



Calgary



Pathway & Bikeway Evaluation Survey Report January 14, 2021

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Background

The City of Calgary's Pathways and Bikeways Map is being redesigned to improve the user experience.

To collect feedback on the new design, The City conducted a survey. The survey consisted of two parts: the screener survey and the feedback survey.

The feedback survey explored participants' general attitudes toward the redesigned map, feedback about educational materials and landmarks, and wayfinding.

Screener Survey

To ensure the testers were from the relevant audience being targeted, a link to a screener survey was promoted on social media, with some targeting for new Canadians, new Calgarians, and those with limited experience walking, biking, or scooting on Calgary's bikeways and pathways. The screener survey screened for these criteria as well as included questions about frequency of walking, biking, or scooting, and level of interest in these activities.

Feedback Survey

A testing opportunity was offered to 35 people who qualified for testing. A map was mailed to the testers with an assignment to plan a route using the map and go on the trip. Testers who completed the final survey received \$50 for their participation.

A survey link was emailed to 35 qualified participants. The survey was administrated via the QuestionPro survey platform. The survey was fielded from December 24, 2020 to January 9, 2021.

A total of 31 started the survey, and 29 respondents completed the survey in full.

The average time to complete the online survey was 17 minutes.

Please note: With relatively small sample sizes, findings should be interpreted as directional in nature only.

Detailed Results



Map Usage & Preferred Medium

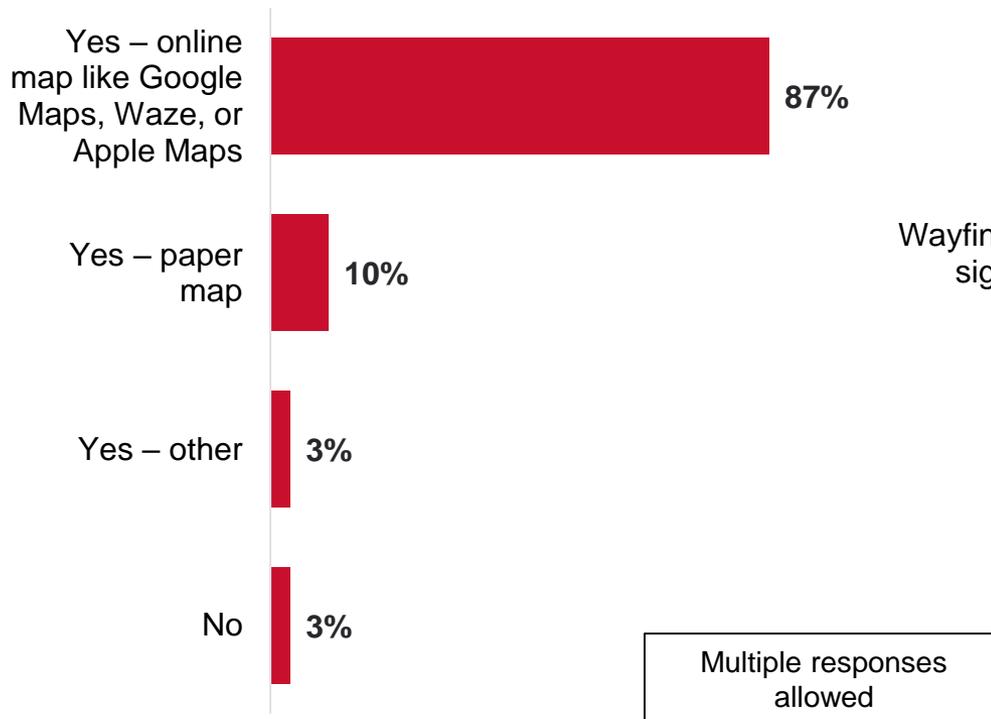




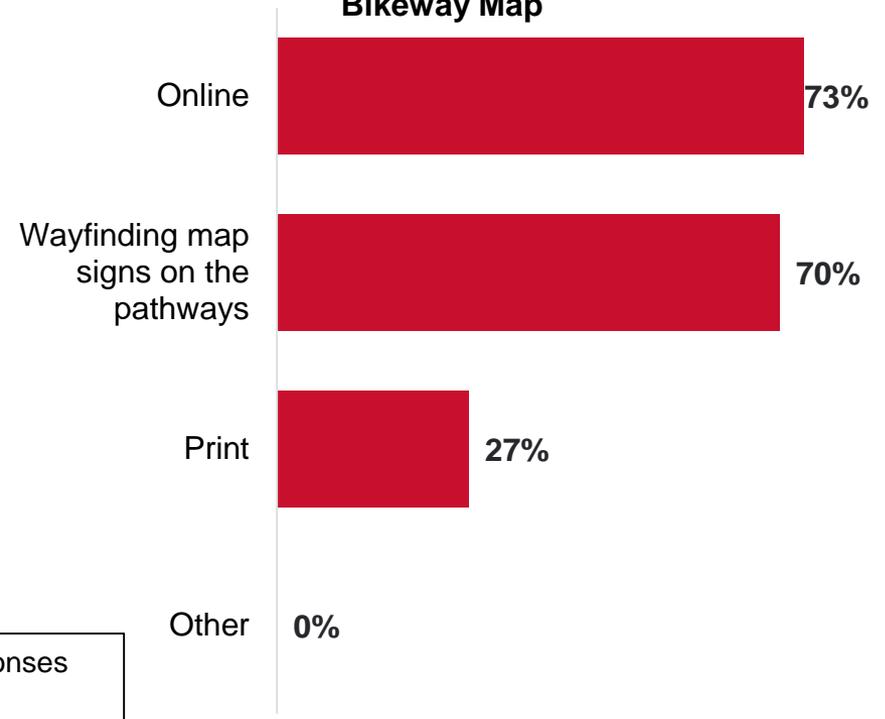
Map Usage and Preferred Medium

The vast majority indicated that they normally use a map when travelling in Calgary. Online maps are most common, used by almost nine-in-ten respondents (87%). When asked about preferences for the pathway and bikeway map, respondents prefer an online map (73%) or wayfinding map signs (70%).

Use a Map When Traveling in Calgary



Preferred Medium for the Pathway & Bikeway Map



Q: Do you normally use a map when you're traveling in Calgary in any way? (Select all that apply)
 Base: All respondents (n=30)

Q: What medium do you prefer for the pathway and bikeway map? (Select all that apply)
 Base: All respondents (n=30)

Planned Trip

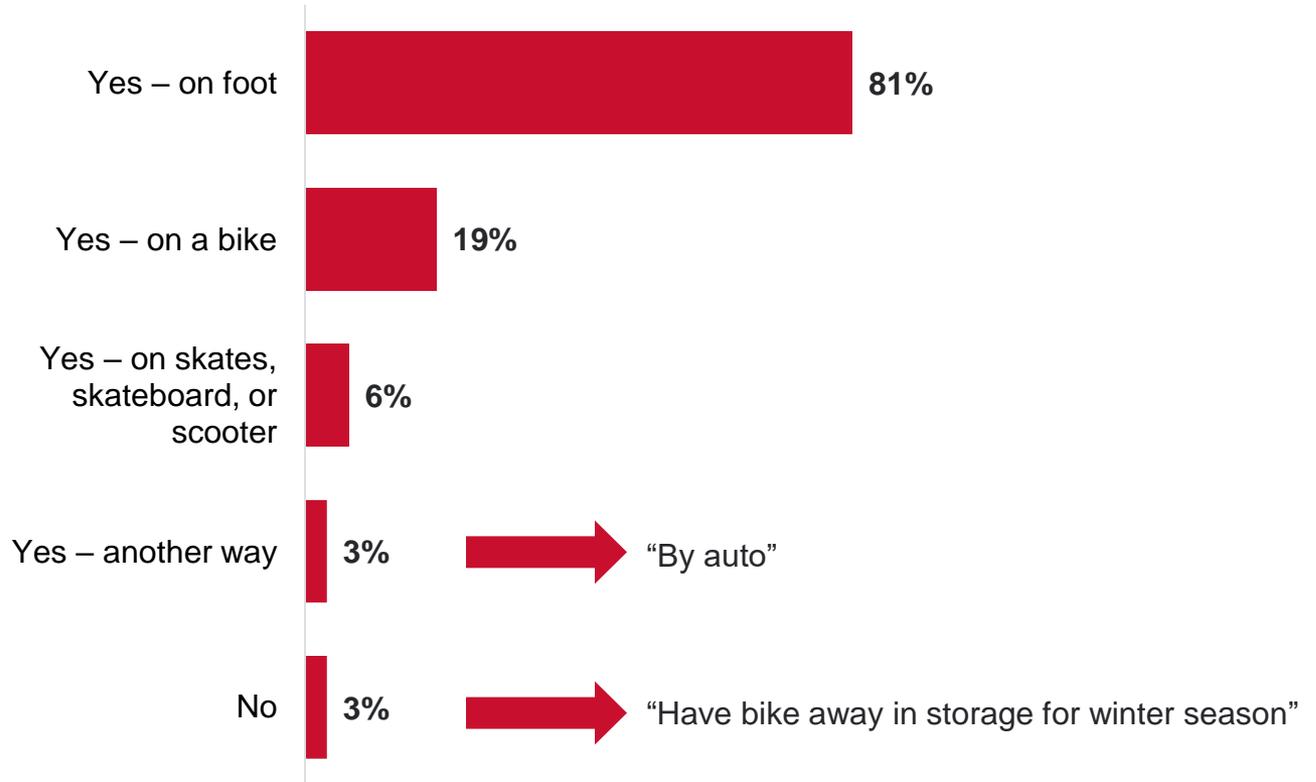




Went on the Planned Trip

The vast majority of respondents (97%) went on the planned trip. Eight in ten (81%) indicated that they went on the trip on foot, followed by bike (19%) and skates, skateboards, or scooters (6%).

Went on the Planned Trip



Multiple responses allowed

Q: Did you go on your planned trip?
 Base: All respondents (n=31)

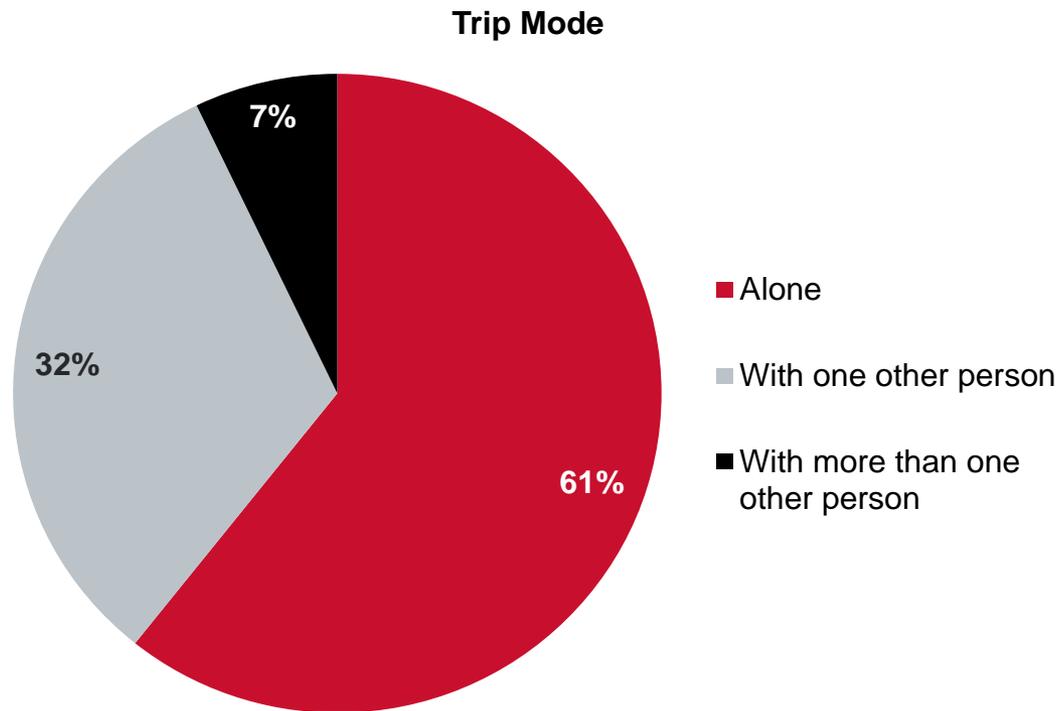
Trip Destination

What was the destination for your trip? (n=28)	
Sandy Beach dog park	Dalhousie Station (C-Train)
Lindsay Park	St. Patrick's Island
Griffith Woods School	Mission
A circle route in the neighbourhood following regional and local pathways	Kensington Safeway
Library	Western Canada High School
Village Square Library	The grocery store & then the library
Renfrew off leash dog park	Work office
Park	Calgary Courthouse
There were 5 trips over 5 days	Starbucks at 4th St and 21st Ave
Edworthy Park	Grocery stores
Heritage plaza	Lakeview and then Weaselhead Flats (walked there)
Apothecary in Inglewood	Redstone
Grocery store	12th Avenue Safeway & then the Central Memorial Library
Carburn Park	Bowfort Starbucks



Trip Mode

Six in ten (61%) indicated that they went on the planned trip alone, while almost one third went on the trip with one other person.



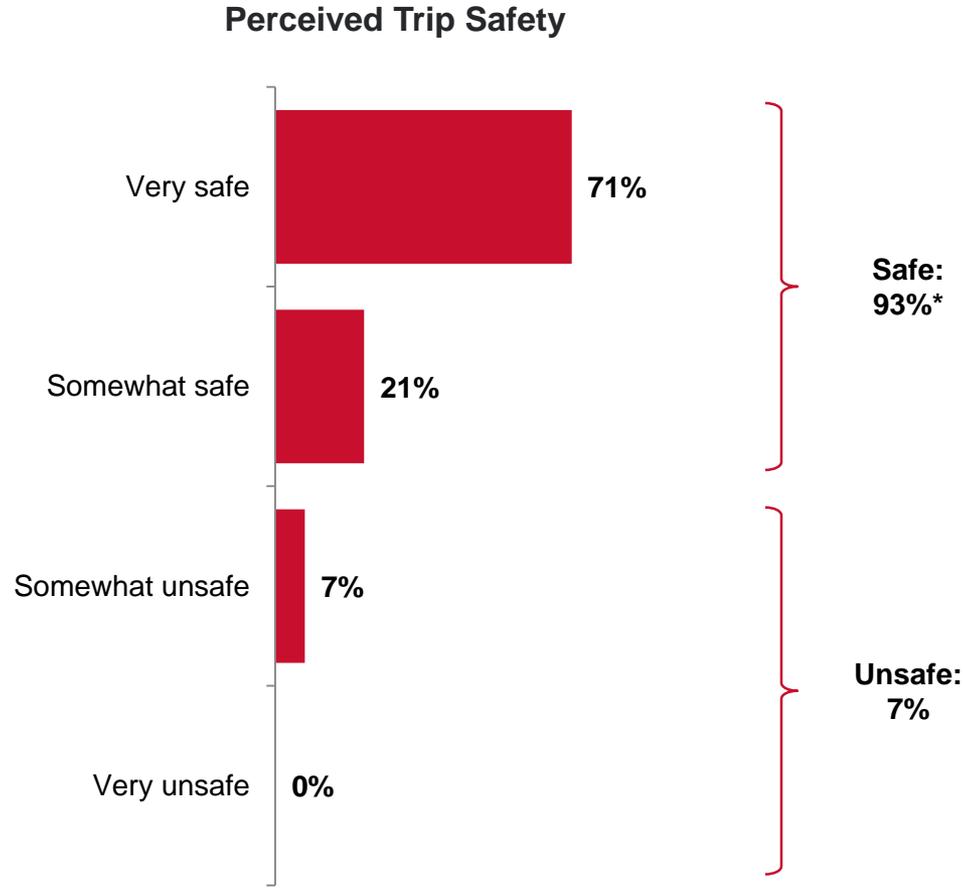
Q: Did you go on your trip alone or as part of a group?

Base: Respondents who went on the trip (n=28)



Perceived Trip Safety

The majority of respondents (93%) indicated that they felt 'very' or 'somewhat' safe during their trip.



*Rounding

Q: How would you rate your personal feeling of safety during your trip?
 Base: Respondents who went on the trip (n=28)

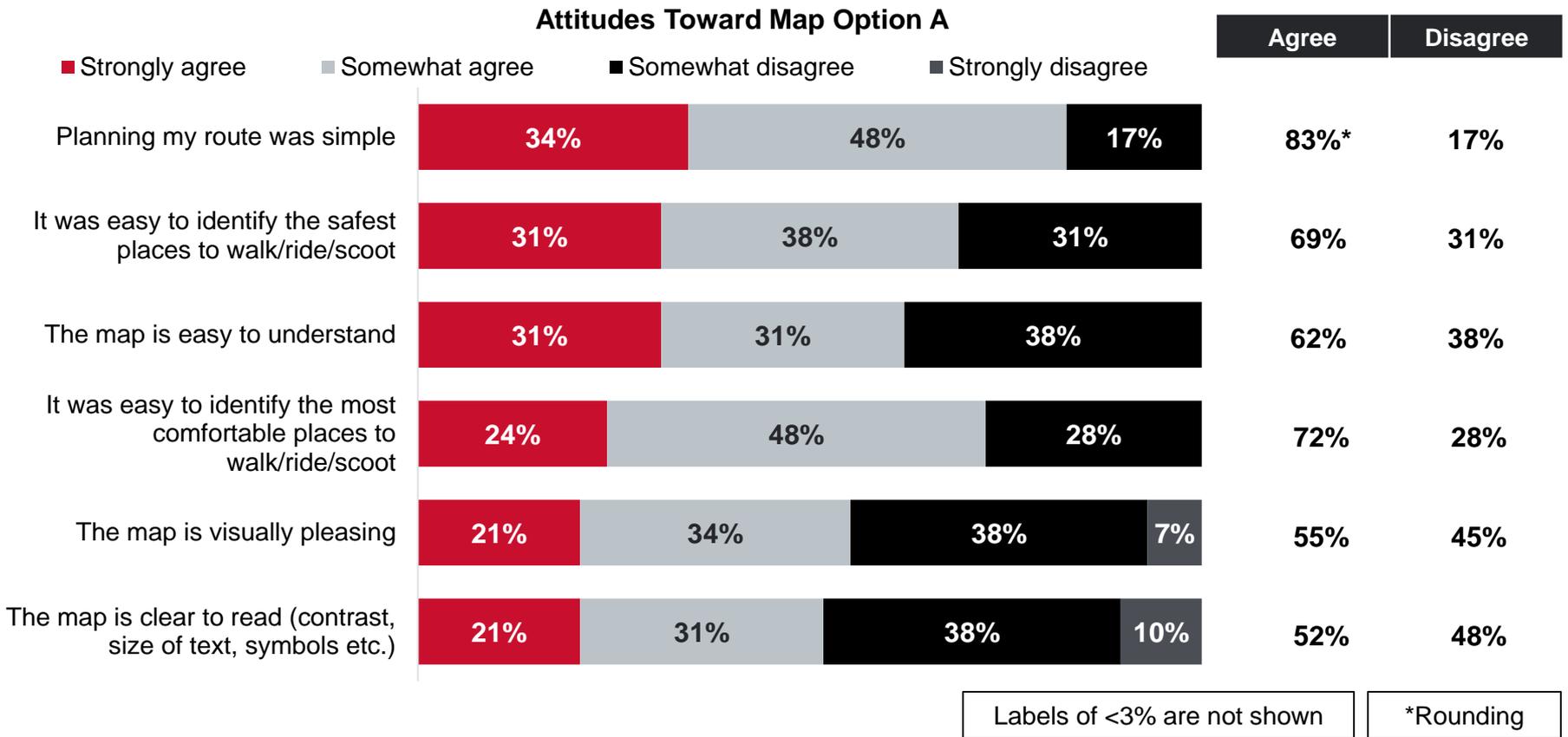
Map Option A





Attitudes Toward Map Option A

The majority (83%) agreed that planning their route using Map A was simple. However, ratings of visual appeal and map clarity were modest, with only about one-half of respondents agreeing with those statements.



Q: For Map Option A, please indicate your level of agreement or disagreement with the following.

Base: All respondents (n=29)



Comments about Map Option A

What, if anything, would have made it easier to find your way? (n=26)
I didn't like Option A based on the monotony of colour on the map.
More use of colour to distinguish types of path.
The hierarchy of more comfortable to least comfortable is not intuitive. Community streets stand out far better than the regional pathways. The lack of colour contrast between the different options also makes it more difficult to distinguish safe vs less safe options.
Label stairs.
If the different types of lanes/streets were different colours rather than just different symbols.
Different colours as everything was labeled with green.
I didn't like the legend routes all the same colour.
I didn't like the green colour used for all the various pathways. Different colours for different pathways would be easier to read. The light grey colour for the street names is too faint and hard to read. The pathways are easy to find on the map but the side streets are too hard to see clearly. When we zig-zagged through a community, those streets are not clear.
More differentiated color contrast.
Legend and all the green was confusing
Different colors for different types of roads/pathways.
Move community names from over the symbols.
The map is perfectly clear.
I prefer the visual treatment for regional pathways and community streets, but wish there was more differentiation between painted lanes and major streets. One I avoid (major streets) and one I seek (painted lanes). Directions on one way streets downtown would help.

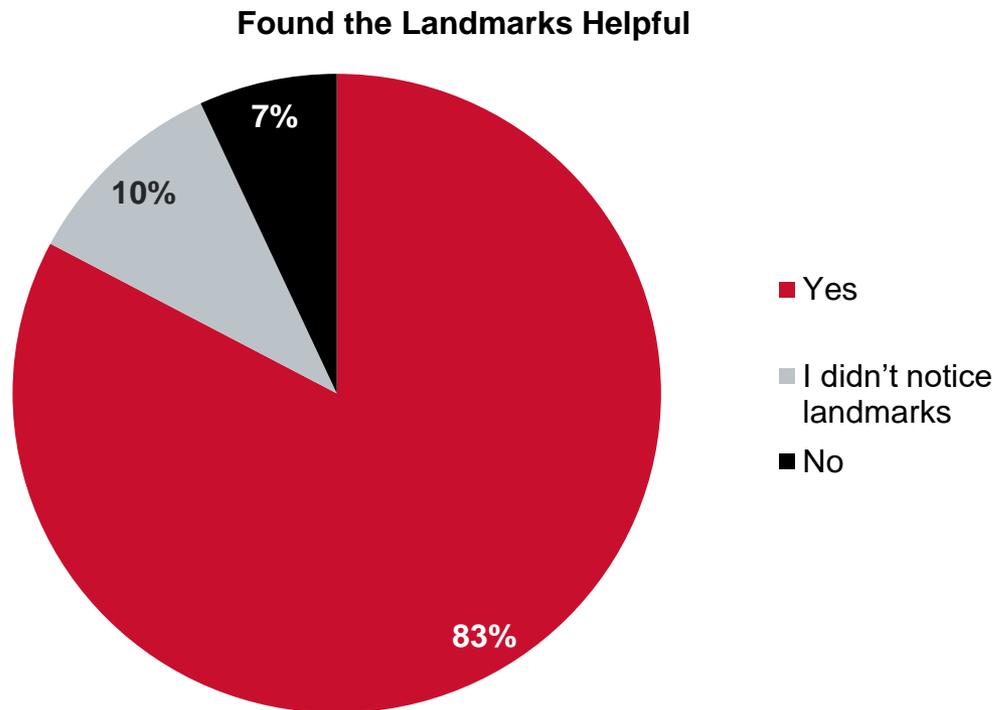


Comments about Map Option A (cont.)

What, if anything, would have made it easier to find your way? (n=26)
Street names too small. Single colour may be confusing.
The contrast on the streets marked in grey was too light, and it was difficult to orient based on that.
On this version of the map, having all of the different kinds of pathways a different version of green was very confusing. To get from my house in Parkhill to the high school, there are 4 different types of paths represented by what looks like 4 different kinds of green lines, either solid, dotted, some kind of dotted over grey line that is awfully similar to the other dotted one, and a white with green outline. It was hard to memorize which was which, and I had to keep looking at the legend to make sure I was making good choices.
The grey colour scheme made it really difficult to read & the legend was kind of confusing. I'm not great with maps or directions in general and I don't think this would help me much.
The Option A map was as good as I could imagine.
More colors/contrast for different paths.
None.
The community names were difficult to read, same colour lines weren't great. My home community of Haysboro has virtually no designated bike routes.
The use of different colour combinations would help greatly.
Different coloured highlights for safe pathways versus major streets.
The mostly monochrome colour scheme made it really difficult to read. The grey street labels was awful.
Continuous bike lanes. Discontinuous lanes makes it difficult to plan.

Map Option A: Landmarks

When asked about landmarks for schools, washrooms, etc., eight in ten (83%) said that they found them helpful. A small percentage of respondents (10%) did not notice the landmarks, and fewer than one in ten (7%) did not find the landmarks helpful.



Q: Did you find the landmarks for schools, washrooms, etc. on the map helpful?

Base: All respondents (n=29)



Comments about Landmarks

What, if any, other landmarks would you have liked to be included? (n=22)

Off leash dog parks.

No specific landmarks come to mind, but making them easier to see would be helpful.

Stairs or other barriers.

Police Station.

I like that schools are indicated, but major landmarks are missing, for ex. Market Mall, Northland Mall, Children's Hospital has an 'H' but no name. It would be really helpful to have shadow building outlines. For ex, Market Mall is just a big white space; it's not clear if you can cut through it or even what it is if you don't know the area.

Art, community outdoor rinks, local businesses, art.

Off road parking.

Same comments as Map B.

Main streets where people can spend more leisure time (more restaurants, bars, cafes) can be marked, for example Inglewood, Kensington, Bowness, etc. Museums should be marked.

Nice views. Handicapped washrooms.

Possible closures points caused by weather.

I would love to see public art marked. Maybe that could be included in online versions?

I'm not sure.

The current selection of landmarks is good.

There were some notable playgrounds missing.

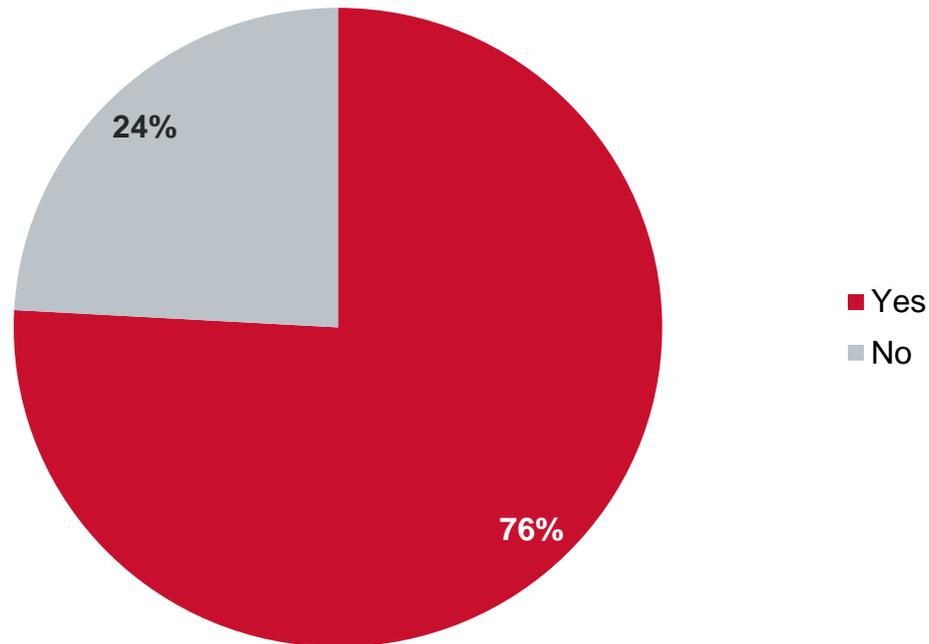
Market mall was missing. Also a larger size of icons would be helpful.

None [mentioned by 6 respondents]

Map Option A: Resource/educational Panels

More than seven in ten (76%) indicated that they found the resource/educational panels helpful. However, a sizeable minority (24%) did not find them helpful.

Found Resource/educational Panels Helpful



Q: Did you find the resource/educational panels helpful?

Base: All respondents (n=29)



Comments about Educational Materials

What, if anything, did you find confusing or missing? (n=20)
Because of the discontinuous nature of local trails they can be difficult to distinguish between unpaved and paved. There is a lack of colour differentiation between the various elements of the map which make it difficult to quickly identify recreation related elements from other city infrastructure.
I considered this a on-foot or biking map so I was confused as to why there were driving tips.
It was confusing with the routes all the same colour green.
The Legend has 4 levels of 'comfortable'. I think the order should be changed so that a Painted Lane is more comfortable than a Community Street. A separate lane gives space to the cyclist whereas a community street does not. Also, under 'Find Your Way', 'look for these signs and symbols'... it doesn't indicate what those signs mean! Make it clear what the difference is between each of them.
The legend and where to walk and roll.
Same comments as Map B.
It wasn't an issue for me but I have a friend who is color blind. I doubt he could differentiate between colors easily, so I prefer using format (dotted, dashed line etc.) to indicate different types of paths. The existing dotted and dashed look pretty similar. Can they be more strongly differentiated?
I found that using the same color for all or most non-vehicle routes was confusing.
The LRT station closest to my house, 39th Ave, was confusing. It's marked as a 'Designated Park n Wheel', which is a different symbol than the other LRT stations. I think if I wasn't familiar with the area, I wouldn't have realized that this 'Designated Park n Wheel' symbol must mean it's some kind of special LRT station? Would be much easier to read if it had a regular LRT symbol, in addition to whatever else this 'Designated Park n Wheel' symbol is telling me. Is this meant to be somewhere that people drive into, then park, and then ride their bike into downtown from there? It really should include the LRT symbol, to be more clear, I think.
Option A is not confusing at all. Very simple and intuitive to use.
Speed limit: suggesting it's applicable to sidewalks suggests it's legal to bike on the sidewalk.
Multiple symbols/text overlap on occasion
Again, just the grey-based colour scheme. Everything blended together and it was difficult to read.
None/nothing [mentioned by 7 respondents]

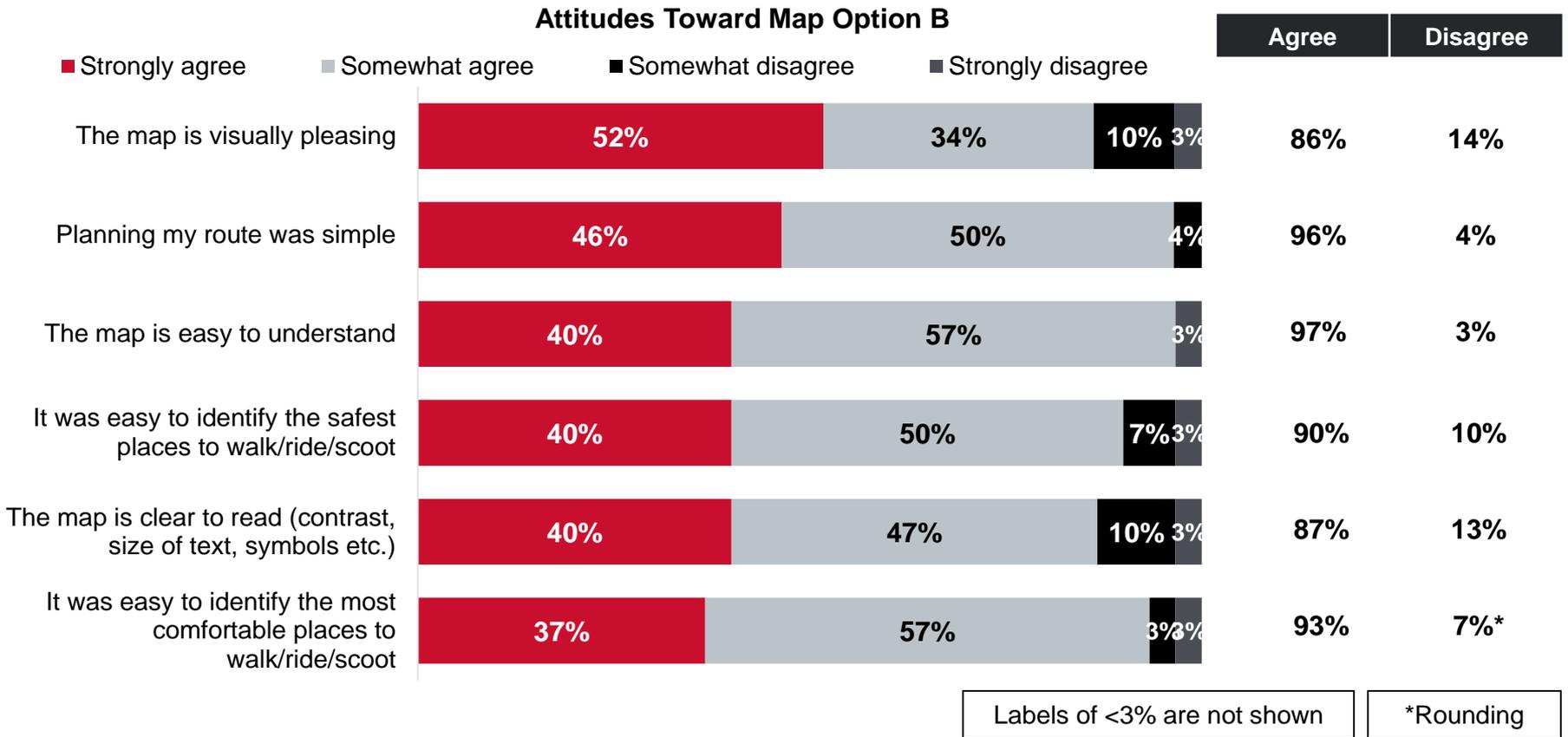
Map Option B





Attitudes Toward Map Option B

Overall, respondents provided high ratings for all elements of Map B. The vast majority (97%) agreed that Map B 'is easy to understand.'



Q: For Map Option B, please indicate your level of agreement or disagreement with the following.

Base: All respondents (n=29)



Comments about Map Option B

What, if anything, did you find confusing or missing? (n=25)

The only problem with my route is it was right at the cut off of the map, but that can't be helped! I had to flip it over a few times.

I am generally pleased with this map.

Stairs should have been marked.

Some of the road names were hard to read because of the dark lines of the legend.

I like B better than A because of the different colours used, but the red and the purple are both dotted lines and appear similar at a glance. Same as for A, the street names are very light grey and hard to read. The green lines are very thick and block out some of the detailed info. For example, at the Brentwood LRT station, there are stairs and a ramp on the north side, but only a set of stairs on the south side. This is important if you have a bike or wheelchair. The map does not show this at all.

The color contrast appropriate.

Positioning of some of the street names of some of the mixed use streets.

Knowing if the pathway was plowed.

Move community names so you can see symbols for schools etc.

Different colours used for streets with different comfort levels were confusing and not necessary.

Grey lines are very very light, a shade or two darker would help. Direction indicators on one way streets downtown.

Hills.

As I stated in the evaluation of Option A, the streets marked in grey were too light to read. They should be more high contrast.

Comments about Map Option B (cont.)

What, if anything, did you find confusing or missing? (n=25)

Having this map digitally, so that I could zoom in on the details more easily. This map is good for getting an idea of how to get where I wanted to go, but the fine details weren't easy to read.

The grey used to delineate streets & landmarks is way too light to be able to read properly. I liked this map better visually but the grey should be black.

Option B is too busy and hectic-looking. Routefinding on Option B Map stressed me out.

Rating roads by comfort isn't entirely appropriate as every person has their own idea of comfortable. Roads with painted bike lanes tend to have more traffic than what you've classed as 'major streets' and the paint makes motorists think cyclists should never be out of the lane, making these roads more dangerous & difficult to bike on. Definitely *not* more comfortable than 'major street'.

Less overlapping of text and symbols

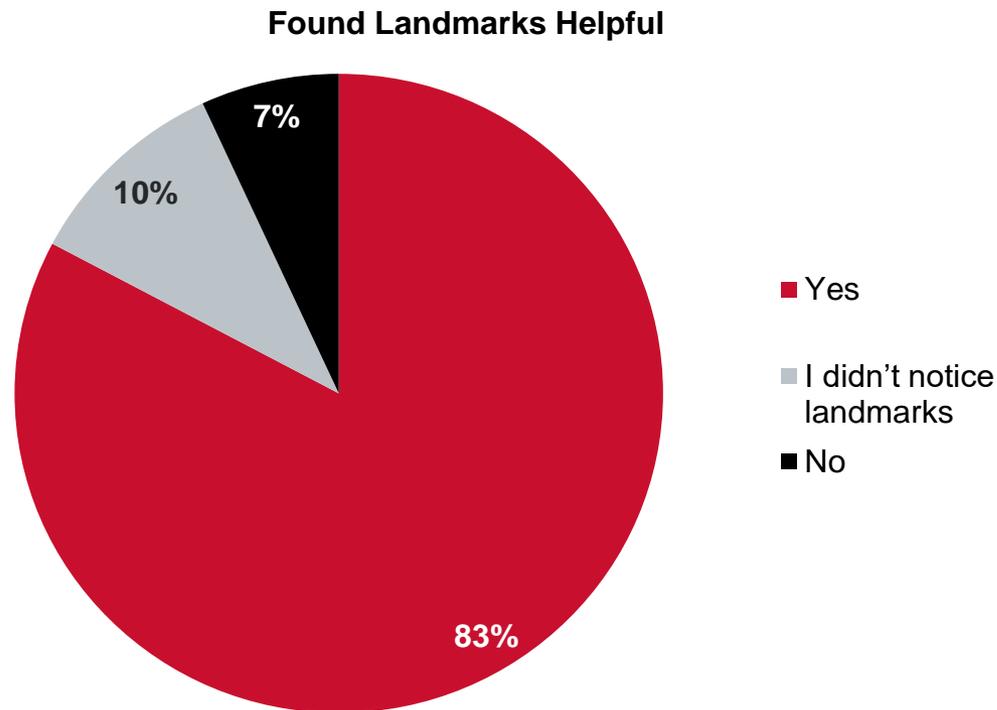
Change the grey street labels to black. It's really difficult to read.

Since bike lanes are not continuous, it makes it difficult to plan a route.

None/nothing [mentioned by 5 respondents]

Map Option B: Landmarks

When asked about landmarks for schools, washrooms, etc., eight in ten (83%) said that they found them helpful. A small percentage of respondents (10%) did not notice the landmarks, and fewer than one in ten (7%) did not find the landmarks helpful. These results are similar to Map A landmarks.



Q: Did you find the landmarks for schools, washrooms, etc. on the map helpful?

Base: All respondents (n=30)



Comments about Landmarks

What, if any, other landmarks would you have liked to be included? (n=21)

Off leash dog parks.

The landmarks should stand out more. They blend in with the map background too much.

Stairs or other barriers.

Police Station.

Same as A. Shadow buildings are very helpful. See the airport as an example. No way of telling where the actual buildings or runways are. Might be important if you think you can cut across when walking or biking. Same with Heritage Park. It's not marked, so on the map, it looks like maybe a marshy area the same as on the Weaselhead end of the reservoir. Having the buildings shown on the map helps a lot when looking for a route.

Local businesses, community outdoor rinks, art installations, picture spots.

Off road parking

If map is intended to be used in the future for tourism, highlighting popular tourist attractions (i.e. Calgary tower, Calgary zoo, etc.).

Museums and main (touristic) streets should be marked so that users can plan leisure activities.

Landmarks weren't a priority for me but nice views might be interesting.

I think bridge names would be helpful. There's no clear delineation of which bridge is which aside from location.

Less is more. Don't over-clutter the map.

Some playgrounds missing.

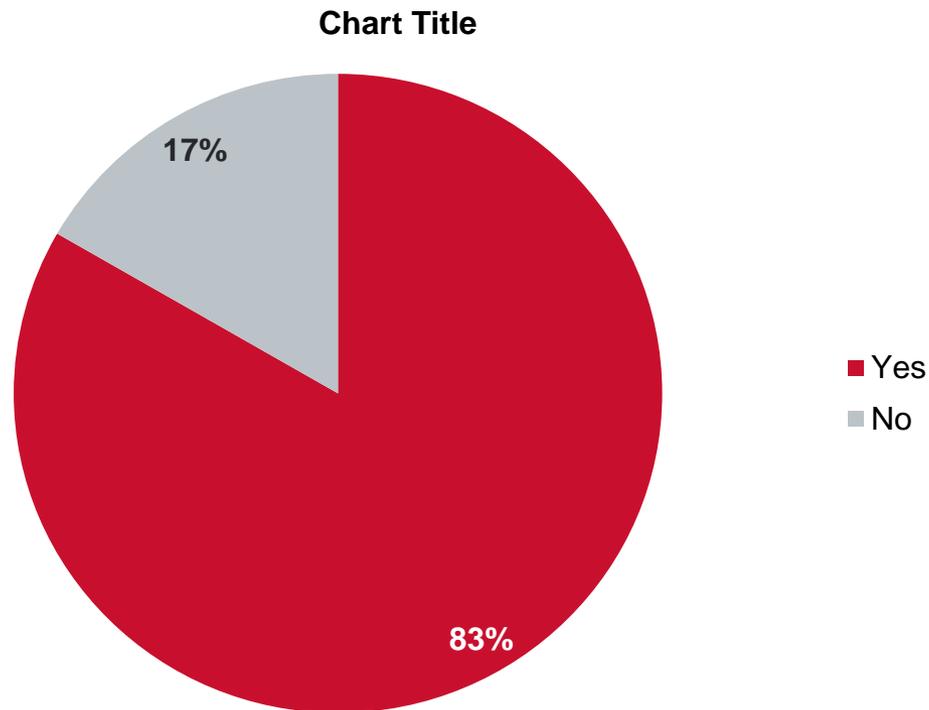
Not that I can think of.

Yes, Market mall was missing.

None [mentioned by 6 respondents]

Map Option B: Resource/educational Panels

More than eight in ten (83%) indicated that they found the resource/educational panels helpful. However, a sizeable minority (17%) did not find them helpful.



Q: Did you find the resource/educational panels helpful?

Base: All respondents (n=30)



Comments about Educational Materials

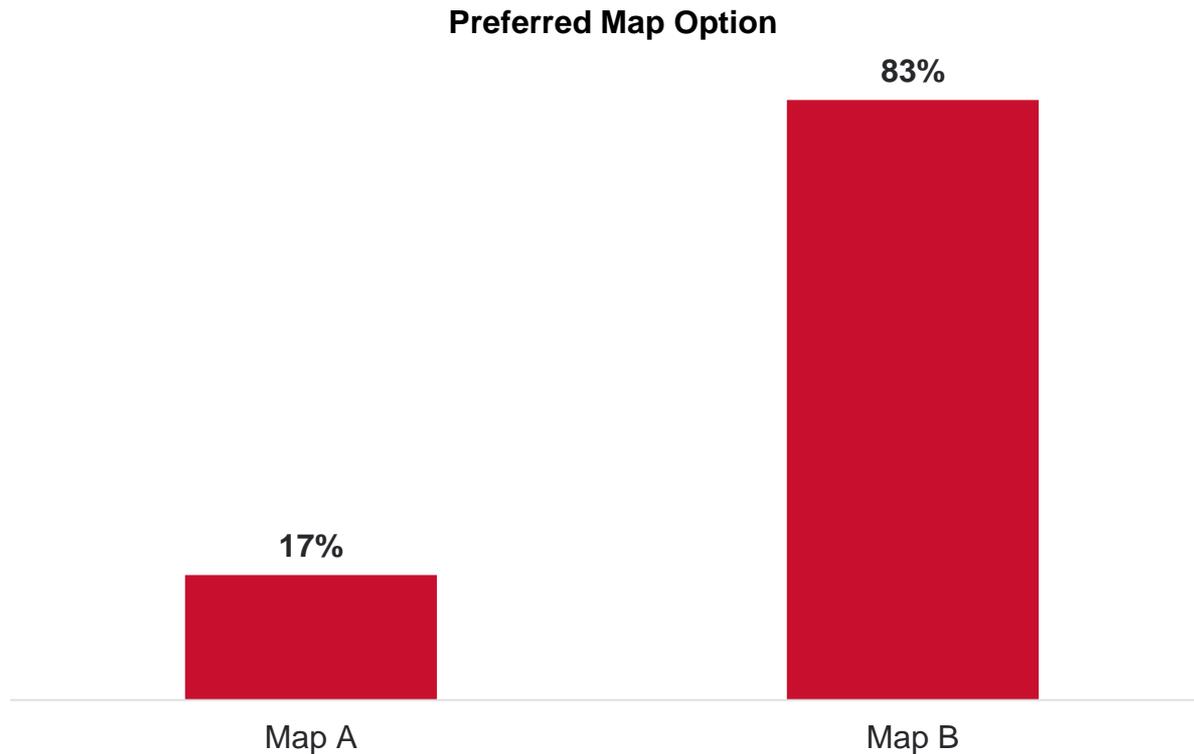
What, if anything, did you find confusing or missing? (n = 21)
This map was far more intuitive to use.
Again, uncertain about the driving tips when the map isn't designed for drivers?
Same as A. The other thing that is missing is a detailed inset of the downtown area. Maybe that is planned for a final version? It should be there. Ideally this map would be helpful for tourists who don't know their way at all, and downtown is likely to be part of that. I'd like to see the Calgary Tower, Fort Calgary clearly marked.
Where to walk and roll symbols
1. Combined/Divided walkway legend - were these supposed to be different? 2. In route walked, some items difficult to see from map (washrooms near Carburn park parking lot - Canadian trail signage covers this on map - move orientation so separate?)
Educational panels were useful except for the colours used to indicate comfort levels. At first sight, it feels like different colours indicate different modes of transport.
Indication of one way streets downtown.
Some pathways are misleading (marked as one way when is two ways).
I also found it difficult to locate parks and greenspaces, which is another way I use to orient myself. I think they should be more clearly represented.
Same comment as for version A, I found the lack of LRT station symbol for the 39th Ave LRT station to be confusing. And there are a lot of instances of community names obscuring the little landmark icons, like schools. e.g. Rideau Park school landmark icon is completely blocked by the community name. Roxboro community name is kind of run over by the right dotted major road indicator. Similar issues with lots of other neighbourhood names obscuring landmark icons, all over the map. Maybe some fine-tuning of the placement of those names?
The different colour and dotted line configurations. Option A was a lot more clear as to what kind of path was what.
I emailed my comments.
Overlapping of multiple symbols and text.
Not that I noticed. Other than the greyscale it was much preferable to map A.
Icons can a bit larger.
None/nothing [mentioned by 6 respondents]

Map Preferences



Map Preference

When asked about which of the two map options they prefer, the majority (83%) of respondents indicated that they prefer Map B.



Q: Which map did you prefer?

Base: All respondents (n=29)

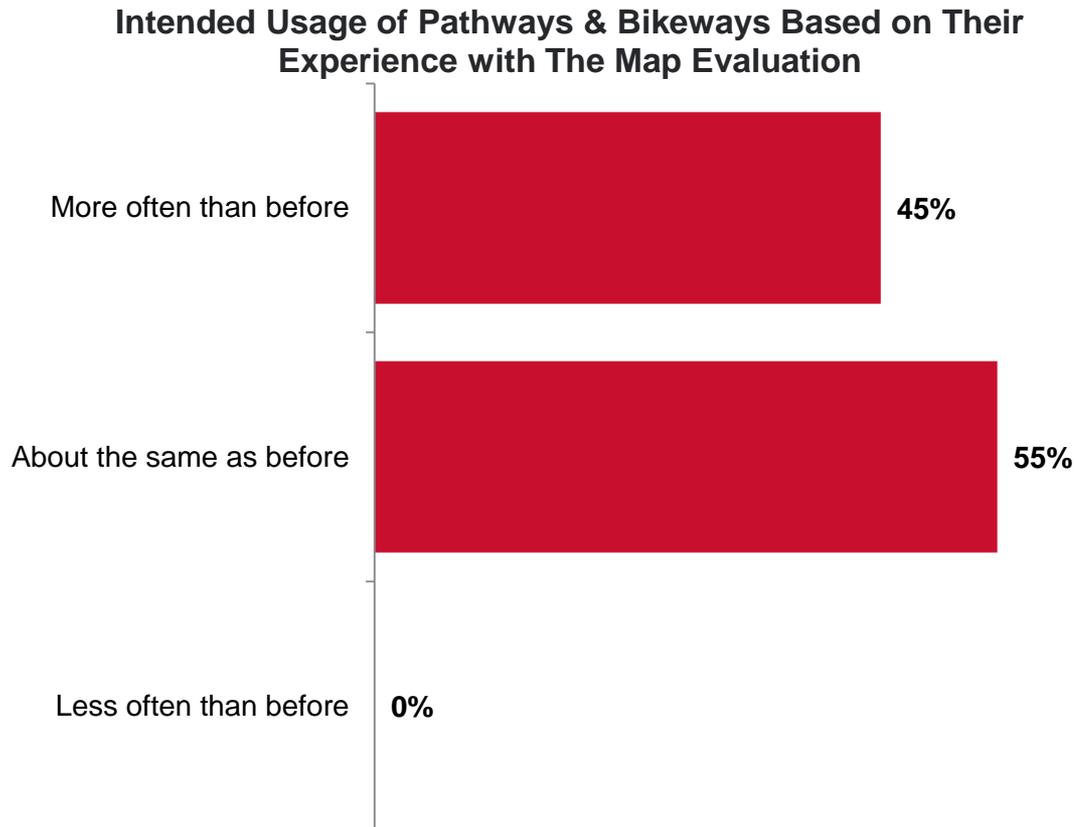
Travelling Intentions





Intended Usage of Pathways & Bikeways

Based on their experience with the map evaluation, respondents are planning to use pathways or bikeways 'about the same as before' (55%) or 'more often than before' (45%).



Q: Based on your experience with this map evaluation, do you think you'll use pathways or bikeways more often than before, about the same, or less often?

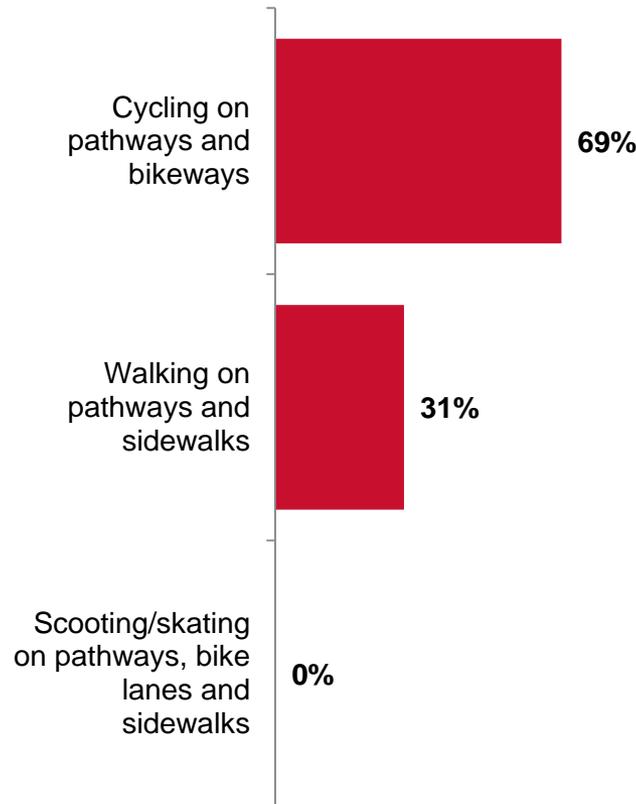
Base: All respondents (n=29)



Way of Travelling

When asked about the way of travelling respondents see themselves using the map for most, the majority indicated cycling (69%), followed by walking (31%).

Using the Map for Travelling



Q: What way of travelling do you see yourself using the map for most?

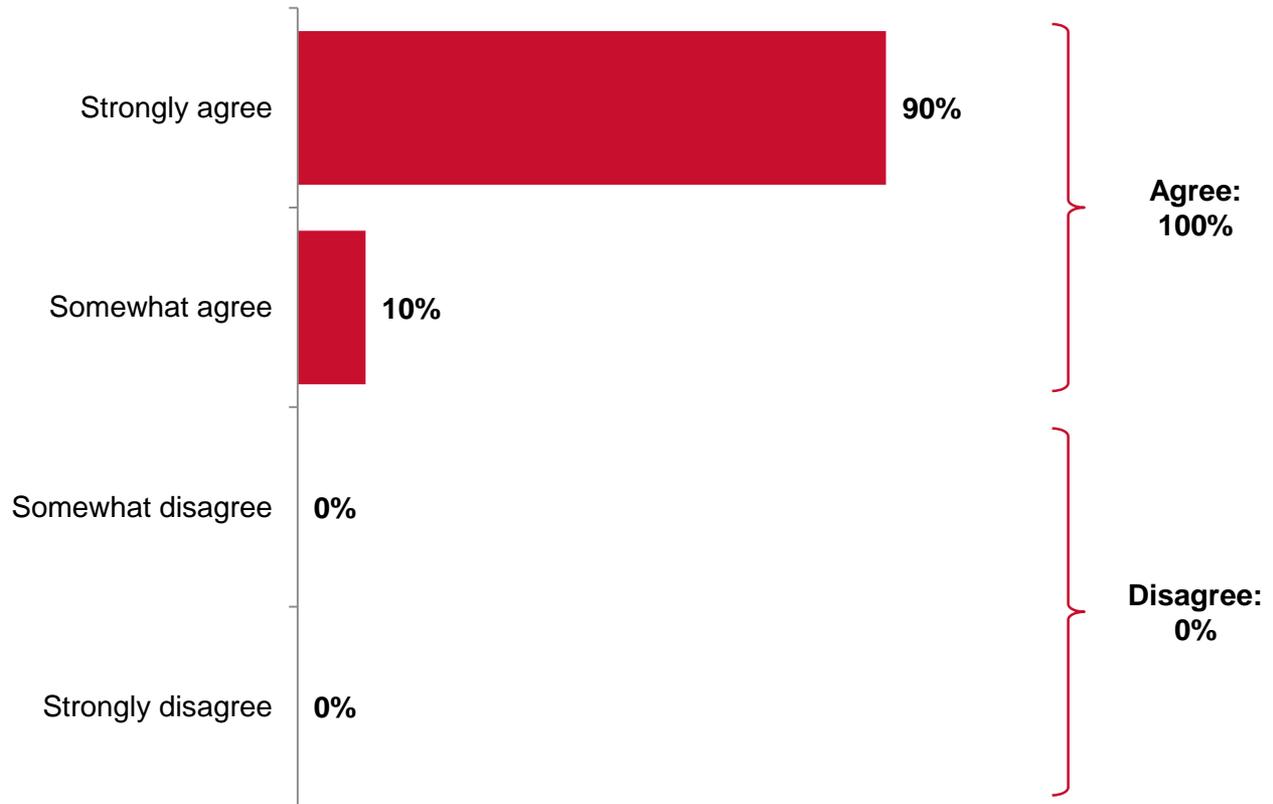
Base: All respondents (n=29)



Likelihood to Walk, Bike, or Scoot

All respondents either 'strongly' or 'somewhat' agreed that they will be more likely to walk, bike, or scoot to places if they knew the safest or most comfortable routes.

"I would be more likely to walk, bike, or scoot to places if I knew the safest or most comfortable routes."



Q: Which best describes your level of agreement with this statement: I would be more likely to walk, bike, or scoot to places if I knew the safest or most comfortable routes.

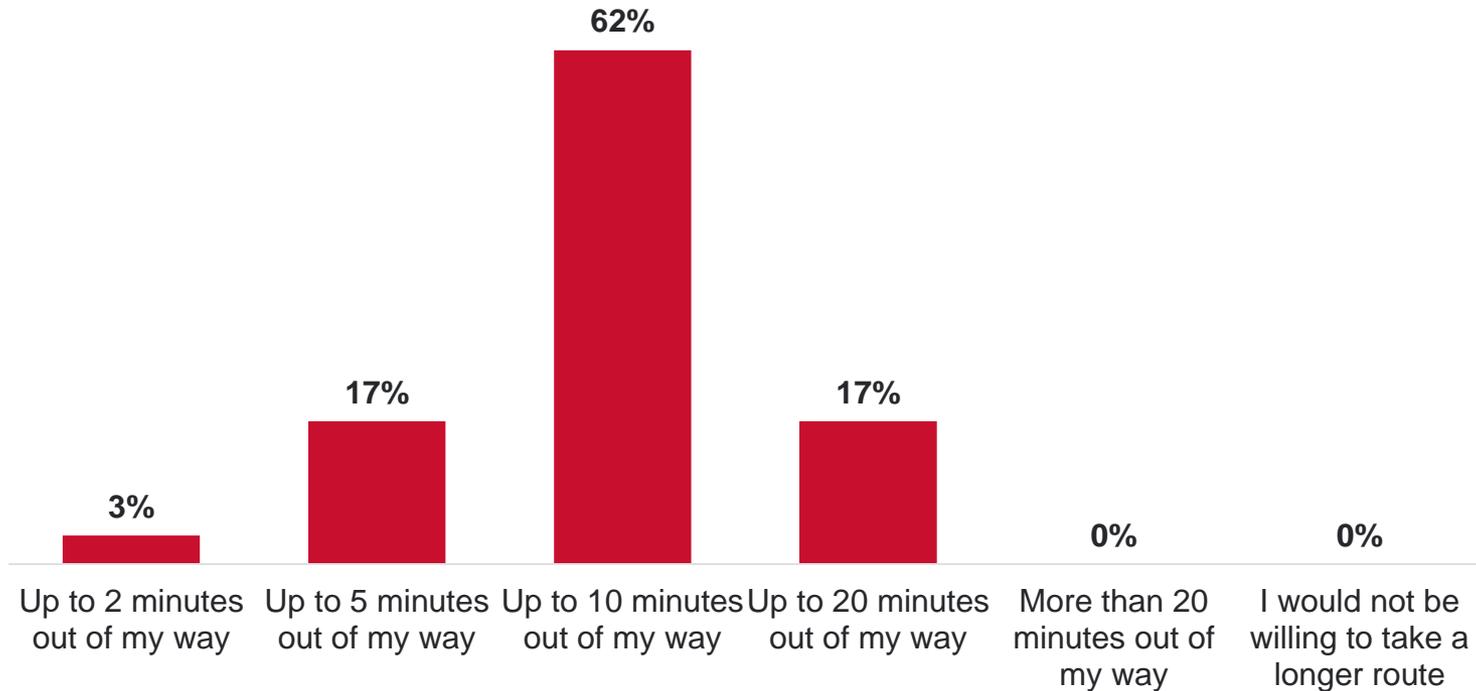
Base: All respondents (n=29)



Time Preference

Six in ten (62%) indicated that they would be willing to go up to 10 minutes out of their way for a safer or more comfortable route.

Willing to go out of their way for a safer or more comfortable route....



Q: How many minutes out of your way would you be willing to go to walk, bike, or roll for a safer or more comfortable route?

Base: All respondents (n=29)

Feedback about the Map or Evaluation



If you have any other feedback about the pathway/bikeway map or this evaluation, please type it here. (n=19)

I enjoy using the Calgary pathway system and having lived in other cities in other countries, the pathway system in Calgary is impressive!

Uphill route symbols really aren't helpful. When I first saw them I expected them to indicate 'one way' travel.

It's a good map. I often wonder the best way to bike somewhere and this map will help with that when the snow clears.

None.

I use the existing 2016 pathway map a lot! We often plan a walk / run / bike based on the maps. I would like to provide more detailed feedback so I have written more details and will send in with a copy of the map.

I'm very glad the maps are being updated with details for the new areas of the city. One thing that is missing on A and B is the snow-cleared routes. In winter, we often consult the 2016 map to see if a pathway is cleared or not.

Another aspect I would like to see is distance markers along sections of the pathway. It is helpful to plan a walking route by calculating a rough distance. Nose Hill for example doesn't have any markers and it would be hard to judge if you weren't familiar with it.

Thank you for the chance to participate and provide feedback.

Compared to the year 2017 Pathway map that included touristic photos, this 2021 map version is more efficient on the Legend, as it includes more information on safety, educational, transit rules, etc.

Glad to see this updated map.

Airport label should have spaces and spread out more.

Thank you for taking the time and resources to develop this project, I can see how useful it can be especially for newcomers, disabled and elderly citizens, and for people who simply want to plan a fun weekend in the city.

This is a great first step but I do everything online. I wouldn't carry a physical map. Also, a lot of local pathways seem to be missing. I can see this being a useful tool for people in wheelchairs, with strollers or other assistive devices, so thinking about things they might care about, such as handicap bathrooms, might be useful. Also, snow removal is big for me. It might be out of scope for this project, but I would value knowing which routes are high priority for snow removal. Finally, the Federation of Calgary Communities is working on a very similar map. It may be finished already, but it might be worthwhile to compare notes about the types of community resources being depicted.



Feedback (cont.)

If you have any other feedback about the pathway/bikeway map or this evaluation, please type it here. (n=19)

Better maintenance of the pathways.

During winter: snow removal, during summer: weed removal. Many sections seem to be forgotten. Many cracks caused by roots, time, etc.; very uncomfortable on a bike. Slabs of ice (section between Edworthy park and Crowchild (south side)), makes it very risky in winter; but it is one of the nicest places to ride and jog!

I would just add that I do walk quite a bit and use the pathway system often for that purpose. While I do have a bike, I don't ride it as much as I'd like specifically because of the safety factor, and when I do ride, wayfinding is less intuitive. I've found that the available information on cycle tracks and routes is insufficient. For instance, it's not at all easy to find a clear map of the cycle track and how it connects or interacts with its environment. I'd love to see photos of the track posted along with the map on the City website. Planning a trip on the cycle track can be frustrating for this reason. One other comment about the map samples - something that I really liked was the addition of Uphill Route to the legend. That's enormously helpful.

I want to bike safely, but I don't think it's fair to ask me to go 20 minutes out of my way to do so. I'm already choosing a more environmentally responsible option, and an option that does less damage to public roads and infrastructure. I think the city should offer direct and safe routes for those of us making this conscious decision.

This map is useful in exploring alternate routes for walking. I will use this next time I plan to go to destinations that I do not usually go to.

I emailed feedback.

I've used the online version of the bikeway map for some time and I find it slow and clunky (zooming in and out is hit or miss). Great information on it to see up to date info though!

Super duper job!

As far as I'm aware, the city doesn't have a map app. I'd love to be able to access something like Map B by phone. A paper map is fine when walking, but not at all practical when cycling. There's Google maps of course, but it's not always accurate.

1. Pedestrian and bikeway amenities on the route can highlighted to better understand the route.
2. Actual pictures of routes can be used.
3. Great map for people to use.
4. An app would be awesome.

Demographics





Demographics

Tenure in Calgary	
Less than 1 year	3%
1 to 3 years	28%
4 to 10 years	10%
11 to 20 years	24%
More than 20 years	34%

Age	
18 to 34	46%
35 to 54	43%
55 to 64	7%
65 or more	4%

Gender	
Female	67%
Male	30%
Other	4%

Tenure in Canada	
Less than 1 year	4%
1 to 3 years	18%
4 to 10 years	0%
11 to 20 years	7%
More than 20 years	71%

Children in the Household	
Yes	28%
No	72%

Total may not add to 100% due to rounding



Contact

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