



Calgary



Green Line Updated Alignment Survey

Citizens' View Panel

March 26, 2020

Prepared by:

The Corporate Research Team
Customer Service & Communications
The City of Calgary
research@Calgary.ca

Table of Contents

Background & Methodology	03
Key Findings	04
Detailed Findings	07
Awareness and Impressions of Green Line in General	10
Awareness and Impressions of the Realignment	16
Perceived Impact of the Realignment	19
Green Line Realignment Priorities	31
Green Line Communications	35
Demographics	38

Background and Methodology

Background

Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The Green Line is Calgary's next LRT line. Construction of the first 20km of the Green Line, referred to as Stage 1, is anticipated to begin this year, and will extend from 16 Avenue N (Crescent Heights) to 126 Ave SE (Shepard). An updated Stage 1 route was presented to Calgary City Council in January. The purpose of this survey was to gather feedback from Citizens' View panel members about awareness of and attitudes toward the updated Stage 1 Green Line route.

Methodology

An online survey was conducted with Citizens' View panelists on February 20, 2020. The survey was sent out to 2,818 panelists. Among the 1,526 who came to the survey site, 1,131 panelists (40% of the outgo) completed the survey by March 1, 2020.

The following findings are not considered statistically representative of all Calgarians. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without research with a representative sample of citizens.

NOTE: A day prior to the start of fieldwork for this survey, there was a local media report about a private event with City officials and a group interested in pausing the Green Line project. This may be reflected in some respondent comments.

<https://www.cbc.ca/news/canada/calgary/green-line-private-event-petroleum-club-calgary-1.5467592>

Key Findings



Key Findings

Most panelists are familiar with the Green Line transit project.

- Eight-in-ten panelists are 'very' or 'somewhat' familiar with the Green Line project. However, only half of panelists have seen, read or heard anything about the proposed changes to the Green Line route. Of those that have heard/read or seen something about the realignment, one-quarter are confident enough to consider themselves 'very' familiar with the proposed updates. A further six-in-ten are 'somewhat' familiar.

More than eight-in-ten panelists feel that the Green Line is important for The City.

- Despite this, only six-in-ten feel that their own quality of life will be improved as a result of the project.

When comparing the original route to the updated route, panelists are most likely to cite cost savings as an opportunity of the updated route and disruptions to traffic/pedestrians as a challenge of the realignment.

- It is worth noting that one-quarter of panelists who commented see no opportunities with the new alignment, while one-tenth see no challenges to the updated route.

For the updated focus areas of Centre Street North, Downtown and the Beltline, panelists rank not interrupting vehicular traffic routes and improving access for pedestrians as most important out of the attributes tested.

- Three-quarters of panelists or more felt every attribute is important for these updated routes.

Key Findings – cont'd

Opinions on the Bow River Crossing show panelists believe the updated line resulting in cost savings for future expansions of the Green Line is more important than reductions to the cost of the project.

- Though the attributes found to be important in other focus areas hold true for the Bow River Crossing, resulting cost savings for future expansions of the Green Line and reductions to the associated construction risks prove to be slightly more important.
- Once again, all attributes tested are important to more than three-quarters of panelists.

When asked about a variety of priorities for the Green Line overall, maximizing connectivity to other transit and maximizing safety for pedestrians, vehicles and transit users are most important.

- Nearly three-quarters of panelists feel these attributes are 'very' important.

Panelists offer mixed opinions on what they feel the priority for decisions makers should be regarding the Green Line, however cost and user experience top the list.

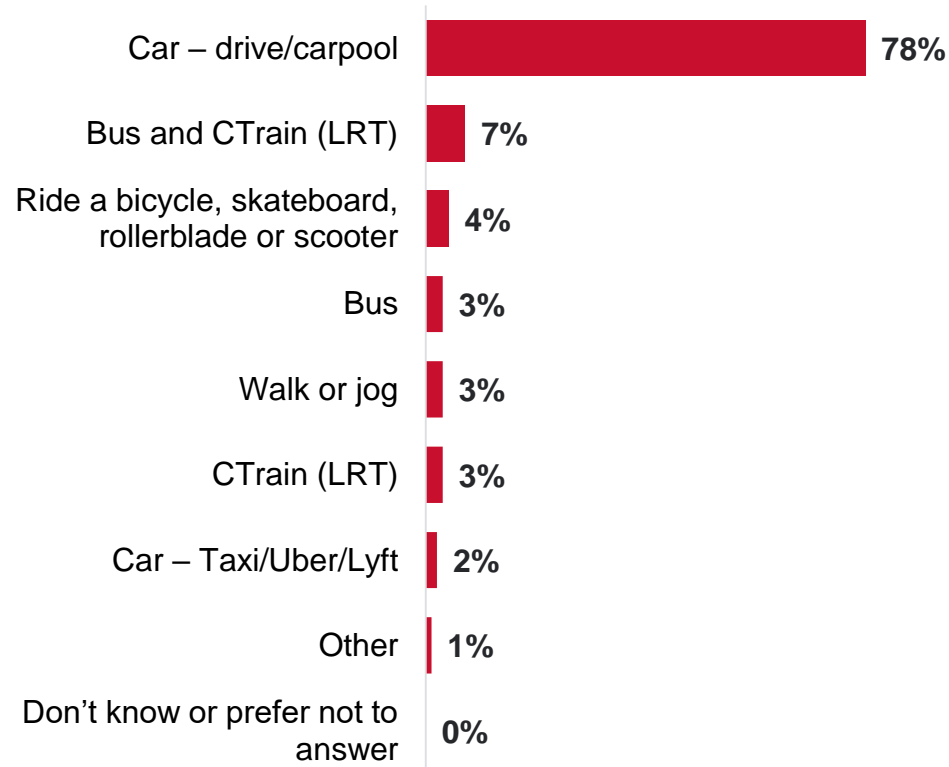
- Cost was mentioned by nearly one-third of all panelists (32%) as the desired priority for decision makers when it comes to the Green Line. However, there were still a number of panelists (18%) that emphasized the importance of doing the project right the first time, including some who specifically noted the added cost of 'doing it right' is worthwhile.
- User experience was listed as something that should be of prime importance to decision makers, mentioned by two-in-ten panelists (22%).

Detailed Findings



Primary Mode of Transportation

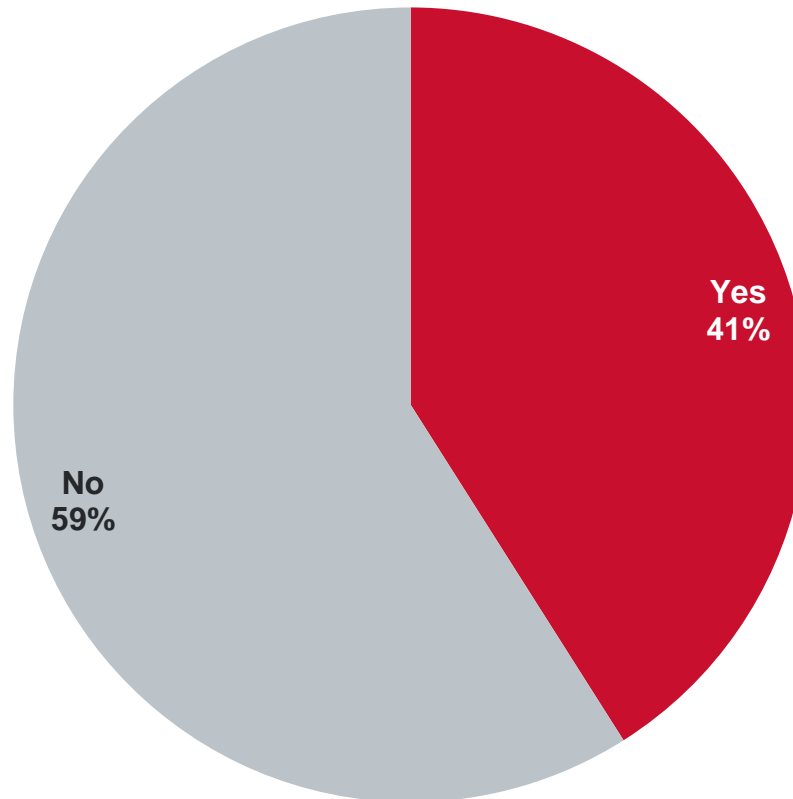
The large majority of panelists (78%) state their primary mode of transportation to get around the city is by car – either driving themselves or car pooling. Bus and/or CTrain is mentioned as a primary mode of transportation by only 13% (7% combination of bus and CTrain, 3% bus only, 3% CTrain only). Very few indicate that their primary mode of transportation is non-motorized.



Q: Over the past year, what would you consider your primary mode of transportation to get around the city? (n=1,131)

Household Use of Transit

Despite bus/CTrain not being prominent as a primary means of getting around the city, four-in-ten panelists (41%) indicate that they, or someone in their household, use public transit at least a few times per week.



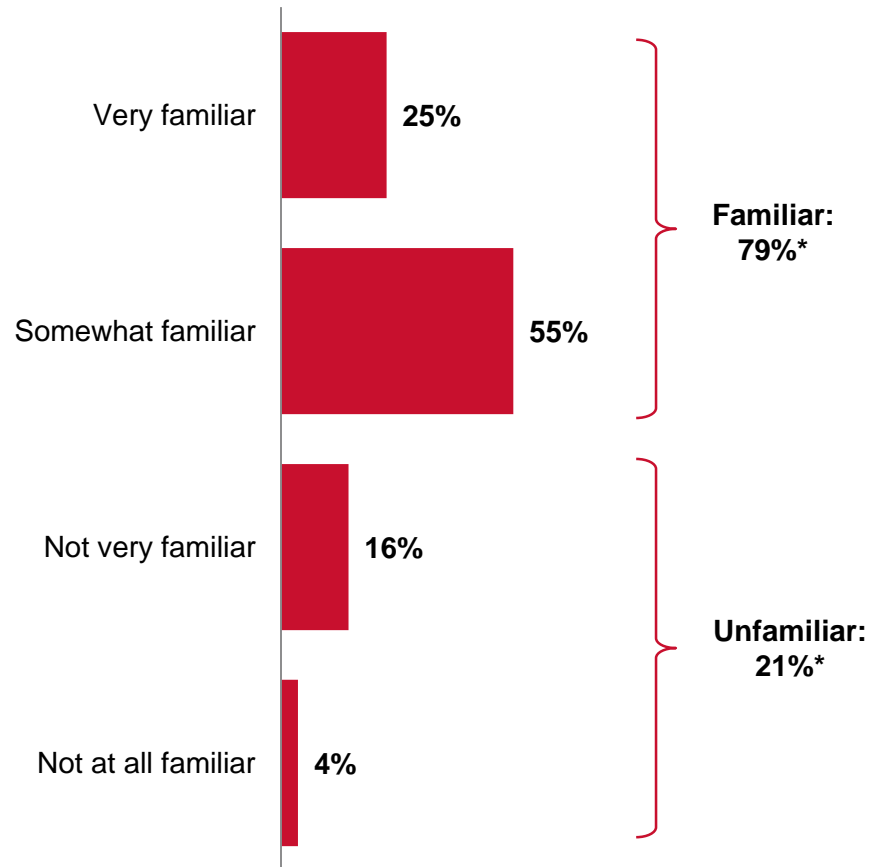
Q: Do you or anyone else in your household use public transit at least a few times per week? (n=1,131)

Awareness and Impressions of Green Line in General



Familiarity with Green Line Project

Most panelists (79%) state they are familiar with the Green Line transit project (25% 'very' familiar, 55% 'somewhat' familiar). Only 4% of panelists are not at all familiar with the Green Line transit project.

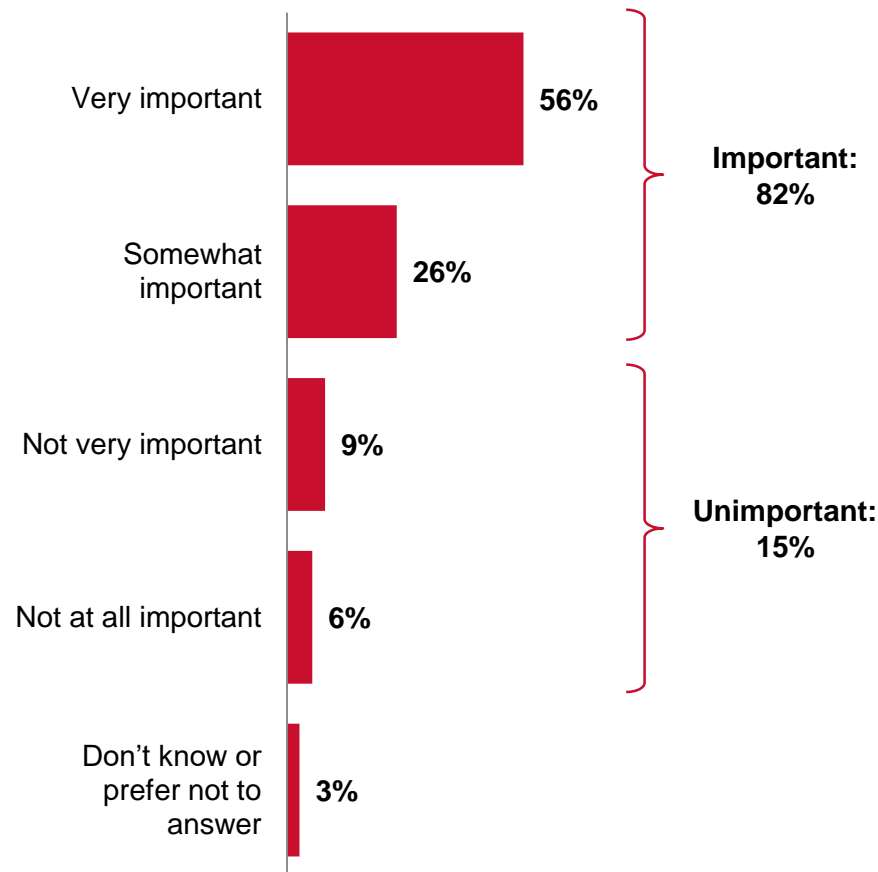


*Rounding

Q: The Green Line is Calgary's next LRT line. How familiar would you say you are with this transit project? Are you... (n=1,131)

Perceived Importance of Green line

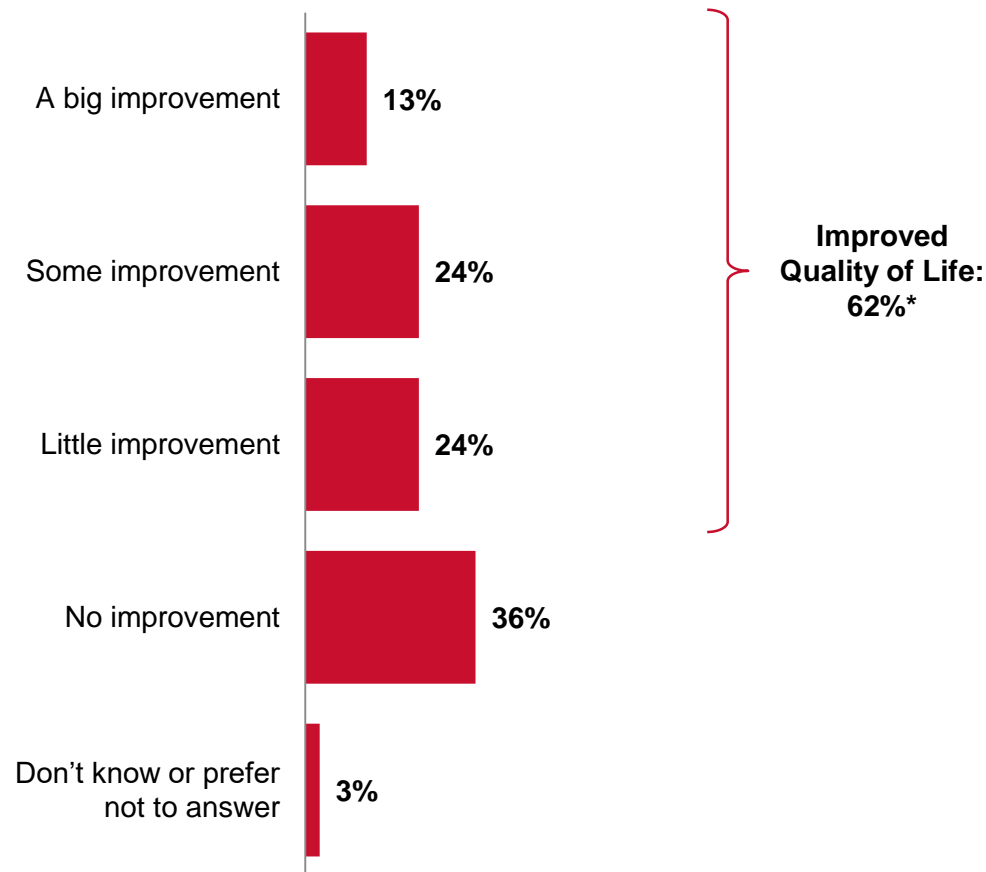
Panelists with any familiarity of Green Line were asked about the importance of the new Green Line for The City of Calgary. More than eight-in-ten panelists (82%) agree that it is important, with more than one-half (56%) indicating the Green Line is 'very' important.



Q: How important do you think the new Green Line is for The City of Calgary? (n=1,083)

Perceived Effect on Quality of Life

Despite eight-in-ten panelists feeling Green Line is important for The City of Calgary, just over six-in-ten (62%) feel that it will improve their own quality of life. One-third (36%) feel there will be 'no improvement' to their quality of life as a result of the Green Line.

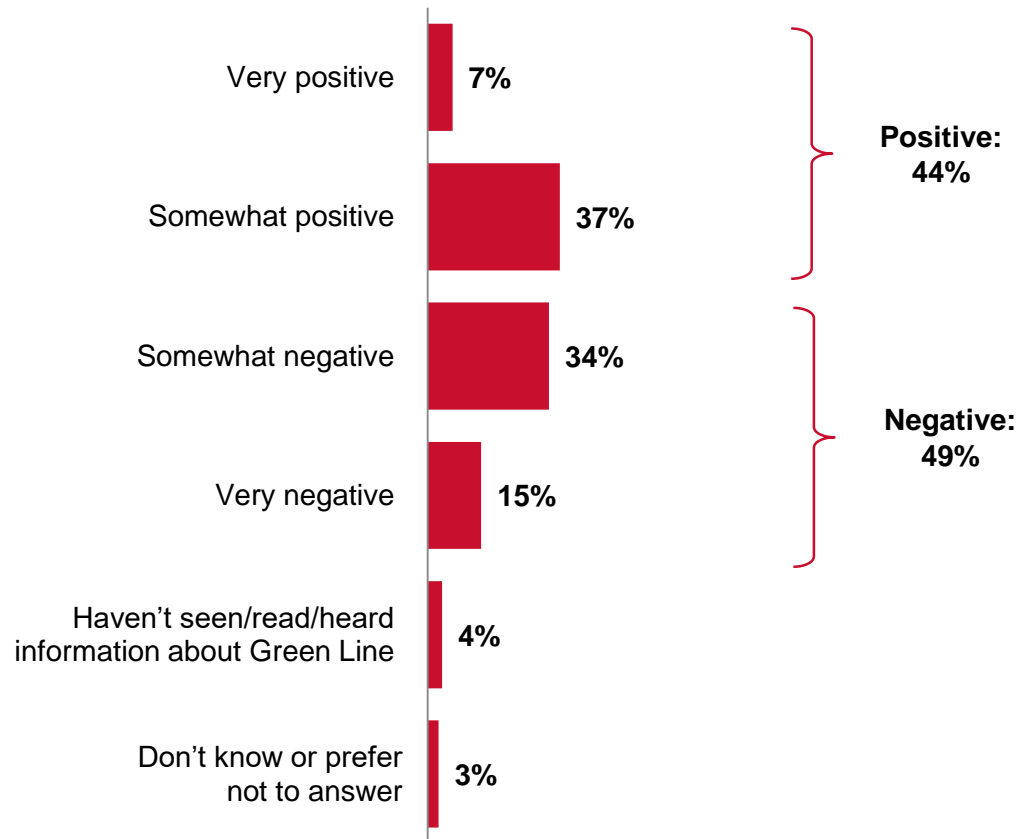


*Rounding

Q: How much of an improvement, if any, do you think the new Green Line will make **to your own** overall quality of life? (n=1,083)

Public Sentiment

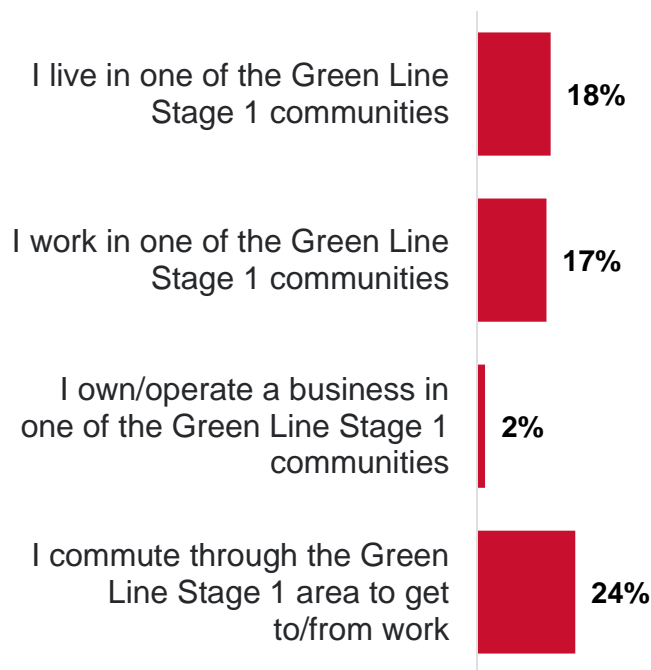
Panelists with any familiarity of Green Line are split on how they feel about what they are seeing, reading and/or hearing about the Green Line LRT project – 44% indicate what they see/read/hear is positive, while 49% state it is negative.



Q: Thinking about all of the information you have seen, read or heard about the Green Line LRT, overall would you say that what you are seeing/reading/hearing about this project is... (n=1,083)

Stage 1 Communities

To understand the relationship of panelists to the Green Line, they were provided with a list of Stage 1 Green Line communities and asked if they live in, work in, operate a business in and/or commute through any of these communities. One-quarter (24%) commute through a Green Line Stage 1 community, fewer than two-in-ten live in an affected community (18%) or work in one of these communities (17%).



Multiple responses allowed; total will not add to 100%

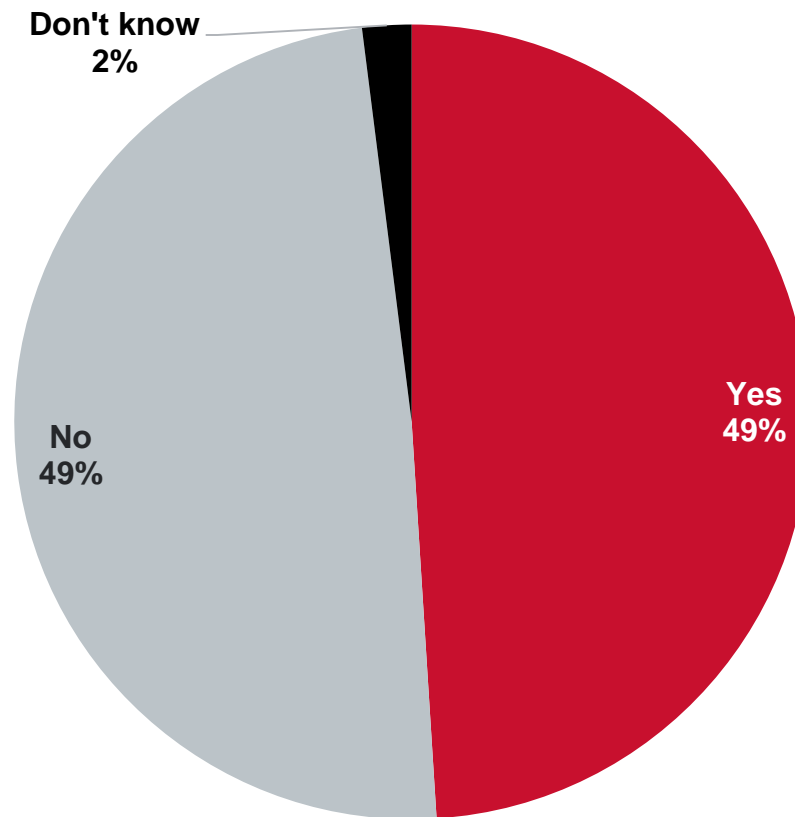
Q: Construction of the first 20km of the Green Line, referred to as Stage 1, is anticipated to begin this year, and will extend from 16 Avenue N (Crescent Heights) to 126 Ave SE (Shepard) and includes the following communities: Beltline, Crescent Heights, Douglasdale/Douglas Glen, Downtown (including Commercial Core, West End and East Village), East Shepard Industrial, Inglewood, Lynnwood, McKenzie Towne, Millican, Mount Pleasant, Ogden, Prestwick, Quarry Park, Ramsay, Riverbend (including South Hill Mobile Home Park), and Tuxedo Park. Please review the following statements and select all that apply. (n=1,131)

Awareness and Impressions of the Realignment



Awareness of Stage 1 Route Realignment

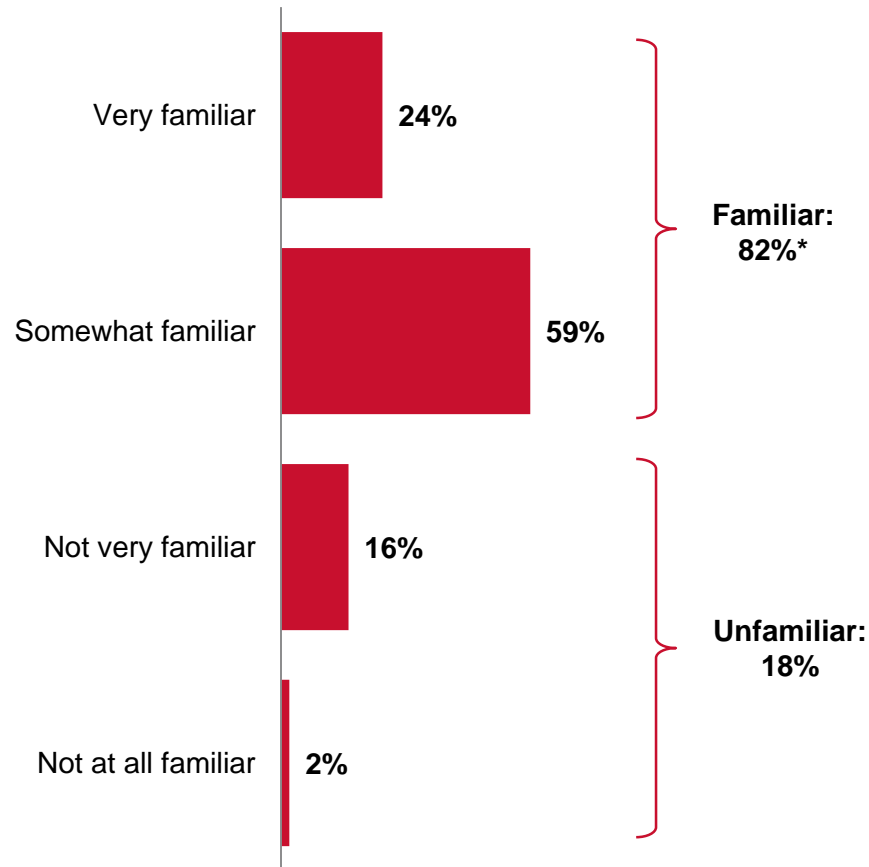
Nearly one-half of panelists (49%) have seen, read or heard about the proposed changes to the Green Line route, while the same proportion (49%) were unaware.



Q: An updated Stage 1 route was presented to Calgary City Council in January. Have you seen, read or heard about the proposed changes to the Green Line route? (n=1,131)

Familiarity with Stage 1 Route Realignment

Of those that had seen, read or heard about the realignment, 82% feel they consider themselves to be familiar with the proposed updates to the Green Line Stage 1 route.



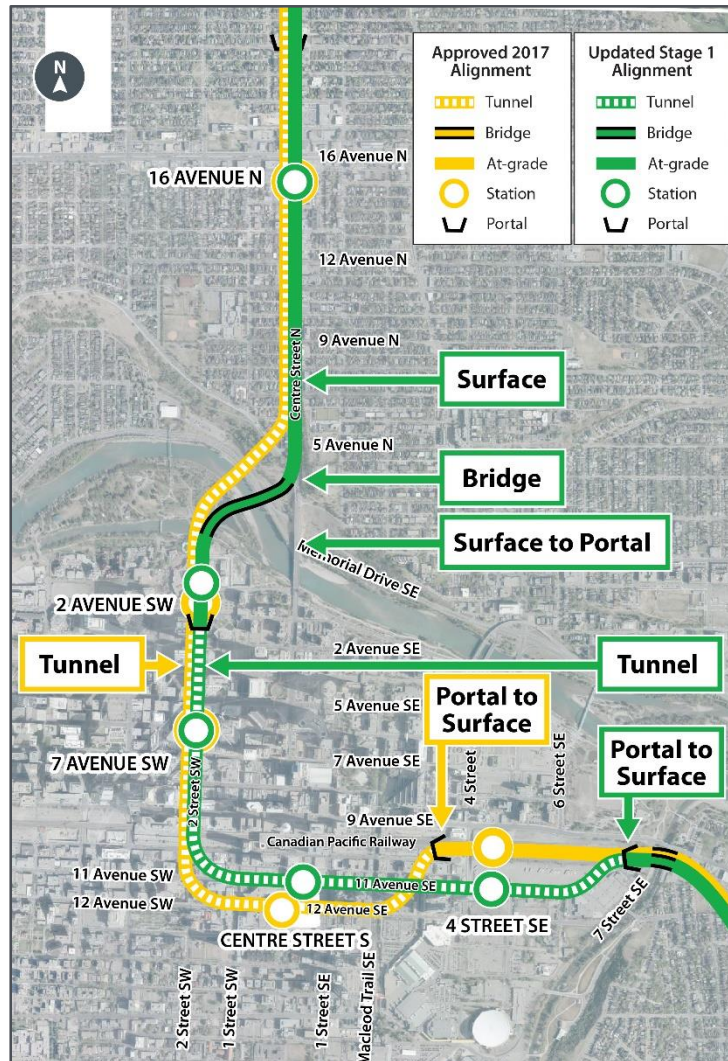
*Rounding

Q: How familiar would you say you are with the proposed updates to the Green Line Stage 1 route? (n=1,131)

Perceived Impact of the Realignment



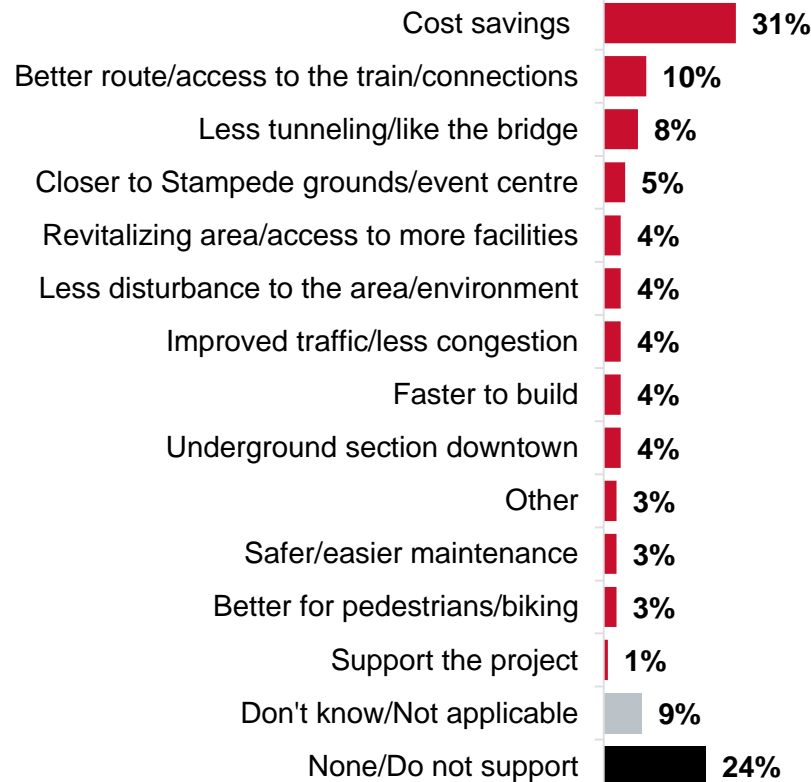
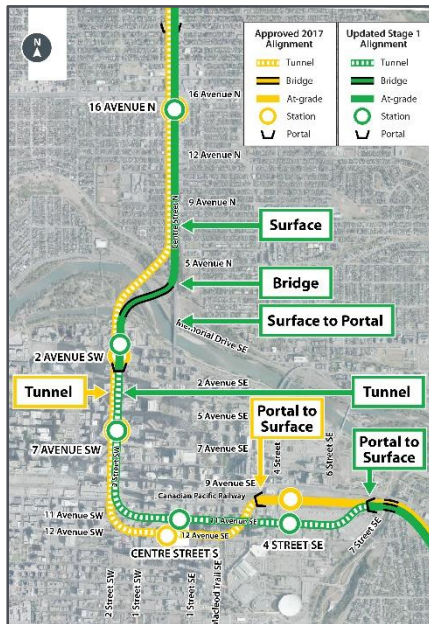
Stage 1 Route Realignment



This map highlights the difference between the updated Stage 1 route (green) and the originally approved Stage 1 route (yellow).

Stage 1 Route Realignment Opportunities

When shown a map and asked about opportunities of the Stage 1 realignment, cost savings is cited by nearly one-third of panelists (31%), with one-quarter (24%) indicating there are no opportunities. One-in-ten (10%) mention access to the train/connections and 8% feel less tunneling is an opportunity.

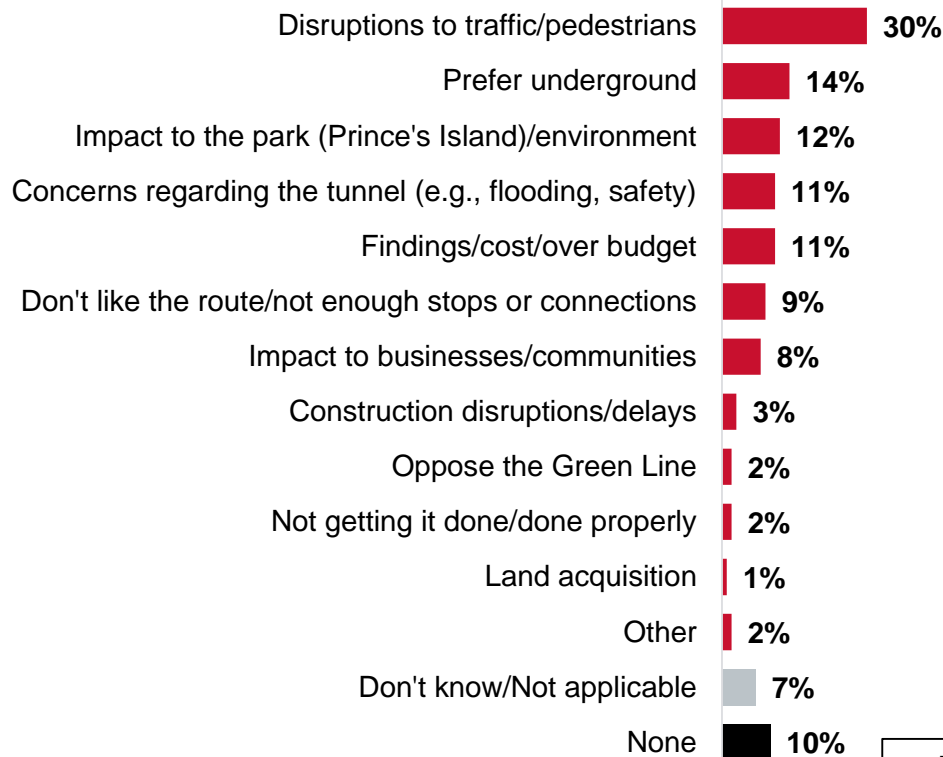
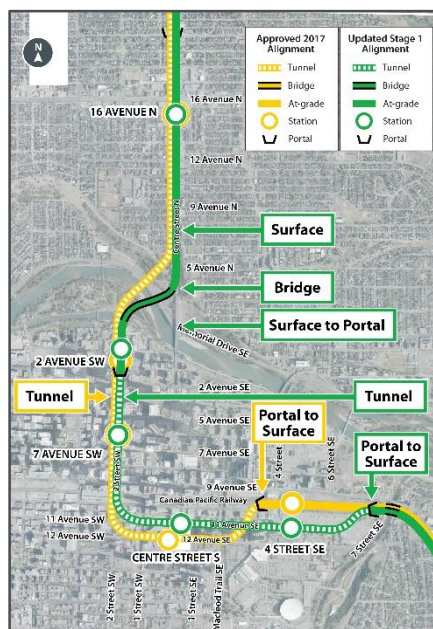


Multiple responses allowed; total will not add to 100%

Q: What **opportunities**, if any, do you see with the updated Stage 1 route (shown in green)? (n=705)

Stage 1 Route Realignment Challenges

When asked about challenges seen with the updated Stage 1 route, the most prominent concern is disruptions to traffic and pedestrians, with three-in-ten panelists (30%) mentioning this. Other challenges include a preference for the underground tunnel where it has been removed (14%), the impact on Prince's Island Park (12%) and concerns regarding the remaining tunnel, such as flooding and safety (11%). Cost concerns such as budget overruns are also mentioned by one-in-ten panelists (11%).



Multiple responses allowed; total will not add to 100%

Q: What **challenges**, if any, do you see with the updated Stage 1 route (shown in green)? (n=783)

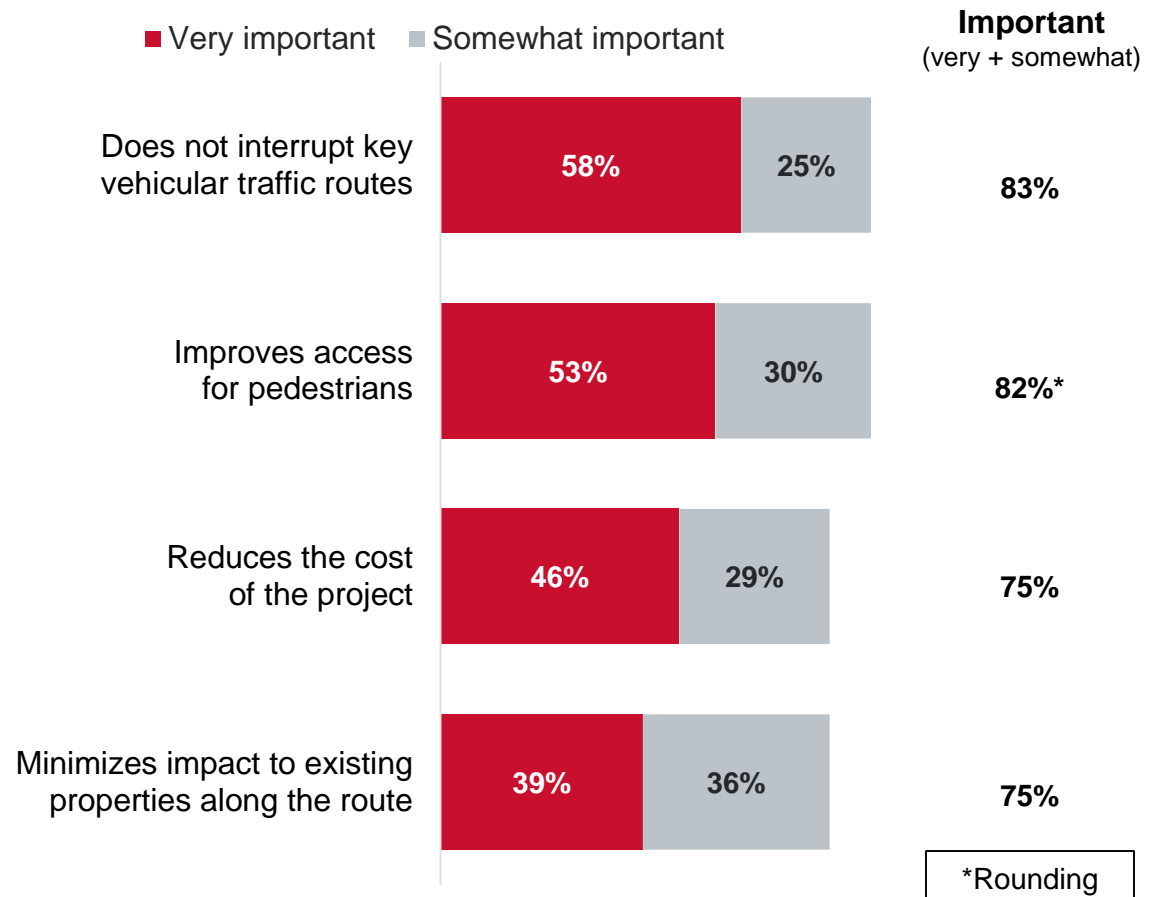
Stage 1 Four Focus Areas – Area One



Within the updated Green Line Stage 1 route, there are four focus areas. The first is **Centre Street N**. The key change for Centre Street N is a surface track up Centre Street (as opposed to an underground tunnel) with a surface station south of 16 Avenue N.

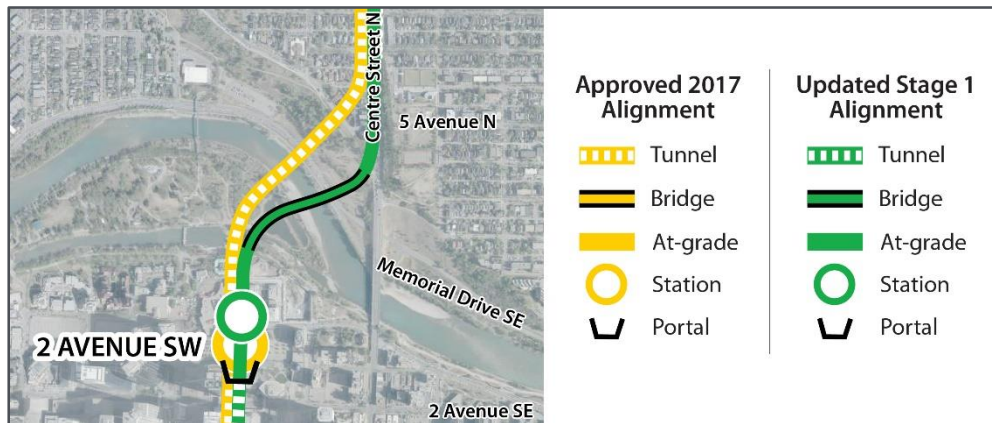
Focus Area One – Centre Street North

At least three-quarters of panelists feel that all attributes tested for the updated route along Centre Street North area are important. More than eight-in-ten panelists indicate ensuring the route does not interrupt key vehicular traffic routes (83%) and that it improves access for pedestrians (82%) are most important.



Q: Thinking specifically of the updated route along Centre Street North, how important is it to you that the updated route: (n=1,131)

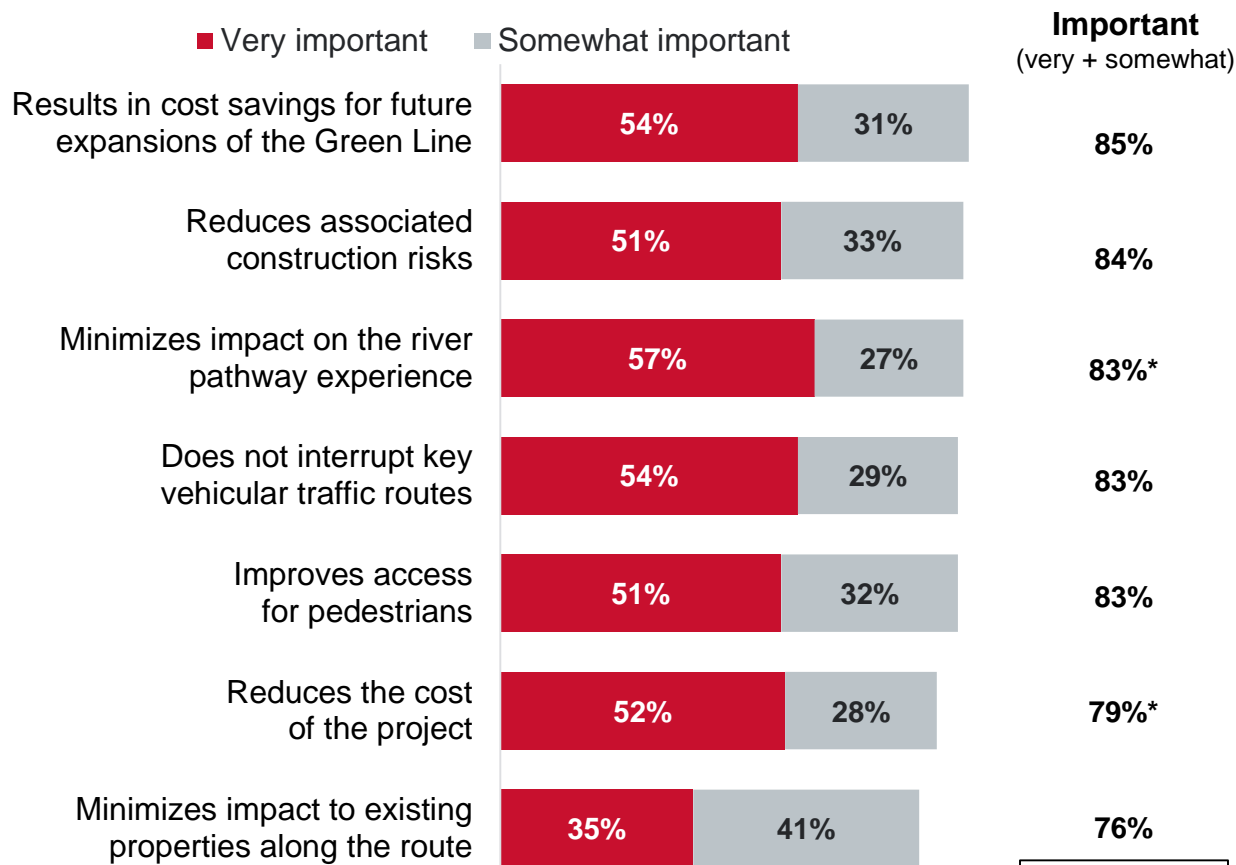
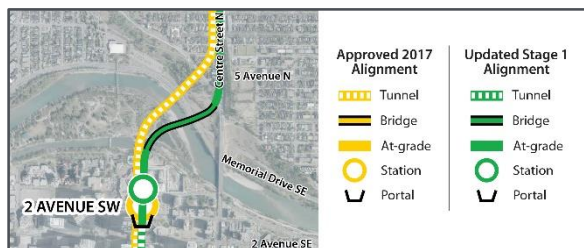
Stage 1 Four Focus Areas – Area Two



The second area of focus for the updated Green Line Stage 1 route is **Bow River Crossing**. The key change for the Bow River Crossing is crossing via bridge rather than tunneling under the river.

Focus Area Two – Bow River Crossing

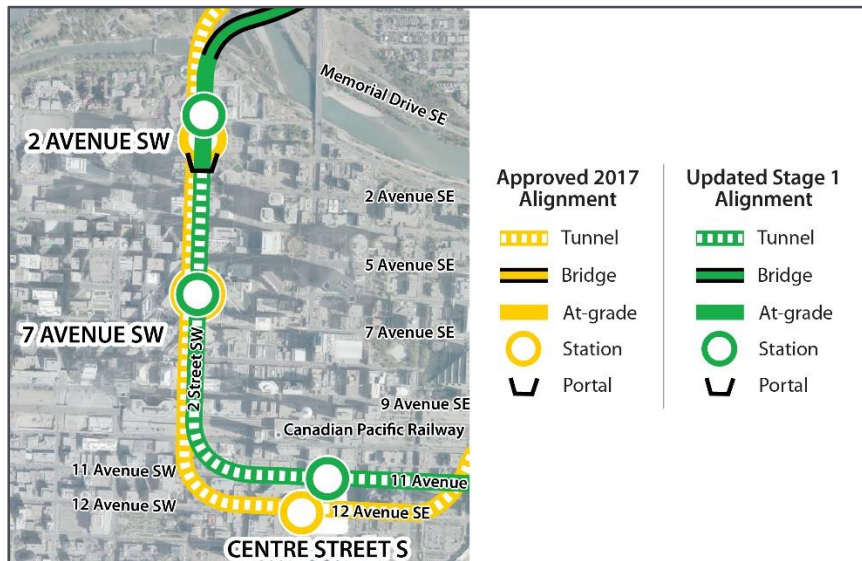
In considering the second focus area, Bow River Crossing, panelists cite resulting cost savings (85%) and a reduction of construction risks as being most important (84%). However, other attributes of importance are not far behind, with at least three-quarters of respondents feeling all attributes are important.



*Rounding

Q: Thinking specifically of the updated route over the Bow River, how important is it to you that the updated route: (n=1,131)

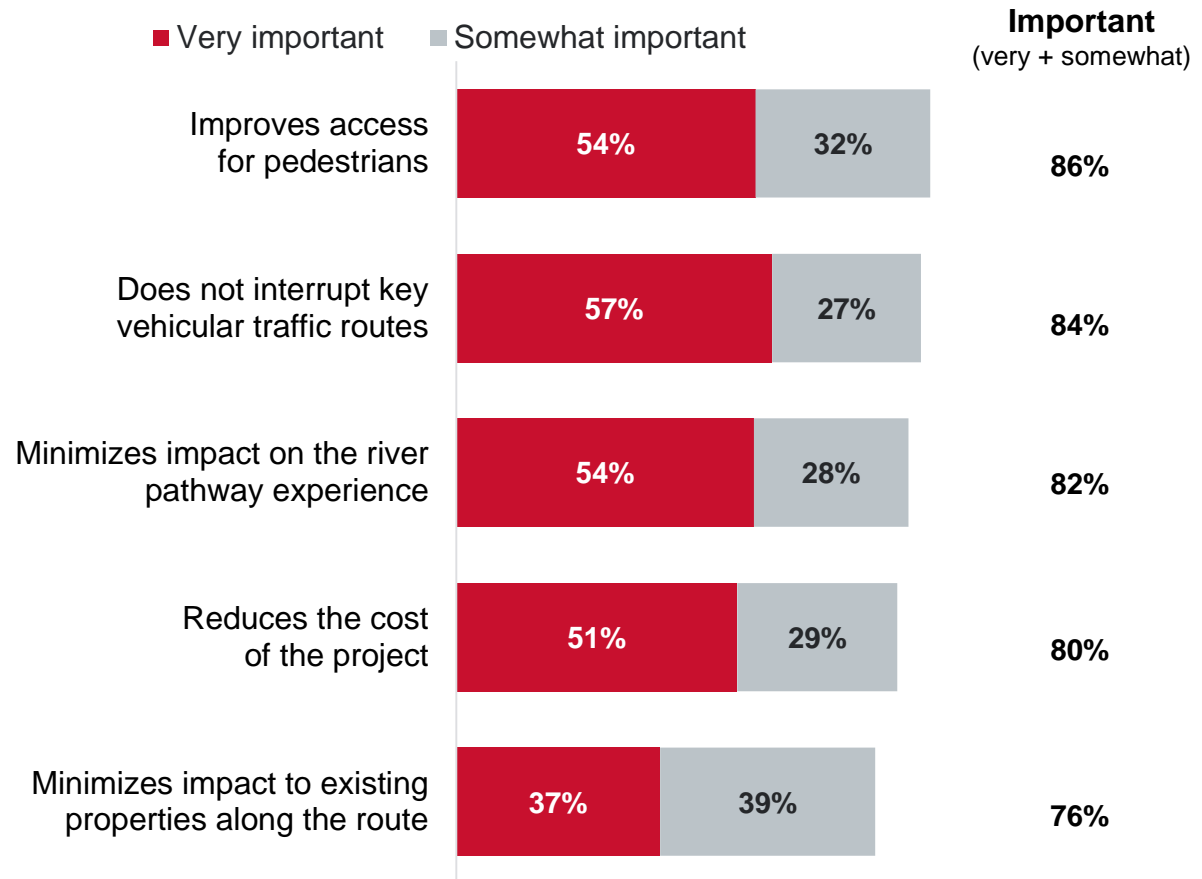
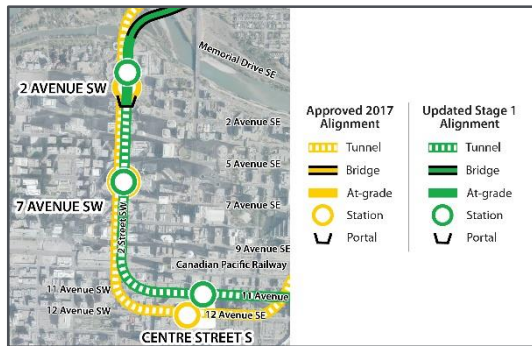
Stage 1 Four Focus Areas – Area Three



The third area of focus for the Green Line Stage 1 updated route is the **Downtown**. The key change for the Downtown is the inclusion of a surface station at 2 Avenue SW and an underground station at 7 Avenue SW.

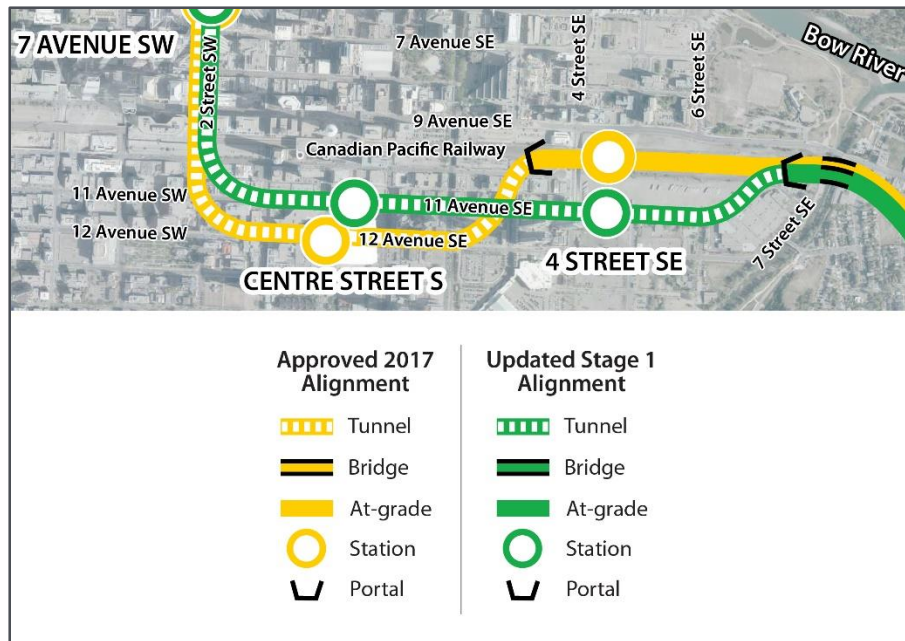
Focus Area Three – Downtown

As with the previous two focus areas, at least three-quarters of panelists also feel that each attribute tested for Downtown is important. For this area, the most important attributes are improving access for pedestrians (86%) and not interrupting key vehicular traffic routes (84%).



Q: Thinking specifically of the updated route in the Downtown, how important is it to you that the updated route: (n=1,131)

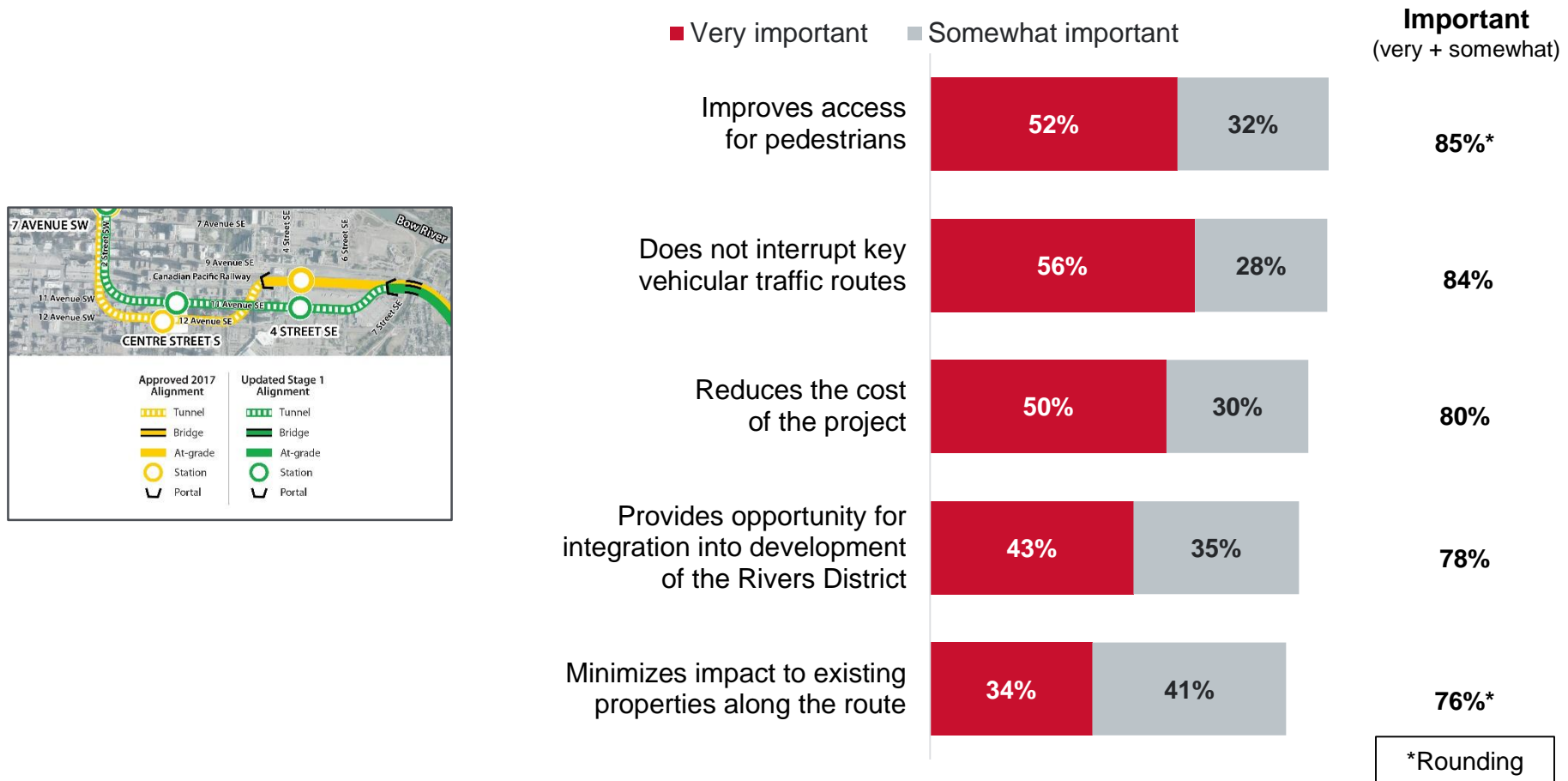
Stage 1 Four Focus Areas – Area Four



The final area of focus for the Green Line Stage 1 updated route is the **Beltline**. The key change for the Beltline is the move to 11 Avenue S. The originally approved route was on 12 and 10 Avenues S.

Focus Area Four – Beltline

Once again, the most important attributes mentioned by panelists, for the Beltline area are improving access for pedestrians (85%) and not interrupting key vehicular traffic routes (84%). As with the other focus areas, at least three-quarters of panelists feel each attribute is important.



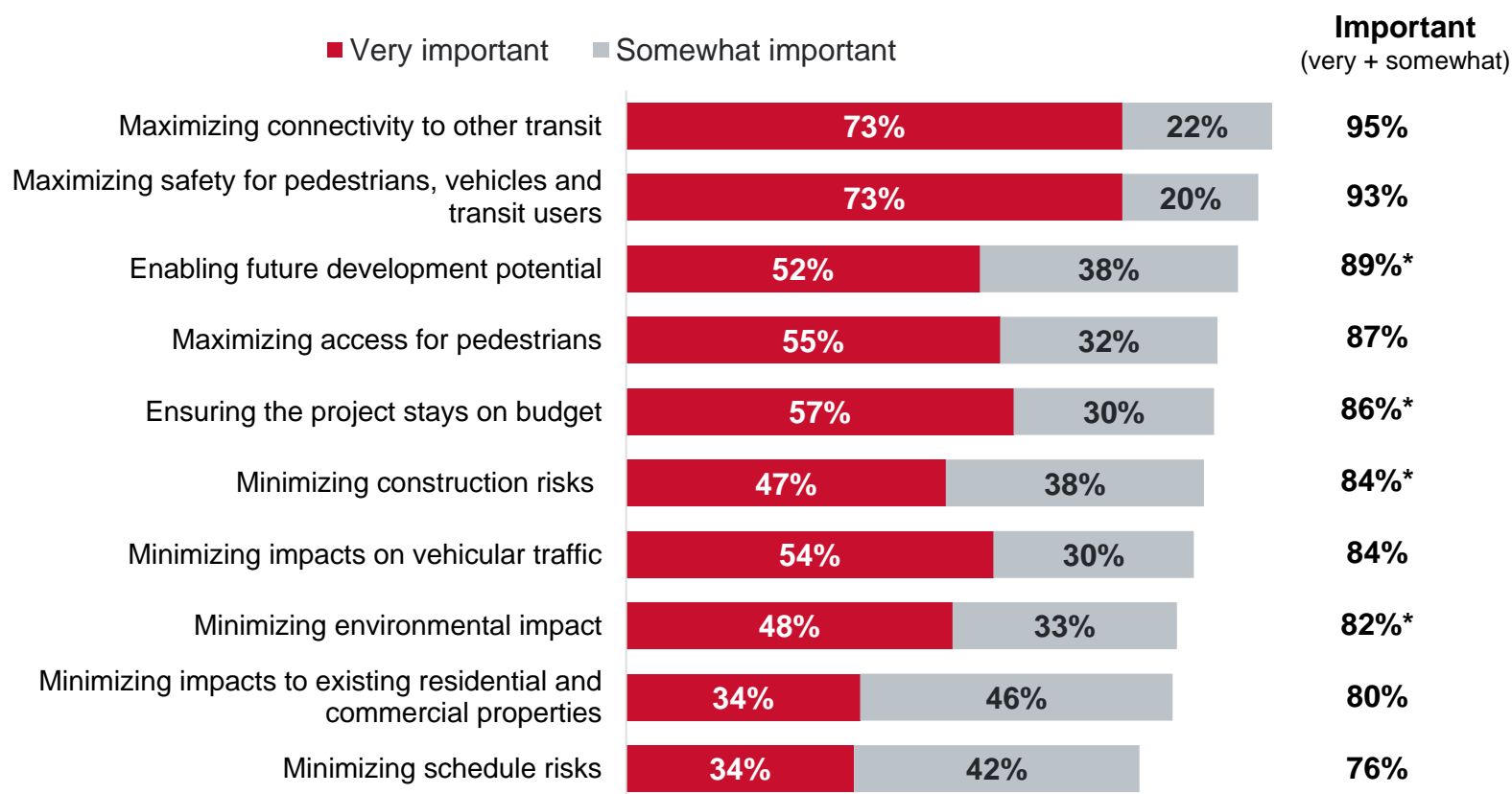
Q: Thinking specifically about the updated route in the Beltline, how important is it to you that the updated route: (n=1,131)

Green Line Realignment Priorities



Importance of Different Priorities

Panelists were asked about the importance of various aspects of the Green Line overall. Maximizing connectivity to other transit and the safety of pedestrians, vehicles and transit users were noted as most important, with more than nine-in-ten panelists (95% and 93%, respectively) citing them as important. Nearly three-quarters (73%) noted these attributes as 'very' important.

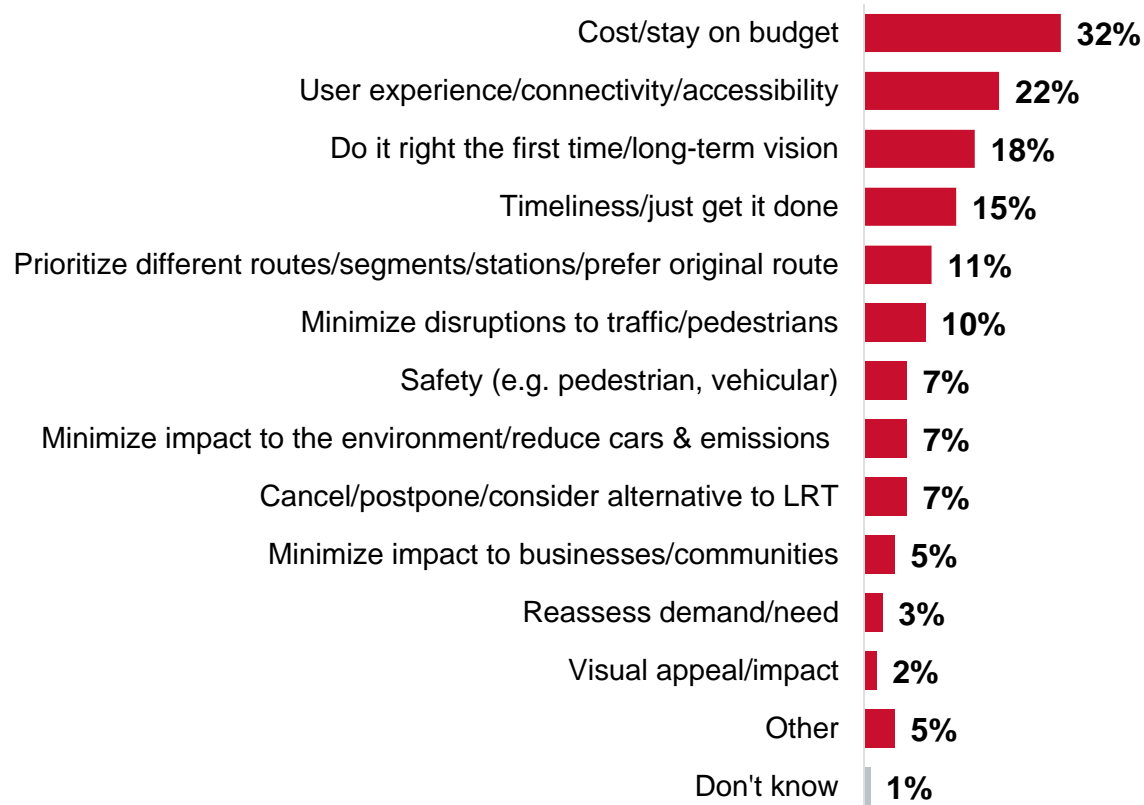


*Rounding

Q: Overall, how important are each of the following to you regarding the Green Line: (n=1,131)

Biggest Priority for Decision Makers

Cost was mentioned by nearly one-third of all panelists (32%) as the desired priority for decision makers when it comes to the Green Line. However, there were still a number of panelists (18%) that emphasized the importance of doing the project right the first time, including some who specifically noted the added cost of 'doing it right' is worthwhile. User experience was also listed as something that should be of prime importance to decision makers, mentioned by two-in-ten panelists (22%).

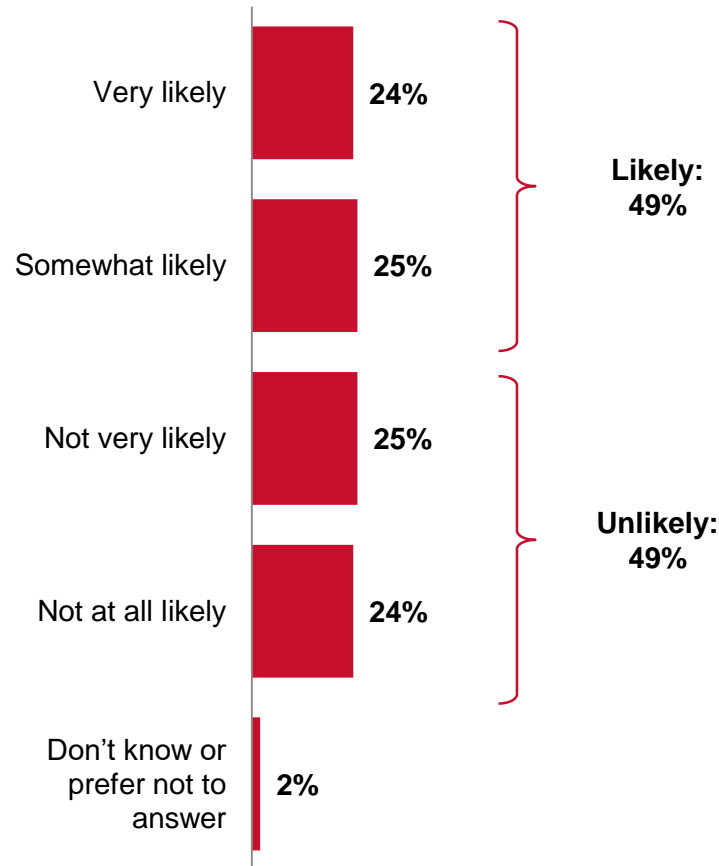


Multiple responses
allowed; total will not
add to 100%

Q: In your opinion, what should the biggest priority be for decision makers when it comes to the Green Line? (n=998)

Likelihood to Use Stage 1

One-half of panelists (49%) state they or someone in their household are likely to use the Stage 1 of the Green Line once it is completed. They are equally as likely to use Green Line as not to use it.



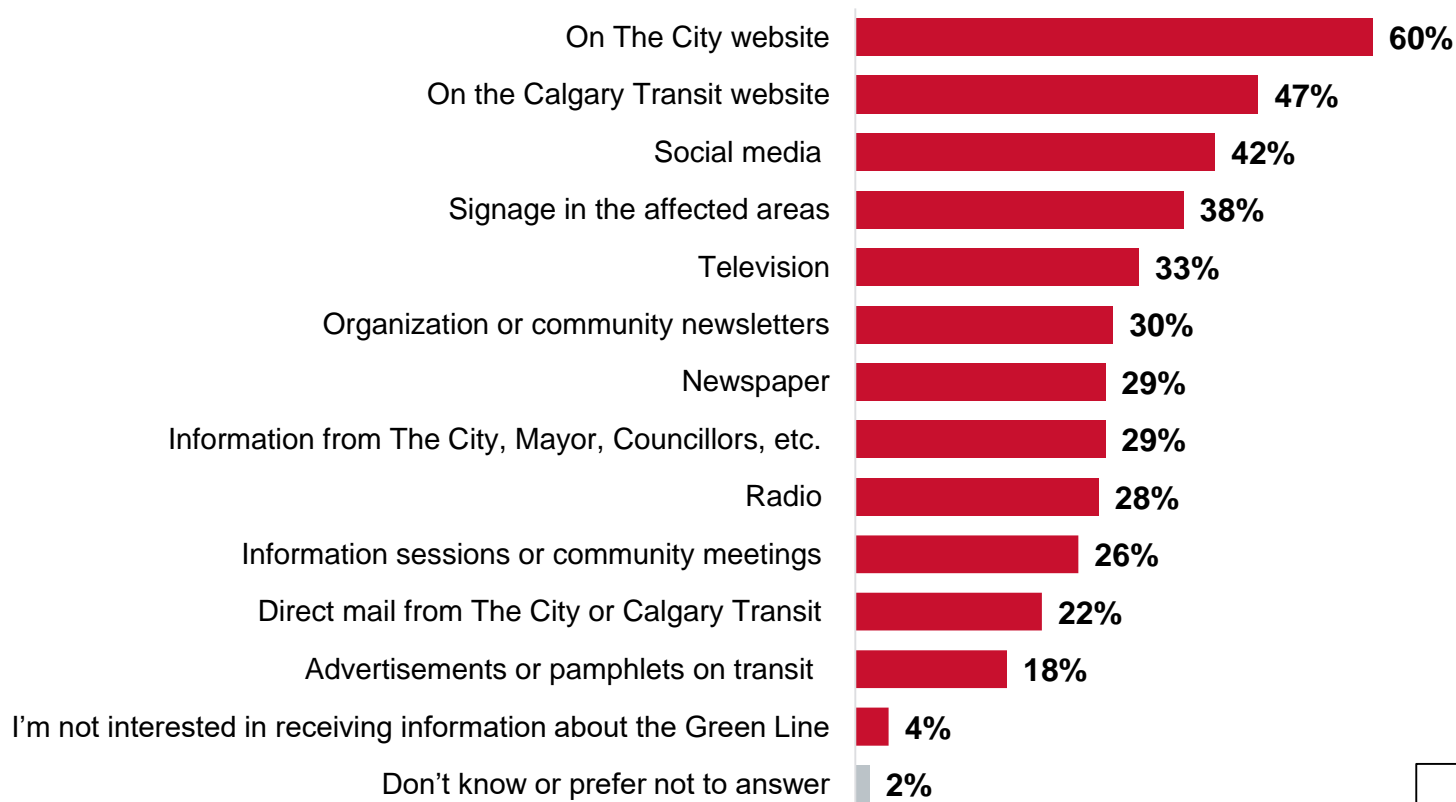
Q: Once Stage 1 of the Green Line is complete, how likely are you or someone in your household to use it? Are you... (n=1,131)

Green Line Communications



Preferred Information Channel

City websites lead the way for how panelists would prefer to access information about the Green Line Transit project, with six-in-ten (60%) mentioning the City website and just under half (47%) mentioning the Calgary Transit website. Social media (42%) and signage in the affected areas (38%) are also stated by more than one-third of panelists. Only 4% of panelists indicate they would not be interested in receiving information about the Green Line transit project.



Multiple responses
allowed; total will not
add to 100%

Q: How would you prefer to access information about the Green Line Transit project? (n=1,131)

Additional Comments

Of the panelists who left additional comments, there was an obvious divide, with some emphasizing the importance of getting it done and not delaying while others indicating it is not needed or this is not the right time. Ultimately, the additional responses were very mixed.

“Don’t do it for a long time.”

“DO IT before anything or any other project.”

“Does this really need to be built?”

“I think it’s important to get it done.”

“Pump the breaks”

“Quit stalling.”

“This should not be a priority”

“ [Green Line] should be a high priority.”

“Stop the Green Line now”

“Stop delaying the project!”

“Hold off if budget doesn’t allow”

“Expand the scope and budget.”

Multiple responses allowed

Q: Do you have any additional comments about the Green Line LRT project that you would like to share with The City of Calgary? (n=588)

Demographics



Demographics

Gender	
Female	47%
Male	51%
Prefer not to answer	2%

Born in Canada	
Yes	81%
No	18%
Prefer not to answer	1%

Age	
18 to 24	0%
25 to 34	10%
35 to 44	17%
45 to 54	19%
55 to 64	29%
65 or older	25%

Education	
Completed high school or less	5%
Some post secondary or completed a college diploma	28%
Completed university degree or post-grad degree	66%

Income	
Less than \$30,000	6%
\$30,000 to <\$45,000	6%
\$45,000 to <\$60,000	8%
\$60,000 to <\$75,000	7%
\$75,000 to <\$90,000	10%
\$90,000 to <\$105,000	8%
\$105,000 to <\$120,000	7%
\$120,000 to <\$150,000	11%
\$150,000 or more	20%
Prefer not to answer	19%

Visible Minority	
Yes	11%
No	85%
Prefer not to answer	4%

CoC Employee	
Yes	5%
No	95%
Prefer not to answer	1%

Quadrant	
NW	33%
SW	31%
NE	12%
SE	23%
Prefer not to answer	1%

Total may not add to 100% due to rounding

n=1,131 unless otherwise specified

Demographics Comparison

The demographic profile of the Citizens' View panelists who completed the Green Line Updated Alignment Survey was compared to that of the respondents to a recent Citizen Perspectives Survey, which was conducted by telephone with a random sample of the general adult (18 years of age and older) population of Calgary.

As a telephone survey using random selection of respondents and including both landline and cell phone numbers, the results of the Citizen Perspectives Survey are generally representative of Calgary's adult population. Comparing the demographic profiles of the respondents to the two surveys allows us to see if and how the respondents to the Green Line Updated Alignment Survey differ from the general population in the city.

The comparison indicates the following about the Green Line Updated Alignment Survey:

- Residents of the northeast quadrant of Calgary are slightly under-represented;
- Younger Calgarians (particularly the 18 to 24 age group) are under-represented and those aged 55 to 64 years are especially over-represented;
- There are fewer foreign-born Calgarians and visible minorities when compared to the general population of Calgary; and
- While household income is on par with the general population of Calgary, the respondents to the Green Line survey tend to have achieved higher levels of education.

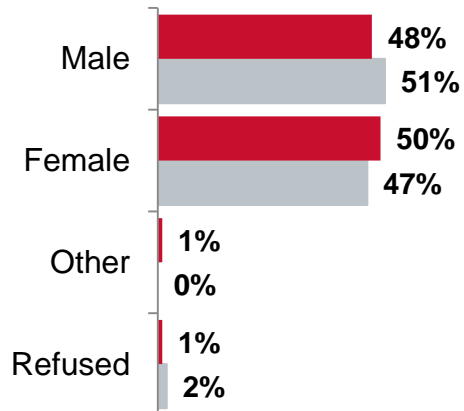
Demographics Comparison – cont'd

■ Citizen Perspectives Survey - February 2020 (n=500)

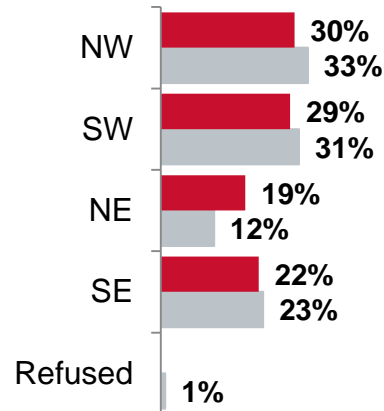
■ Green Line Updated Alignment Survey (n=1,131)

Gender

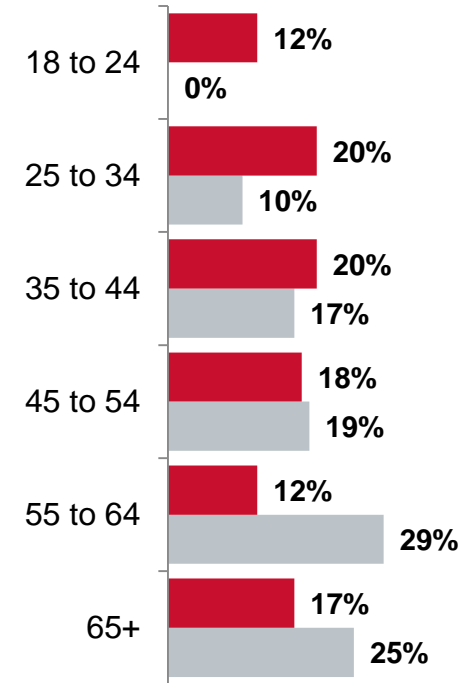
(asked, not inferred)



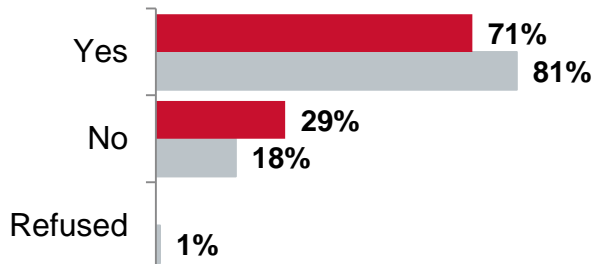
Quadrant of Residence



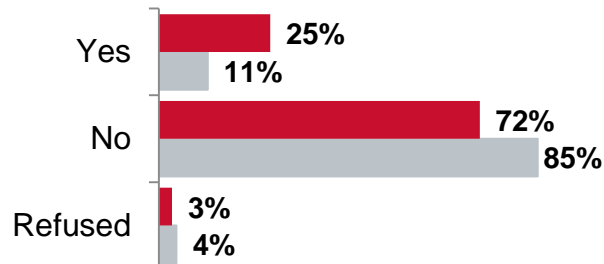
Age



Born in Canada



Visible Minority

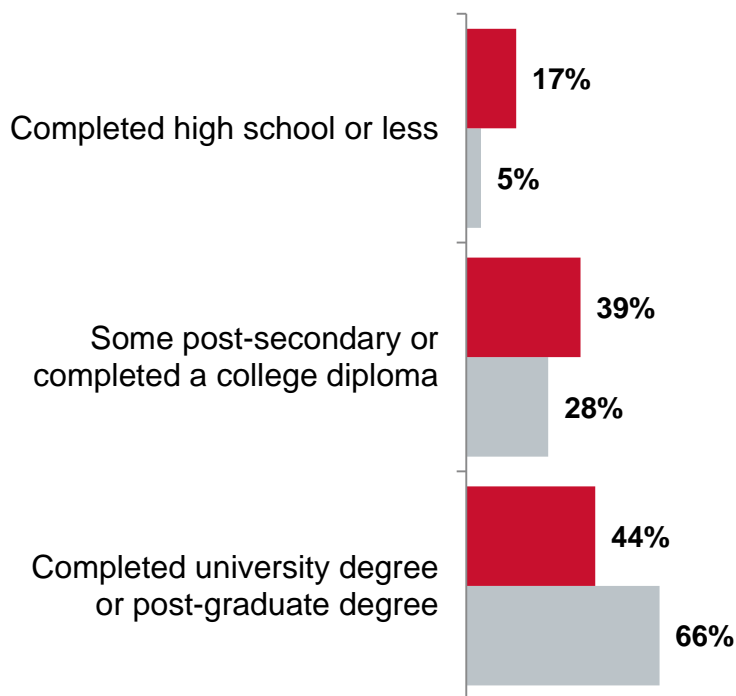


Demographics Comparison – cont'd

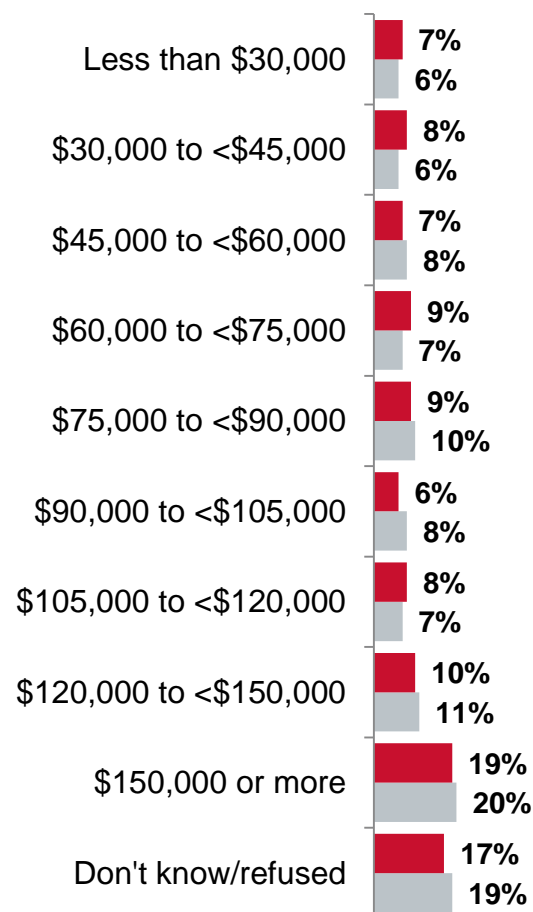
■ Citizen Perspectives Survey - February 2020 (n=500)

■ Green Line Updated Alignment Survey (n=1,131)

Highest Level of Schooling Obtained



Household Income





Contact

The Corporate Research Team
Customer Service & Communications
The City of Calgary
research@Calgary.ca