



LRT Expansion

Public Survey Feedback

LRT is a major, long-term investment in transportation infrastructure for Edmontonians. Shifting transportation modes is a vital part of the City's long-term vision. The Transportation department has conducted a series of surveys to measure public opinion regarding future LRT expansion, to ensure development is undertaken in a way that is consistent with public values and expectations. These surveys are used, in addition to other consultation tools such as open houses, workshops, online consultation and advisory groups, to ensure a wide range of Edmontonians are reached in our public involvement processes.

A telephone survey of 500 Edmonton residents took place in December 2008 through an independent research firm. Highlights to consider:

- Public transit continues to be identified as an important issue to Edmontonians, with only high taxes, and jobs/economy surpassing transit as an issue of importance
- Eight in 10 Edmontonians have a high level of awareness, and high/medium level of personal interest in LRT development
- Eight in 10 Edmontonians have a positive or somewhat positive impression of LRT development
- 85% of respondents agreed that new LRT development is critical toward sustainable and continued growth in Edmonton
- 66% feel that LRT expansion should be an urgent priority for the City
- Frequency/punctuality, and the ability to move quickly, received the highest relative importance ratings when compared to other factors
- Project costs, walk-up connectivity, and park and ride opportunities received more moderate ratings compared to other factors.

An independent phone survey and online survey were also conducted in October 2008 as part of the City's Transportation Master Plan update. Some 78% of online respondents and 63% of telephone respondents strongly supported creating a public transit system in which transit is a viable and competitive alternative to single passenger vehicles. The surveys also found Edmontonians support a public investment of \$7 to 10 billion (\$300 million per year) over the next 30 years to develop a city-wide LRT system.

These feedback tools are just one part of our ongoing LRT public involvement processes. The Transportation department and City Council will continue to work directly with residents, stakeholders, communities and businesses to plan carefully for LRT expansion.