



Summer 2014

# ENGAGEMENT SUMMARY REPORT #2



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January 2015



Summer 2014

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## 1.0 Introduction

This report summarizes Growing Forward! Shaping Saskatoon engagement activities occurring from summer to fall 2014 for the *Growth Plan to Half a Million (Growth Plan)*. The intent of this report is to provide a transparent and accountable record of project communications and public feedback during this timeframe.

The first round of public engagement for the development of the *Growth Plan* occurred from February to March 2014 and sought input on:

- how to encourage growth near major corridors;
- what is needed to create a transit system that will meet more of our daily needs; and,
- how to improve mobility in our core area within Circle Drive.

The input we heard during the first round of engagement was used to develop detailed *Growth Plan* options to be discussed during the next round of public engagement in November and December 2014. As such, the intent of the summer and fall 2014 project engagement outlined in this report was to continue to educate the public about Saskatoon's *Growth Plan*, generate interest in participating in its development and check in to ensure we're on the right track.

This report summarizes our engagement activities from March to November 2014, including:

- how we reported back on what we heard from the first round of public engagement;
- the Spotlight On... Information Series that explained the key elements driving the development of detailed *Growth Plan* options; and,
- what we heard during our summer and fall engagement activities, both in-person and online.



## 2.0 February/March 2014 Engagement — Reporting Back

From February to March 2014, we sought public input on what ideas should be considered in the *Growth Plan* in the areas of Shaping Corridor Growth, Shaping Transit and Shaping Core Bridges.

For **Shaping Corridor Growth**, we asked for ideas on how to encourage growth near our major corridors to help:

- reduce outward growth pressures;
- provide more housing options close to employment opportunities; and,
- enhance transportation choices throughout the city.

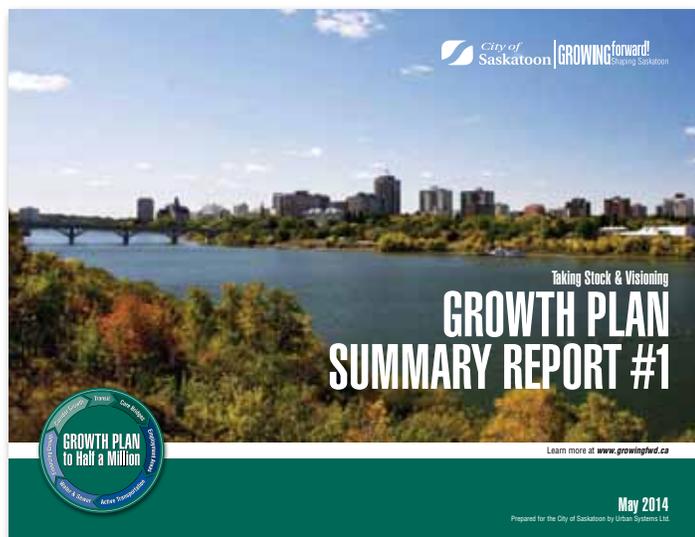
For **Shaping Transit**, we asked what would be needed to create an attractive transit system to meet more of our daily needs as Saskatoon grows by:

- identifying existing barriers to transit use and desirable transit features;
- highlighting existing areas of the city where enhanced transit services are desired; and,
- discussing potential rapid transit corridors.

For **Shaping Core Bridges**, we discussed core area bridge management strategies by:

- identifying desirable qualities for core area bridges and streets;
- discussing strategies to improve mobility in Saskatoon's core so we may move more people rather than just more cars; and,
- presenting early options for long-term core area bridge planning.

In June 2014, we released two reports to follow-up on this engagement. Both reports are available on the project website ([www.growingfwd.ca](http://www.growingfwd.ca)) under Get Involved/Downloads.



The *Growth Plan Summary Report #1* documents all of the work leading up to February 2014. This summary outlines the background for Growing Forward! Shaping Saskatoon, the vision for guiding growth and infrastructure investments, and some of the *Growth Plan* possibilities to be explored and developed further over the summer.



The *Winter 2014 Engagement Summary Report* shares all the input received during the first round of *Growth Plan* public engagement.

## 3.0 Spotlight On...Information Series

The 'Spotlight On...Information Series' was developed to help explain key elements of the *Growth Plan Summary Report #1* through a series of short and interesting blog posts. A total of five Spotlights were released from June to November 2014 focusing on:

**Core Area Bridges:** What is happening and what can we do?

**Complete Streets:** What do they look like and why do we need them?

**Growth Near Major Corridors:** How will half a million people fit in Saskatoon?

**Future Transit:** What is happening and what can we do?

**Bus Rapid Transit:** What is Bus Rapid Transit and is Saskatoon ready for it?

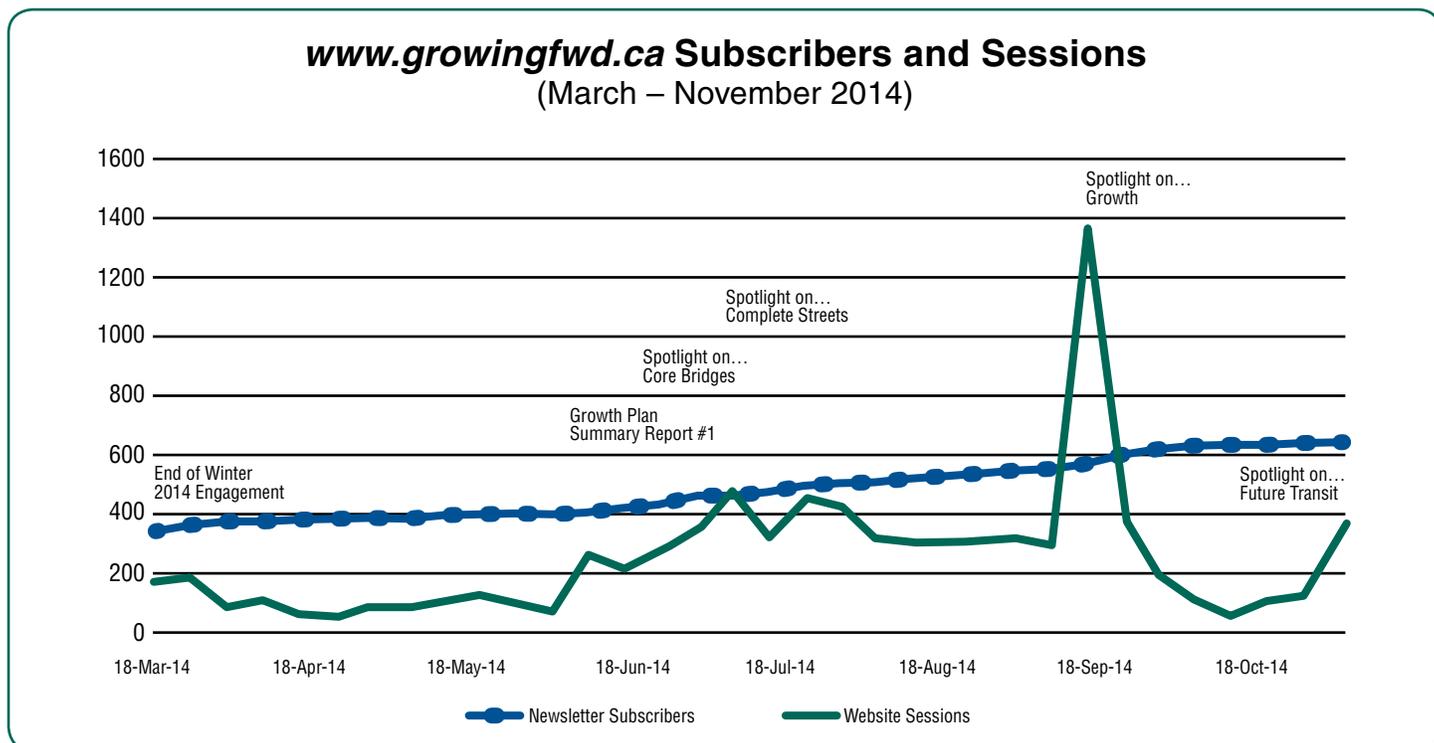
Notification of Spotlight releases was provided in many ways, including:

- City of Saskatoon News Releases
- Tweets and Facebook posts
- Ads on buses (inside and out)
- Facebook ads
- Posters at all civic facilities and throughout the downtown, Riversdale and Broadway areas
- Newsletter updates to project website subscribers ([www.growingfwd.ca](http://www.growingfwd.ca))
- Ads in the weekend editions of the Star Phoenix

Each of the Spotlights are included in the Appendix and are available on the project website ([www.growingfwd.ca](http://www.growingfwd.ca)) under Get Involved/Downloads.

## 4.0 Digital Engagement

Newsletter subscribers and website activity on the project website ([www.growingfwd.ca](http://www.growingfwd.ca)) increased each time a Spotlight was released. From March to November 2014, an additional 275 people subscribed to receive project updates and there were nearly 8,000 active website users, as shown below.



Comments received on the project website over the summer and early fall in response to the progress updates and Spotlight releases have been noted below.

### Posted under **Shaping Transit – Progress Update**

Superspouse (2014/04/04)

*Transit must be easier and driving more difficult in order to have a thriving public transit system. Twice the buses and rapid transit, halve the parking and don't widen streets for drivers! Investing in public transit infrastructure will save on road maintenance.*

D. (2014/07/07)

*You want to start shaping the City? Start by cleaning it up first. Streets in the year 2014 are filthy and I have heard this as well from people out of province. Clean up Everything including inside of buses, bus shelters and the whole City in general. I would never tell anyone we have a clean City, because WE DO NOT! Probably the only clean place is River Landing!*

Lila (2014/09/23)

*So, the city locks out transit employees because if the workers strike, over 50% would be considered "essential service" and the impact of the strike would be minimal. Lockout provides a greater impact. Here's hoping that the provincial government will wake up and see the urgent need for funding of public transport in our major cities.*

Posted under **Shaping Growth – Spotlight On... Complete Streets!**

Peggy (2014/07/10)

*If we are looking at making complete streets part of City policy (which we should), why are we so nervous about making 4th Avenue into a pilot project friendly to cyclists? Either we are in favour of complete streets or we are not. I don't see any half measures.*

Devil'sAttorney (2014/07/23)

*Sure a bus can carry more people... but those same people are on the bus for much longer than I am in my car. When you consider travel time per person, is there not more value in facilitating movement of as many cars as possible, including making it more beneficial for carpooling (i.e. downtown parking discounts, etc.)?*

Louise (2014/08/06)

*Yes I agree that we need to proceed with the proposal for 4th Avenue. It annoyed me that council postponed making that important decision to go forward because of business concerns about loss of parking.*

Posted under **Shaping Bridges – Spotlight On... Core Bridges!**

Devil'sAttorney (2014/07/23)

*I think you need to consider the impact of self-driving cars in your assessment of future road capacity needs. Is mass transit really necessary when we are nearing this technological innovation?*

General Post

Rod (2014/08/21)

*If at all possible it would be great to get the cp rail out of the downtown area.*

Posted under **Shaping Transit – Spotlight On... Future Transit & BRT!**

Ricker (2014/11/05)

*The Transit system should be set up as a hub. The main buses run a fixed route from downtown to the university and the malls, and meet up with feeder buses that go into the outer neighbourhoods. There is no need for all the buses to go downtown. This was used years ago and worked well.*

Mandy (2014/11/04)

*The routes are not done in a timely manner they are always late, way early, or not at all and most times everyone is greeted with a scowl. I suggest asking first bus to help you all do your routes and to show you how to treat customers. IF they can be on time picking up a pile of kids then I am sure they can teach the lot of "victimized" bus drivers to smile and be on time. Also if they hate their job so much find a new one. No one wants to be greeted with a sneer first thing in the morning. KUDOS to the bus drivers that do run on time and greet people nicely it's few and far between with the Saskatoon joke bus system.*

Received via **Email** (2014/09/14)

*I have read in the news about your Transit issue. I have travelled all over the world, and I think it would be an excellent solution for Saskatoon to build a Speed Rail. People would be able to commute anywhere in the City in under 2 minutes (as it travels over 1100 miles/hr). It would bring business opportunities, and would do away with the antiquated Transit system. You could place beautiful art at the Speed Rail locations (i.e. like the City of Paris has), and do away with people freezing out in the cold weather with an underground rail. Saskatoon is a growing City and will have a large population growth over the next several years. I think we should look at doing something like this for such a progressive City.*

## 5.0 In-Person Presentations

In total, 14 *Growth Plan* presentations were given throughout the summer and fall 2014 to more than 470 participants representing local business, community groups, general public, urban Aboriginal and City staff.

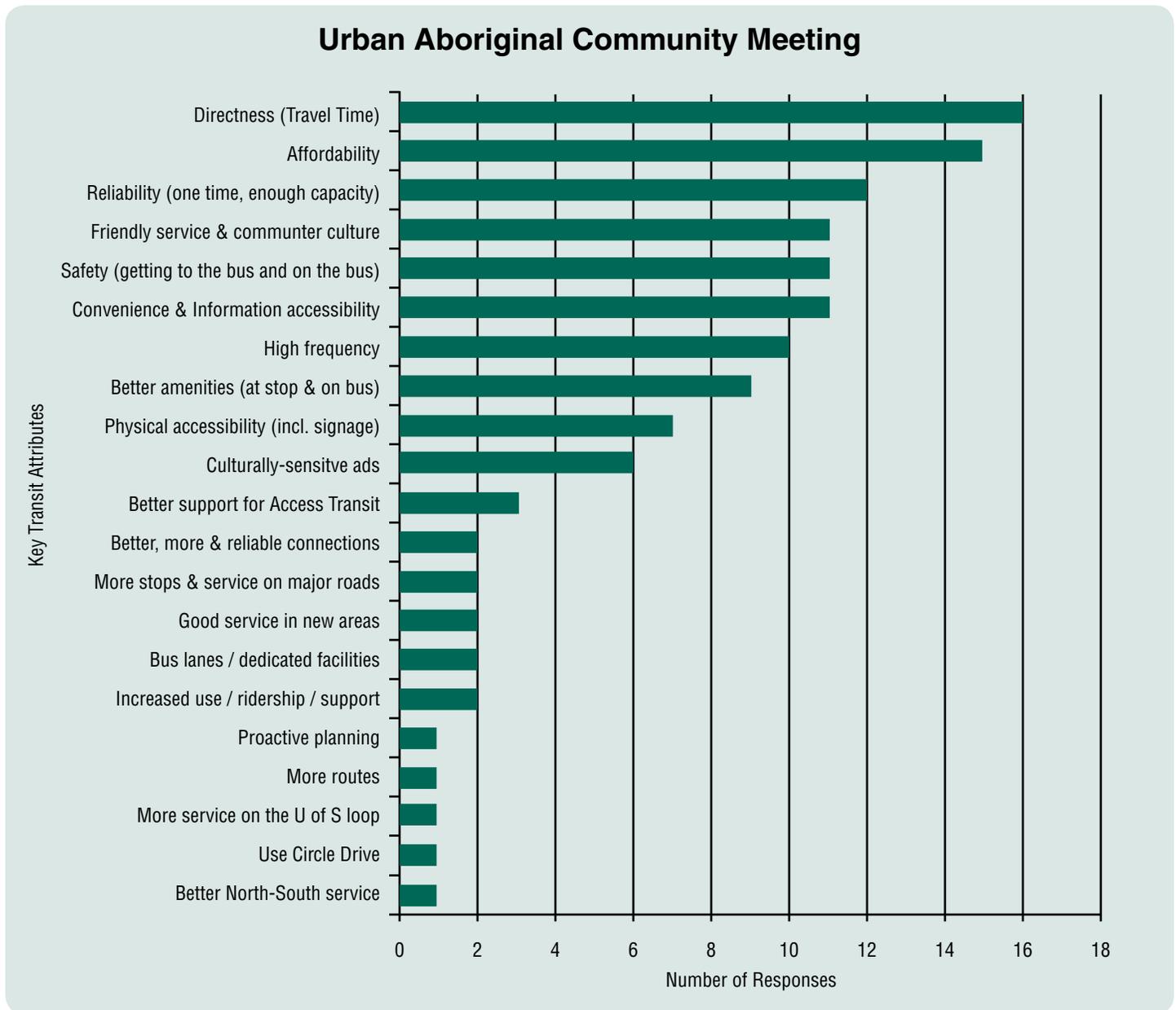
- Saskatoon Region Association of Realtors
- Saskatoon Riverside Rotary Club
- City of Saskatoon – Planning & Development Division internal staff engagement
- Urban Aboriginal Community Meeting
- 8<sup>th</sup> Street Business Association
- 2<sup>nd</sup> Avenue Sidewalk Sale (information booth)
- North Saskatoon Business Association Club Connect
- Saskatchewan Appraisers Institute
- Citizen Advisory Panel (volunteers from the Municipal Planning Commission)
- Broadway Business Improvement District representative
- City of Saskatoon – Senior Management Team internal leader engagement

Input heard during the two largest public events, the Urban Aboriginal Community Meeting and the 2<sup>nd</sup> Avenue Sidewalk Sale, is summarized on pages 11 and 12.

## Urban Aboriginal Community Meeting

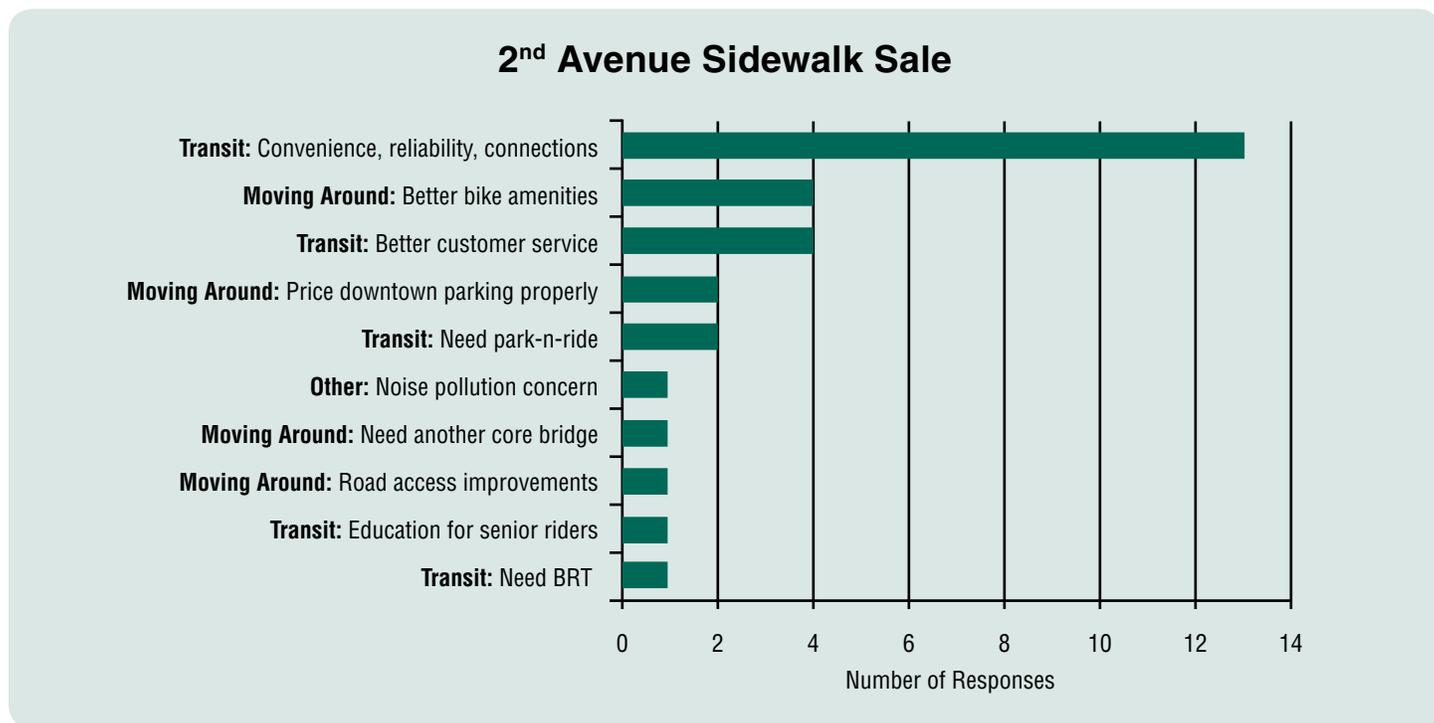
The City of Saskatoon, in partnership with the Saskatoon Tribal Council (STC) and Central Urban Métis Federation Inc. (CUMFI) met with Aboriginal residents and governments, First Nations land holders and other interested citizens on June 12, 2014. The intent of the meeting was to provide an overview of and seek input on the Aboriginal programs and services currently offered by the City. Topics included areas such as affordable housing, urban reserves, recreation, Aboriginal employment and city development.

An overview of the Growing Forward! Shaping Saskatoon initiative was provided at the event and input was sought regarding key attributes for an attractive transit experience. Approximately 140 people participated and an overview of what we heard is provided below.



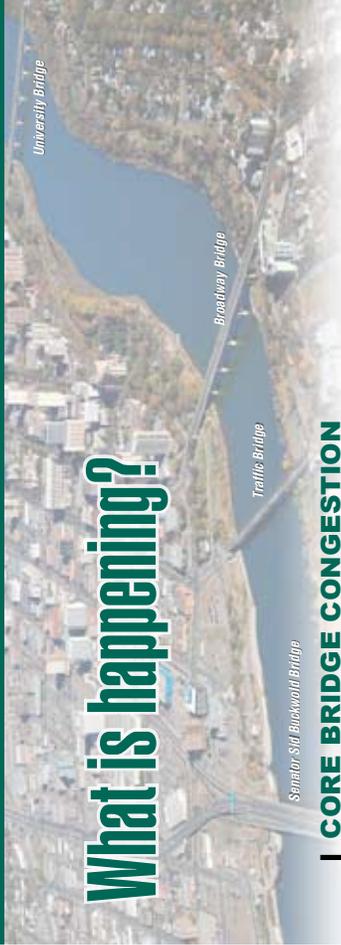
## 2<sup>nd</sup> Avenue Sidewalk Sale

Growing Forward! Shaping Saskatoon set up an information table at the 2<sup>nd</sup> Avenue Sidewalk Sale on July 10 and 11, 2014. Discussions and questions regarding the *Growth Plan* were encouraged. Approximately 100 people visited the information table and an overview of what we heard is provided below.



# APPENDIX A:

## Spotlight On . . . Information Series Blog Posts



# What can we do?

*Growing Forward!* Shaping Saskatoon is exploring options for our city's future core area bridges and the roadways that surround them in order to accommodate both growth in vehicle traffic and the potential for rapid transit over the next 30 to 40 years. These options will look to make the most of our road and bridge investments by prioritizing the movement of more people instead of just more cars. Balancing capacity for transit, pedestrians, cyclists and cars will allow more people to move more efficiently in our road space.

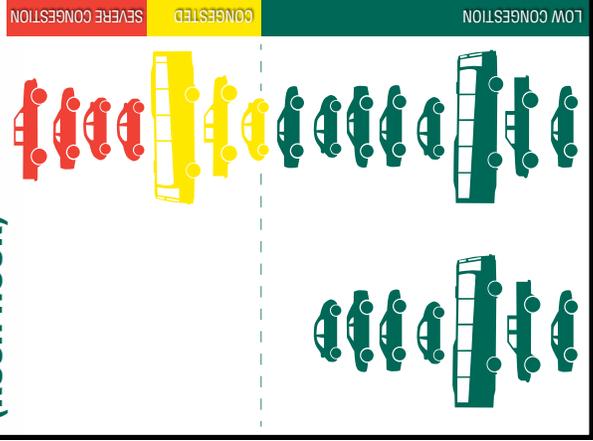
## Future Options for Saskatoon's Core Area Bridges:

- Option 1** Do nothing and accept increased congestion. This may encourage people to choose a different option to the car, but benefits are likely limited.
- Option 2** Build a new bridge. This will move more traffic and potentially more people if space is balanced for all road users.
- Option 3** Convert lanes on an existing bridge for rapid transit. This will move more people.
- Option 4** Combine options 2 and 3 to help move more people and more cars.

We'll be back in the fall to seek your input on detailed core area bridge options and, with your help, identify preferred options to be included in the *Growth Plan to Half a Million*.

# What is happening?

## CORE BRIDGE CONGESTION (RUSH HOUR)



2018\*  
\*includes Traffic Bridge

As Saskatoon's population grows, so too will demands for travel across the river. If we continue our reliance on single-occupant vehicles for getting around, we will have twice as many vehicles crossing our core area bridges when our population reaches half a million people in the next 30 to 40 years.

This means that traffic demands will eventually exceed the capacity of our four core area bridges, increasing congestion and delays.

## Complete Streets are designed for everyone.

*Growing Forward! Shaping Saskatoon* includes the development of a Complete Streets Policy to ensure that transportation infrastructure is designed and operated for ALL users as our city grows.

### What exactly is a Complete Street?

Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, cyclists, transit riders and motorists. Complete Streets make it easy to cross the street, walk to shops and bike to work. They allow buses to run on time and make it safe for people to walk to and from transit stations.

(Source: [National Complete Streets Coalition](#))

### What does a Complete Street look like?

[Here are some examples of Complete Streets across North America](#)

Each Complete Street is unique and responds to its environment and surrounding uses. They feature elements that help people to safely move around, including sidewalks, bike lanes, crossing opportunities and narrower travel lanes. A Complete Street in a suburb may look entirely different from one in a dense urban area. The goal is to balance safety and convenience for everyone on the road within the available road space.

### Why do we need a Complete Streets Policy in Saskatoon?

Many of Saskatoon's streets have elements of Complete Streets, but few are 'complete' along their entire length. We are working towards developing more Complete Streets with the design of our new neighbourhoods, like [Aspen Ridge](#) and [Brighton](#), and a Complete Streets Policy will ensure the design and operation of our entire road network will consider the needs of all road users.

By adopting a Complete Streets Policy for Saskatoon, people of all ages and abilities may have more options for how they travel to work, school, the grocery store and other daily needs. Making all travel choices more convenient, attractive and safe means people will not need to rely solely on cars for getting around the city. People may choose to replace car trips with swift bus rides or heart-healthy bicycle trips.

Complete Streets also improve the efficiency and capacity of existing roads by moving more people in the same amount of space – just think of all the people who can fit on a bus versus the same number of people each driving their own car. Getting more productivity out of the existing road and public transportation systems is vital to reducing future congestion.

For more information on Complete Streets, check out [Complete Streets for Canada](#) and the [National Complete Streets Coalition](#).

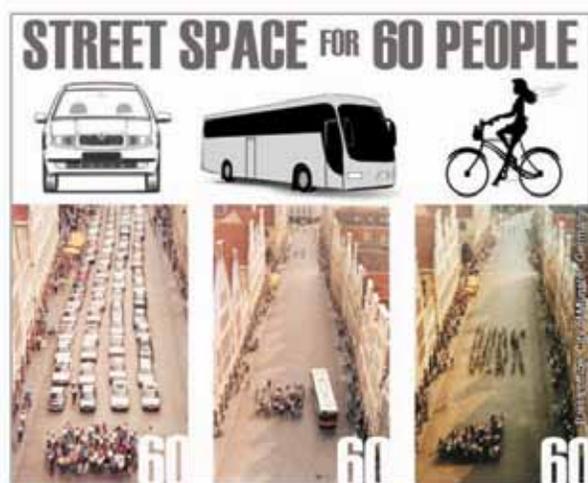


Photo: flickr/Carlton Reid

Tell us what you think and watch for more information as we prepare to come back in the fall with detailed options for Saskatoon's [Growth Plan to Half a Million](#).



## How will half a million people fit in Saskatoon?

Saskatoon has evolved from a prairie community that once experienced modest growth, to one where prosperity and opportunity has made the city's population among the fastest growing in Canada today.

### What is happening?

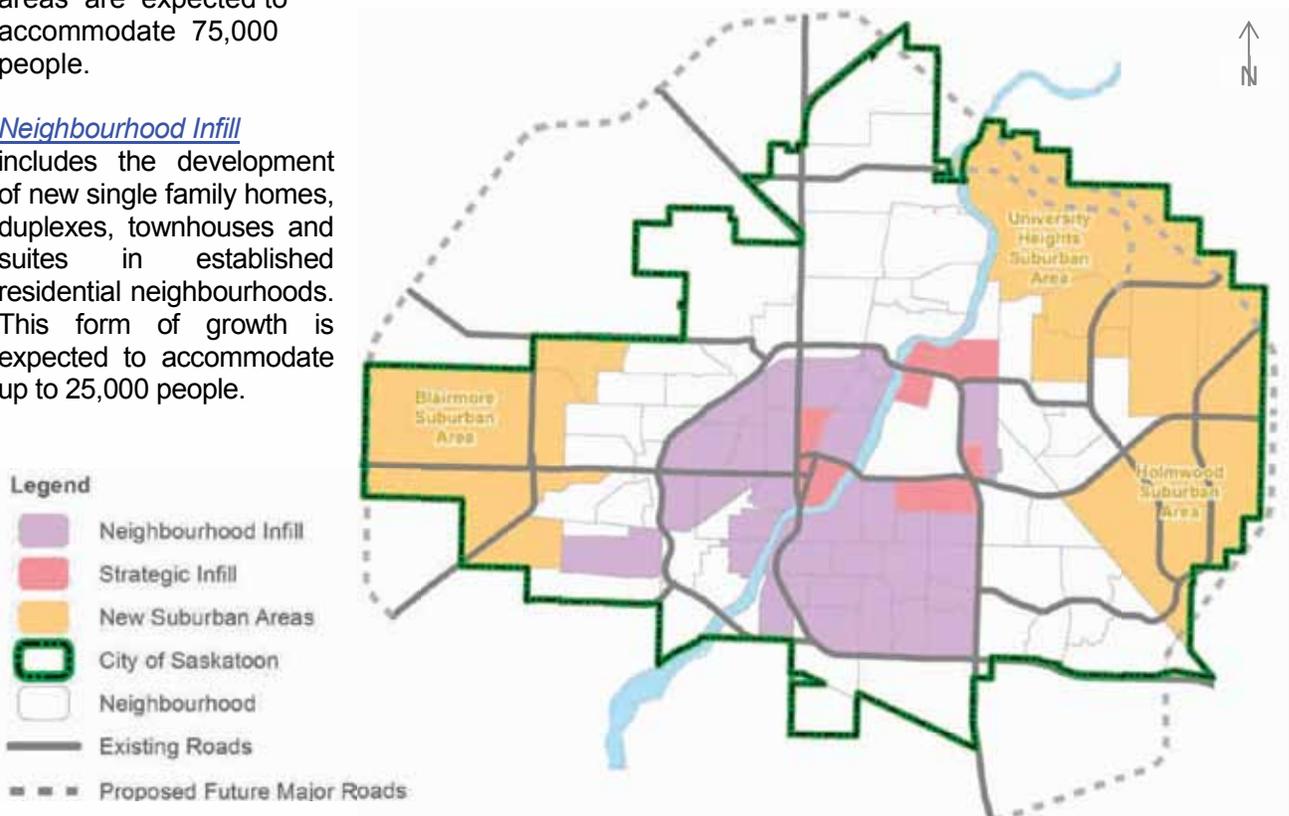
Saskatoon has over 250,000 residents and is expected to grow to 500,000 people in the next 30 to 40 years. City residents have expressed a desire to live in vibrant communities with more housing options, transportation choices and amenities – all within a walkable and safe environment. Through community input, the City has developed strategies to meet this vision and support sustainable growth by using a combination of infill in established areas and new neighbourhood construction.

New Suburban Areas like [Blairmore](#), [University Heights](#) and [Holmwood](#) contain many new suburban neighbourhoods. They are being planned with greater densities and a wider mix of land uses so more of our daily needs may be met closer to home. These new suburban areas are expected to accommodate 175,000 people.

Strategic Infill Areas are Saskatoon's large, underdeveloped core areas in the [Downtown](#), [North Downtown](#) and [around the University](#). These are major employment and activity hubs for Saskatoon, so their success is critical to our city's continued economic growth. With infill planned for housing, employment, commercial and other uses, these areas are expected to accommodate 75,000 people.

Neighbourhood Infill includes the development of new single family homes, duplexes, townhouses and suites in established residential neighbourhoods. This form of growth is expected to accommodate up to 25,000 people.

### Saskatoon's Population Growth Areas





### What happens next?

The next step for Saskatoon's sustainable growth planning involves examining our potential for growth near major corridors like 8<sup>th</sup> Street, Preston Avenue, Idylwyld Drive and 22<sup>nd</sup> Street.

Like many other cities, major corridors in Saskatoon tend to attract low density, car-oriented developments that can discourage other modes of transportation. These corridors are typically disconnected from the communities that surround them and are often considered barriers to neighbourhoods on either side of the corridor.

Many of Saskatoon's corridors have the potential to be the centre of the communities that surround them by supporting a greater mix of housing choices, employment opportunities and retail activity in an attractive, accessible environment. *Growing Forward! Shaping Saskatoon* will examine opportunities for growth along Saskatoon's major corridors over the next 30 to 40 years. With your help, areas will be identified that have the greatest potential for redevelopment to guide future planning work with local residents and community stakeholders.



Pandosy Village, Kelowna, BC (Photos: Urban Systems)

Tell us what you think and watch for more information as we prepare to come back in the fall with options for Saskatoon's [Growth Plan to Half a Million](#).

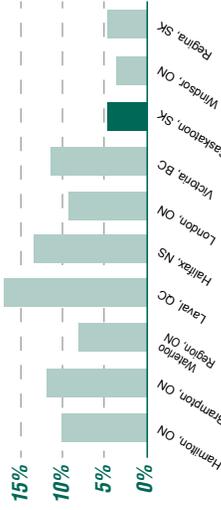
## What is happening?

**95%** of Saskatoon residents are within a five minute walk to transit service, but not all have access to high frequency service. This is typical of a coverage based transit system.

Less than 5% of people use transit for their daily commute in Saskatoon.

### % OF PEOPLE WHO TAKE TRANSIT TO WORK

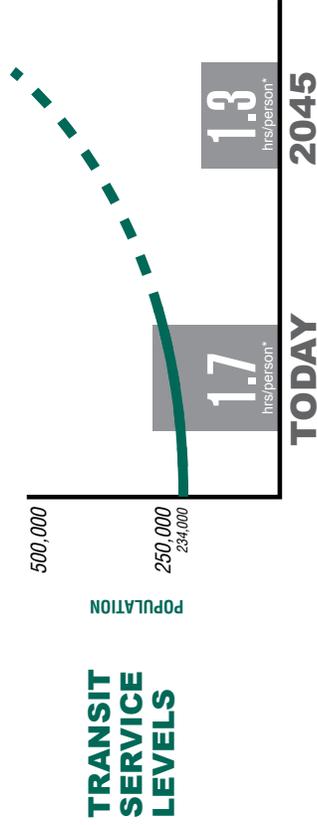
(Source: 2011 National Household Survey)



Factors contributing to our low ridership may include:

- Longer travel times than other options
- Low frequency service in some areas
- Routes in areas with few users
- Abundant free or cheap parking
- Minimal road congestion

If we maintain the status quo, transit service will not keep pace with Saskatoon's rapid population growth. As a result, service levels will decrease over the next 30 to 40 years, making it difficult to attract transit riders.



\* Service hours per person is an indicator of the quantity of transit service provided to the community.

## What can we do?

*Growing Forward!* Shaping Saskatoon is developing a long-term plan to make transit a more attractive choice for more people as our city grows. While people will still use cars, an efficient transit system will provide options to alleviate congestion and ensure that people can move around the city quickly and easily.

Like many Canadian cities, it is time for Saskatoon to move beyond a coverage based system where moderate services are within walking distance of most people, to one where exceptional services are provided along specific high-demand corridors.

### What transit services are being explored?

There is not a "one-size-fits-all" solution for transit, so we are exploring a combination of different services to meet the diverse travel needs of people in Saskatoon.

High-demand corridors will be served by high frequency transit service, while neighbourhood services will be provided to support local travel with connections to main corridors.

SERVICE TYPE	WHAT DOES IT DO?	VEHICLE TYPE	FREQUENCIES	FREQUENT	DIRECT	FAST	RELIABLE	COVERAGE
Community Shuttle	Connects low demand outer areas to main corridors.		Peak: 15-30 minutes Off-peak: 30 minutes				✓	✓
Conventional Service	Connects neighbourhoods.		Peak: 15 minutes or less Off-peak: 30 minutes				✓	✓
Frequent Transit Service	Connects higher demand areas.		Peak: 10 minutes Off-peak: 15 minutes or less	✓	✓	✓	✓	✓
Commuter Service	Connects higher demand areas when needed.		When needed.		✓		✓	✓
Bus Rapid Corridors	Connects major destinations and areas with the highest demands.		Peak: 5 minutes or less Off-peak: 10 minutes	✓	✓	✓	✓	✓

► We'll be back in the fall to seek your input on detailed transit options and, with your help, identify preferred options to be included in the *Growth Plan to Half a Million*. ◄

Learn more at [www.growingfwd.ca](http://www.growingfwd.ca)



VIVA (York Region, ON)

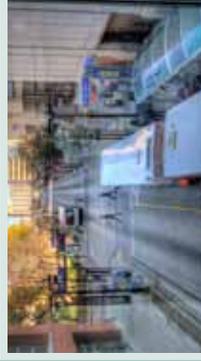


RapiBus (Gatineau, QB)



Winnipeg RT (MB)

## Is Saskatoon ready for BRT?



(Photo above: Winnipeg Transit)



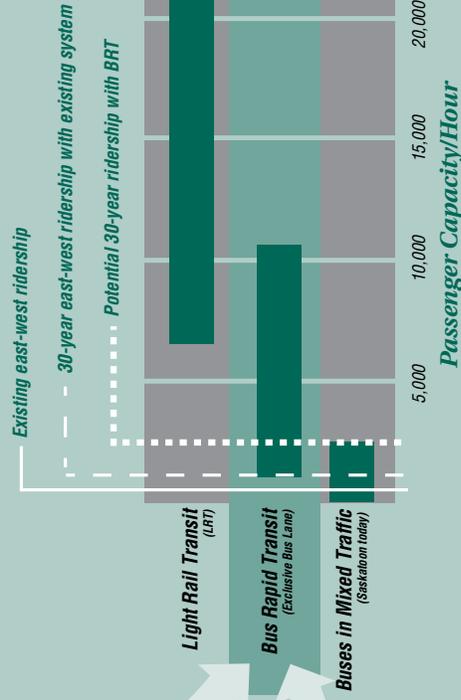
(Photo below: flickr/marmarodcs9)

As Saskatoon grows, so too will demand for travel. While people will still use cars, an efficient transit system will provide options to alleviate congestion and ensure that more people can move around the city quickly and easily.

*Growing Forward!* Shaping Saskatoon is exploring rapid transit options to complement the overall transit system and serve as the spine of the network.

East-west transit service connecting 8th Street, College Drive and 22nd Street to the Downtown and University areas is expected to continue to attract the most riders in Saskatoon as our population doubles over the next 30 to 40 years.

BRT could easily support projected east-west transit demands and help address congestion by attracting more people to use transit for their daily travel needs. It could also be implemented in stages through the most congested areas of the city, providing a cost-effective way for Saskatoon to grow into a BRT system over time.



## What is Bus Rapid Transit?

Bus Rapid Transit (BRT) is a type of bus service that is designed and operated to remove the typical causes of delays, move more people and improve the customer experience. BRT can include a variety of features like separate corridors, special train-like buses, enclosed stations and kiosk fare payment. But the most important features of BRT improve the overall user experience:

- High-frequency service = convenient!
- Dedicated lanes to bypass congestion = quick and reliable!
- Enhanced stations and real-time information = comfortable and attractive to use!

There are many good examples of BRT in Canada. Each is slightly different and tailored to fit the needs of its community. Some have dedicated bus lanes that run along major roadways (VIVA in York Region, ON), while others have separate bus corridors that run parallel to major roadways (Winnipeg RT and RapiBus in Gatineau, QB).

► We'll be back in the fall to seek your input on BRT options and, with your help, identify preferred options to be included in the Growth Plan to Half a Million. ◀

Learn more at [www.growingfwd.ca](http://www.growingfwd.ca)

# APPENDIX B:

Spotlight On . . . Information Series Ad Examples

SPOTLIGHT ON... CORE BRIDGES

**In 2045, how long will your commute downtown take at rush hour?**

**Saskatoon is changing. As our population grows, so too will demands for travel across the river.**

*Growing Forward! Shaping Saskatoon* is exploring options for our city's future core area bridges and the roadways that surround them in order to accommodate both growth in vehicle traffic and the potential for rapid transit over the next 30 to 40 years. These options will look to make the most of our road and bridge investments by prioritizing the movement of more people instead of just more cars.

PHOTO: JORDON COOPER / FLICKR



Learn more at [www.growingfwd.ca](http://www.growingfwd.ca)

Example of print ad

SPOTLIGHT ON... GROWTH

**In 2045, what will your future 8<sup>th</sup> Street, Idylwyld Drive and 22<sup>nd</sup> Street look like?**

**Saskatoon is changing. How do we keep our major corridors attractive and successful as we grow?**

Many of Saskatoon's major corridors have the potential to be the centre of the communities that surround them by supporting a greater mix of housing choices, employment opportunities and retail activity in an attractive, accessible environment. *Growing Forward! Shaping Saskatoon* is developing a plan to guide redevelopment along our city's major corridors over the next 30 to 40 years.



Learn more at [www.growingfwd.ca](http://www.growingfwd.ca)

Example of poster



Example of interior bus ad



[www.growingfwd.ca](http://www.growingfwd.ca)