



Appendix A:
Engagement results summary

1. Introduction

Guelph Transit undertook a comprehensive review of the City of Guelph's Transit System to assess what works well and where improvements are needed. The outcome of this review resulted in a proposed future transit network that aims to provide more direct and convenient service to better meet the needs of current and future Guelph residents. This proposed network was presented to the public to gather feedback from residents.

2. Purpose and scope

The objective of the first phase of the engagement campaign was to obtain feedback from Guelph residents and other stakeholders on how they see the transit network in the future.

The objective of the second phase of the public engagement campaign was to obtain feedback from Guelph residents on the proposed future network, including how the plan will meet, or will not meet, residents' needs, what they see as improvements and as problems, and if there was anything missed or not considered in the review.

3. Method

3.1 Phase 1 method

The first phase of engagement involved internal and external consultation. Throughout 2020, internal focus groups were held with the Economic Development, Planning, Transportation, and Engineering departments. Focus groups were also conducted with the Transit Advisory Committee (TAC) and with bus operators and transit supervisors. Surveys were conducted with major employers in Guelph on their transit needs. Random mailings were sent to 555 households in Guelph requesting residents complete a survey online, by mail, or by phone. The survey was open between September 14 and September 25, 2020 on haveyoursay.guelph.ca. Closed answer questions were also periodically posted on the City of Guelph Facebook and Twitter pages for one day at a time that mirrored the survey questions between September 14 and September 25, 2020. In-person pop-ups were initially planned for public engagement in March 2020 but were cancelled due to COVID-19.

3.2 Phase 2 method

The public engagement campaign for the proposed future network ran from May 25 to June 20, 2021 and used haveyoursay.guelph.ca as the main source for gathering feedback. While limited to virtual methods of public engagement due to the ongoing COVID-19 pandemic, various methods through this website were used in gathering feedback with the goal of reaching a wide range of citizens to ensure community representation. The following describes each element of the website that was open for gathering public feedback.

Transit network survey

A survey was created to understand citizens' concerns and opinions on the proposed transit network's routing, service hours, and timing of implementation. The survey was available online on the web page for the duration of the public engagement campaign. Citizens had the option to call to take the survey via phone as well. These responses were used in the refinement of the network concept.

Question and answer page

A FAQs page of commonly anticipated questions with answers was uploaded to the route review web page. In the case a question could not be answered via the FAQs page, a page was available for the public to ask questions on where we could provide a public answer. These responses were used in the refinement of the network concept.

Live town halls

Two live virtual town halls were held on the evenings of June 8th and June 16th, 2021 to inform citizens of the proposed changes and to collect and respond to feedback. A presentation was given followed by an open question and answer period for all attendees. All questions and comments were recorded and used in the refinement of the network concept.

Additional input

A phone number and email address were made public for citizens to contact if they had specific questions and/or comments about the proposed network. These responses were recorded and used in the refinement of the network concept.

3.3 Phase 2 supporting advertising, media, and promotion

The public engagement campaign was promoted through a variety of methods, including:

- News releases
- Advertising on local radio stations
- Promotion on the City's and Transit's Facebook feeds
- Posters at Guelph Central Station
- Door hangers in areas where there will be new service
- Email correspondence with the University of Guelph to promote the campaign to staff and students

4. Results

4.1 Phase 1 engagement

Respondents

The public engagement campaign for phase 1 resulted in 11 responses from employers, 38 responses from the mail out, 197 responses for one question on Twitter, 297 responses for the same question on Facebook, and an additional 45 responses for a second question on Twitter. All results were combined. The following provides the results of these methods.

Survey responses

The mail-out survey for residents asked 3 questions. One of these questions was also asked on Facebook, and 2 of these questions were asked on Twitter.

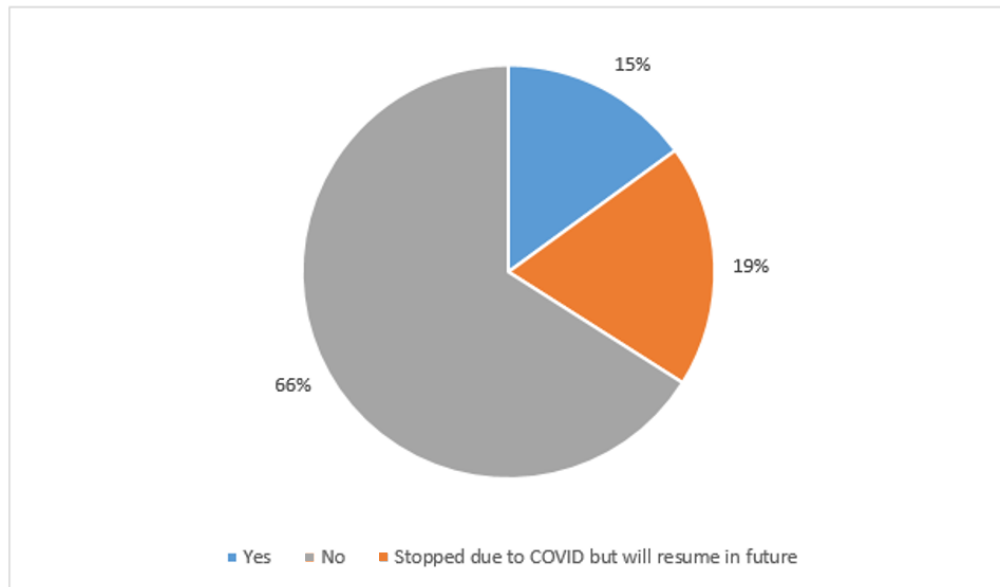


Figure 1. Do you currently use Guelph Transit to get around Guelph?

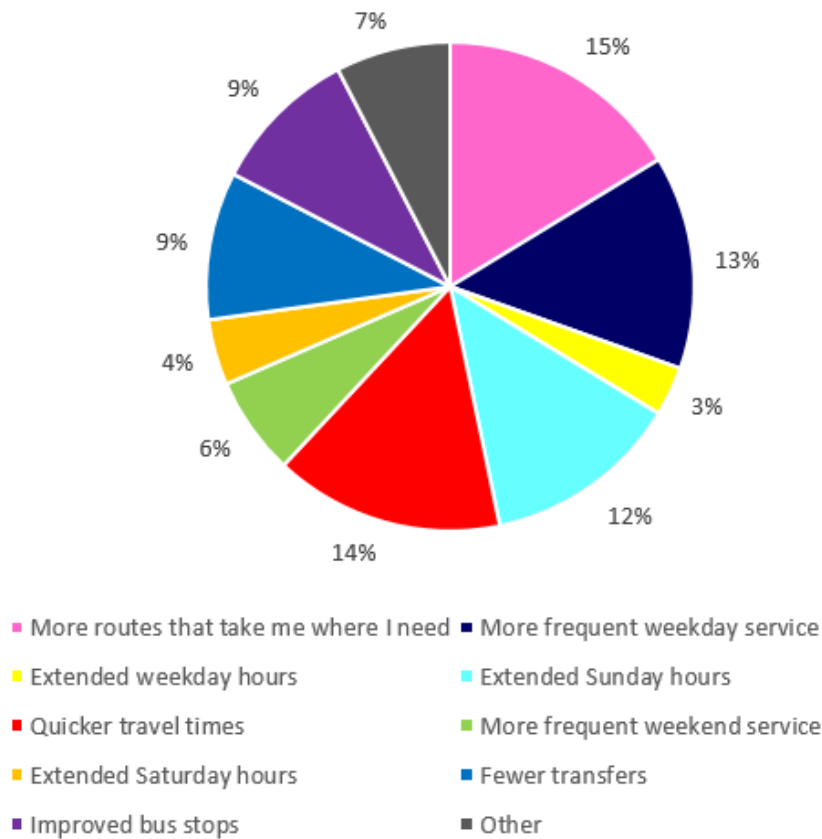


Figure 2. What would encourage you to take transit more often or over another mode of transportation?

Lastly, respondents were asked to identify trips that they would like to complete using transit, even if not currently possible. More than 60 unique origin-destination pairs were identified by respondents.

The shortest route to travel between these locations was drawn, and overlapping routes were shown in bolder lines. As shown in

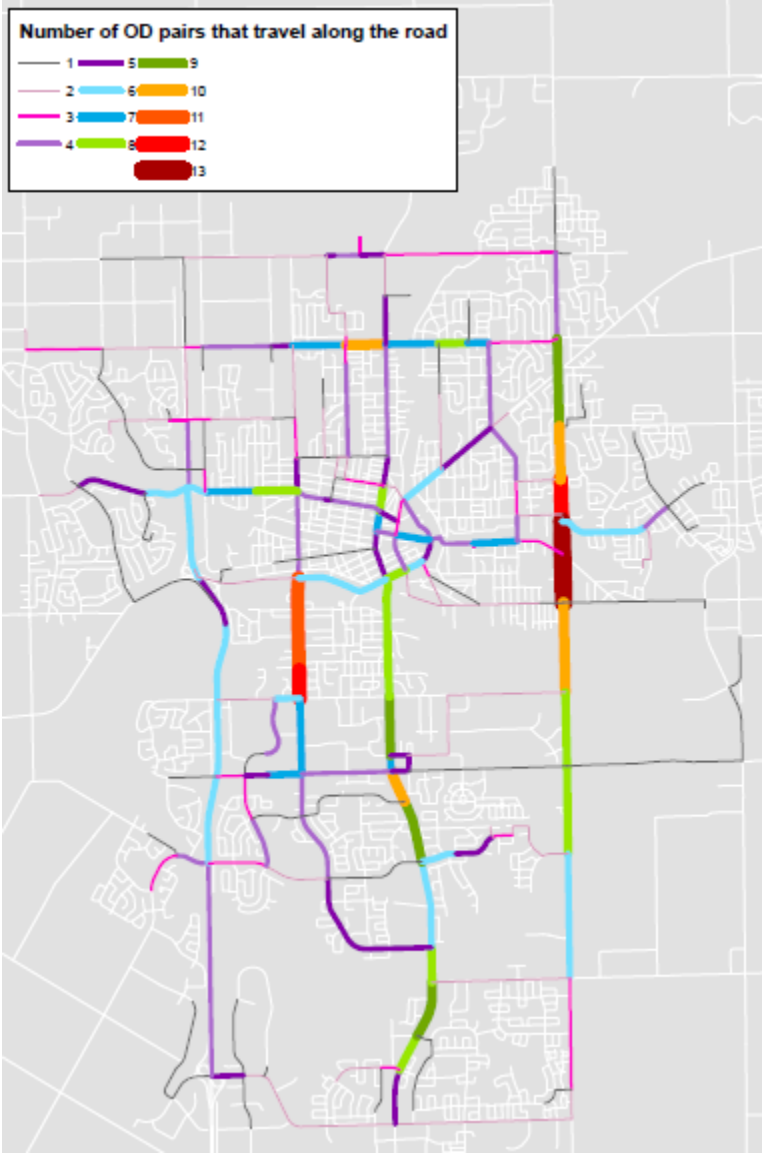


Figure 3, there are several trips that would be completed using Victoria Road, Edinburgh Road, Speedvale Avenue, Gordon Street, Stone Road, and Paisley Road.

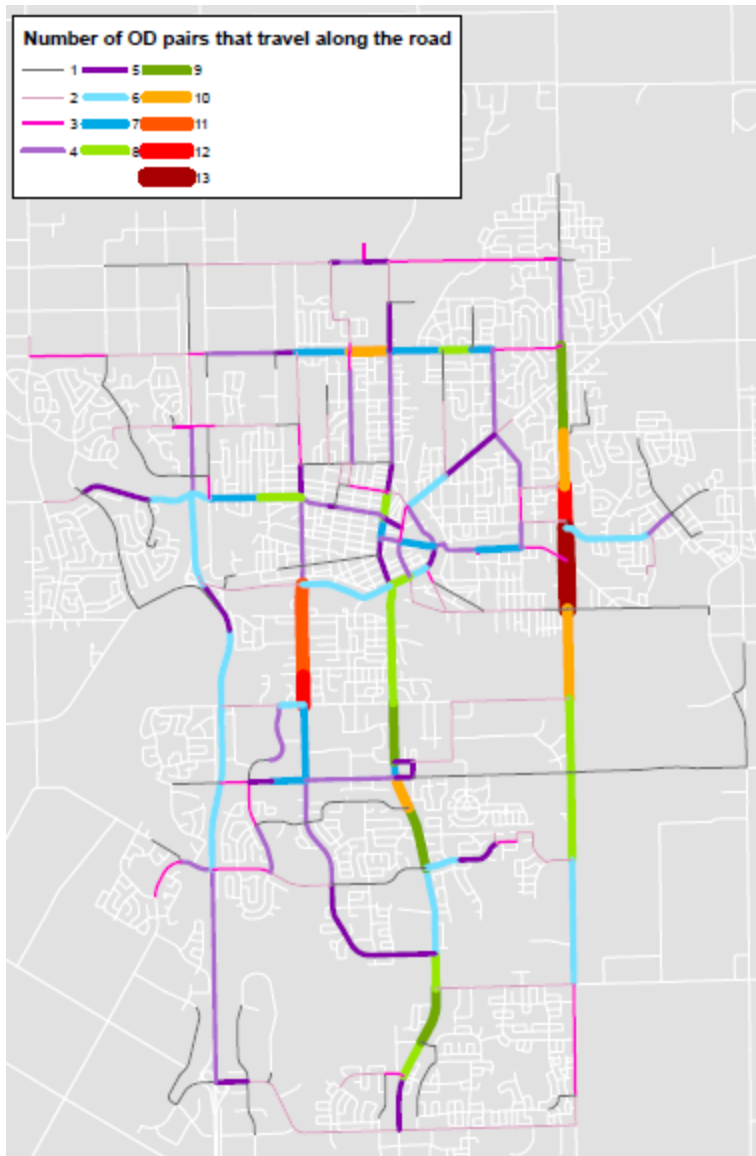


Figure 3. Map of respondents' desired trips using transit.

4.2 Phase 2 engagement

Respondents

The public engagement campaign resulted in 169 survey responses, 25+ town hall participants, and 7 email responses. The detailed results from all methods were key in refining the proposed concepts. The following provides highlights of responses from these methods.

Survey responses

Of those that responded to the survey, approximately 60% are transit customers who regularly or on occasion take transit, including those who stopped taking transit due to the pandemic but will resume post-pandemic. The remaining 40% are assumed to be non-transit customers as they never, or very rarely, take transit.

Obtaining feedback from a range of transit users is important in understanding the community needs and how to encourage non-transit customers to take transit.

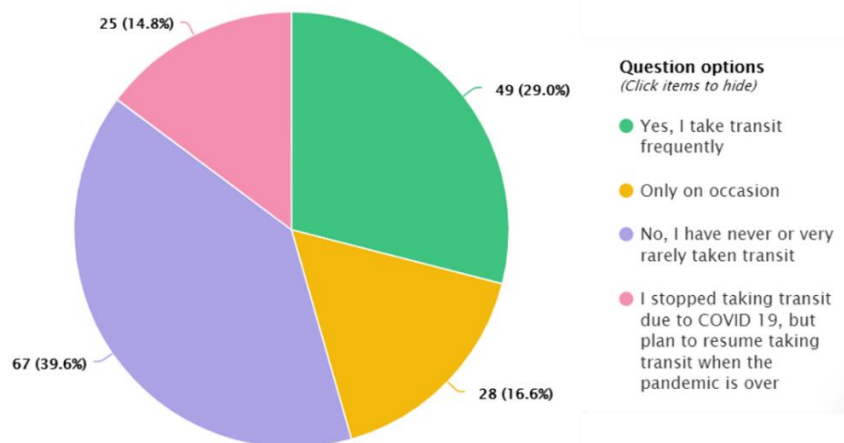


Figure 4. Do you currently use Guelph Transit to get around the city?

Respondents were asked, “Are there any areas not serviced by a bus within 400-metres of where you or others you know may wish to travel?” Approximately 83% said, “No, the proposed areas look to cover important destinations,” while the remaining 17% said, “Yes, there are gaps in the serviced areas.” Of those who said there were gaps, the most common locations stated includes Speedvale Avenue at Eramosa Road, the northeast end of the city, the east end to the University of Guelph, Guelph Lake Sports Field, Alma Street, the Arboretum, Macalister Boulevard, and Stephanie Drive.

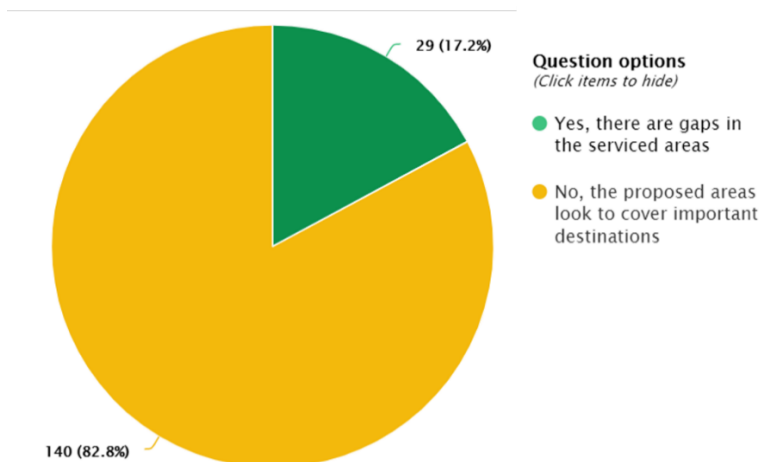


Figure 5. Are there any areas not serviced by a bus within 400-metres of where you or others you know may wish to travel?

In response to the question, “Are there places you wish to travel within Guelph that are not serviced on the days or times you would wish to travel there?” approximately 78% of respondents said, “No.” Of the 22% that said “Yes,” the most

common responses included needing longer Sunday service, longer morning/evening service, better than 30-minute frequencies, and service that better connects with GO trains and buses in the evenings.

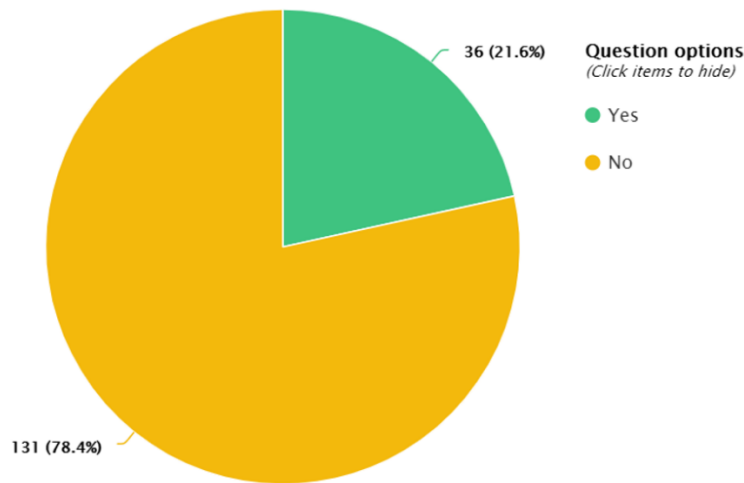


Figure 6. Are there places you wish to travel within Guelph that are not serviced on the days or times you would wish to travel there?

When asked, “Are the places you might wish to travel to reachable by taking three or fewer buses (2 or fewer transfers)?” 79% of respondents said, “Yes.” Of the remaining 21% that said, “No, there are places I might wish to travel to that would take more than three busses,” there were not enough details on origins and destinations provided by respondents to use this information in refining the network concept.

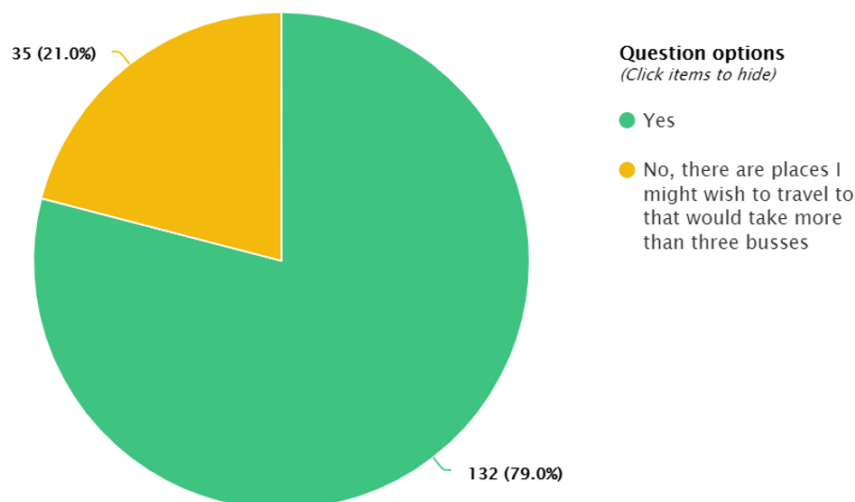


Figure 7. Are the places you might wish to travel to reachable by taking three or fewer buses (2 or fewer transfers)?

After reviewing the route maps and interactive map, respondents were asked, "Are there any proposed routes you are strongly in favour of?" The most favoured routes were:

- Route 96 Victoria
- Route 97 Edinburgh
- Route 98 Speedvale
- Route 99 Mainline
- Route 3 Westmount
- Route 12 General Hospital
- Route 13/23 Eastview Watson/ Watson Eastview
- Route 16 Southgate
- Route 19 Hanlon Creek
- Route 20 Wellington Imperial

Others that were mentioned as favoured routes include:

- Route 8 Stone Road Mall
- Route 9 Waterloo Silvercreek
- Route 10 Paisley
- Route 14 Grange
- Route 15/25 Stone College/ College Stone
- Route 24 Stone
- Route 50U Scottsdale
- Route 59U Gordon Express

The key reasoning provided by respondents as to why these routes are favoured is because they will provide better connections between desired destinations, they have more direct routing, and they have better frequency.

Respondents were then asked, "Are there any proposed routes you are strongly opposed to?" The most opposed to routes were:

- Route 7 Kortright Downey (specifically on Sweeney Drive to Zaduk Place to Macalister Boulevard)
- Route 19 Hanlon Creek (specifically on Teal Drive)

Others that were mentioned as opposed to routes include:

- Route 6 Ironwood
- Route 9 Waterloo Silvercreek
- Route 12 General Hospital
- Route 20 Wellington Imperial
- Route 99 Mainline
- On-Demand Bus

The key reasoning provided by respondents as to why they are opposed to these routes is due to increased traffic and noise in their neighbourhoods, underutilization of specific routes, less direct service to desired destinations, and decreased evening frequency.

In response to the question, “Will the proposed changes influence if you will take the bus?” 71.5% said they do not know if the proposed changes will influence them to take the bus or they do not expect any changes in their decision to take the bus. 19% of respondents said they expect to take the bus more frequently, which was commonly due to the proposed network having better frequency, providing more routing options, and/or making it easier to get to places with more direct service and fewer transfers. The remaining 9.5% said they expect to take the bus less frequently due to their regular trips now taking longer, having to make more transfers, and/or not having enough frequency.

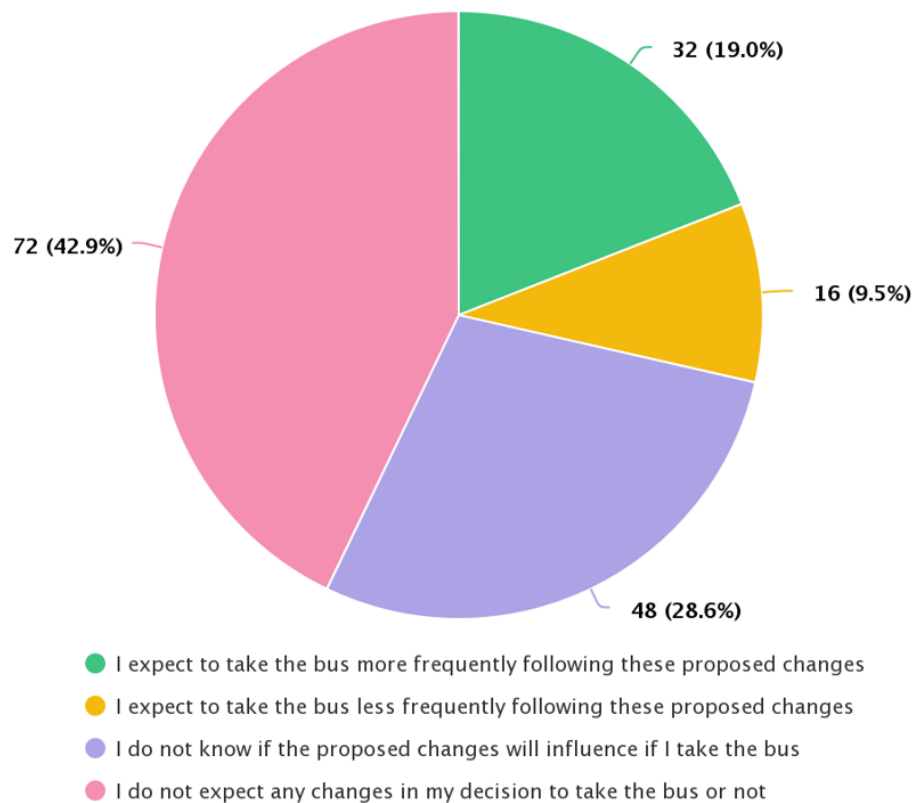


Figure 8. Will the proposed changes influence if you will take the bus?

When asked, “Are you interested in any changes to the timing or order of implementing the proposed transit system?” 36.1% of respondents did not have an opinion and 8.3% agreed with the proposed order and timing.

28.4% said the order is fine, but the plan should be implemented in less than 10 years. These respondents commonly expressed concerns that 10 years was too long, and a 2–7-year plan was more appropriate, with 5 years being the most requested. In comparison, 3.0% said that the order is fine, but the plan should be implemented in more than 10 years. These respondents expressed concerns with

having buses in their neighbourhoods and suggested prolonging the implementation to a 20-year plan.

An additional 11.2% of respondents said the amount of time and order should be different. There was a range of reasoning provided, including the need to speed up the implementation of core routes, 10 years being too long for implementation, and concerns over having buses in certain neighbourhoods. 2.4% wanted the order of implementation to be different over 10 years in which only one respondent provided details requesting that Route 12 be implemented sooner.

The remaining 10.7% selected "other" and explained their selection. These respondents had a range of reasoning, such as expressing frustrations over how confusing these changes will be, concerns over implementing routes on Kortright Road East and Teal Drive, and concerns over lack of frequency and Sunday service hours in the proposed plans.

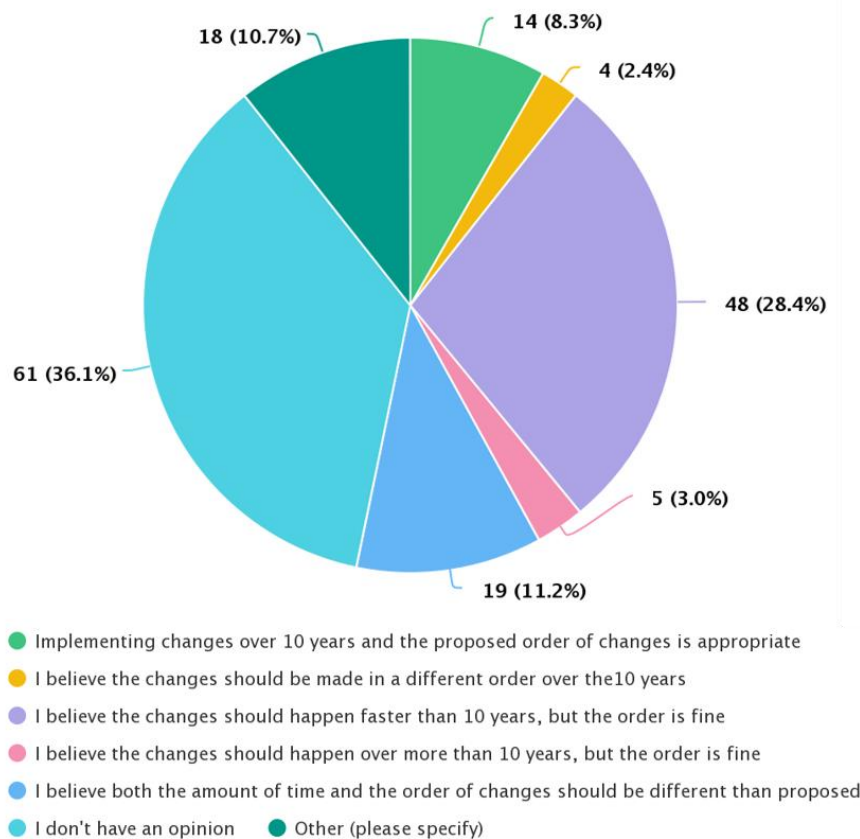


Figure 9. Are you interested in any changes to the timing or order of implementing the proposed transit system?

Email responses

In addition to the survey, email responses were received by citizens with concerns on specific aspects of the proposed plan. These concerns included:

- The removal of service from Marksam Road
- The introduction of service on Teal Drive
- The continuation of service along Ironwood Road
- The introduction of service on Kortright Road East, Sweeney Drive, Zaduk Place, and MacAlister Boulevard
- The need for route frequencies better than 30 minutes
- The lack of connection with GO Transit service, particularly in the evenings

Town hall questions/feedback

After the information was presented at both town halls, a variety of questions and comments came up that were organized into the following categories: routing, direct trip connections, service times, implementation timing, connecting to the Transportation Master Plan, consultation efforts, infrastructure and assets, and transfers.

Routing

- Concerns over the Route 7 Kortright Downey extension onto Kortright Road East, Sweeney Drive, Zaduk Place, and Macalister Boulevard
- Concerns over the new Route 19 Hanlon Creek introduction onto Teal Drive
- Concerns over Route 20 Northwest Industrial and Route 22 Curtis as separate routes rather than one large industrial route

Connections

- Ensuring connections with Community Living Guelph Wellington at Speedvale Avenue and Royal Road
- Interlining routes to eliminate additional transfers
- Interest in an east-west crosstown route running through downtown
- Improving connections with GO Transit
- Eliminating one-way loops and having more bidirectional service

Service times

- Concerns over Route 19 Hanlon Creek not servicing night shift changes
- Concerns over limited Sunday service hours

Implementation timing

- Expediting the timeline of splitting the current Route 20 into 3 routes
- Shortening of the plan to 6-9 years instead of 10 years

Connecting to the Transportation Master Plan

- Concerns over the effect of new routes on existing traffic calming measures
- Providing more details on the connection with the Transportation Master Plan
- Encouraging non-riders to take transit

Consultation efforts

- Ensuring consultation of major employers
- Ensuring consultation of university students

Infrastructure & assets

- Using transit priority measures
- Electrifying vehicles
- Ensuring appropriate stop spacing

Transfers

- Increasing transfer time
- Changing transfers to QR codes from bar codes
- Providing opportunities for mid-route transfers

4.3 Phase 2 changes from feedback

Based on the feedback received, the proposed network was reassessed and refined to better meet the needs of the public and address areas of concern. The following are the resulting updates:

- Route 20 Wellington Imperial modified to include Marksam Road and loop back to connect to Conestoga College
- Route 22 Curtis expanded to cover more of the northwest industrial employment area
- Route 7 Kortright Downey to be maintained as is, with no service expansions as initially proposed on Kortright Road East or Pheasant Run
 - This will reduce travel times along Route 7 to the university as well
- Route 19 Hanlon Creek modified as to not service Teal Drive and instead continue along Downey Road, Kortright Road, the Hanlon Parkway, and Stone Road to end at Stone Road Mall
 - There is the possibility to service Woodland Glen via flex routing
- Route 98 Speedvale modified to service the Speedvale Ave at Eramosa Road intersection to provide more options to the northeast neighbourhoods
- Route 56U Colonial modified to run year-round instead of only from September to May to ensure regular service to the University from the south end
- Introduce new Route 53U Eastview to provide direct service from the east end to the university during peak hours
- Provide new on-demand stops in areas that do not have a stop within 400 metres
 - These stops include College Avenue at the Arboretum, Eastview Park, and Macalister Boulevard
- Increased frequency and longer Sunday service hours provided through the various package options presented