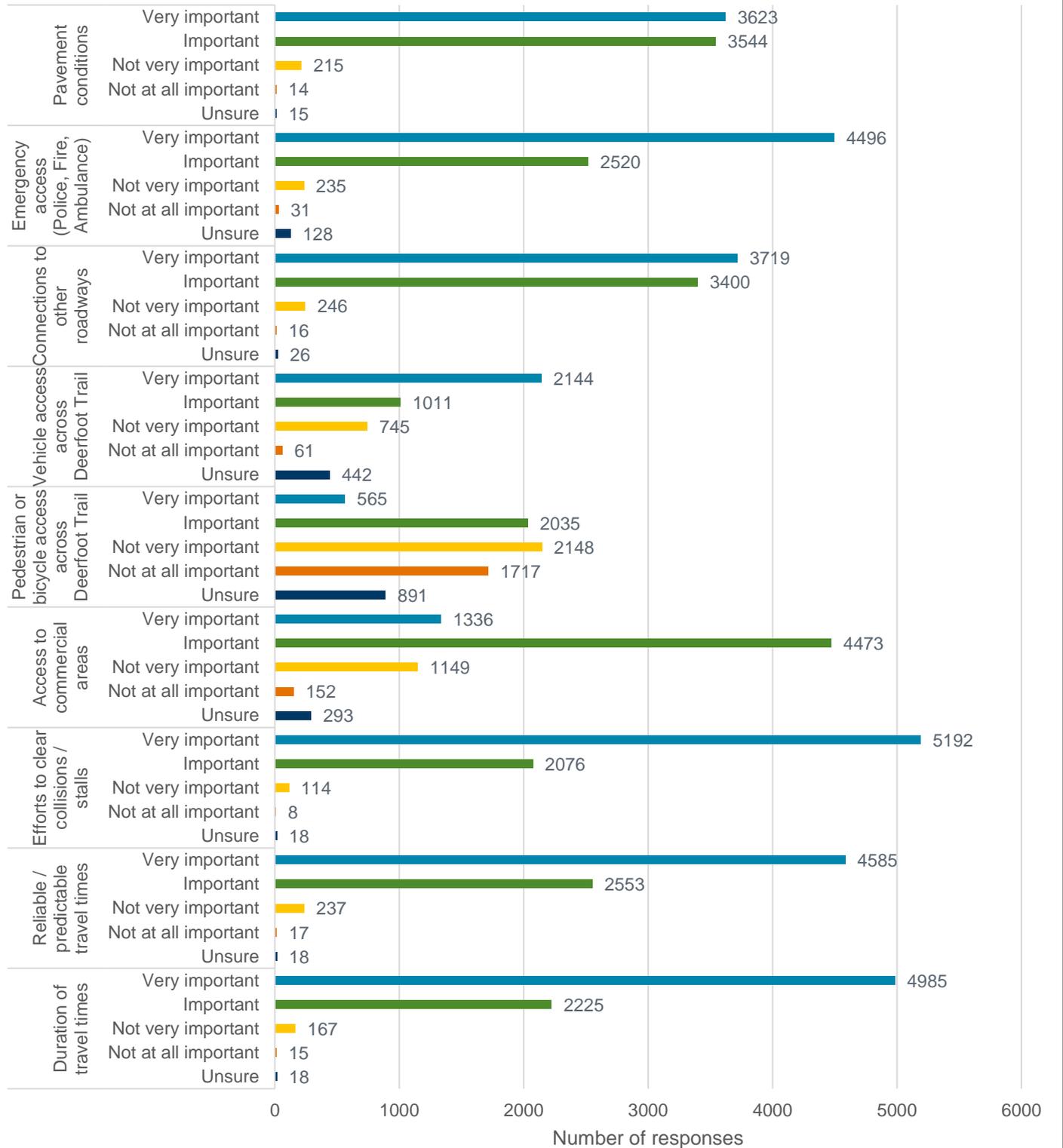


Please tell us how important the following characteristics/factor are for Deerfoot Trail by checking the box that applies:

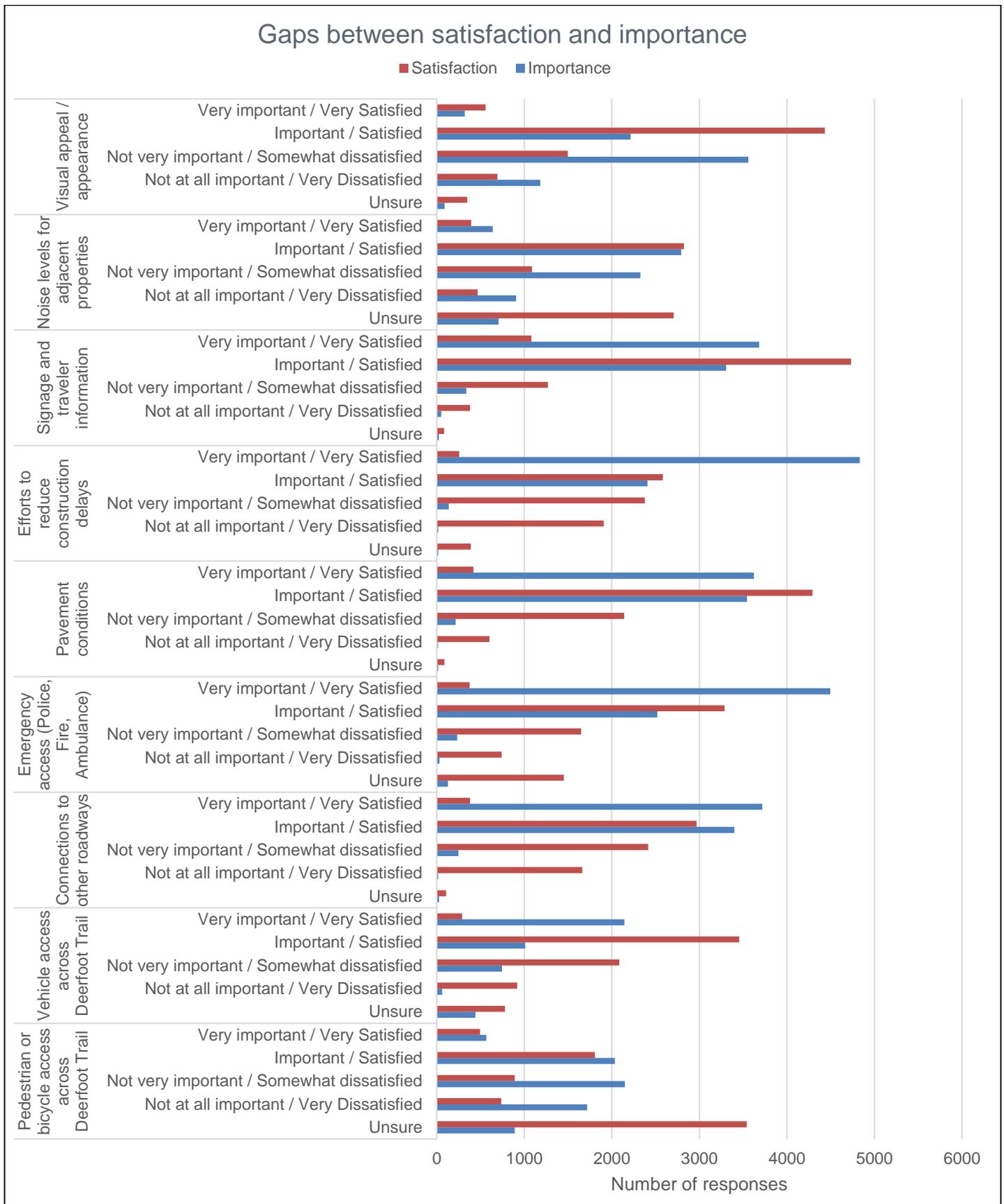
Importance of characteristics/factors of Deerfoot Trail



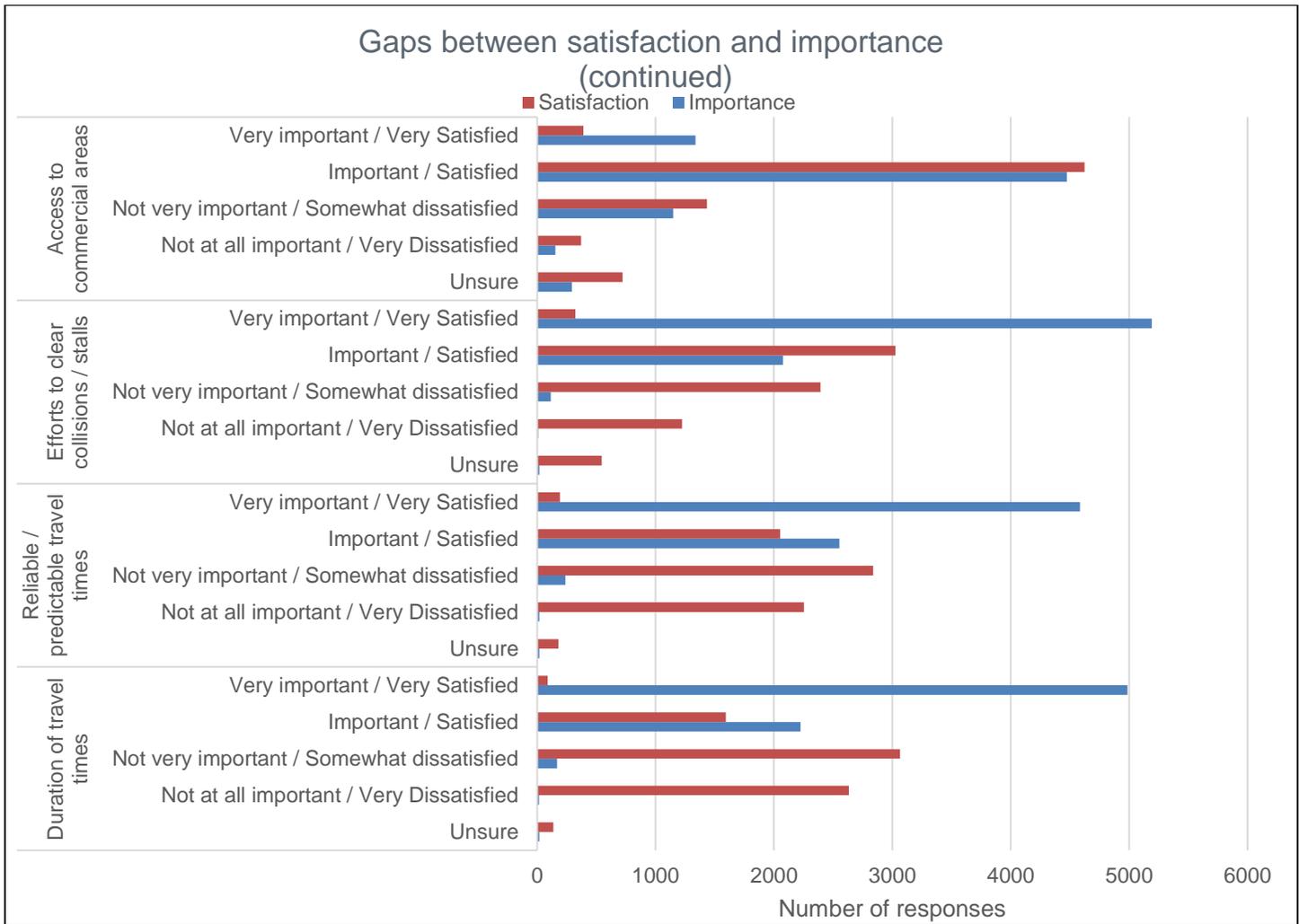
Importance of characteristics/factors of Deerfoot Trail (continued)



The following graph shows the gaps between satisfaction and importance. Understanding these gaps presents areas for improvement.



In partnership with

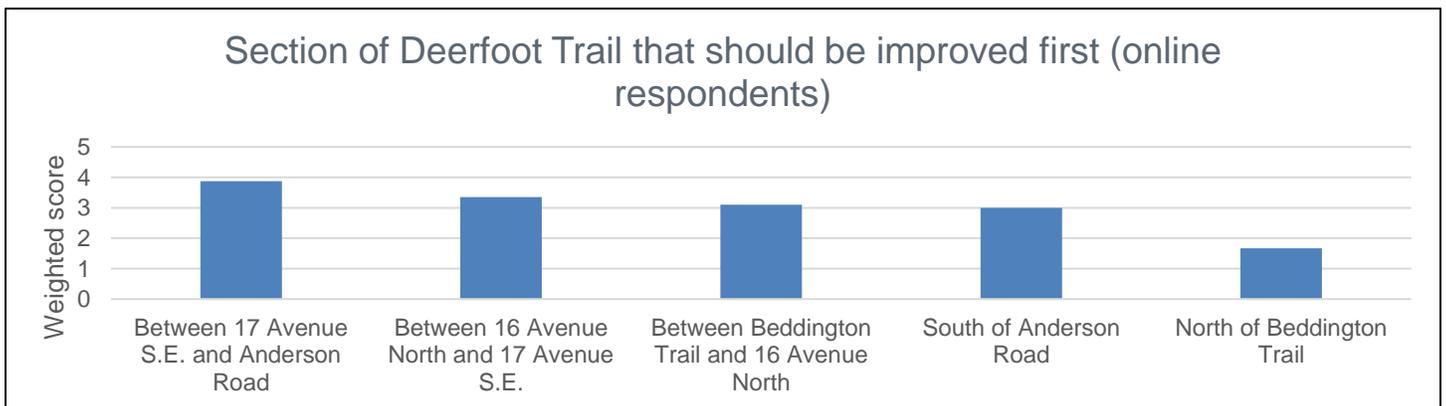


There are several large gaps between importance and satisfaction indicating the factor is very important but the participant was not very satisfied with those characteristics. These factors included efforts to reduce construction delays, efforts to clear collisions / stalls, reliable / predictable travel times and duration of travel times.

Please note online participants were asked the following question on which segment was most important, while open house attendees gave their feedback by putting a sticky on the segment most important to them.

Please let us know which section of Deerfoot Trail you think should be improved first by ranking the segments from 1 – 5, with 1 being most important to you and 5 being least important:

A weighted score is the average of a set of scores, where each set carries a different amount of importance. The intersection with the highest weighted score is the one respondents believe should be improved first.



Section of Deerfoot Trail that should be improved first (open house dotmocracy responses)



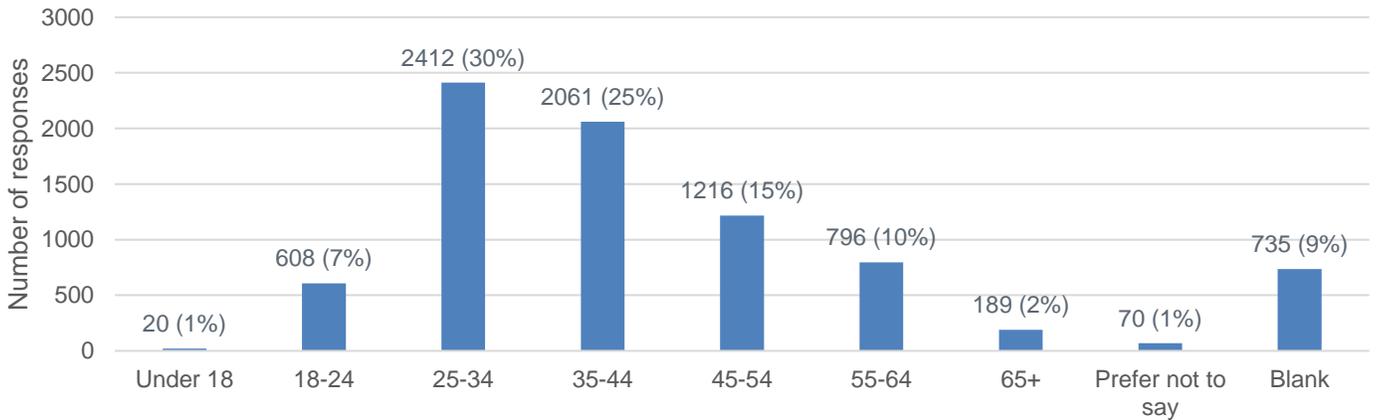
Respondents who typically travel by truck (for shipping / goods movement / hauling) would prefer the segment between Beddington Trail and 16 Avenue North be improved first (28) and the segment between 17 Avenue S.E. and Anderson Road be improved second (24).

Demographics

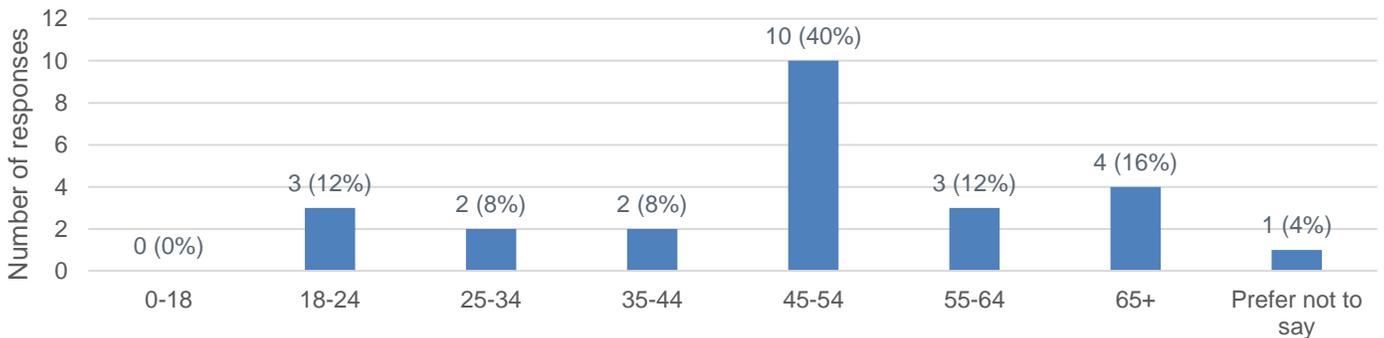
Participants were asked to provide some demographic information to better understand and analyze the public input.

My age range is:

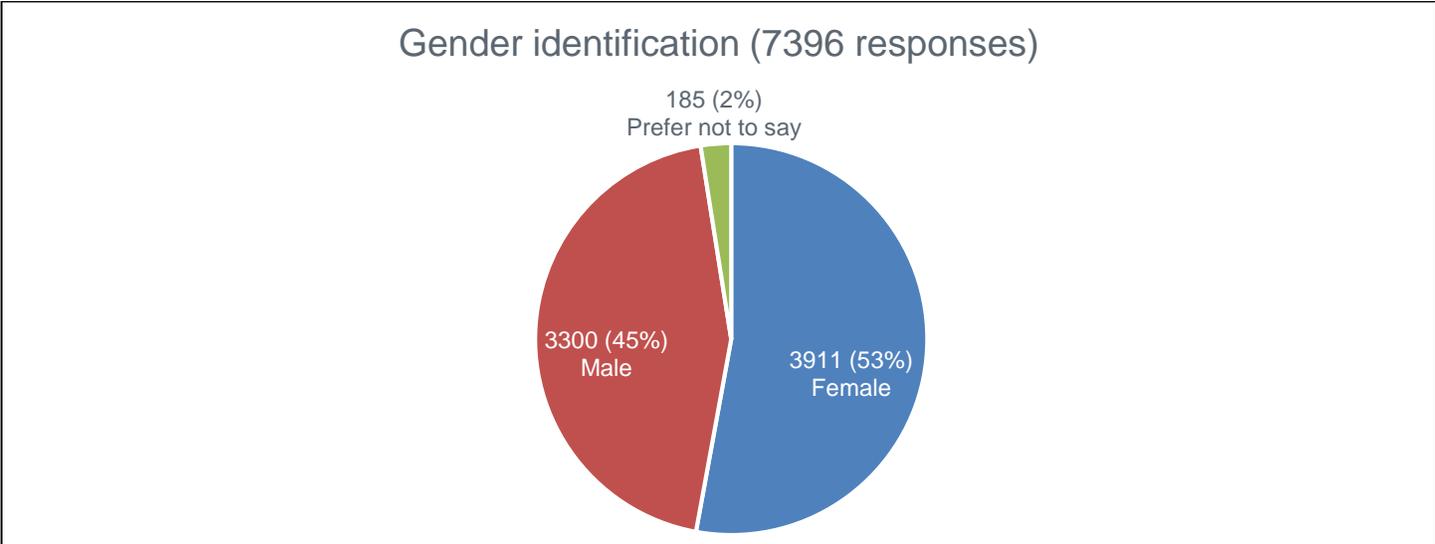
Age of online questionnaire respondents



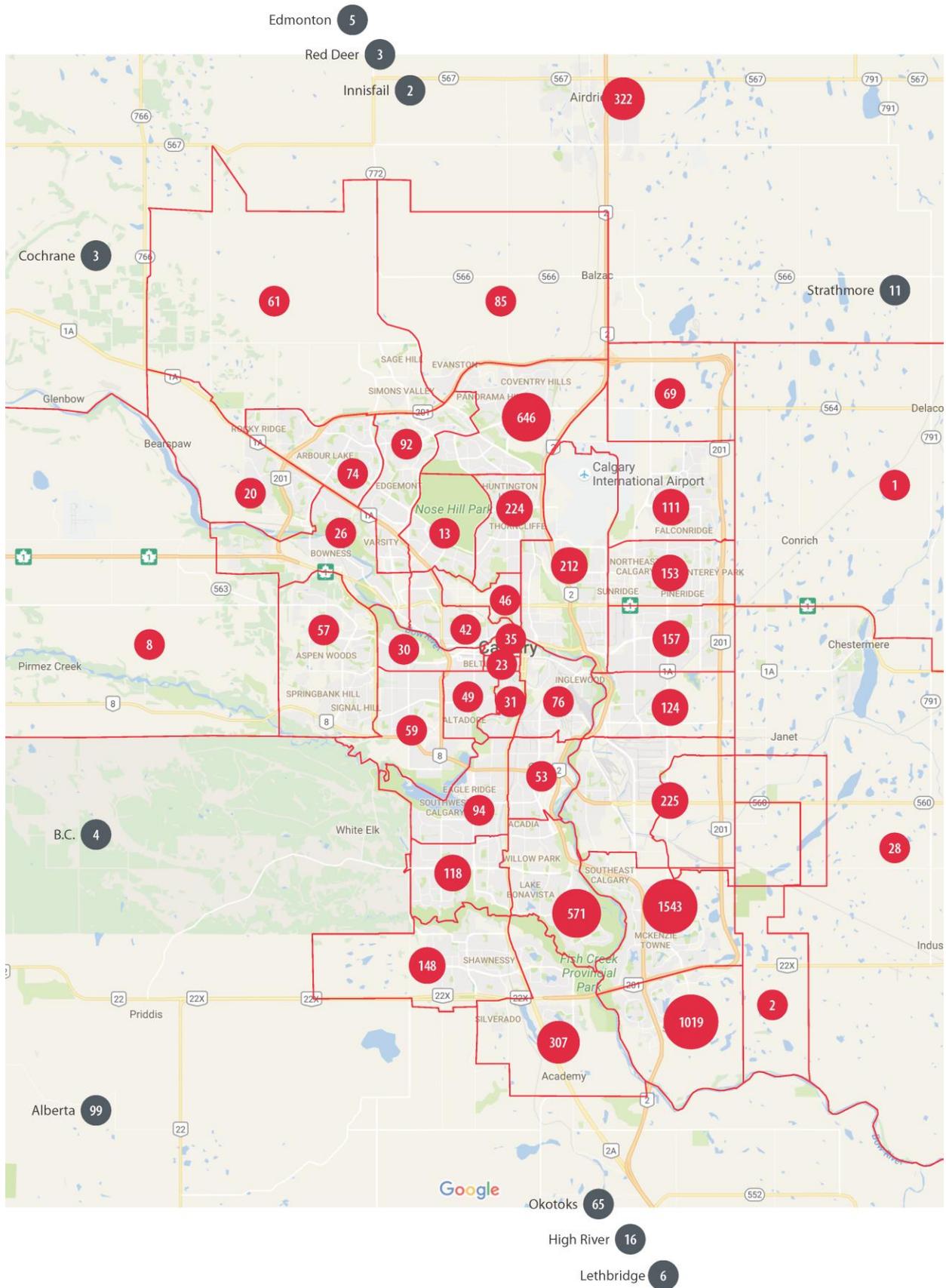
Age of open house questionnaire respondents



I identify my gender as:



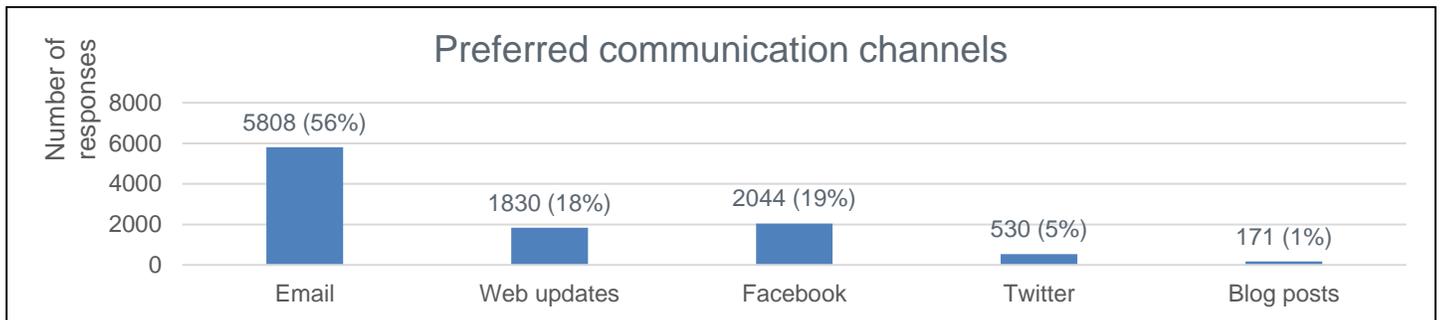
The first three digits of my postal code are:



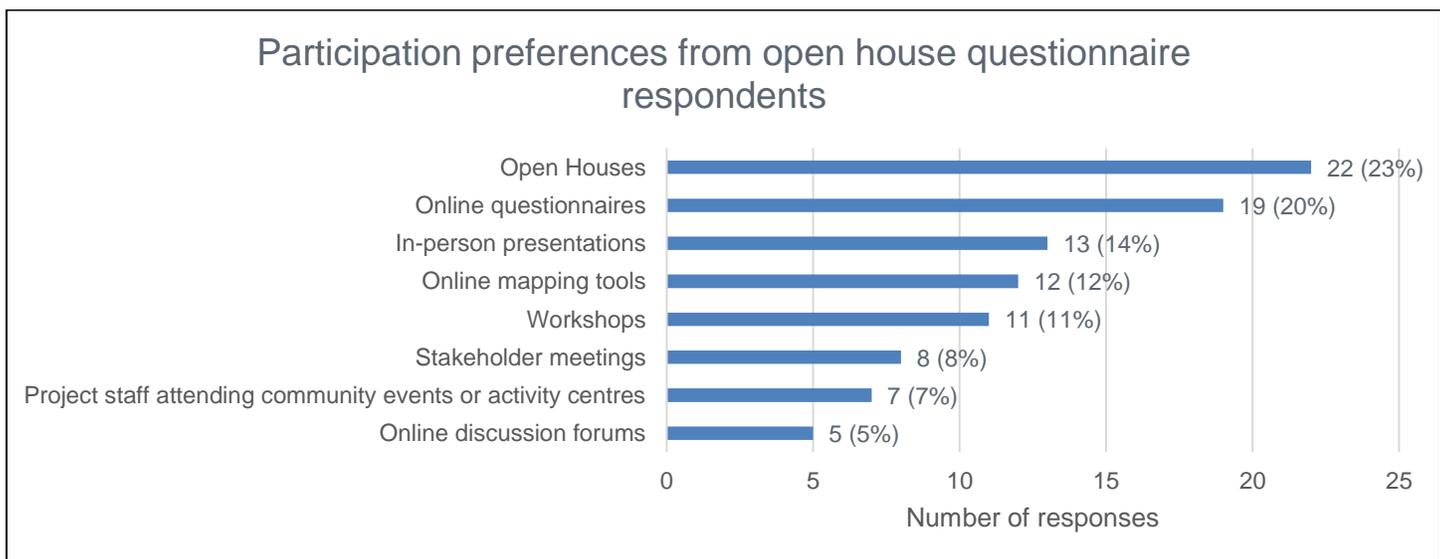
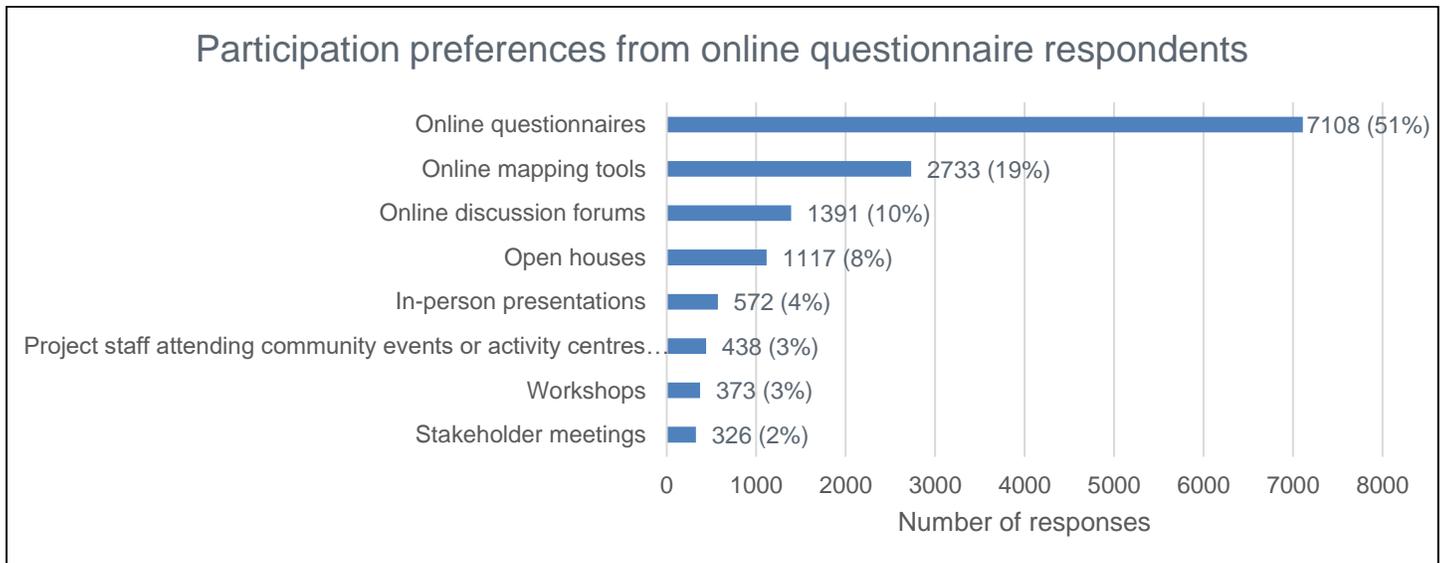
Engagement Process

Respondents were asked to share how they would like to participate to improve the engagement process for future phases.

My preferred methods of communication are (select all that apply):



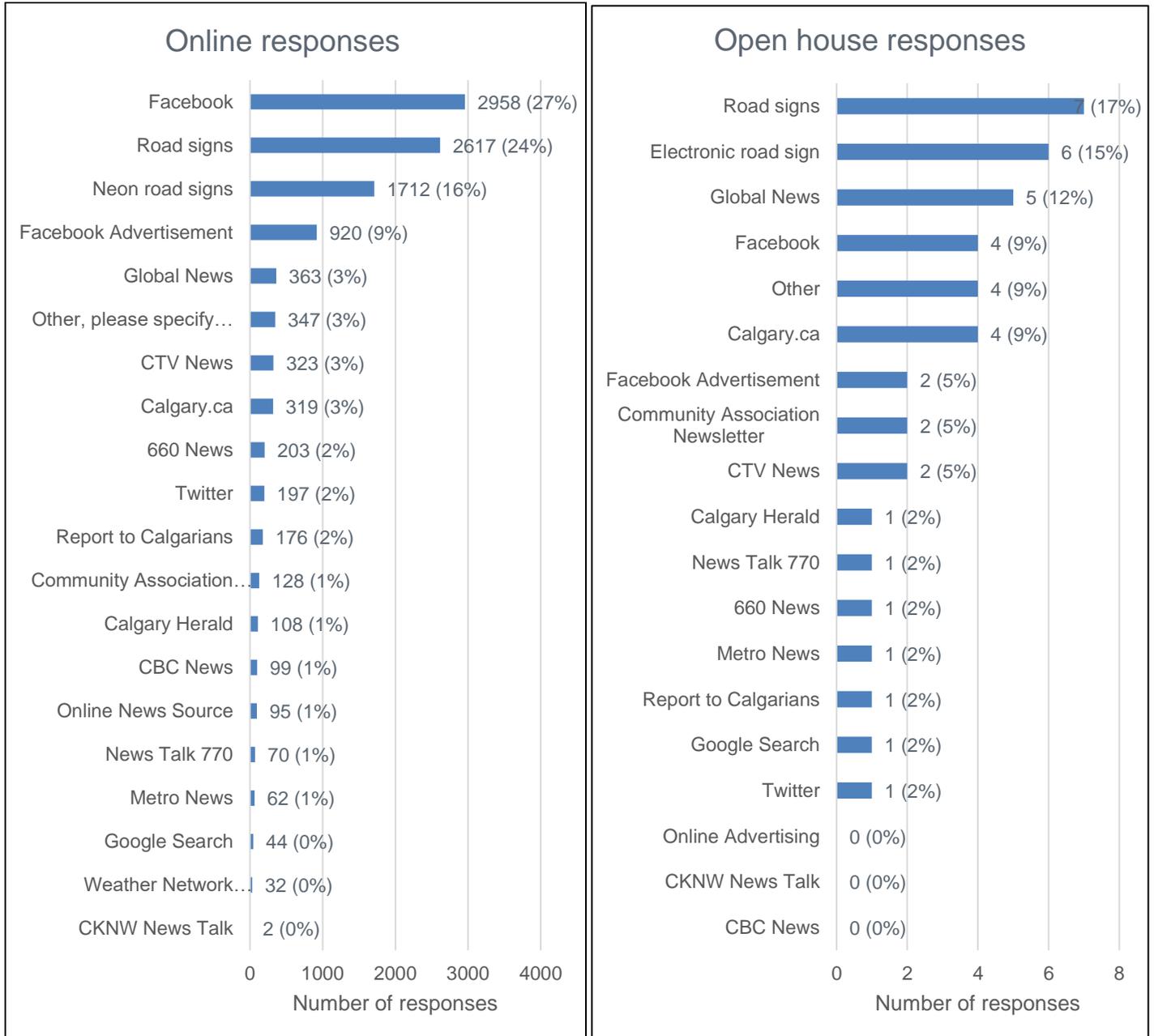
My preferred methods of participation are (select all that apply):



Engagement Evaluation

Respondents were asked about the quality of materials to identify improvements and information gaps.

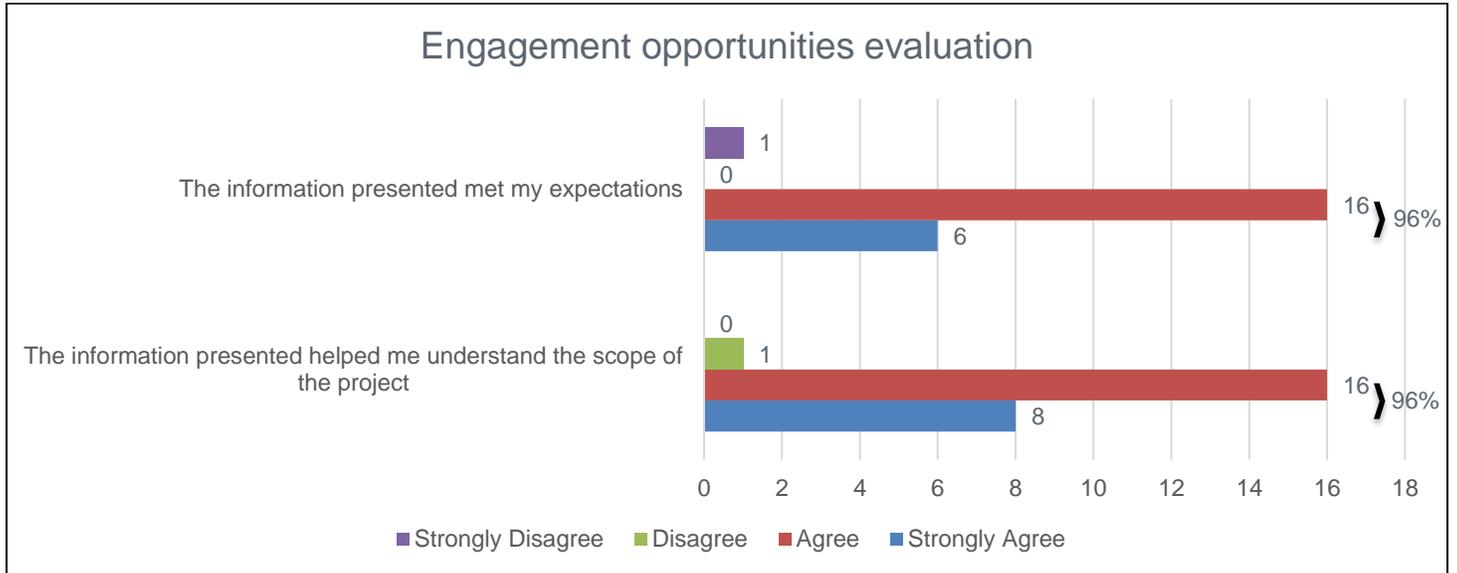
How did you hear about the open house, online questionnaire or web site?



Those who responded *other* heard about the engagement opportunities by word of mouth (143), on the radio (52), on Reddit (22), from their Councillor (13), online (12) and on Facebook (10).

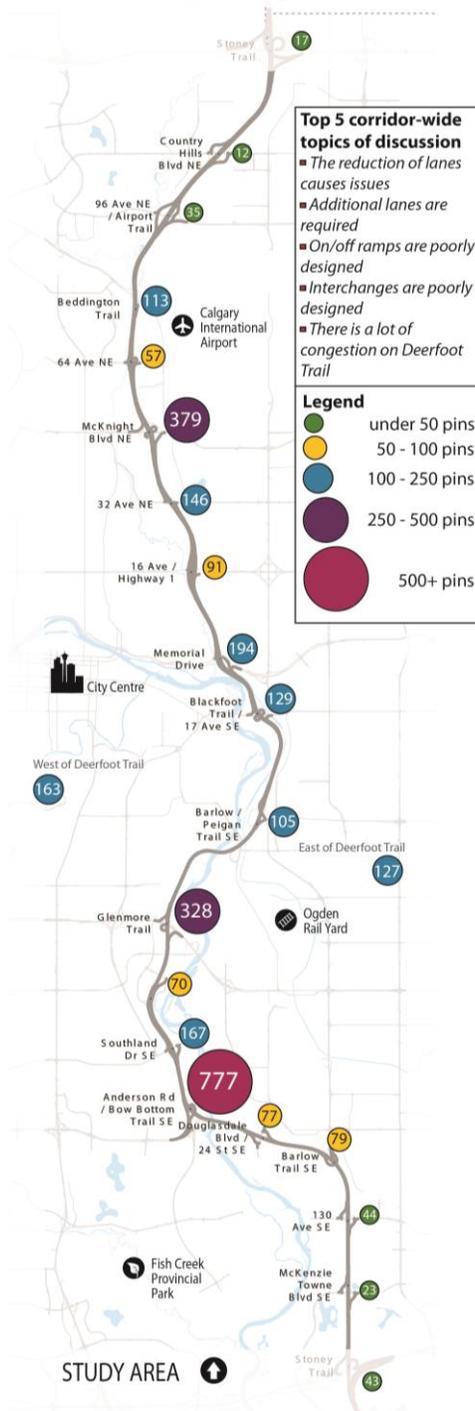
The following questions were only asked of open house attendees.

Please circle your level of agreement with the following statements:



Participants placed 3364 pins on the study area map indicating where they experience congestion and what they think the issue is. Lane reduction issues, poor on and off ramp design, poor interchange design and congestion were the top concerns stated corridor-wide. For a full summary of the online mapping tool comments please visit calgary.ca/deerfoot.

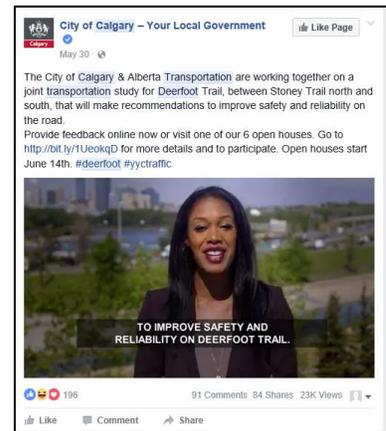
Number of pins by intersection



Advertising

The open house and online feedback were advertised in the following ways:

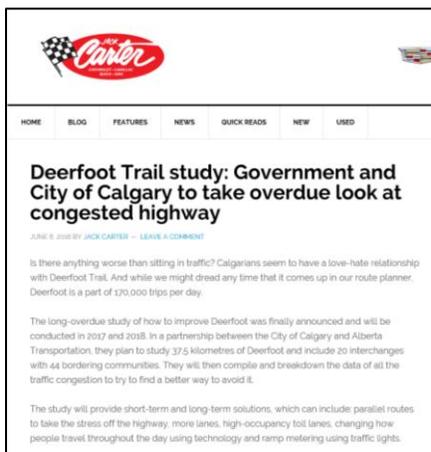
- A media tour and news release resulting in Metro News, CTV news, Global News, 660 News, Newstalk AM980, CBC news, Calgary Sun, Calgary Herald and Kiss 95.9 reporting on the study. The majority of them attended the media tour on May 31, 2016
- Twenty-five road signs and 17 variable message boards near the study area from June 11 – 25, 2016.
- A notice on the *engage!* Calendar on calgary.ca
- calgary.ca/deerfoot
- Email notifications sent to 352 identified stakeholders and subscribers on June 16, 2016
- Four Facebook advertisements posted throughout June 2016
- Three ads posted on both calgary.ca and internally on The City's intranet for three weeks
- The Search Engine Marketing campaign (ran for one week and encouraged 898 viewers to visit the webpage)
- Digital advertising (including a tracking code to the Weather Network and Source knowledge networks)
- @yyctransport tweeted 19 times (retweeted 36 times). @cityofcalgary retweeted five @yyctransport tweets, which were then retweeted 24 more times
- The City of Calgary along with multiple Councillors posted Facebook posts about the Deerfoot Trail Study
- Report to Calgarians aired in movie theatres, on television, on Facebook and on train platforms from May 30 – July 5, 2016
- CityNews Blog published June 14, 2016



Media Relations

The communications and engagement consulting team monitored media daily for the duration of Phase 1 engagement and endeavoured to capture all media coverage about the project which included:

- Over 20 other organizations and individuals tweeted about the Deerfoot Trail Study.
- In addition to the media coverage two Community Associations and two Calgary organizations posted information online about the study and opportunities for public input including the Riverbend Community Association, the Hillhurst Sunnyside Community Association, Calgary Realty Group and Jack Carter Chevrolet



Online questionnaire responses by date

