

Fall 2015

# ENGAGEMENT SUMMARY REPORT #5



February 2016

Prepared for the City of Saskatoon by Urban Systems Ltd.



# OVERVIEW

IN THE FALL OF 2015, THE GROWTH PLAN TO HALF A MILLION TEAM CONSULTED WITH OVER 1,000 SASKATONIANS DURING THE CLOSING ROUND OF PUBLIC ENGAGEMENT FOR THE GROWTH PLAN. THROUGHOUT THE CLOSING ROUND OF GROWTH PLAN ENGAGEMENT THERE WERE A VARIETY OF ENGAGEMENT OPPORTUNITIES FOR THE COMMUNITY TO PROVIDE INPUT ON THE IMPLEMENTATION PRIORITIES BEING CONSIDERED FOR THE GROWTH PLAN'S CORE INITIATIVES OF CORRIDOR GROWTH, TRANSIT AND CORE BRIDGES.



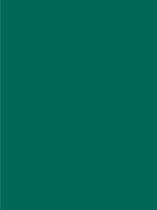
314 ATTENDEES  
AT TWO COME-  
AND-GO PUBLIC  
EVENTS

2 TARGETED  
ENGAGEMENT  
EVENTS

OVER 20 EMAILS  
SUBMITTED THROUGH  
THE GROWINGFWD.CA  
WEBSITE

719  
ONLINE PUBLIC  
SURVEYS





# CONTENTS

<b>1.0 INTRODUCTION</b>	<b>1</b>
<b>2.0 ENGAGEMENT ACTIVITIES</b>	<b>3</b>
2.1 Growth Plan Come-and-Go Public Events . . . . .	3
2.2 Targeted Engagement Events . . . . .	4
2.3 Online Public Engagement . . . . .	6
<b>3.0 ENGAGEMENT PROMOTIONS</b>	<b>9</b>
<b>4.0 COMMUNITY INPUT</b>	<b>13</b>
4.1 Corridor Growth . . . . .	15
4.2 Transit . . . . .	20
4.3 Core Bridges . . . . .	25
<b>5.0 COMPLETING THE PLAN</b>	<b>31</b>

**SASKATOON IS CHANGING  
BE IN THE KNOW AS WE GROW**

**GROWTH PLAN  
to Half a Million**

City of Saskatoon | www.growthplan.ca

**Support for Day**

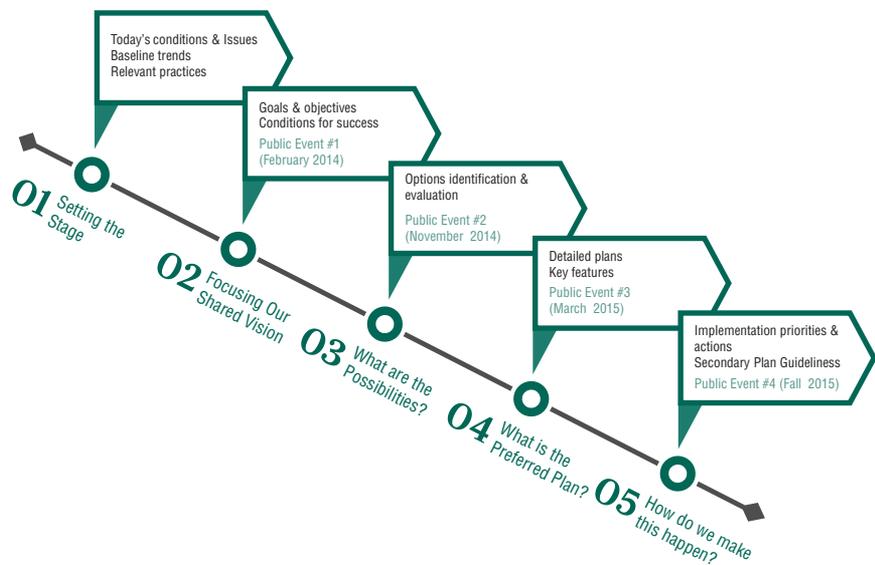
**Active Transportation Plan**

**SUPPORTING INFRASTRUCTURE**



# 1 | INTRODUCTION

In the Fall of 2015, the City of Saskatoon completed the closing round of public engagement for the *Growth Plan to Half a Million (Growth Plan)*. This concluded the public engagement process for the development of the *Growth Plan* which included four rounds of public engagement during key project milestones. Subsequent consultation with the public and key stakeholder groups will continue as the *Growth Plan* is implemented over the next 10 years and beyond.



During the first two rounds of public engagement, community members were asked first to provide input on the high-level directions of the *Growth Plan's* core initiatives of Corridor Growth, Transit and Core Area Bridges and then to provide feedback on specific options being considered for each of these areas. The third round of public engagement, held in early 2015, presented residents with a detailed overview of the proposed draft long-term plan and possible implementation priorities which included recommendations for major corridor redevelopment, a new transit system with Bus Rapid Transit (BRT), and a new core area river crossing connecting 33<sup>rd</sup> Street and Preston Avenue/Attridge Drive. **The input collected during the third round of engagement was used to help finalize the long-term directions of the *Growth Plan* and shape priorities for implementing the final plan.**

The input received during the first three rounds of engagement is outlined in the Winter 2014 Engagement Summary Report #1, Summer 2014 Engagement Summary Report #2, Fall 2014 Engagement Summary Report #3 and February to June 2015 Engagement Summary Report #4.

**The closing round of public engagement for the *Growth Plan* took place in October 2015. This round of engagement presented residents with the final draft *Growth Plan* and the recommended implementation priorities. The suggestions and comments received during the closing round of public engagement are now being considered alongside a technical review to prepare the final *Growth Plan* for Saskatoon City Council approval in the Spring 2016.**

TEAMS



# 2 | ENGAGEMENT ACTIVITIES

## 2.1 GROWTH PLAN COME-AND-GO PUBLIC EVENTS

Two come-and-go style public events were held in late October 2015. The first public event was held on October 21 at the Mayfair United Church on 33<sup>rd</sup> Street. The second public event was held on October 22 in the lobby of the Saskatoon Fieldhouse. Both public events were held from 4:30 to 8:30 p.m. and featured a series of information display panels highlighting the draft long-term plan and recommended implementation priorities for the *Growth Plan's* core initiatives of Corridor Growth, Transit and Core Area Bridges. Supplementary display panels were also present providing an update on the *Growth Plan's* supporting initiatives of Employment Areas, Active Transportation and Water & Sewer.

A workbook with detailed information on the overall plan, implementation priorities and financing strategies was given to each participant as they arrived and included activity sheets to collect feedback on the proposed implementation priorities. The workbook approach was also used during the second and third rounds of engagement and provided participants the choice of working through the material during the public event or on their own. The workbook was also available online one week prior to the public events for those who preferred to review the information independently, then provide their input either in-person or electronically.

During the public events, attendees were encouraged to circulate through the display panels and speak with members of the *Growth Plan* project team. A feedback station was also set-up for participants to complete the workbook and event exit survey.

Both public events were well attended with attendance recorded using voluntary sign-in sheets. In total, 314 residents signed in to these public events. Participants represented a relatively broad cross-section of Saskatoon's community, including:

- students
- seniors
- persons with disabilities
- newcomers to Saskatoon
- individuals from various interest groups such as Business Improvement Districts (BIDs), Community Associations, transit riders, and local business owners.

## 2.2 TARGETED ENGAGEMENT EVENTS

Two targeted engagement events - a *Growth Plan* Stakeholder Breakfast and a Corridor Information Session - were held before and after the main public events in an effort to engage a more targeted audience, including those with special interests in the *Growth Plan*. Each of these events is highlighted below, including what we heard.

### **GROWTH PLAN STAKEHOLDER BREAKFAST**

A *Growth Plan* presentation hosted by City Manager, Murray Totland, was held at the Willows Golf & Country Club on October 15, 2015, for a range of stakeholders. Invitations were sent out by the City Manager's Office to 33 community organizations that have been involved in the project. The session was intended to bring together those representing a broad range of interests for a final project update and opportunities for discussion with City staff.

A total of 32 people representing 19 organizations attended the session, which included a presentation on the long-term recommendations and implementation priorities for the *Growth Plan*, followed by a panel discussion and Q&A period. The panel consisted of Murray Totland (City Manager), Alan Wallace (Director of Planning and Development), and John Steiner (Urban Systems).

At the end of the session, each organization was asked to consider the long-term directions outlined in the *Growth Plan* and submit their feedback to the project team on what opportunities and challenges they see with the *Growth Plan*, as well as what role they see their organization playing in the implementation of the *Growth Plan*. Participants also had the opportunity to provide individual input by filling out Comments Sheets at the event. This feedback has been included in Appendix E

The panel discussion was recorded and is summarized on the following page. Panel members have been identified by their first and last initials.

## Panel Question & Answer

**Q YOU HAVE IDENTIFIED PLANS TO CREATE BOTH TRANSIT CORRIDORS AND GROWTH CORRIDORS. WHAT WILL COME FIRST?**

**JS:** Start with transit, but both processes will overlap. The idea is that you want transit to become more frequent and reliable, which will bring more people to the corridors and encourage growth.

**MT:** Investment in corridor growth needs certainty. This means we need to commit to improving transit along these corridors, changing the regulatory framework and providing incentives, where feasible.

**AW:** The Corridor Area Planning Process will begin in 2017, but it will take time for redevelopment to occur.

**Q RECREATION AND SPORT FACILITIES NEED TO BE TIED TO TRANSPORTATION IN ORDER TO BECOME HUGE ECONOMIC GENERATORS. WHAT IS OUR FUTURE PLAN FOR THIS AND GETTING PEOPLE TO THEM? ARE YOU LOOKING AT THE STRATEGIC INFILL AREAS AS POTENTIAL FUTURE HOMES FOR MAJOR SPORTING/EVENT FACILITIES?**

**JS:** Other cities that I have worked with have integrated their recreation and event facilities along major corridors and BRT routes. In cases where this is not possible, then special services should be arranged for people to get to and from these facilities.

**AW:** In 2019, SaskTel Centre will be 30 years old and we will eventually need to think about building a new facility. There is no question that its current location is sometimes hard for people to get to. Looking ahead, we definitely need to consider where to accommodate such facilities. Strategic Infill Areas like the downtown and University could be a possibility.

**Q WHAT ARE SOME OF THE ZONING CHANGES BEING CONSIDERED FOR COLLEGE DRIVE AND 8<sup>TH</sup> STREET?**

**AW:** Right now our Zoning Bylaw won't allow for the kind of growth we want to occur along these corridors. These bylaws will be reviewed and updated as soon as possible to allow for more density, more height, more mixed uses, buildings located closer to the street, streetscaping, creative parking strategies, etc.

**Q WITH ALL THE PEOPLE EXPECTED TO LIVE IN STRATEGIC INFILL AREAS, NEW SCHOOLS WILL NEED TO BE CONSIDERED.**

**AW:** Many stakeholders, including school boards, will need to be consulted before plans are developed for these areas. All the things that are considered when planning new neighbourhoods will need to be considered for Strategic Infill Areas.

**Q WILL THERE BE A HOLD ON DEVELOPMENT ALONG THESE CORRIDORS?**

**AW:** No moratorium on development will occur. We are looking ahead, but not stopping development. Once the *Growth Plan* is approved, Corridor Area Plans will start right away with more consultation with the community. Once these plans are in place, policy changes will need to occur.

## **CORRIDOR INFORMATION SESSION**

A Growth Plan Come-and-Go Breakfast Session was hosted on October 27, 2015, for businesses and land owners along the major corridors identified in the plan for redevelopment. More than 700 flyers were distributed to addresses along 8<sup>th</sup> Street, 22<sup>nd</sup> Street, College Drive and Preston Avenue, inviting those along these corridors to come and learn more about the plan and provide their feedback.

A total of 29 people attended the breakfast session, held at the Willows Golf and Country Club. The session featured informational display panels, the October 2015 workbook and opportunities to speak with City staff. Discussion with attendees focused on expected impacts to individual sites, such as parking or access requirements. A common theme of discussion also included timing with questions about next steps, timelines and phasing of Corridor Area Plans. An additional theme that was discussed related to how efforts could be made in the *Growth Plan* to develop and encourage urban agriculture.

## **2.3 ONLINE PUBLIC ENGAGEMENT**

Including options for online participation has been an important part of the public engagement process for the *Growth Plan*. The final round of public engagement continued to include a suite of online tools used to allow participants the flexibility to contribute to the *Growth Plan* at their own convenience. These tools included an online survey accessible through both the project website ([growingfwd.ca](http://growingfwd.ca)) and the City's online public engagement forum Shaping Saskatoon ([shapingsaskatoon.ca](http://shapingsaskatoon.ca)), as well as social media and email, as described below. A complete overview of the input collected through online engagement can be found in Appendix C.

### **ONLINE PUBLIC SURVEY**

An online public survey was available from October 14 to November 8, 2015. For consistency, the online survey included the same set of questions found in the October 2015 Workbook given to those who attended the in-person events. A digital version of the workbook was available for reference to those completing the survey online. In total, 719 surveys were submitted online with 76% of those surveys complete. The input received from the online survey has been included with the overall summary of community input in Section 3 of this report.

### **GROWINGFWD.CA**

New content was added to the project website, [growingfwd.ca](http://growingfwd.ca), promoting the October 2015 public events and online survey, as well as an update on the *Growth Plan* and all engagement materials including the October 2015 Workbook and Event Display Boards. A digital newsletter was also distributed to all [growingfwd.ca](http://growingfwd.ca) subscribers. The newsletter outlined opportunities to participate in the final round of public engagement and where to find more information on the *Growth Plan*. Currently, 1,366 people have subscribed to receive updates from [growingfwd.ca](http://growingfwd.ca).

### **EMAIL**

Feedback was also received by email, through the Contact Us form on [growingfwd.ca](http://growingfwd.ca). Twelve emails were received during this round of engagement and have been included in Appendix C.

## SOCIAL MEDIA

The City's social media channels, Facebook, Twitter and Youtube, were used throughout the final round of engagement to raise awareness and interest in the *Growth Plan* and provide opportunities for input. Two Facebook event pages were created to promote the public events and Facebook ads were used to drive traffic to [growingfwd.ca](http://growingfwd.ca) and the online survey. A number of postings were also made to the City's Facebook page throughout this round of engagement.

A new *Growth Plan* video was posted to the City's YouTube channel on October 1, 2015. The video included an overview of the long-term recommendations being considered as part of the *Growth Plan* and how to get involved in the final round of engagement.

The findings below reflect social media activity during the final round of public engagement.

### FACEBOOK ADS

-  3,263 CLICKS
-  321 LIKES
-  110 SHARES
-  67 COMMENTS

### FACEBOOK POSTS

-  27 LIKES
-  16 SHARES
-  6 COMMENTS

### TWITTER

-  6 TWEETS
-  20 RETWEETS
-  8 HEARTS

### YOUTUBE

-  891 VIEWS ON YOUTUBE
-  2,529 VIEWS ON FACEBOOK



Implementing the Growth

Priorities

ies

# 3 | ENGAGEMENT PROMOTIONS

To encourage participation and interest, the closing round of *Growth Plan* public engagement was promoted through a variety of channels including utility bill inserts, targeted flyers, direct mail, print and online advertising, social media, personalized stakeholder emails, radio ads, portable billboards, a new *Growth Plan* video and pop-up promotions. The October 2015 Workbook was also posted to [growingfwd.ca](http://growingfwd.ca) one week prior to the public events to promote the engagement opportunities and allow participants the chance to become familiar with the material.

## POP-UP PROMOTIONS

From October 15 to 17, City employees ‘popped up’ at 11 locations throughout the city to hand out promotional information to residents and encourage participation in the final round of *Growth Plan* public engagement. Two hours were spent at each location and approximately 300 handbills were distributed in total. Locations were selected strategically in order to reach a broad group of citizens across the city and included:



University of Saskatchewan

Saskatchewan Poly Technic

Downtown Transit Mall

Riversdale Business Improvement District

33<sup>rd</sup> Street Business Improvement District

Broadway Business Improvement District

Lawson Heights Civic Centre

Shaw Centre

Lakewood Civic Centre

Saskatoon Soccer Centre

Farmer’s Market

## PRINT, ONLINE AND RADIO ADVERTISING

The *Growth Plan* engagement activities were advertised in several ways leading up to and during the final round of engagement, including:

- **Utility Bill Inserts** (80,000 households): October
- **Targeted Flyers** to City Park, North Park, Richmond Heights, Sutherland, Forest Park and Silverspring Neighbourhoods: October
- **Facebook Ads:** October
- **Bridges Ads:** October 7, 14 and November 4





- **City Pages Ads:** October 3, 4, 17, 18
- **Eagle Feather News Ad:** October publication
- **The Sheaf Ad:** October 15
- **Planet S Ad:** October 15
- **Radio Ads:** October 14 to 22
- **Posters** (distributed at leisure sites, libraries, BID poster kiosks, transit buses): October
- **Portable Billboards:** October 8 to 22
- **E-newsletter** to growingfwd.ca subscribers (1,190): October 16
- **Targeted stakeholder emails:** September 30 to October 6
- **Online Video Ads** (Bell Media, Shaw, Star Phoenix): October 15 to November 4

## PSAs

PSAs were sent to all local media outlets in the weeks leading up to the final round of public engagement, including:

- **Event and Engagement PSAs:** (October 1, 14, 21, 22 and Nov 6 )
- **Media Advisory:** October 20



## 10 Year Transit Priorities

## Growing Rapid Transit

# 4 | COMMUNITY INPUT

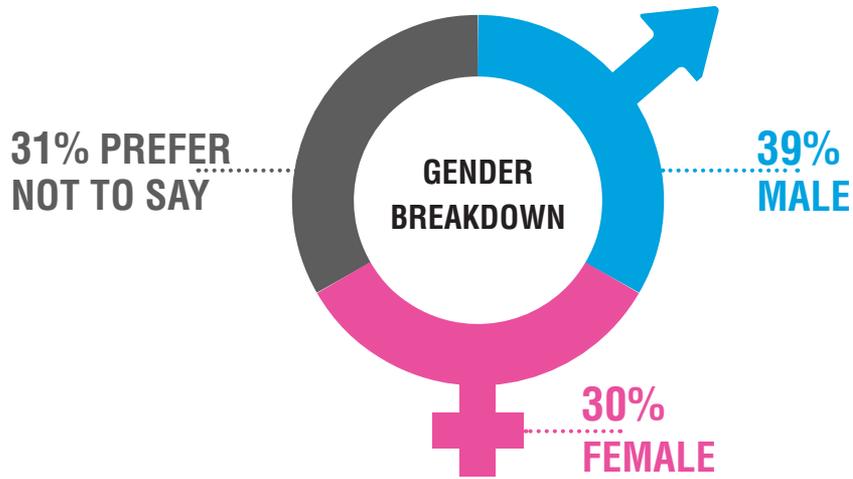
Participants in all engagement activities, including the public events, targeted stakeholder engagement and online survey, were asked to provide input on the proposed short-, medium- and long-term implementation priorities being considered for the *Growth Plan* including a new transit system with BRT, redevelopment along major corridors and a new core area river crossing connecting 33<sup>rd</sup> Street and Preston Avenue.

The input received during the closing round of engagement is being used to confirm the feedback gathered during previous stages and is being considered alongside technical work to help prepare the final *Growth Plan* for Saskatoon. Once complete, the final *Growth Plan* will be presented to Saskatoon City Council for approval in the Spring 2016. Community input will continue to be gathered throughout the implementation of the *Growth Plan*.

Input collected through both the online survey and October 2015 Workbook have been combined to provide an inclusive overall summary of what we heard from those who participated in the final round of *Growth Plan* engagement. A complete record of the open-ended comments received is included in Appendix D. Please note, the views represented in this *Growth Plan* Engagement Summary Report reflect the priorities and concerns of those who participated in the engagement opportunities outlined in this report. Participants self-selected into the *Growth Plan* engagement process and therefore results are not necessarily statistically-representative of public opinion.

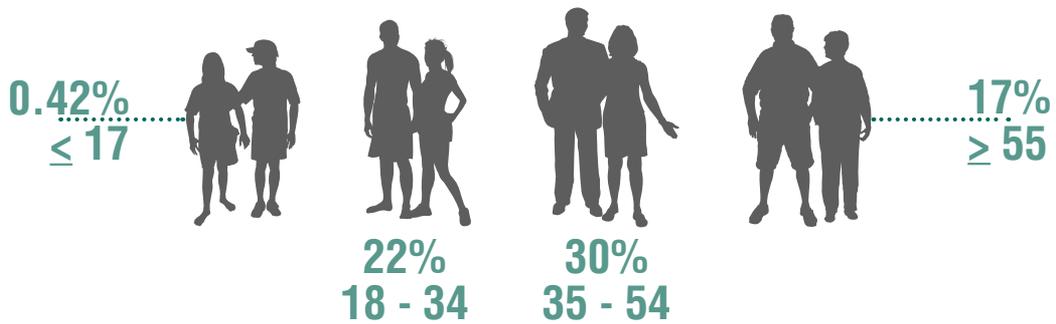
The following is an overview of the implementation priorities being recommended for Corridor Growth, Transit and Core Bridges and what we heard from participants.

**WHO WE HEARD FROM.** As part of the online survey, participants were asked to answer a series of demographic questions. The following is a breakdown of who we heard from:



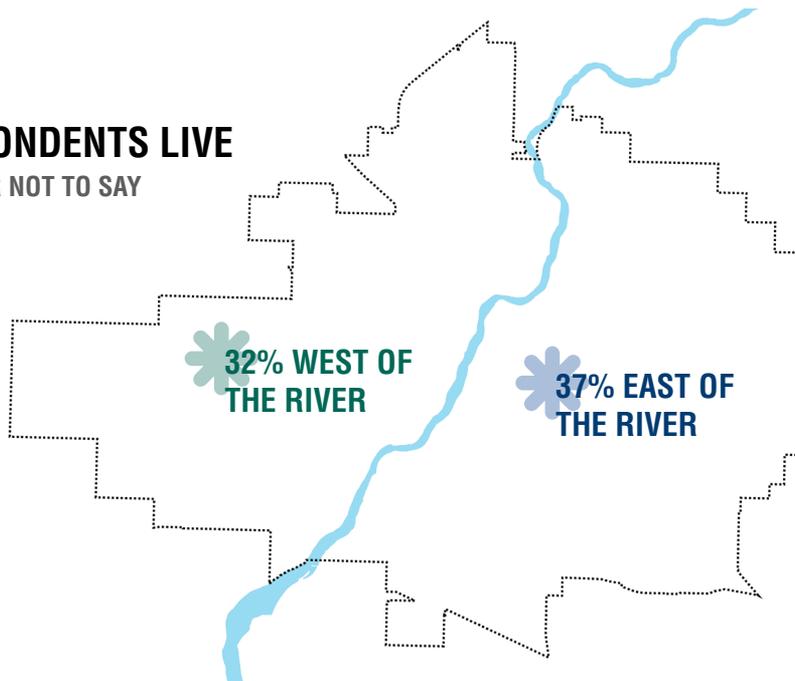
### AGE BREAKDOWN

\*31% PREFER NOT TO SAY



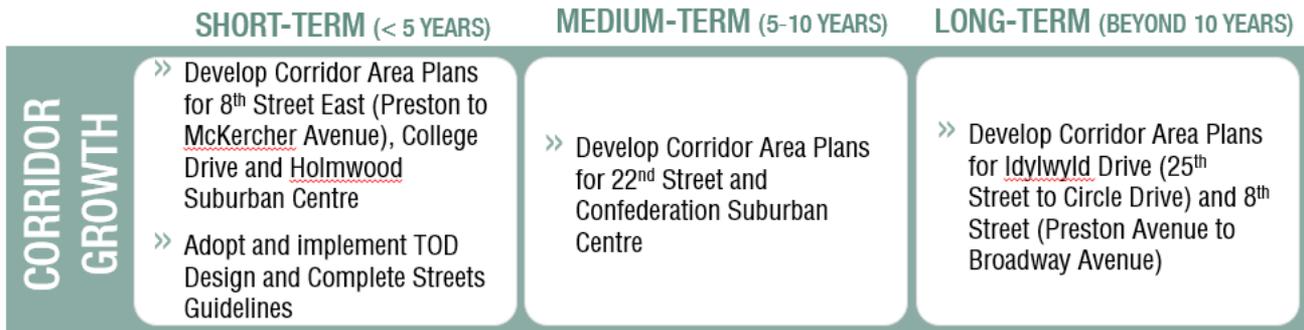
### WHERE RESPONDENTS LIVE

\*31% PREFER NOT TO SAY

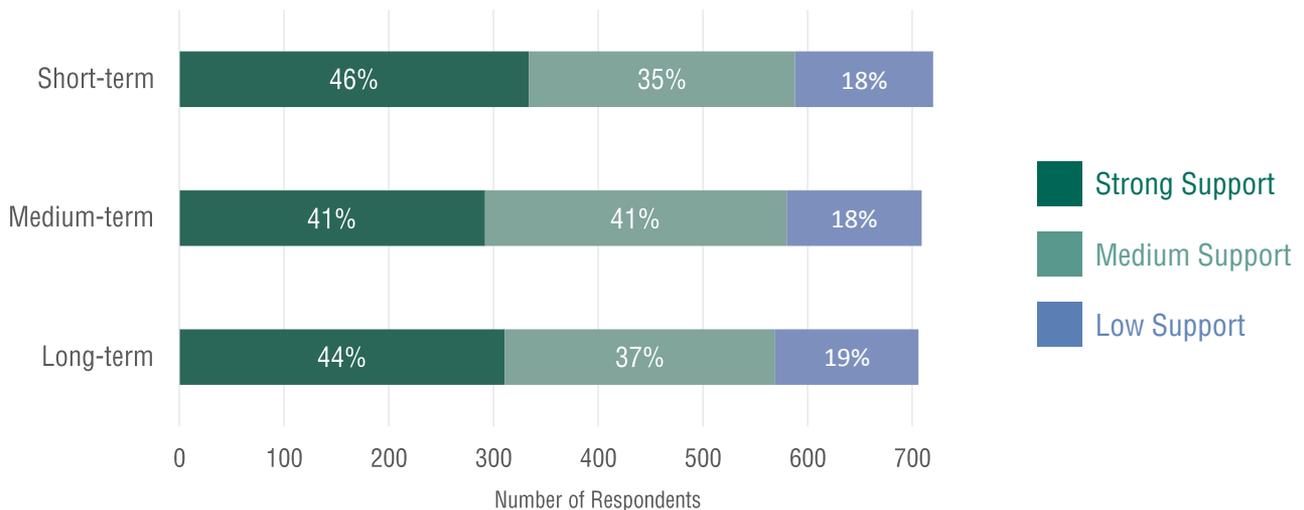


# 4.1 CORRIDOR GROWTH

The implementation priorities recommended for Corridor Growth over the next 10 years include developing five Corridor Area Plans in consultation with the community, as well as implementing Transit Oriented Design (TOD) guidelines for new forms of development.



Participants were asked to rate their level of support for the short-, medium- and long-term implementation priorities for Corridor Growth as outlined above. In general, participants indicated strong and medium levels of support for the short-, medium- and long-term priorities. The short-term implementation priorities received the highest support with nearly half of respondents (46%) indicating ‘strong support’ for those priorities.



Participants were also asked to provide comments on the short-, medium- and long-term implementation priorities for Corridor Growth. The comments have been grouped into themes with the top five themes shown on the following page for each time-frame, along with examples of each theme.

**CORRIDOR GROWTH: TOP 5 THEMES | WHAT RESPONDENTS SAID ABOUT THE SHORT-TERM PRIORITIES**

THEME	SNAPSHOT OF WHAT WE HEARD
Greater focus on improving transit	Move more quickly on improving transit service, so we can use our cars less.
	I would love to see Saskatoon get more transit friendly! More common/public spaces with people using less personal vehicles. This would mean less space for parking and driving and more space for people to enjoy.
	More transit and bicycling would be better.
Medium- and long-term corridors should be a higher priority	I think the medium term goal for the west side is as important as the short term for 8 <sup>th</sup> Street, etc.
	22 <sup>nd</sup> Street W and confederation park area is a disaster. At this stage it requires an elevated 22 <sup>nd</sup> Street and Circle Drive to relieve this congestion.
	I think the Corridor Area Plan from Broadway Avenue to Preston along 8 <sup>th</sup> Street should be move upped to <5 years.
Comments supporting TOD and Complete Street Guidelines	Prioritize transit design for major traffic routes where most commuters with single occupancy vehicles need to travel!
	Glad to see TOD for new areas.
	Get the transit oriented design/complete streets guidelines done asap and give them some resources/regulations so they actually get implemented rather than gathering dust on a shelf.
Shorten timeline for short-term priorities	The short term implementation does not seem ambitious enough.
	The work cited in the time frame could be done in 2.5 years.
	Sooner is better. If the city is talking about it lets make a change!  The sooner the better - let's move away from the big box store mentality! If we can get the first set of corridor plans right, it will build support for future efforts for corridor planning as well as help change the mentality of what growth could look like.
Concerns about impact on vehicle traffic and parking	Taking my children out to walk in -30 to -50 degree temperatures in is not an option for us when they need to get to daycare or school, and I need to get to work. How do you plan to accommodate all of the vehicles with parking space during our coldest months.
	My support depends on how the growth will impact the flow of traffic. If it impedes traffic then I wouldn't support it.
	I have concerns about restriction to the flow of traffic on College Drive. Congestion getting to and from downtown during peak times is getting worse and worse. Plans for College Drive need to ensure traffic flow is not made worse.

**CORRIDOR GROWTH: TOP 5 THEMES | WHAT RESPONDENTS SAID ABOUT THE MEDIUM-TERM PRIORITIES**

THEME	SNAPSHOT OF WHAT WE HEARD
Implement medium-term priorities sooner	This west side corridor plan should happen faster and be part of the less-than-5-years agenda.
	22 <sup>nd</sup> Street should be included in the short-term, West side once again has to wait for development, when it needs bus corridor development more due to the amount of people who use buses more or walk.
	The medium term implementation does not seem ambitious enough. The work cited in the time frame could be done within the 5 year time frame.
Comments supporting plan	I am highly in favor of rethinking and improving 22 <sup>nd</sup> Street and Confederation commercial area. Currently, 22 <sup>nd</sup> is a blight and Confederation could use an overhaul.
	Continue to grow in this area and develop properly.
	This seems (only a gut feeling) like the right time frame for implementing the corridor <i>Growth Plan</i> .
Concerns about growth	Let's see where the future is going first too focused on long term half a million people and we can support what we need now.
	I don't think the City is large enough (even considering the project horizon) for such corridors to be effectively utilized.
	Growth projections based on prior ten-year data do not predict future growth which may be well below expectations given slowing global growth factors.
Greater focus on improving transit	That should be light rail path, not road expansion.
	Making it easier to drive will not support expanding transit
	Continue to plan with bikes and public transportation in mind.
Focus all areas of the city (not just new neighbourhoods)	Maintain all of areas of Saskatoon equally.
	Why isn't Saskatoon's north end to: (Martensville & Warman) part of this plan?
	With the cities vast growth occurring in the West it is important to develop these areas

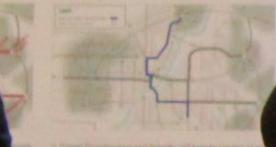
**CORRIDOR GROWTH: TOP 5 THEMES | WHAT RESPONDENTS SAID ABOUT THE LONG-TERM PRIORITIES**

THEME	SNAPSHOT OF WHAT WE HEARD
Implement long-term priorities sooner	8 <sup>th</sup> Street Preston to Broadway should be done MUCH sooner.
	Idylwyld Drive is an entry corridor into Saskatoon and it needs a lot of help! Honestly, I feel that Idylwyld Drive should be a higher priority.
	Same concern regarding west side Idylwyld Drive. How is it that 8th Street from Preston to McKercher gets top priority?
Comments supporting plan	Happy to have a concrete plan.
	This area is sadly in need of attractive development, starting with infrastructure. It is embarrassing to come into the city from the north highways and the airport and see old houses and money loan establishments. These areas are closer to city center than Stonebridge, Erindale, Hampton or any newer areas so why not beautify and build up with attractive infill and you won't need to build so many roads, bridges, transit systems. etc.
	Saskatoon has to have good long term plans, we must not be short sighted. Our present mayor has his eye on the future and I believe in him.
Concerns about growth	This plan is not at all serious about transit and sustainable growth.
	Preston to Broadway is an older area of homes, less businesses, frankly needs many upgrades in infrastructure, etc. Revitalizing this area will require a different mindset than other areas. It is frequently a rental market for university students, and single youth working in the downtown core. Appealing to other types of buyers would require a massive amount of changes.
General questions about implementation	What is it that is going to be done to these places?
	8th is already a busy vehicular traffic street. There has been substantial infill development between Clarence and Lorne. How will traffic noise/risk to pedestrian activity be mitigated?
Improve active transportation facilities	You seem to have excluded separate bike lanes in your plans. Why spend a lot of money to accommodate buses but not consider bikes as you redesign roads? Please include ALL modes of transportation in ALL your plans.
	Where is pedestrian and bike infrastructure it costs less to develop and maintain?



### Term Plan... Transit

**Transit Lines & Stations**  
The Blue Line BRT Corridor will provide a key north-south connection to help people move around Suburbia.



### Plan... Core Bridges

## IMPLEMENTING THE GROWTH PLAN

### 10 Year

**Planning Corridor Area Process**  
Over the next 10 years, Area Plans will be prepared for priority growth areas, also known as Planning Corridor Areas, and intended to define the scale of potential development, identify key issues, and develop feasible land use options for each priority area.

**The Area Plan Process**  
A final area plan will be prepared for each priority area, and will be developed in consultation with local residents, business owners, and other stakeholders.

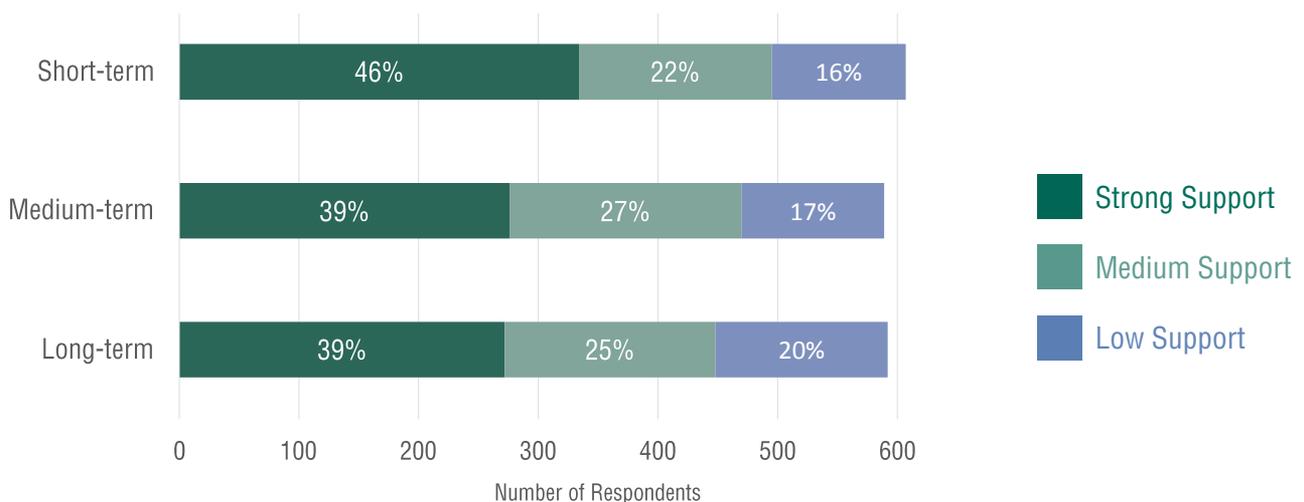
**Community Engagement**  
Local residents, business owners, and other stakeholders will be consulted with at various stages of the process.

# 4.2 Transit

The implementation priorities being recommended for Transit over the next 10 years include transforming transit across the city by improving the overall customer experience, shifting our approach toward providing the most attractive services to the highest demand areas and implementing Bus Rapid Transit (BRT) lanes along 22<sup>nd</sup> Street, 3<sup>rd</sup> Avenue, 25<sup>th</sup> Street and College Drive.

	SHORT-TERM (< 5 YEARS)	MEDIUM-TERM (5-10 YEARS)	LONG-TERM (BEYOND 10 YEARS)
<b>TRANSIT</b>	<ul style="list-style-type: none"> <li>» Annual reviews to optimize service delivery, restructure routes and transition towards long-term Transit Plan</li> <li>» Customer service improvements (outreach, real time arrivals, mobile app, website upgrades, customer satisfaction surveys)</li> <li>» Fleet renewal and expansion</li> <li>» Service hour and frequency increases to high ridership areas</li> <li>» Plan, design and construct <b>Red Line BRT</b> on 3<sup>rd</sup> Avenue and College Drive</li> <li>» Design and construct priority measures for <b>Blue Line BRT</b> on 8<sup>th</sup> Street and Broadway Avenue</li> <li>» Plan &amp; design park-n-ride lots for Confederation, Wildwood and University Heights</li> </ul>	<ul style="list-style-type: none"> <li>» Continue annual reviews to optimize service delivery and ensure Transit Plan implementation is on track</li> <li>» Customer service improvements (outreach, real time arrivals, website upgrades, customer satisfaction surveys)</li> <li>» Continue fleet renewal and expansion</li> <li>» Continue increasing service hours and frequencies to high ridership areas</li> <li>» Plan, design and construct <b>Red Line BRT</b> on 22<sup>nd</sup> Street and 25<sup>th</sup> Street</li> <li>» Design and construct priority measures for remainder of <b>Blue Line BRT</b></li> <li>» Construct park-n-ride lots for Confederation, Wildwood and University Heights</li> </ul>	<ul style="list-style-type: none"> <li>» Continue annual review to optimize service delivery and ensure Transit Plan implementation is on track</li> <li>» Customer service improvements (outreach, website upgrades, customer satisfaction surveys)</li> <li>» Continue fleet renewal and expansion</li> <li>» Continue increasing service hours and frequencies to high ridership areas</li> <li>» Plan, design and construct remaining <b>Red Line BRT</b></li> <li>» Design and construct park-n-ride lots for Lawson Heights and Market Mall</li> </ul>

Participants were asked to rate their level of support for the short-, medium- and long-term implementation priorities for Transit as outlined above. The short-term implementation items received the highest support from respondents with 82% of respondents saying they have strong or medium support for the priorities.



Many participants also provided comments on the short-, medium- and long-term implementation priorities for Transit to help explain their rating. The comments have been grouped into themes with the top five themes shown on the following page for each time-frame, along with examples of each theme.

**TRANSIT: TOP 5 THEMES | WHAT RESPONDENTS SAID ABOUT THE SHORT-TERM PRIORITIES**

THEME	SNAPSHOT OF WHAT WE HEARD
Comments supporting improvement priorities	Agree with the early introduction of park and rides.
	Any transit improvement as a priority for this city would be welcome.
	I am in favor of having a more effective and efficient transit system. I think having an effective transit system is a better focus than a 33 <sup>rd</sup> Street bridge or trying to accommodate more and more cars.
Major improvements are needed now	This just needs to be done and as soon as possible. A more ambitious timeline would be great.
	Not enough, not soon enough; would prefer to see more aggressive in University Heights, rather than rely on more cars going over new bridges that will likely not be built soon enough.
	Get the red and blue lines up and running ASAP. Get the websites and real time tracking done ASAP. Extend service hours for main routes ASAP. Build more bus shelters and have them heated downtown - like “Winterpeg”. Saskatoon isn’t a tropical climate yet, and we shouldn’t have to wait for climate change before we can start taking the buses because we don’t want to get rained on or freeze.
Improve transit coverage and routes	Please stop making all of us go to the University on every route.
	What about Meadowgreen, Holiday Park - better access.
	The routines and times need a lot of work before a city of our size needs to go forward with concepts for big cities. If the system was better you would have more ridership. The bus from St Joes to Silversprings is practically none exist and when I have contacted the transit none-one wanted to talk - this has been a problem for 4 years. Now the young people are turned off and don’t want to ride.
Improve affordability	There are issues with bus fare as compared to parking rates. It is cheaper for me to drive and park downtown than to take the bus from the University area.
	Park-and-ride is great, and so is a blue line and red line, but the cost of taking the bus is too high to be motivating. And way too unreliable.
	Stop raising fare prices! You want to attract ridership, reduce prices and make your service useful so that more will take it.
Implement red line sooner	I think the BRT Red Line is the most needed infrastructure project in Saskatchewan. I would be willing to pay more taxes to get it done. Saskatoon will become a much better city once we can move about quickly and easily without a car. It will pull major investment dollars into Saskatoon as the stability of the network will make it attractive to developers.
	Would like to see red line on 22 <sup>nd</sup> Street sooner rather than later.
	The Red Line BRT initial construction plan seems odd as it will take passengers essentially nowhere. If I am coming to campus from the east side why would I get off at College and Preston to get on the BRT? To me it makes more sense to build either the east or west side of the BRT first and get it actually functioning. I realize there will be substantial cost involved in building bus only lanes onto the bridge but a line either servicing the west side to downtown or the east side to campus will be much more useful in the short term.

**TRANSIT: TOP 5 THEMES | WHAT RESPONDENTS SAID ABOUT THE MEDIUM-TERM PRIORITIES**

THEME	SNAPSHOT OF WHAT WE HEARD
Invest in LRT	Thoughts need to be put in to transit other than bus. With Saskatoon growing the need for something like an LRT should be considered as with bus only it is hard to navigate the entire city.
	Sounds the same as short term - We need a train or subway.
	Not much useful here, how about some real construction plans for light rail and transit expansion?
Comments supporting improvement priorities	Appreciate fleet renewal. This is more important to me than real time arrival.
	I do like the idea of park and ride lots in the University Heights area.
	Very happy to see that there will be increased bus frequency in high-density areas. If people choose to live in low-density, single-family dwellings, they can't expect to have frequent bus service.
Medium-term improvements should happen sooner	Time frame not ambitious enough.
	Move plan, design and possibly begin construction of Red Line BRT on 22 <sup>nd</sup> Street and 25 <sup>th</sup> Street to Short-term. Complete construction in Medium-term period.
	I would suggest that West-side residents may need the bus services more and could use a fast line to reach workplaces and other services. This should happen as soon as possible.
Concerns about dedicated lanes for BRT	Constructing BRT lanes seems counterintuitive, considering that transit is supposed to lessen the congestion on roadways.
	I have strong support for everything in the plan except the Red Line BRT on 25 <sup>th</sup> Street which I think is unworkable and quite frankly ridiculous. I drive this route every day and at peak times both lanes are completely full with traffic. To make one lane a dedicated bus lane is unworkable.
	I expect dedicated BRT lanes to create severe and unnecessary traffic problems for those who will continue to prefer private vehicle transportation in the future. Otherwise I have no issues.
Improve transit coverage and routes	Not enough being done in terms of creating faster service city-wide.
	There should be additional hubs added (not just downtown).
	There is a focus on fancy projects with fancy names. The two BRT lines will cost a lot while only serving two streets. Use the money to increase frequencies and keep ticket prices lower.

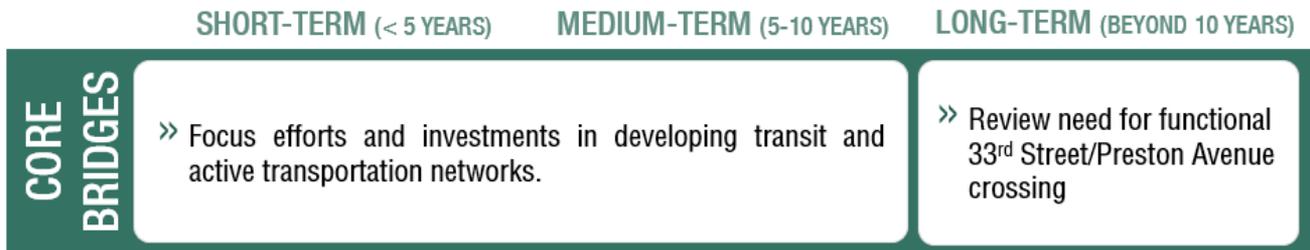
**TRANSIT: TOP 5 THEMES | WHAT RESPONDENTS SAID ABOUT THE LONG-TERM PRIORITIES**

THEME	SNAPSHOT OF WHAT WE HEARD
Long-term improvements should happen sooner	<p>I think the park-n-ride lots for Lawson Heights and Market Mall should be completed within the 5-10 years, or even less. Saskatoon is SO far behind other cities.</p> <p>Time-frame not ambitious enough.</p> <p>More than 10 years to add a bus line? This is not planning, this is stalling and doing nothing.</p>
Invest in LRT	<p>Time to start thinking big - light rail.</p> <p>I am disappointed that the long-term plans aren't more forward-thinking. If this effort is going into nodal development, I don't think a rapid bus system will generate the amount of interest and use to support these nodes than a light rail probably would. Citizens have to feel like they are paying for a service that is of use to them. Buses are currently unpopular for many servicing reasons but for the most part they are underused because they are buses - uncomfortable and inaccessible. Not to mention the additional strain of extra buses on our roadways. Better to build a light rail transit system now to mitigate the strain on infrastructure and decrease the number of automobiles on the road.</p> <p>If the city is going to have 500K people it is time to start working towards an LRT.</p>
Comments supporting improvement priorities	<p>Appreciate service frequencies - this is paramount.</p> <p>I'm really hoping that we can change the transit culture in Saskatoon to get more people out of their cars and onto the bus. These are all great plans to do that.</p> <p>The bus rapid transit network (with good park and ride options) and the eventual possibility of light rail is very exciting.</p>
Comments against transit investments	<p>My concerns with transit are regarding the likelihood that transit will be used...While it would be lovely to assume that in 25 years we will have a greater demand on our transit, I do wonder if that will be true. It would be a shame to invest in something that has little demand.</p> <p>I am afraid I am in the majority in that public transport isn't a concern. I doubt I would ever use it... but feel for students and seniors who do use it. Weird that Saskatonians value this so low compared to other cities... but if there is no critical mass... might as well put the money elsewhere.</p> <p>I have no sport for this idea.</p>
Improve transit coverage and routes	<p>Give the areas of Caswell, Dundonald, Hudson Bay Park &amp; Mayfair transit service every 15 minutes.</p> <p>Integrate Caswell hill and Riversdale</p> <p>Need more to create faster city-wide service.</p>



# Core Bridges

The *Growth Plan* is recommending an additional river crossing within Circle Drive, along with improvements to the transit system, as a long-term option to support growth and increase the ‘people-carrying’ capacity across the river. The recommended location for a new bridge would connect 33<sup>rd</sup> Street and Spadina Crescent with Preston Avenue and would serve growing population within Circle Drive, including new development areas in the Downtown, North Downtown and the University of Saskatchewan’s lands.



Participants were asked to rate their level of support for the short/medium- and long-term implementation priorities for Core Bridges as outlined above. The short/medium-term implementation priorities received higher support than the long-term priorities, with 45% of respondents saying they have low support for the long-term plan.



Participants were asked to provide comments on the short/medium- and long-term implementation priorities for Core Bridges to help provide context. The comments have been grouped into themes with the top five themes shown below for each timeframe, along with examples of each theme.

**CORE BRIDGES: TOP 5 THEMES | WHAT RESPONDENTS SAID ABOUT THE SHORT-/MEDIUM-TERM PRIORITIES**

THEME	SNAPSHOT OF WHAT WE HEARD
Comments against the 33 <sup>rd</sup> Street Bridge	If there was a NO support option I would choose it. We don't need another bridge.
	I am against a 33 <sup>rd</sup> Street bridge and any move towards increasing traffic flow along 33 <sup>rd</sup> Street. If the City persists along this course of action, it will be against what the neighborhoods and stakeholders have told the City they want.
	I do not support a bridge in the area of 33 <sup>rd</sup> and Spadina. There will be a negative impact on the Meewasin trail area, and the 33 <sup>rd</sup> Street area. The streets and area cannot support a bridge without serious issues arising.
Invest in transit/active transportation (new bridge would counter these improvements)	There is absolutely no need for a bridge at 33 <sup>rd</sup> Street to cross and meet up at Preston. What is the whole point of improving transit if we're just going to give people more reasons or options for taking their car? This doesn't make any sense whatsoever.
	Not convinced that 33 <sup>rd</sup> Street bridge is good idea; perhaps we should be making it harder for people to drive downtown - give them a reason to ride the bus and give them a bus service good enough that they will rather ride than drive.
	No... Bridges are expensive and encourage single car drivers. Better to put more money into transit, and better cycling routes.
Comments supporting short/medium-term priorities	We should always maintain this focus.
	All efforts should be made to reduce the need for a new bridge - major investments in transit and other travel modes should be made and continue to be made before another bridge.
	This is where the focus should remain. Transit and active transportation need desperate help in this city to be considered a preferred choice for residents. A new bridge would just reinforce a car-centric future, which with climate change and peak-oil may not be viable for much longer. It is wise to make these investments a priority.
Support for the North bridge	Need bridge to ease commute across circle to north end.
	Don't like the 33 <sup>rd</sup> Street bridge idea. Traffic Bridge and Marquis Drive needed.
	Need to replace the traffic bridge - need the push for northern bridge.
Comments supporting the 33 <sup>rd</sup> Street bridge	33 <sup>rd</sup> Street is the most effective and feasible location for a new bridge, which will be needed. We also need accompanying efforts to reduce car traffic (parking fees, fewer lanes, etc.) Continually making things easier for car traffic stymies the changes needed.
	We need the new bridge at 33 <sup>rd</sup> Street and Preston ASAP.
	I support more bridges, but it sounds like a lot of planning and not enough "doing".

**CORE BRIDGES: TOP 5 THEMES | WHAT RESPONDENTS SAID ABOUT THE LONG-TERM PRIORITIES**

THEME	SNAPSHOT OF WHAT WE HEARD
<p>Comments against 33<sup>rd</sup> Street bridge</p>	<p>33<sup>rd</sup> Street was never designed to accommodate additional traffic. Making 33<sup>rd</sup> Street 4 lanes wide to accommodate traffic into the new suburban neighborhoods is absurd!! This street is primarily residential. Building this new bridge will funnel more traffic down a street never designed to accommodate same. It is already like a freeway here!</p>
	<p>There is absolutely no need for a bridge to connect 33<sup>rd</sup> and Preston Avenue. It would destroy the beauty of the weir and well as negatively impact the beautiful core neighbourhoods that run alongside that route. As well, did we not just spend a fortune making a designated bike lane along that part of 33<sup>rd</sup>?</p>
	<p>I don't feel that 33<sup>rd</sup> is suitable for high volumes of traffic. It changes the character of the adjacent neighbourhoods and sacrifices core neighbourhoods for more convenient suburb commutes.</p>
<p>Invest in transit/active transportation (new bridge would counter these improvements)</p>	<p>Having a new bridge at 33<sup>rd</sup> Street is largely redundant if transit is going to be upgraded as well.</p>
	<p>What is the point of investing in all these improvements to public transit to just build another bridge so people can continue to drive their vehicles downtown? It doesn't make sense. The excess traffic will affect residential neighbourhoods of North Park, City Park, Mayfair as people cut through these areas to avoid the inevitable bottlenecks on 33<sup>rd</sup> Street, 2<sup>nd</sup> Avenue, Spadina and Idylwild.</p>
	<p>I'm strongly opposed to a 33<sup>rd</sup> Street Bridge. It won't be necessary if you put resources into protected bike lanes and public transit instead of yet more roads and bridges.</p>
<p>Comments supporting the 33<sup>rd</sup> Street bridge</p>	<p>Agree 33rd should be reviewed later.</p>
	<p>Dependent upon review of growth at that time, I agree a 33<sup>rd</sup> and Preston bridge may be required. Great to signal this now to reduce opposition in future. People should make their plans of where to live considering there may be bridge located there. No surprises.</p>
	<p>The 33<sup>rd</sup> Street bridge is a great idea once the need is determined. Where else would it be logical to put one? 33<sup>rd</sup> is already a main arterial road whether people like it or not and it's time we develop it to become more practical and safer for car users, pedestrians and traffic alike. Hill is my councilor and he is not listening to all his constituents. Just build it. People will be happy to use it.</p>

continue next page...

THEME	SNAPSHOT OF WHAT WE HEARD
Support for a small bridge only	Bridge at 33 <sup>rd</sup> is okay, but should only have two car lanes to avoid too much traffic on Spadina and 33 <sup>rd</sup> St. Even better would be a Queen Street bridge to U of S for a transit and walking, then we could have good connections between hospitals and City Park to U of S.
	Any new bridges should not be high traffic flow.
	A new bridge at 33 <sup>rd</sup> HAS to respect the neighbourhoods and should be designed to have slow moving traffic, safe pedestrian crossings and provide a continued pathway at the same time, along 33 <sup>rd</sup> . The 33 <sup>rd</sup> Street multi-use pathway is one of the best investments in the core that has been made and we shouldn't have to lose it!
Questions/comments about impacts on traffic/parking	Spadina/core downtown traffic is already overloaded at peak hours. Placing a bridge at Spadina would need to be done in a way that routes traffic away from downtown.
	It's worth thinking carefully about this - some other cities have found that increasing capacity for cars doesn't necessarily reduce congestion.
	Concerned regarding parking for businesses on 33 <sup>rd</sup> Street



EXIT

# IMPLEMENTING THE GROWTH PLAN

## Corridor Growth Priorities



- 01 Develop Land Use Options
- 02 Identify Transportation and Infrastructure Needs
- 03 Review Goals and Financing Strategies
- 04 Prepare and Adopt Corridor Area Plan
- 05

ations, businesses, neighborhood groups will be part of the planning process.

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THE GROWTH PLAN  
BY YEAR TO YEAR

# 5 | COMPLETING THE PLAN

The suggestions and comments received are now being used alongside technical work to prepare the final *Growth Plan*. Once complete, the final plan will be presented to City Council for consideration and approval in Spring 2016. Implementation of the *Growth Plan*, as highlighted during the closing round of public engagement, is expected to begin immediately to prepare the city for growth and change. Residents, community associations, businesses, property owners, and other interest groups will be consulted throughout the implementation process.

The *Growth Plan* team would like to thank the thousands of Saskatonians that contributed to the development of the *Growth Plan to Half a Million* during the public engagement process. If you would like to learn more about the various components of the *Growth Plan to Half a Million*, we encourage you to visit [www.saskatoon.ca](http://www.saskatoon.ca).