



Calgary Regional Partnership

DRAFT SUB-REGIONAL TRANSIT FEASIBILITY STUDY

SURVEY OF COMMUNITY RESIDENTS

(BLACK DIAMOND, NANTON,
OKOTOKS, & TURNER VALLEY)

2014



TABLE OF CONTENTS

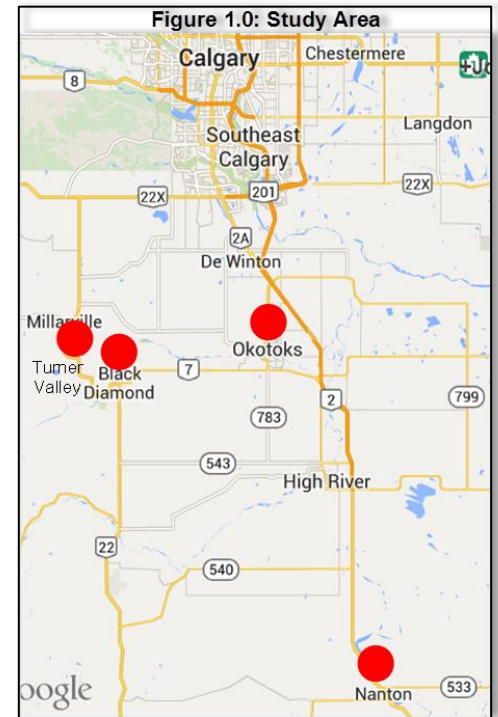
1.0	INTRODUCTION	1
2.0	EXISTING TRAVEL PATTERNS	3
	2.1 Current Travel Patterns between Community and Calgary	3
	2.2 Current Travel Patterns among Communities	9
3.0	POTENTIAL USE OF REGIONAL TRANSIT SERVICE	12
	3.1 General Likelihood of Using the Regional Transit Service	12
	3.1.1 Travel Between Community and Calgary	12
	3.1.2 Travel among Communities	13
	3.2 Expected Patterns of Regional Transit Service Use	15
	3.2.1 Use Patterns between Community and Calgary	15
	3.2.2 Use Patterns among Communities	28
4.0	FARES EXPECTATIONS	32
	4.1 Fare Pricing Sensitivities	32
	4.2 Implications of User Categories	36
	4.3 Likelihood of Purchasing Monthly Pass	36
5.0	ESTIMATED RIDERSHIP OF THE REGIONAL TRANSIT SERVICE	39
	5.1 Assumptions Used to Estimate Ridership	39
	5.2 Average Daily Ridership Patterns and Estimates – Between Communities and Calgary	40
	5.3 Average Weekly Ridership Patterns and Estimates – Between Communities and Calgary	40
	5.4 Annual Ridership Estimates – Between Communities and Calgary	45
	5.5 Ridership Estimates – Among Communities	51
6.0	CONCLUDING REMARKS	52

APPENDICES

Survey Instrument
Respondent Profiles
Business and Organization Interview Representatives
Business and Organization Interview Discussion Guides
Additional Data

1.0 INTRODUCTION

For over a decade, the member municipalities comprising the Calgary Regional Partnership (CRP) have been working collaboratively to ensure that growth in the Calgary Region occurs in a sustainable manner. Recently the CRP has been investigating the potential development of a regional transit service that would serve the communities surrounding Calgary; in particular, Turner Valley, Black Diamond, Okotoks, and Nanton. To support this initiative, the CRP is conducting a feasibility study to examine opportunities of establishing a regional transit service that would link these communities with Calgary. A component of the study involves gathering information from residents and businesses associated with potential use of a regional transit service. HarGroup Management Consultants was commissioned by CRP to engage residents and businesses about a future regional transit service.



The overall purpose of the study was to examine awareness of regional transit concepts, and assess trip needs for the residents of select communities within communities south of Calgary; as well as to investigate factors involved with the implementation of a trial regional transit service among residents.

Project objectives that guided the study include:

- Examine perceptions of regional transit among communities in the region and within a regional context,
- Identify regional perception of transit culture; what it means to use transit or who it is for (e.g. commuters, socio-economic status, and age) and assess propensity to use transit service among residents
- Determine what would encourage residents to consider using transit and identify factors that would foster transit use among residents
- Determine the needs of residents if a regional transit system were implemented in the future
 - Identify potential origins and destinations of regional transit use within service area
 - Assess priority times of travel for transit use within the sub-regional service area
 - Examine pricing and fare expectations for a regional transit service

Research conducted for the feasibility study involved a telephone survey of residents of Turner Valley, Black Diamond, Okotoks and Nanton, as well as consultation interviews with businesses located in the region. Specifications of the research include:

Telephone Survey

- A questionnaire was designed by HarGroup Management Consultants, in conjunction with CRP representatives. A copy of the survey instrument is presented in Appendix A.
- A total of 800 residents were randomly selected within the study area to participate in the survey. A sample of this size yields an estimated margin of error of $\pm 3.4\%$ within a 95% confidence interval for the total adult population (18 years of age or older). The estimated margins of error for each community are larger, as presented in Table 1.1.

Table 1.1: Telephone Survey Estimated Margins of Error (Estimates calculated within a 95% confidence interval)					
Specification	Turner Valley	Black Diamond	Okotoks	Nanton	Entire Sample
Population (2011 Federal Census)	1,684	1,866	17,299	1,759	22,608
Sample Size	150	150	350	150	800
Estimated Margin of Error	$\pm 7.7\%$	$\pm 7.8\%$	$\pm 5.2\%$	$\pm 7.7\%$	$\pm 3.4\%$

- Demographic information about respondents is presented in Appendix B. The data presented in this report have been weighted to effectively represent the age and gender of the study area population. As such, data showing totals will be influenced by those gathered from Okotoks respondents due to the larger population within that community.
- The survey was fielded in July and August 2014

Business Interviews

- Telephone interviews were conducted with five businesses operating in the region. The interviews examined needs of employees of the business. A list of representatives is presented in Appendix C.
- All of the interviews were conducted with human resources representatives who commented on how a transit service might be used by employees of their organizations. The discussion guide used for the interviews is presented in Appendix D. The interviews were conducted by HarGroup consultants.

At the same time as the telephone survey was being conducted, an open-link online questionnaire was available to residents in the region to voice their opinions about the regional transit service. Throughout this report, there are references to comments provided in the open-link online questionnaire.

The remainder of this report presents the findings of the telephone survey and business interviews. For telephone survey findings, basic frequencies of question results are presented. Various statistical procedures are used within the analyses to assess significance of contrasting responses or perceptions of respondents. These analyses provide additional insight into the data and allow for a greater degree of certainty in statements of inference. Tables and figures contained within the body of this report are presented with rounded percentages. As such, totals may not sum to 100%.

2.0 EXISTING TRAVEL PATTERNS

Understanding existing travel patterns between the communities and Calgary among residents provides a foundation for determining how travel might occur when a future regional transit service is developed. As will be shown in this section of the report, it is common for residents to travel to and from Calgary for a variety of reasons and most of this travel is conducted by personal vehicle. To effectively develop, at least in the short term, a regional transit service will need to attract customers that are accustomed to a personal vehicle culture.

2.1 Current Travel Patterns Between Community and Calgary

Frequency of Travel

Among many residents of the communities examined in the study, travel between their community and Calgary is common and frequent. Data presented in Table 2.1 shows that approximately seven in ten survey respondents travel between their community and Calgary at least once a week and the vast majority travel at least once a month.

Table 2.1: Frequency of Travel between Community and Calgary					
Frequency	% of Responses				
	Turner Valley (n=150)	Black Diamond (n=159)	Okotoks (n=348)	Nanton (n=150)	Total (n=797)
Three or more times a week	31	30	47	18	43
About once or twice a week	24	23	28	17	28
At least once every two weeks	18	10	11	19	12
At least once a month	12	18	9	28	11
At least every two or three months	12	15	5	7	6
At least once every six months	1	2	0	1	0
At least once a year	0	2	0	2	0
Have not travelled between community and Calgary	2	1	0	6	0
Total	100	100	100	100	100

Okotoks respondents are more likely than respondents from the other communities to travel to and from Calgary on a weekly basis (at least once a week) and almost half travel three or more times a week. This pattern is highly influenced by the prevalence of Okotoks respondents traveling to Calgary for work, as will be shown later in this section. It should be noted that a large portion of Okotoks, Turner Valley, and Black Diamond respondents indicated that they have jobs that require them to regularly travel to Calgary (see data in Respondent Profile in Appendix B). However, when taking into account the larger population base of Okotoks compared to the other communities, the vast

majority of travellers to Calgary for employment (full and part-time) likely originate from Okotoks rather than the other three communities (see additional data in Appendix E).

Days of Travel

When asked about days of travel, many survey respondents indicated that their travel occurred during weekdays (Monday to Sunday), as presented in Table 2.2). Table 2.2 shows the days that respondents indicated they travel between their community and Calgary. To a lesser extent, travel occurred on weekends (Saturday and Sunday).

Table 2.2: Current Travel Days Between Community and Calgary					
Travel Days	% of Respondents				
	Turner Valley (n=147)	Black Diamond (n=148)	Okotoks (n=349)	Nanton (n=141)	Total (n=785)
Monday	59	59	71	63	59
Tuesday	63	58	70	68	63
Wednesday	62	61	72	68	62
Thursday	65	58	69	70	65
Friday	64	58	72	67	64
Saturday	53	43	57	55	53
Sunday	43	36	52	46	43
It depends	18	19	12	11	18

Travel among Okotoks respondents was much more likely to occur than among respondents from other communities, especially during weekdays. Again, this may be due to the amount of respondents that work in Calgary.

Travel Times

Travel times among respondents between their community and Calgary are presented in Table 2.3. For the most part, respondents are more likely to travel between 6:00 am and 3:00 pm to get to Calgary, and between noon and 9:00 pm to travel back to their community. However, further analysis reveals that respondents who have a job that requires them to regularly travel to Calgary were much more likely to travel from their community to Calgary in the early morning, between 6:00 am and 9:00 am, and then back to their own community in the afternoon, between 3:00 pm and 6:00 pm (see Appendix F). As such, further interpretation of the data presented in Table 2.3 is that during weekdays (Monday through Friday) most travel will occur between 6:00 am and 9:00 am and 3:00 pm and 6:00 pm, while on weekends it will occur 9:00 am to 3:00 pm.

Table 2.3: Times of Travel between Community and Calgary										
Times of Travel	% of Respondents									
	From Community to Calgary					From Calgary to Community				
	TV (n=141)	BD (n=148)	OK (n=343)	NT (n=138)	Total (n=781)	TV (n=145)	BD (n=148)	OK (n=341)	NT (n=138)	Total (n=778)
Between 6:00 am up to 9:00 am	42	43	47	36	46	2	0	6	4	6
Between 9:00 am up to noon	50	46	47	61	47	5	5	10	10	9
Between noon up to 3:00 pm	27	26	30	35	30	32	26	28	28	29
Between 3:00 pm up to 6:00 pm	20	22	22	17	22	56	54	60	50	55
Between 6:00 pm up to 9:00 pm	11	6	17	13	17	33	28	34	35	33
Between 9:00 pm up to midnight	5	2	7	2	6	24	14	16	16	17
Between midnight up to 3:00 am	0	0	1	2	1	1	1	2	2	2
Between 3:00 am up to 6:00 am	4	5	5	4	5	0	0	1	1	1
It depends	3	6	2	2	2	4	7	2	2	4

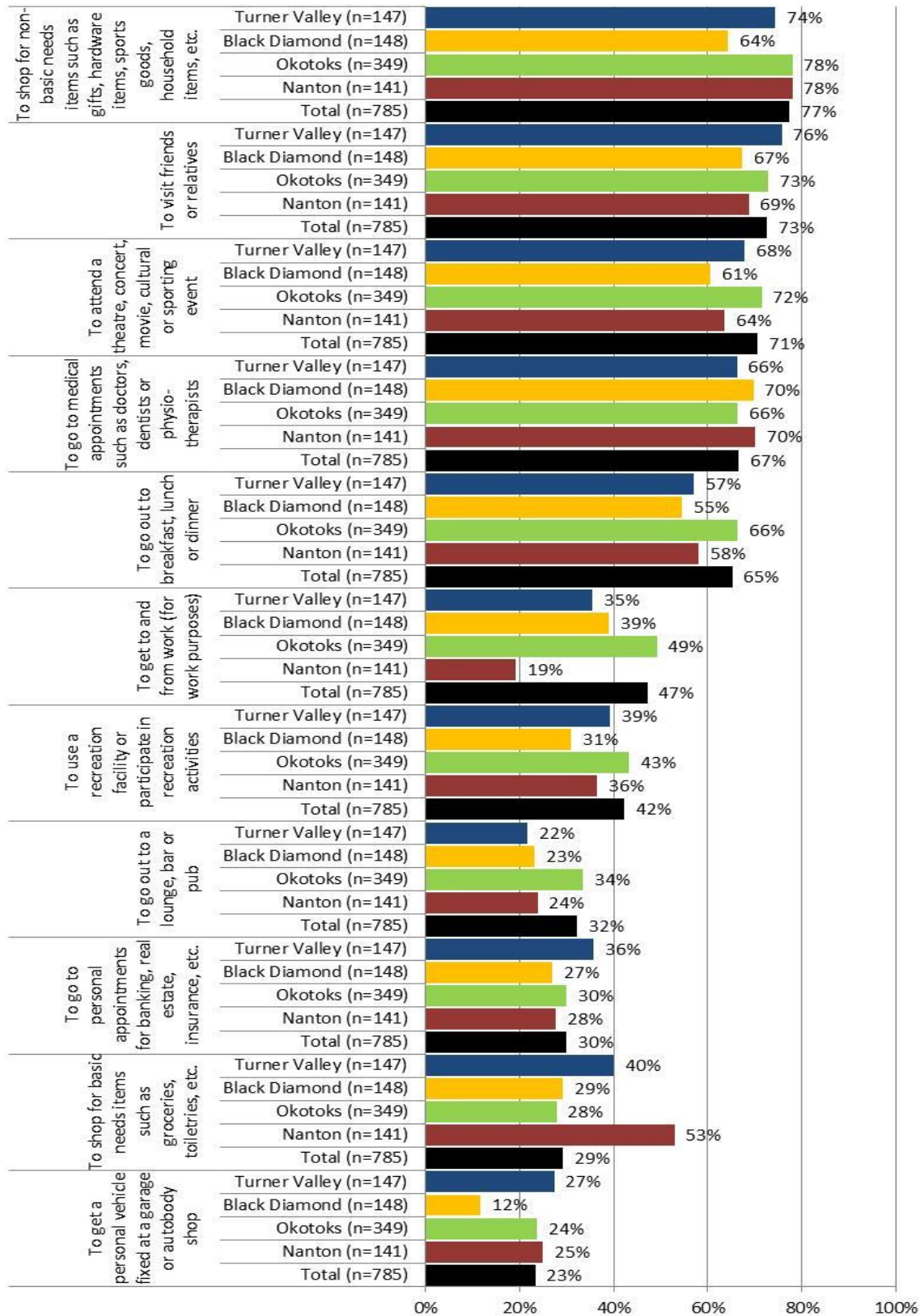
In some respects, times of travel among respondents from the various communities was similar. The notable exception was Nanton respondents who were more likely to travel between 9:00 am and noon from their community to Calgary rather than between 6:00 am and 9:00 am, which is likely influenced by having fewer respondents having jobs in Calgary .

Purposes of Travel

Reasons for why residents travel between their community and Calgary is presented in Figure 2.1. The more common reasons for travelling to Calgary among all communities include shopping for non-basic need items; visiting friends and relatives; attending theatre, concerts, movies, cultural or sporting events; going to medical appointments, and going out for breakfast, lunch and dinner. Somewhat less common reasons included traveling to and from Calgary for work and to use recreation facilities or participate in recreation activities.

In comparing the reasons for travel to Calgary among the communities, Okotoks respondents are more likely than other respondents to travel to Calgary to get to and from work, go out for breakfast, lunch and dinner, and use a recreation facility or participate in recreation activities. Nanton respondents are more likely to shop for basic needs items. Turner Valley respondents are more likely to go to personal appointments and shop for basic needs items. It should be noted that frequency of travel is more likely to be higher for traveling to and from Calgary for work and shopping of basic needs items compared to the other purposes that were examined within the survey.

Figure 2.1: Purposes for Travel between Community and Calgary



Further analysis of the data was conducted with those respondents who indicated they travel to and from Calgary for work, mainly due to the frequency of which these respondents travel between their community and Calgary. Observations from this analysis include (see Appendix E for data):

- All but one respondent (1 out of 376) owned or had access to a personal vehicle;
- Most (85%) have a job that requires them to travel regularly to Calgary;
- More likely to be male (66% of male respondents compared to 30% of female); and
- More likely to be 35 to 64 years of age.

Another reason identified by respondents for travel to and from Calgary was going to the Calgary International Airport (see Appendix E).

Personal vehicle is the primary method of transportation when traveling between the communities and Calgary, either as a driver or a passenger (Table 2.4). A bit of travel occurs by taxi and commuter bus. In some respects, these findings reveal that travel to Calgary is dependent on having access to a vehicle.

Table 2.4: Methods of Transportation Used to Travel To and From Calgary										
Method of Transportation	Method Used Most Often					Method Used 2nd Most Often				
	TV (n=147)	BD (n=150)	OK (n=350)	NT (n=141)	Total (n=786)	TV (n=39)	BD (n=37)	OK (n=79)	NT (n=45)	Total (n=184)
Personal vehicle/motorcycle (driver)	89	89	96	87	95	13	11	8	16	8
Personal vehicle (passenger / carpool)	11	9	4	13	5	80	84	81	76	81
Commuter bus/handi-bus	0	1	<1	0	<1	0	0	1	9	1
Taxi	0	1	0	0	<1	8	3	8	0	7
Bicycle	0	0	0	0	0	0	0	2	0	2
Other	0	0	0	0	0	0	3	0	0	0
Total	100	100	100	100	100	100	100	100	100	100

2.2 Current Travel Patterns Among Communities

Frequency of Travel

Travel patterns of respondents among the four communities of Turner Valley, Black Diamond, Okotoks, and Nanton varies considerably. Table 2.5 on the next page show the frequency of travel for respondents among these four communities, as well as High River. When taken as a whole, the data suggest that Okotoks is the primary travel node within the study area. Indeed, considerable portions of respondents from Turner Valley, Black Diamond, and Nanton indicated that they travel to and from Okotoks on at least a weekly basis. For Turner Valley and Black Diamond respondents, at least nine in ten stated travel to and from Okotoks on a weekly basis, while about a third of Nanton respondents travel on a weekly basis.

There is also considerable travel between Turner Valley and Black Diamond among respondents of these communities in that considerable portions of respondents stated travel at least once a week.

Travel to Nanton among Black Diamond, Okotoks, and Turner Valley respondents is much less common. Actually, most respondents of these communities stated that they have not travelled between their communities and Nanton.

It should be noted that travel was also examined between the four communities involved in the study and High River to accommodate any future studies that might include this community. In this case, travel is frequent to High River among Nanton respondents. About three-quarters of Nanton respondents stated that they travel to High River on a weekly basis. Travel is much less frequent among Turner Valley, Black Diamond, and Okotoks respondents to High River. Actually, when taken as a whole, the data suggest that High River is much more likely to be travel destination for Nanton residents than Okotoks.

Purposes for Travel

Reasons for why respondents of Turner Valley, Black Diamond, Okotoks, and Nanton travel between their respective communities are presented in Table 2.6 . The more common reasons for travelling among these communities include using a recreation facility or participating in recreation activities, visiting friends and family, going out for breakfast, lunch or dinner, shopping for basic and non-basic needs items, and going to and from work. The data also infer that Okotoks is a resource centre for respondents of other communities in that they shop for basic and non-basic needs items, and go to medical and personal appointments.

Table: 2.5: Frequency of Travel among Other Communities																					
Frequency	% of Respondents																				
	Turner Valley				Black Diamond				Okotoks				High River					Nanton			
	BD (n=150)	OK (n=350)	NT (n=150)	Total (n=650)	TV (n=149)	OK (n=350)	NT (n=150)	Total (n=649)	TV (n=150)	BD (n=150)	NT (n=150)	Total (n=450)	TV (n=150)	BD (n=150)	OK (n=350)	NT (n=150)	Total (n=800)	TV (n=150)	BD (n=150)	OK (n=350)	Total (n=650)
Three or more times a week	38	2	0	4	69	3	1	5	46	44	11	34	3	8	5	23	5	1	1	0	<1
About once or twice a week	31	4	2	5	22	8	1	8	46	43	27	39	5	7	11	51	12	0	0	1	1
At least once every two weeks	5	4	5	4	6	5	5	5	3	5	33	14	12	5	8	12	8	2	2	1	1
At least once a month	9	11	3	11	2	18	5	17	3	2	23	9	17	20	21	9	20	5	2	6	6
At least every two or three months	7	14	8	13	1	15	10	15	0	3	1	2	25	27	18	1	18	6	9	6	6
At least once every six months	3	10	12	10	0	15	13	14	0	1	1	1	11	12	11	1	10	5	11	9	9
At least once a year	3	10	6	10	0	10	14	9	1	1	1	1	6	11	9	0	9	11	19	16	16
Have not travelled between my community and other community	3	45	65	44	1	27	52	27	2	1	4	2	23	9	18	3	17	69	55	59	60
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Table 2.6: Purposes for Travel Among Other Communities

Reasons	% of Respondents																				
	Turner Valley				Black Diamond				Okotoks				High River					Nanton			
	BD (n=149)	OK (n=350)	NT (n=142)	Total (n=642)	TV (n=147)	OK (n=259)	NT (n=69)	Total (n=475)	TV (n=147)	BD (n=149)	NT (n=143)	Total (n=439)	TV (n=114)	BD (n=130)	OK (n=293)	NT (n=145)	Total (n=682)	TV (n=42)	BD (n=58)	OK (n=144)	Total (n=245)
To use a recreation facility or participate in recreation activities	26	26	23	35	12	31	8	29	15	17	7	13	9	8	20	9	18	20	27	25	25
To visit friends or relatives	36	17	18	19	30	24	29	25	21	16	13	17	35	29	28	23	28	22	27	21	22
To go out to breakfast, lunch or dinner	14	29	11	27	21	27	14	27	33	16	17	22	6	12	19	21	18	2	13	14	13
Shop for non-basic needs (gifts/hardware items/sports goods/etc.)	7	9	9	8	36	17	22	18	63	66	70	66	21	28	22	44	23	13	20	27	26
To shop for basic needs items such as groceries, toiletries, etc.	5	5	5	5	76	9	9	12	88	90	89	89	10	17	10	72	13	7	9	5	5
To get to and from work (for work purposes)	9	10	10	10	17	9	6	10	27	14	6	16	21	20	15	18	16	21	4	7	7
To go to medical appointments such as doctors, dentists or physiotherapist	1	<1	4	1	34	6	5	7	24	20	17	21	15	18	17	28	18	2	0	1	1
To attend a theatre, concert, movie, cultural or sporting events	3	6	6	6	6	8	14	8	5	4	4	4	5	5	10	6	9	4	12	14	13
To go to personal appointments for banking, real estate, insurance, etc.	25	3	3	5	13	2	3	3	19	16	7	14	4	3	3	16	4	0	0	<1	<1
Sightseeing; pleasure trip	1	5	13	5	1	4	10	4	0	0	<1	<1	5	2	1	0	1	2	4	4	4
To get a personal vehicle fixed at a garage or autobody shop	1	<1	5	1	7	<1	1	1	9	5	<1	5	4	10	4	12	5	0	0	3	3
To go out to a lounge, bar or pub	2	1	0	1	4	2	1	3	3	1	2	2	0	1	2	0	2	0	0	1	0
To go to the hospital	0	<1	0	<1	2	1	0	1	0	0	0	0	0	1	3	1	3	0	0	0	<1
To get gas for my vehicle/just passing through	0	3	16	3	4	0	9	<1	2	3	<1	0	1	0	0	1	<1	11	1	1	1
To attend a religious service	1	1	0	1	3	3	<1	3	1	0	<1	<1	2	1	<1	1	<1	2	1	<1	<1
To go to a coffee/ice cream shop, bakery, candy store, etc.	1	<1	1	<1	3	2	1	1	2	1	1	1	1	0	1	1	1	2	0	1	1
To do volunteer work	0	<1	0	<1	1	0	0	<1	1	1	0	1	3	2	2	0	2	0	0	0	0
To visit a museum, art gallery, library, etc.	13	0	0	1	0	0	2	0	0	0	4	0	0	0	0	0	0	5	2	4	4
To go to a recycling facility/bottle depot	17	<1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
To get to and from school, child care, etc.	1	0	0	<1	0	0	0	0	5	1	0	2	0	0	0	0	0	0	0	0	0
Other	2	1	2	1	3	2	0	3	0	0	1	0	3	1	1	3	1	2	0	1	1
Multiple response, number of responses	(249)	(402)	(154)	(806)	(405)	(377)	(90)	(872)	(463)	(410)	(342)	(1215)	(163)	(196)	(443)	(360)	(1162)	(49)	(73)	(185)	(308)

3.0 POTENTIAL USE OF REGIONAL TRANSIT SERVICE

The regional transit systems is expected to become an important mode of transportation for many residents of Turner Valley, Black Diamond, Okotoks and Nanton, particularly for travel between their community and Calgary. In the previous section of this report, current methods and patterns of travel were examined and it was apparent that personal vehicle was the primary method of transportation for respondents. This section of the report examines needs and expectations for a new regional transit service among survey respondents.

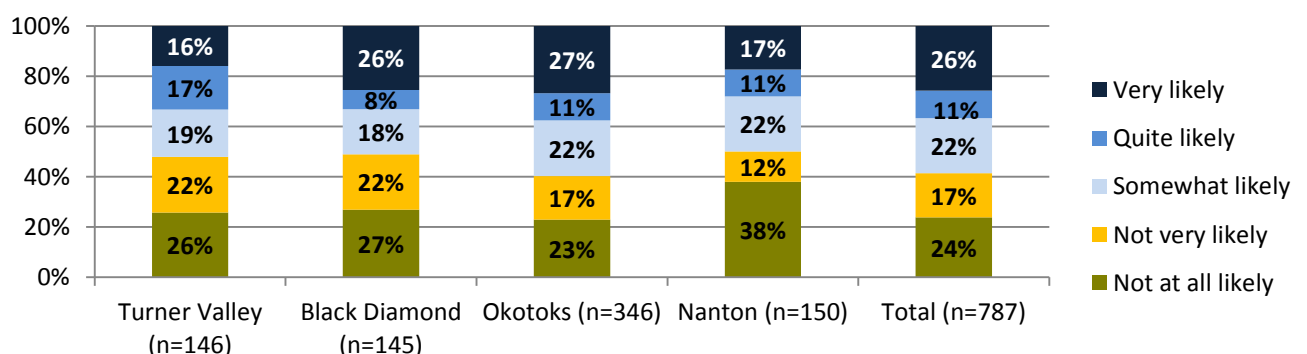
3.1 General Likelihood of Using the Regional Transit Service

A set of questions examined overall interest of respondents to consider using a regional transit service, either between their community and Calgary or among the communities.

3.1.1 Travel between Community and Calgary

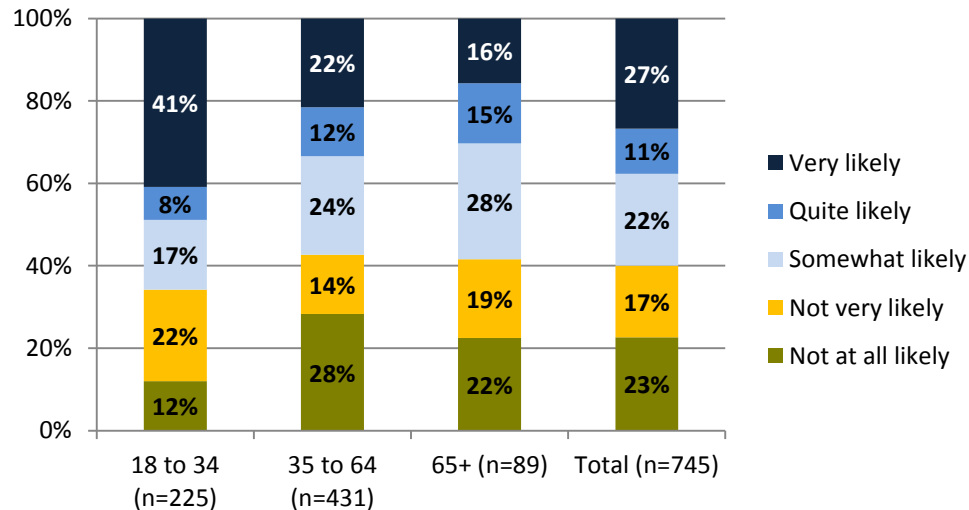
To assess potential use of a regional transit service to Calgary, survey respondents were asked about the likelihood to use the service. It is important to note that this question was asked before any other questions about how they might use the service or how much fares might cost. In other words, the question was intended to measure the overall appeal of a new regional transit service among residents. Figure 3.1 reveals that, among all communities, almost six in ten respondents indicated that they were very, quite or somewhat likely to use a new regional transit service. From these results, it can be suggested that residents of these communities are receptive to using a regional transit service to travel between their communities and Calgary. Further, about a quarter of respondents expressed strong interest in a new regional transit service by stating they were very likely to use it.

Figure 3.1: General Likelihood of Using Regional Transit Service between Community and Calgary



Further, respondents from Black Diamond and Okotoks were significantly more likely to state likelihood of use of a regional transit service, especially when considering the responses of very likely. It is also worth noting that younger adults (e.g. 18 to 34 years) were significantly more likely to use a regional transit service between their community and Calgary than older adults (35+ years). Indeed, about four in ten respondents aged 18 to 34 years indicated that they would be very likely to use a regional transit service.

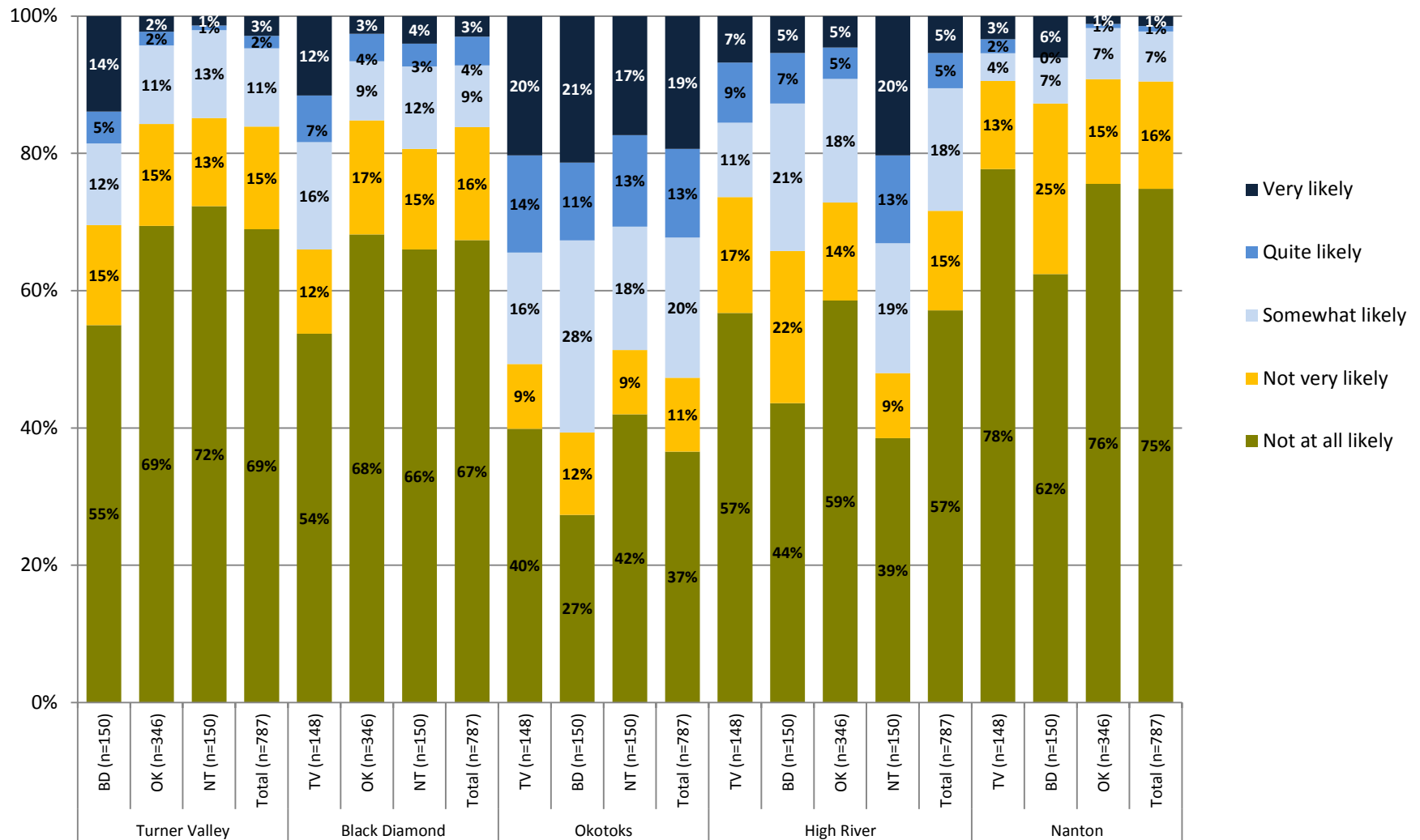
Figure 3.2: Likelihood of Using Regional Transit Service between Community and Calgary among Age Groups



3.1.2 Travel among Communities

Survey respondents were also asked about the likelihood that they would use the service to travel between their community and the other communities south of Calgary (Turner Valley, Black Diamond, Okotoks, High River and Nanton). Figure 3.3 reveals that Turner Valley, Black Diamond, and Nanton respondents are more likely to use the regional transit service to travel to Okotoks than to travel to the other communities. Approximately half of respondents from Turner Valley, Black Diamond, and Nanton indicated they would be very, quite, or somewhat likely to use the service to travel to Okotoks and about one in five stated very likely. Following the inferences presented in the previous section, these data suggest that Okotoks represents a service centre or hub in the region and many respondents would consider using the regional transit service to access this community. Even so, many of the Nanton respondents indicated that they would travel on a regional transit service if it went to High River, and some Turner Valley and Black Diamond respondents would travel between these communities if the service was available.

Figure 3.3: General Likelihood of Using Regional Transit Service
 Among Communities



3.2 Expected Patterns of Regional Transit Service Use

To gain insight into potential use of the regional transit service, respondents were asked about types, frequency, days, and times of trips that they might take. These questions were asked of all respondents to ensure an accurate assessment could be developed about potential use of the regional transit service.

3.2.1 Use Patterns between Community and Calgary

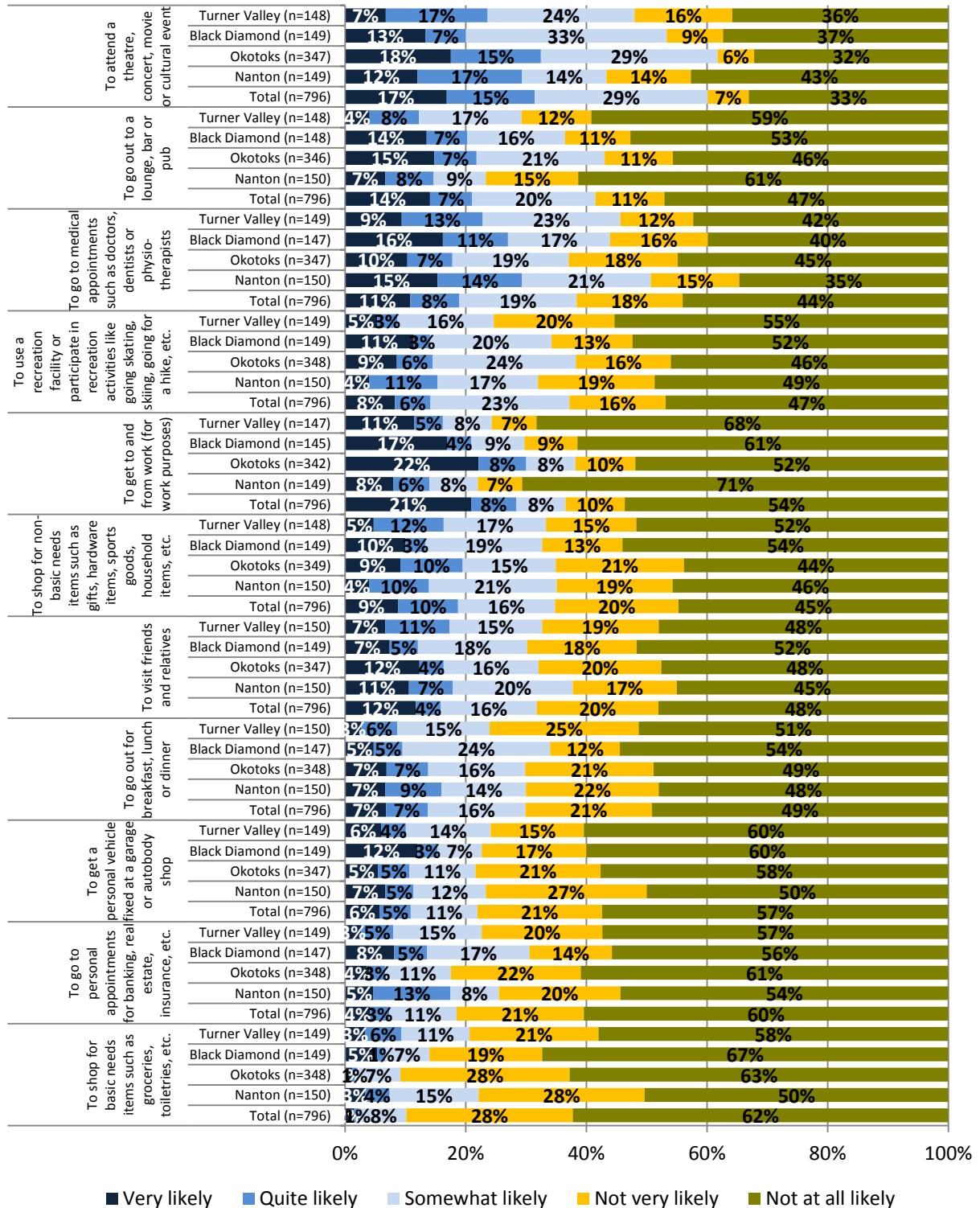
Purpose of Trips

In the previous section of this report, respondents were asked about reasons for travel between their communities and Calgary. Some of the most common reasons including shopping for non-basic needs items; visiting friends and relatives; attending theatre, concerts, movies, cultural or sporting events; going to medical appointments; going out to eat; and getting to and from work. It is expected that some of these reasons would result in frequent travel between communities and Calgary, such as getting to and from work or shopping for non-basic needs items, while others would be occasional travel such as attending theatre, concerts, movies, cultural or sporting events and going to medical appointments. As well, some would likely occur in the evening, like attending theatre, concerts, movies, cultural and sporting events, while other during the day, such as getting to and from work. Figure 3.4 on the next page reveals anticipated types of trips when using the regional transit service. In this case, the most common type of trip among respondents, when considering very, quite, and somewhat likely, was to attend theatre, concert, movie, cultural or sporting events. This reason was followed distantly by going to a lounge, bar or pub; to go to medical appointments; and using recreation facilities or participating in recreation activities. All of these activities would likely result in occasional travel among respondents when using a regional transit service. These were followed by more frequent or regular use of a regional transit service such as getting to and from work and shopping for non-basic needs items.

Alternatively, when considering the responses of very likely, which might be an indication of keen or avid interest in using the regional transit service, getting to and from work surfaces as the most common reason. Indeed, approximately one in five respondents stated that they would be very likely to use the regional transit service to get to and from work between their communities and Calgary. This finding is relevant in that these respondents are more likely to use the regional transit service on a frequent or regular basis compared to the other types of trips that were examined in the survey. In some respects, these findings suggest that for many respondents the regional transit service would be viewed as an

alternative method of transportation to taking their own vehicles to get to and from work, especially for those who reside in Okotoks.

Figure 3.4: Expected Purpose for Regional Transit Service Use between Community and Calgary



Further analysis was conducted with the data to assess propensity of use of the regional transit service for various types of trips based on their initial reaction to the regional transit service (general likelihood of use as presented in Figure 3.1). For the most part, this analysis supports the inference above that respondents who state very likely have keen or avid interest in the regional transit service. As shown in Table 4.1, respondents who indicated a higher propensity to use the transit services (very or quite likely to use of transit generally) were much more likely to state use to various type of trips (whether stating very, quite, or somewhat likely, or simply very likely to a trip type). In other words, those respondents who stated very likely to the general likelihood question are expected to have higher resolve to using the regional transit service compared to those who stated other responses.

Table 3.1: Average Number of Trips (Out of Potentially 11)				
Response to General Likelihood of Using Regional Transit Service	Average Number of Trip Types			
	Stating Very, Quite or Somewhat Likely to Trip Types		Stating Very Likely to Trip Types	
	Mean	Median	Mean	Median
Very likely (n=205)	6	6	3	2
Quite likely (n=86)	5	4	1	1
Somewhat likely (n=174)	4	4	1	0
Not very likely (n=138)	3	2	0	0
Not at all likely (n=189)	1	0	0	0

Categories of Users

Following the above concept, detailed analysis was conducted to assess the types of users that might use the regional travel service, based on their responses to the types of trips. In the analysis, four primary types of users were identified, which are presented in Table 3.2 on the next page. One group is identified as being regular users who take the regional transit service between their communities and Calgary to get to and from work. Occasional users might use the regional transit service for a variety of reasons, but mainly in terms of accessing entertainment/recreation in Calgary or to go shopping and attend appointments. Infrequent users are likely to use the regional transit service if no other means of transportation is available to them. Finally, there is a group of respondents who have been identified as principally non-users. Generally, this last group is not likely to use the regional transit service.

Table 3.2: Categories of Users of the Regional Transit Service				
Types of Trips	Categories of Users (Typical Response to Trip Types)			
	Regular, Workers (n=167)	Occasional Users (n=103)	Infrequent, If No Other Option Available (n=195)	Non-Users (n=308)
To get to and from work	Very	Somewhat	Not At All	Not At All
To attend a theatre, concert, movie, cultural or sporting event	Somewhat	Very	Somewhat	Not Very
To go out to a lounge, bar or pub	Somewhat	Quite	Not Very	Not At All
To use a recreation facility or participate in recreation activities	Somewhat	Quite	Not Very	Not At All
To shop for non-basic needs items	Not Very	Quite	Somewhat	Not At All
To go to medical appointments	Not Very	Quite	Somewhat	Not At All
To go out to breakfast, lunch or dinner	Not Very	Quite	Not Very	Not At All
To visit friends or relatives	Not Very	Quite	Not Very	Not At All
To go to personal appointments	Not Very	Somewhat	Not Very	Not At All
To get a personal vehicle fixed	Not Very	Not Very	Not Very	Not At All
To shop for basic needs items	Not Very	Not Very	Not Very	Not At All
% of Respondents	22	13	25	40
Note: Performed using cluster analysis				

Respondent characteristics of these four groups include (see Appendix E for details):

- **Regular, Worker, Users** – represent approximately one in five respondents; more likely to be aged 18 to 34; are more likely to be male; all have access to a personal vehicle, work or go to school in Calgary; more likely to live in a household with children living at home; and more likely to live in Okotoks (see Table 3.3 on next page).
- **Occasional Users** – about one in seven respondents; more likely to be aged 18 to 34; least likely of the groups to have access to a personal vehicle; least likely to work in Calgary; and more likely to live in Nanton.
- **Infrequent Users** – one in four respondents; more likely to be aged 65+; and more likely to be female.
- **Non-Users** – four in ten respondent and more likely to be aged 65+.

Table 3.3: Type of User by Community					
Type of User	Turner Valley (n=145)	Black Diamond (n=144)	Okotoks (n=337)	Nanton (n=148)	Total (n=774)
Regular Worker User	11	16	23	7	21
Occasional User	9	15	13	18	13
Infrequent User	34	25	25	28	25
Non-User	46	44	39	47	40
Total	100	100	100	100	100

Expected Frequency of Trips

Respondents who had given some indication in their responses¹ that they might use a regional transit service were asked about expected frequency of travel when traveling between their communities and Calgary. Table 3.4 shows that six in ten respondents stated they would use the service weekly (three or more times a week or about once or twice a week). Other respondents stated they would expect to use the service less frequently. Actually, the most common response about expected use among these respondents was three or more times a week.

Table 3.4: Expected Frequency of Travel between Community and Calgary					
Frequency	% of Responses				
	Turner Valley (n=76)	Black Diamond (n=76)	Okotoks (n=207)	Nanton (n=75)	Total (n=463)
Three or more times a week	28	17	42	23	40
About once or twice a week	21	26	19	24	20
At least once every two weeks	12	16	13	23	13
At least once a month	17	26	13	12	13
At least every two or three months	13	8	7	13	7
At least once every six months	4	5	2	4	3
At least once a year	4	1	3	1	3
It depends	1	0	1	0	1
Total	100	100	100	100	100

Okotoks respondents are significantly more likely to use the regional transit service on a weekly basis. Less than half of respondents from Turner Valley, Black Diamond, and Nanton indicated that they would use the regional transit service at least once a week.

¹ Respondents would have indicated very, quite, or somewhat likely to use regional transit services to questions presented in Figure 3.1.

When considering the frequency of travel based on the type of user, Regular Worker Users, and to a much lesser extent Occasional Users, are significantly more likely to use the service on a weekly basis compared to Infrequent Users and Non-Users as presented in Table 3.5. Some caution should be considered when observing these data as many of the Infrequent Users and Non-Users are not presented in the Table 3.5. For example, almost half and three-quarters of Infrequent Users and Non-Users had indicated they would be not very likely or not at all likely to use the regional transit service and, as such, are not presented in Table 3.5. If these data were to be included, expected frequency of use would be much less than what is presented. However, the data give some indication of the extent to which Regular Worker Users and, to a lesser extent, Occasional Users would represent the primary and secondary markets for the regional transit service.

Table 3.5: Expected Frequency of Travel between Community and Calgary					
Frequency	% of Responses				
	Regular Worker User (n=149)	Occasional User (n=98)	Infrequent User (n=116)	Non-User (n=82)	Total (n=445)
Three or more times a week	76	35	3	37	40
About once or twice a week	9	40	23	15	20
At least once every two weeks	4	14	28	0	12
At least once a month	8	11	22	12	13
At least every two or three months	1	0	20	7	7
At least once every six months	1	0	2	9	2
At least once a year	1	0	1	15	3
It depends	0	0	1	6	1
Total	100	100	100	100	100

Expected Days of Trips

Table 3.6 reveals that the most prominent travel days for using a regional transit service is Monday through Friday. Among those who had indicated that they would be very, quite, or somewhat likely to use the service, more than half would use it during weekdays and less than half would be on weekends.

Table: 3.6: Expected Travel Days Between Community and Calgary					
Travel Days	% of Respondents				
	Turner Valley (n=80)	Black Diamond (n=79)	Okotoks (n=210)	Nanton (n=75)	Total (n=473)
Monday	51	54	62	59	61
Tuesday	52	53	63	65	63
Wednesday	51	56	60	70	60
Thursday	53	52	62	66	62
Friday	55	51	66	64	65
Saturday	39	35	39	49	39
Sunday	30	30	33	41	33
It depends	20	19	13	14	13

Type of user information for days of week are presented in Table 3.7. These data show that Regular Worker Users and, to a lesser extent, Occasional Users are much more likely to use the regional transit service during weekdays. Again, however, caution should be considered when observing these data as many of the Infrequent Users and Non-Users are not presented in the Table 3.7. Even so, the data may suggest that weekend users are more likely to be among Occasional Users and Infrequent Users than Regular Worker Users.

Table: 3.7: Expected Travel Days Between Community and Calgary					
Travel Days	% of Respondents				
	Regular Worker Users (n=150)	Occasional Users (n=98)	Infrequent Users (n=117)	Non-Users (n=86)	Total (n=451)
Monday	90	63	35	48	62
Tuesday	90	66	40	44	63
Wednesday	90	63	36	43	61
Thursday	90	65	39	45	63
Friday	92	67	46	42	65
Saturday	31	57	57	14	40
Sunday	24	48	46	18	34
It depends	3	8	15	33	13

Times of Trips

Travel on the regional transit service between communities and Calgary is expected to be primarily between 6:00 am and midnight pm (Table 3.8). Primary travel times to Calgary is expected to be between 6:00 am and noon, while from Calgary to the communities between 3:00 pm and 6:00 pm. Secondary travel times to Calgary are between noon and 9:00 pm and from Calgary between noon and 3:00 pm and 6:00 pm to 9:00 pm.

Table 3.8: Expected Times of Travel between Community and Calgary										
Times of Travel	% of Respondents									
	From Community to Calgary					From Calgary to Community				
	TV (n=80)	BD (n=79)	OK (n=210)	NT (n=75)	Total (n=473)	TV (n=80)	BD (n=79)	OK (n=210)	NT (n=75)	Total (n=473)
Between 6:00 am up to 9:00 am	38	45	49	38	48	2	1	3	2	3
Between 9:00 am up to noon	43	45	48	64	48	9	5	6	5	6
Between noon up to 3:00 pm	22	21	16	17	16	24	21	21	19	21
Between 3:00 pm up to 6:00 pm	14	16	17	15	17	46	58	64	49	63
Between 6:00 pm up to 9:00 pm	12	14	17	6	17	43	30	32	43	32
Between 9:00 pm up to midnight	3	0	9	2	8	21	21	28	28	27
Between midnight up to 3:00 am	0	0	3	0	2	2	0	10	1	9
Between 3:00 am up to 6:00 am	0	7	4	3	4	0	0	4	0	3
It depends	0	1	0	0	0	9	6	3	2	4
Note: TV is Turner Valley, BD is Black Diamond, OK is Okotoks, and NT is Nanton.										

Travel times of various users are presented in Table 3.9. Regular Worker Users are much more likely to use the regional transit service to Calgary between 6:00 am and 9:00 pm and from Calgary between 3:00 pm and 6:00 pm. In contrast, Occasional users would use the service to Calgary between 9:00 am and noon, but the same time as Regular Worker Users when returning from Calgary.

Table 3.9: Expected Times of Travel between Community and Calgary										
Times of Travel	% of Respondents									
	From Community to Calgary					From Calgary to Community				
	RWU (n=150)	OU (n=98)	IU (n=117)	NU (n=86)	Total (n=451)	RWU (n=150)	OU (n=98)	IU (n=117)	NU (n=86)	Total (n=451)
Between 6:00 am up to 9:00 am	83	38	19	38	48	3	3	4	0	3
Between 9:00 am up to noon	22	67	71	44	49	4	8	11	3	6
Between noon up to 3:00 pm	5	24	24	13	16	10	22	40	19	22
Between 3:00 pm up to 6:00 pm	11	16	33	8	17	79	56	58	54	64
Between 6:00 pm up to 9:00 pm	13	15	29	9	17	21	48	32	28	31
Between 9:00 pm up to midnight	5	0	8	10	8	9	42	37	34	28
Between midnight up to 3:00 am	0	0	4	0	3	7	0	7	10	9
Between 3:00 am up to 6:00 am	0	1	4	3	4	0	0	4	0	3
It depends	0	0	0	0	0	2	2	3	8	3
Note: RWU is Regular Worker Users, OU is Occasional Users, IU is Infrequent Users, and NU is Non-Users.										

Seasonal Influence of Trips

Most survey respondents thought that their use of a regional transit service would be the same throughout the year (Figure 3.5). However, about one in three respondents indicated their use would change; mainly in terms of higher use during the winter season (Table 3.10).

Figure 3.5: Expected Seasonal Use of a Regional Transit Service between Community and Calgary

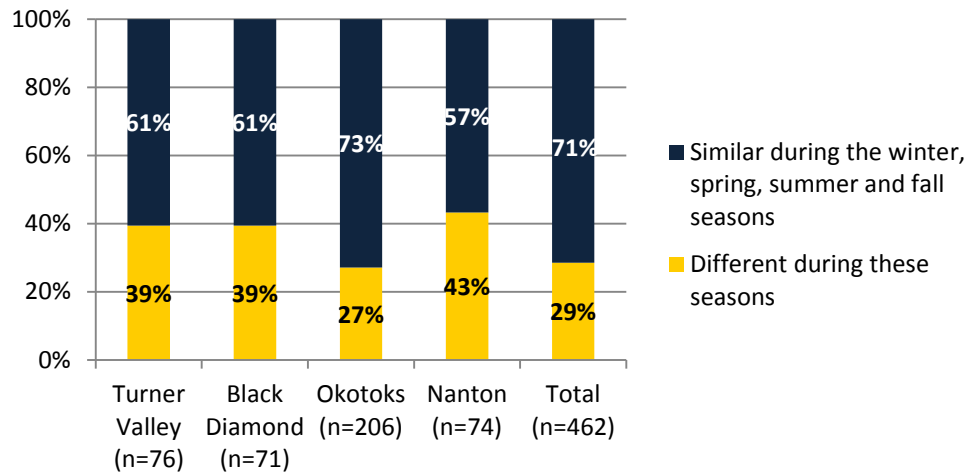


Table 3.10: Expected Seasonal Use between Community and Calgary					
	% of Respondents				
	Turner Valley (n=30)	Black Diamond (n=30)	Okotoks (n=54)	Nanton (n=30)	Total (n=128)
WINTER - do not travel to and from Calgary	3	3	5	7	5
WINTER - travel less to and from Calgary	32	33	34	19	33
WINTER - travel more to and from Calgary	59	41	46	49	47
SPRING - do not travel to and from Calgary	0	0	1	0	1
SPRING - travel less to and from Calgary	4	3	11	5	10
SPRING - travel more to and from Calgary	4	22	12	8	12
SUMMER - do not travel to and from Calgary	0	0	2	0	1
SUMMER - travel less to and from Calgary	7	19	12	11	12
SUMMER - travel more to and from Calgary	10	29	34	28	33
FALL - do not travel to and from Calgary	0	0	0	0	0
FALL - travel less to and from Calgary	5	5	14	7	13
FALL - travel more to and from Calgary	3	20	11	4	11
Multiple response, number of responses	(48)	(49)	(92)	(50)	(239)

When considering types of users, a significant majority of those who were identified as Regular Worker Users expected that their use of the regional transit service would be similar during all seasons (Figure 3.6). Among these respondents, those who felt their seasonal use would change felt that they would travel less during the winter season and more during summer season (Table 3.11).

Figure 3.6: Expected Seasonal Use of a Regional Transit Service between Community and Calgary

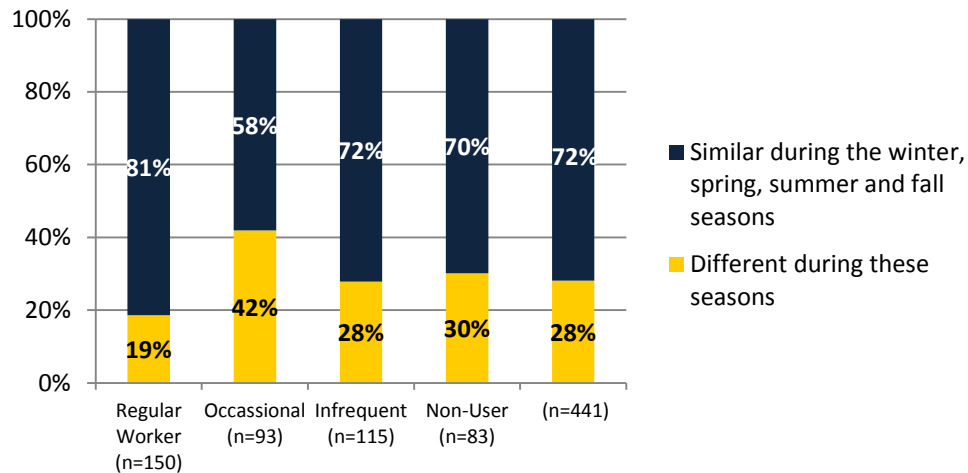


Table 3.11: Expected Seasonal Use between Community and Calgary

	% of Respondents				
	Regular Worker Users (n=29)	Occasional Users (n=38)	Infrequent Users (n=31)	Non-Users (n=23)	Total (n=120)
WINTER - do not travel to and from Calgary	6	0	11	4	5
WINTER - travel less to and from Calgary	45	30	32	13	31
WINTER - travel more to and from Calgary	19	60	40	70	47
SPRING - do not travel to and from Calgary	0	0	0	6	1
SPRING - travel less to and from Calgary	0	13	11	1	7
SPRING - travel more to and from Calgary	9	18	20	0	13
SUMMER - do not travel to and from Calgary	6	0	0	0	1
SUMMER - travel less to and from Calgary	11	14	4	6	9
SUMMER - travel more to and from Calgary	39	31	48	14	34
FALL - do not travel to and from Calgary	0	0	0	0	0
FALL - travel less to and from Calgary	7	14	28	1	14
FALL - travel more to and from Calgary	1	18	2	6	8
Multiple response, number of responses	(41)	(75)	(61)	(28)	(205)

Reasons for Use

Table 3.12 shows that the reasons for why respondents would use the regional transit service are primarily focussed around cost such as an expectation that the service would be a cheaper way to travel or use will depend on cost. Other reasons include preference not to drive, comfort or convenience, to avoid parking (which can also be associated with cost), and environmental concerns (vehicles creating pollution)>

Table 3.12: Reasons for Using Transit Service To Travel Between Community and Calgary					
Reason	% of Respondents				
	Turner Valley (n=80)	Black Diamond (n=79)	Okotoks (n=210)	Nanton (n=75)	Total (n=472)
Expect it will be cheaper to travel by transit	10	16	23	16	22
It will depend on how much it costs	5	10	17	11	16
Prefer not to drive	22	18	15	20	15
Expect is will be comfortable or relaxing	15	22	13	13	13
Avoid parking	8	11	12	14	12
Personal vehicles pollute the environment	6	8	10	2	10
Safer travel; avoid driving in poor weather/road conditions	10	15	9	19	9
Avoid traffic/driving in Calgary	6	5	8	13	8
Avoid drinking and driving	6	1	7	15	7
Expect it will be convenient	9	5	7	11	7
Less wear and tear on vehicle	8	9	7	2	7
Do not have access to personal vehicle/driver's license	12	12	3	10	4
Would consider for work commute	3	2	4	0	4
Nice alternative if unable to drive/vehicle breaks down	2	3	3	18	4
Allows multi-tasking; do other things while travelling	2	2	3	0	3
It will depend on location of access points/bus stops	2	3	2	2	2
It will depend on bus schedule	0	2	1	0	1
Would be good for kids	0	0	1	0	1
To get to and from Calgary airport	0	0	0	0	0
Other	4	4	3	1	3
Don't know	10	7	7	3	7
Multiple response, number of responses	(112)	(122)	(321)	(126)	(724)

Cost becomes more of an influence when considering the reasons for use among types of users of the regional transit service, particularly among Regular Worker Users (Table 3.13). When reasons such as expect travel to be cheaper, it would depend on cost, and avoiding parking, which is typically also related to cost, a considerable portion of Regular Worker Users identify cost as a primary reason for using the regional transit service.

Table 3.13: Reasons for Using Transit Service To Travel Between Community and Calgary					
Reason	% of Respondents				
	Regular Worker Users (n=150)	Occasional Users (n=97)	Infrequent Users (n=117)	Non-Users (n=86)	Total (n=451)
Expect it will be cheaper to travel by public transit	31	16	14	28	23
It will depend on how much it costs	11	17	10	34	17
Prefer not to drive	18	9	16	19	16
Expect is will be comfortable or relaxing	9	13	17	15	13
Avoid parking	9	17	11	9	11
Personal vehicles pollute the environment	14	13	5	7	10
Safer travel; avoid driving in poor weather/road conditions	10	14	8	4	9
Avoid traffic/driving in Calgary	5	13	10	4	8
Avoid drinking and driving	2	16	10	1	7
Expect it will be convenient	5	3	10	12	7
Less wear and tear on vehicle	15	5	0	2	6
Would consider for work commute	11	0	0	0	4
Nice alternative if unable to drive/vehicle breaks down	2	4	3	7	4
Do not have access to personal vehicle/driver's license	1	8	5	2	4
Allows multi-tasking; do other things while travelling	5	0	0	0	2
It will depend on location of access points/bus stops	3	2	0	0	2
Would be good for kids	2	2	0	0	1
It will depend on bus schedule	1	0	0	2	1
To get to and from Calgary airport	1	0	0	0	0
Other	6	1	0	2	3
Don't know	5	8	9	4	6
Multiple response, number of responses	(250)	(157)	(152)	(133)	(691)

Reasons for Non-Use

Convenience of a personal vehicle and the flexibility that comes with having access to a vehicle were the primary reasons for why respondents felt regional transit service would not be a viable option for them to use (Table 3.14). Other reasons suggested by respondents for non-use included cost being too expensive and transit being too slow.

Table 3.14: Reasons for Not Using Transit Service To Travel Between Community and Calgary					
Reason	% of Respondents				
	Turner Valley (n=69)	Black Diamond (n=71)	Okotoks (n=140)	Nanton (n=75)	Total (n=327)
My vehicle would be more convenient	42	45	42	52	43
Own a vehicle (car/truck/motorcycle)	35	44	40	30	40
Schedule is inconvenient; prefer flexibility of driving	14	17	11	20	12
Expect public transit to be too expensive	14	2	10	3	9
Public transit would be too slow	14	5	9	7	9
Depends on where the bus stops/access points would be located	10	1	7	4	7
Inconvenient if carrying large items, groceries, etc.	12	1	7	3	7
Inconvenient if travelling to many/inaccessible locations	15	3	6	5	6
I don't think public transit would be convenient	6	6	6	6	6
My work requires a car	6	17	3	8	4
Challenging if travelling with children, pets, etc.	5	10	4	4	4
Do not travel between your community and Calgary	6	8	3	9	4
My vehicle is more comfortable; clean	0	7	4	0	3
Concern for personal safety and security	0		4	4	3
Public transit is not frequent enough	0	4	3	0	3
Have personal mobility (physical disadvantages) problems	1	1	2	5	2
Public transit would be too crowded	0	3	2	3	2
Other	2	2	5	1	2
Don't know	0	0	1	4	1
Multiple response, number of responses	(125)	(125)	(237)	(126)	(558)

3.2.2 Use Patterns among Communities

Purpose of Trips

To gain a sense of trip types that might occur for travel among the communities, respondents were asked to identify their expected need for the regional transit service. Table 3.15 on the next page reveals expected purpose of trips among respondents. From these data, it appears that respondents from all communities would travel to Okotoks on a regional transit service to shop and go to medical appointments. Other purposes for use include visiting friends and relatives and going out to eat. Travel to Turner Valley is likely to be for use of recreation facilities or participate in recreation activities, visit friends and relatives, and attending theatre, concert, movie, cultural or sporting events. Theatre, concerts, movies, cultural, or sporting events and recreation facilities or recreation activities were also primary trip purposes to go to Black Diamond, as is shopping for non-basic needs items. For Nanton, visiting friends and relatives, using recreation facilities or participating in recreation activities, and shopping for non-basic needs items would be reasons for using a regional public transit service. Reasons for using the regional transit service to High River included all of the purposes identified for other communities.

Several distinct observations from the data suggest Turner Valley respondents would be more likely to use a regional transit service to travel to Black Diamond more so than respondents of other communities. As well, Nanton respondents would be more likely to travel to High River compared to respondents from other communities.

Frequency of Trips

Table 3.16 reveals expected frequency of travel on a regional transit service among respondents who indicated likelihood (very, somewhat, and quite likely) of using the service among communities. There are distinct patterns that surface out of these data. For instance, about half of Turner Valley and Black Diamond respondents who would use an inter-community service expect to travel at least once weekly to go to and from Okotoks. As well, about seven in ten respondents from these communities expect to travel between the two communities. As well, half of Nanton respondents indicated they would travel to and from High River at least once a week. Travel to and From Nanton is more likely to be monthly; particularly among respondents from Turner Valley and Okotoks.

Table 3.15: Expected Purpose for Regional Public Transit Service Use Among Other Communities

Reasons	% of Respondents																				
	Turner Valley				Black Diamond				Okotoks				High River					Nanton			
	BD (n=41)	OK (n=40)	NT (n=17)	Total (n=98)	TV (n=43)	OK (n=49)	NT (n=26)	Total (n=118)	TV (n=76)	BD (n=80)	NT (n=79)	Total (n=235)	TV (n=37)	BD (n=44)	OK (n=86)	NT (n=85)	Total (n=252)	TV (n=11)	BD (n=15)	OK (n=31)	Total (n=57)
To shop for basic needs items	13	3	6	4	54	3	17	8	66	65	62	64	13	15	11	61	15	11	7	3	4
To shop for non-basic needs items	7	13	12	13	38	27	30	28	53	44	66	53	19	23	23	56	25	40	12	20	20
Go to medical appointments	4	0	0	0	34	5	7	7	31	21	31	27	20	15	20	43	21	0	7	2	2
To visit friends or relatives	36	25	12	26	3	5	7	5	26	23	23	24	38	24	39	23	37	32	6	37	35
To go out to breakfast, lunch or dinner	17	33	15	31	10	6	2	6	33	17	23	24	6	6	19	18	18	0	9	18	17
To use a recreation facility or participate in recreation activity	27	51	13	48	27	29	15	28	18	15	15	16	15	22	26	9	25	18	31	30	30
To go to personal appointments	19	2	3	3	7	3	0	3	8	18	12	13	7	6	3	12	4	0	7	3	3
To get to and from work	17	0	6	2	14	3	0	3	25	9	4	12	11	28	6	10	8	0	11	7	7
To attend a theatre, concert, movie, cultural or sporting events	15	23	0	22	13	46	12	42	15	11	8	12	10	18	19	5	18	0	4	14	13
To go out to a lounge, bar or pub	27	2	3	4	7	22	10	20	7	15	5	10	2	4	5	6	5	24	2	1	2
To get a personal vehicle fixed	3	0	9	1	16	38	13	35	4	9	7	7	6	10	0	9	1	0	7	0	0
To go out for coffe, ice cream, bakery, etc.	0	0	0	0	0	1	2	1	3	0	3	2	0	0	0	0	0	0	17	0	1
To get to and from school	2	0	0	0	2	0	2	0	4	0	0	1	0	0	1	0	1	0	0	0	0
Sightseeing; pleasure trip	3	3	9	3	0	0	0	0	0	2	0	1	4	0	1	1	1	20	19	9	10
To do volunteer work	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0
To attend a religious service	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
Other	2	1	10	1	0	0	25	1	1	0	3	1	1	1	2	3	2	0	0	0	0
Don't know	3	0	39	2	225	188	145	189	1	3	0	1	6	3	1	1	1	0	5	8	7
Multiple response, number of responses	(73)	(63)	(27)	(163)	(103)	(93)	(45)	(241)	(217)	(211)	(201)	(629)	(62)	(82)	(149)	(217)	(510)	(18)	(23)	(45)	(86)

Table: 3.16: Expected Frequency of Travel among Other Communities																					
Frequency	% of Respondents																				
	Turner Valley				Black Diamond				Okotoks				High River					Nanton			
	BD (n=40)	OK (n=40)	NT (n=15)	Total (n=95)	TV (n=43)	OK (n=49)	NT (n=26)	Total (n=118)	TV (n=76)	BD (n=76)	NT (n=79)	Total (n=231)	TV (n=37)	BD (n=43)	OK (n=86)	NT (n=85)	Total (n=251)	TV (n=11)	BD (n=14)	OK (n=30)	Total (n=55)
Three or more times a week	35	4	3	6	32	8	0	10	32	29	8	23	2	16	7	18	8	11	0	12	12
About once or twice a week	31	8	3	10	37	3	4	6	33	46	30	37	20	20	20	34	21	18	0	6	7
At least once every two weeks	8	16	0	15	14	22	11	21	15	8	29	17	24	1	19	30	19	33	7	38	36
At least once a month	6	21	19	20	8	28	46	27	12	11	22	14	16	26	21	9	20	7	25	7	8
At least every two or three months	1	17	49	17	6	23	30	22	4	0	5	3	20	13	10	2	10	30	22	25	25
At least once every six months	12	21	14	20	3	11	2	10	4	5	3	4	19	10	16	6	15	0	33	9	10
At least once a year	3	12	3	11	0	2	7	2	0	2	1	1	0	10	7	0	6	0	0	0	0
It depends	0	0	0	0	0	1	0	1	0	0	0	0	0	1	1	0	1	0	8	3	3
Would not travel among communities	3	1	9	1	0	0	0	0	1	0	1	0	0	1	0	1	0	100	100	100	100
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Reasons for Non-Use

Respondents who stated they would not be very or not at all likely to use the regional transit service to travel among the communities were asked why they would not use the service. Table 3.17 shows that convenience of a personal vehicle and the flexibility that comes with having access to a vehicle are the most cited reasons why respondents expected not to use the regional transit service; but also lack of travel among the communities.

Table 3.17: Reasons for Not Using Public Transit Service To Travel Among Communities					
Reason	% of Respondents				
	Turner Valley (n=65)	Black Diamond (n=63)	Okotoks (n=147)	Nanton (n=69)	Total (n=344)
My vehicle would be more convenient	49	55	41	69	43
Own a vehicle (car/truck/motorcycle)	41	45	27	42	28
Do not travel between my community and other communities	6	7	25	3	24
Schedule inflexible; prefer to travel at own pace	9	5	7	9	7
Difficult to use transit if carrying large/multiple items	8	10	4	3	4
I don't think public transit would be convenient	10	6	2	8	3
Public transit would be too slow	1	3	3	0	3
Public transit is not frequent enough	2	4	3	1	3
Public transit difficult if travelling with children/pets	1	1	3	1	3
My work requires a car	2	8	2	7	2
Use different means of transportation	3	4	2	0	2
Depends on where the bus stops/access points would be located	8	1	2	4	2
Expect public transit to be too expensive	1	0	2	9	2
Require vehicle to get around communities/no local service	2	0	2	5	2
Do not work	0	0	1	0	1
Have personal mobility (physical disadvantages) problems	1	2	1	5	1
Concern for personal safety and security	0	0	1	3	1
Public transit would be too crowded	0	0	0	1	0
Multiple response, number of responses	(113)	(109)	(248)	(107)	(577)

4.0 FARE EXPECTATIONS

Expectations about transit fares and passes and the propensity to use a local public transit service were also examined in the research. Survey respondents were asked about the reasonableness of various pricing levels to test pricing sensitivities. The prices tested were developed from research that examined prices of fares and passes of private shuttle operators that provide similar services to communities throughout the Calgary metropolitan area.

4.1 Fare Pricing Sensitivities

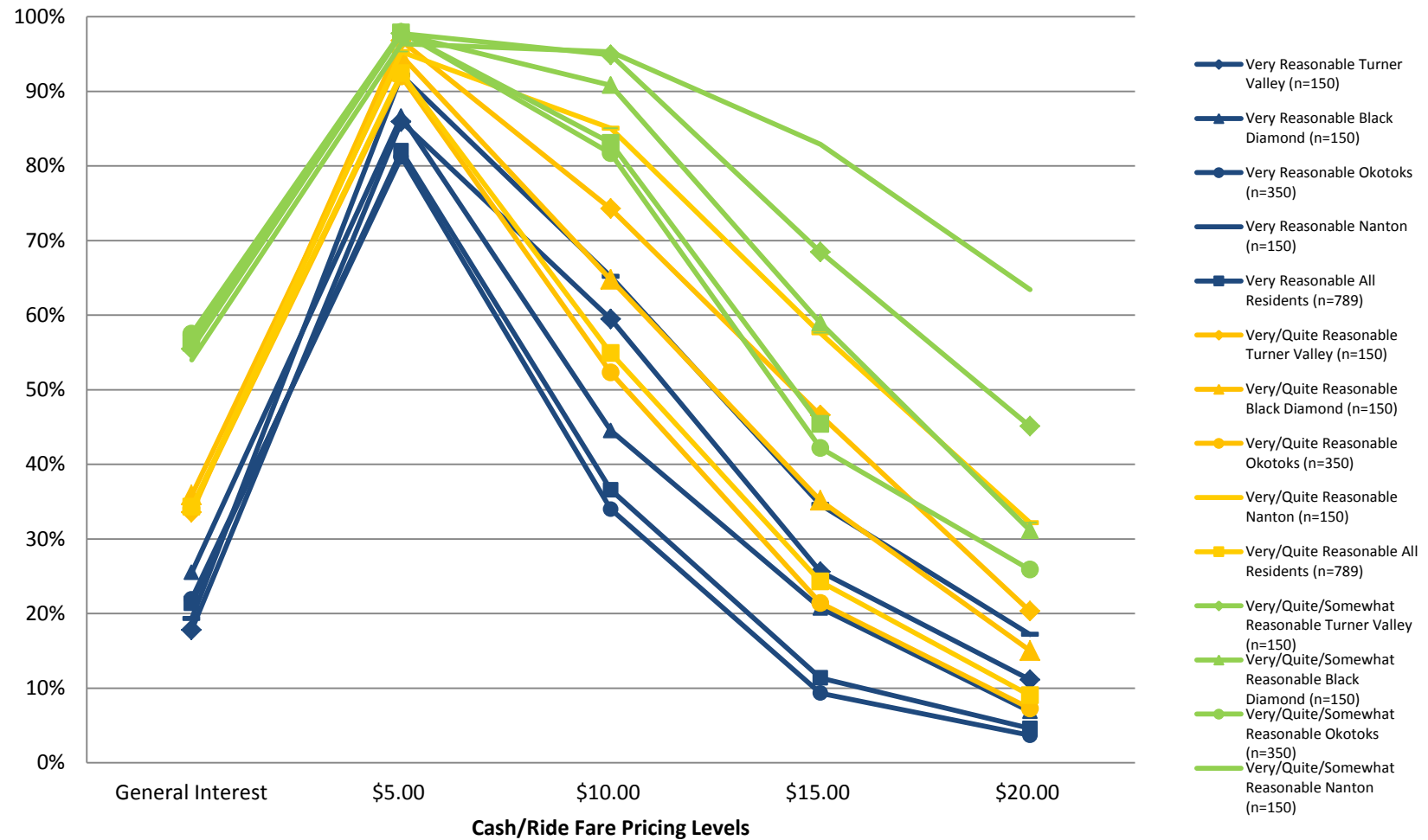
Figure 4.1 shows survey respondents reactions to various pricing levels for cash/ride fares. On the whole, these data reveal that most survey respondents find prices of \$5.00 to \$10.00 for a one-way fare to be reasonable. To a lesser extent, respondents responded favourably to a price of \$15.00, and a much lesser degree of \$2.00. In some respects, these data indicate that respondents find a price of \$15.00, at the high end of a fare, to be reasonable for a one-way trip. Fares of \$20.00 were much less likely to be perceived as reasonable.

Figure 4.2 shows perceptions about reasonableness of pricing levels among respondents who indicated that they were very, quite, or somewhat likely to use the regional transit service (as noted in Figure 3.1). These findings are worth considering to determine if there is a greater propensity among these respondents to pay higher prices for fares.² However, based on the findings presented in Figure 4.2, their responses about reasonableness of fares is very similar to those of all respondents.

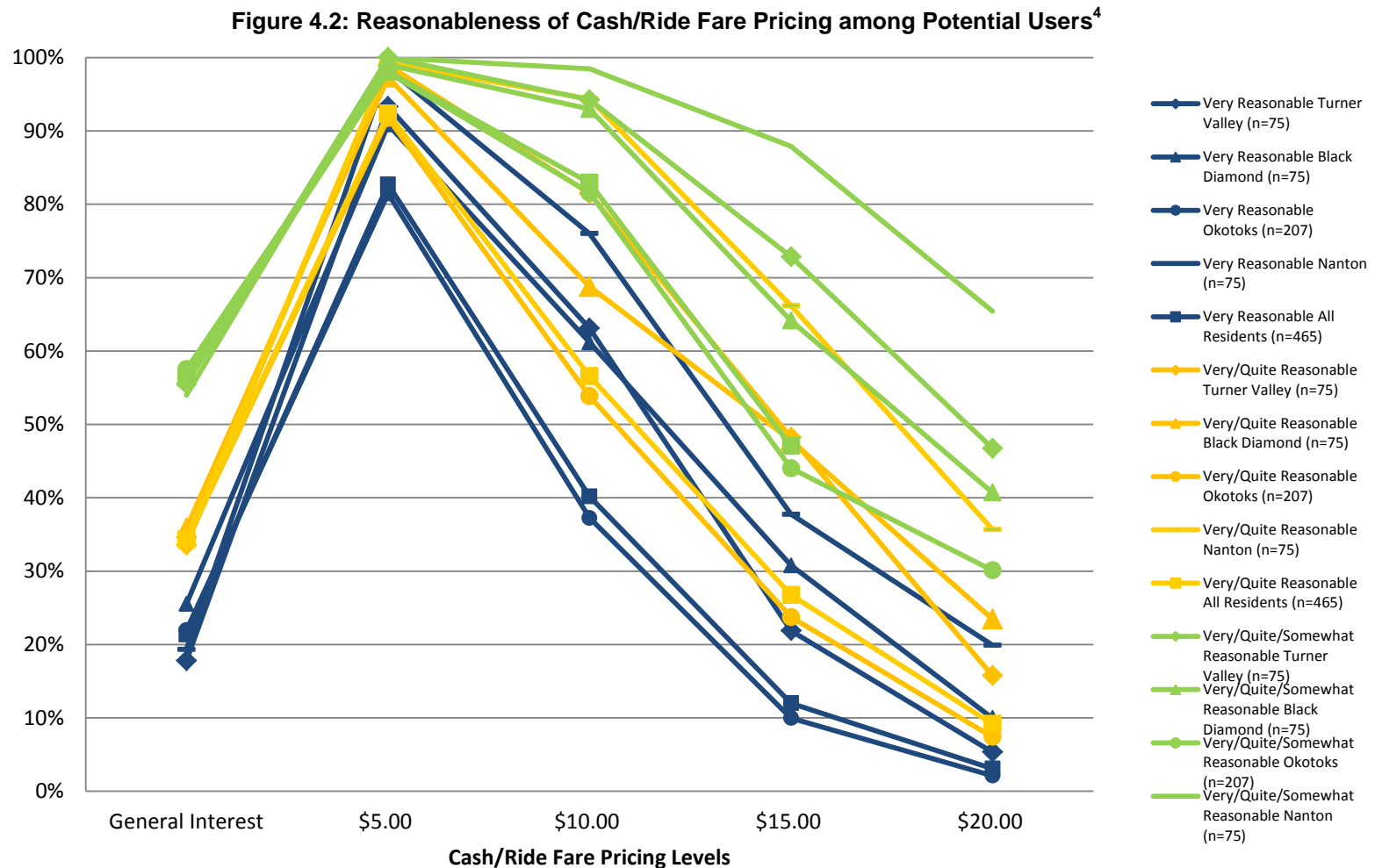
Interest in monthly passes among respondents was also examined in the telephone survey. Figure 4.3 shows levels of likelihood to purchase a monthly pass at various pricing levels among respondents who indicated they were very, quite, or somewhat likely to use the regional transit service. Monthly pass prices of \$90 to \$180 had greater appeal than \$270 or more. Nonetheless, with the information presented in Figure 4.4, it is expected that a price of around \$180 to \$270 would be quite appealing to a substantial proportion of riders. These findings become more relevant when the kinds of fares respondents expected to use are taken into consideration.

² Approximately 80% of all respondents stated they might be very, quite, or somewhat likely and 41% indicated very likely to use the regional transit service when probed about specific types of trips (see Figure 3.4 for types of trips).

Figure 4.1: Reasonableness of Cash/Ride Fare Pricing among All Respondents³

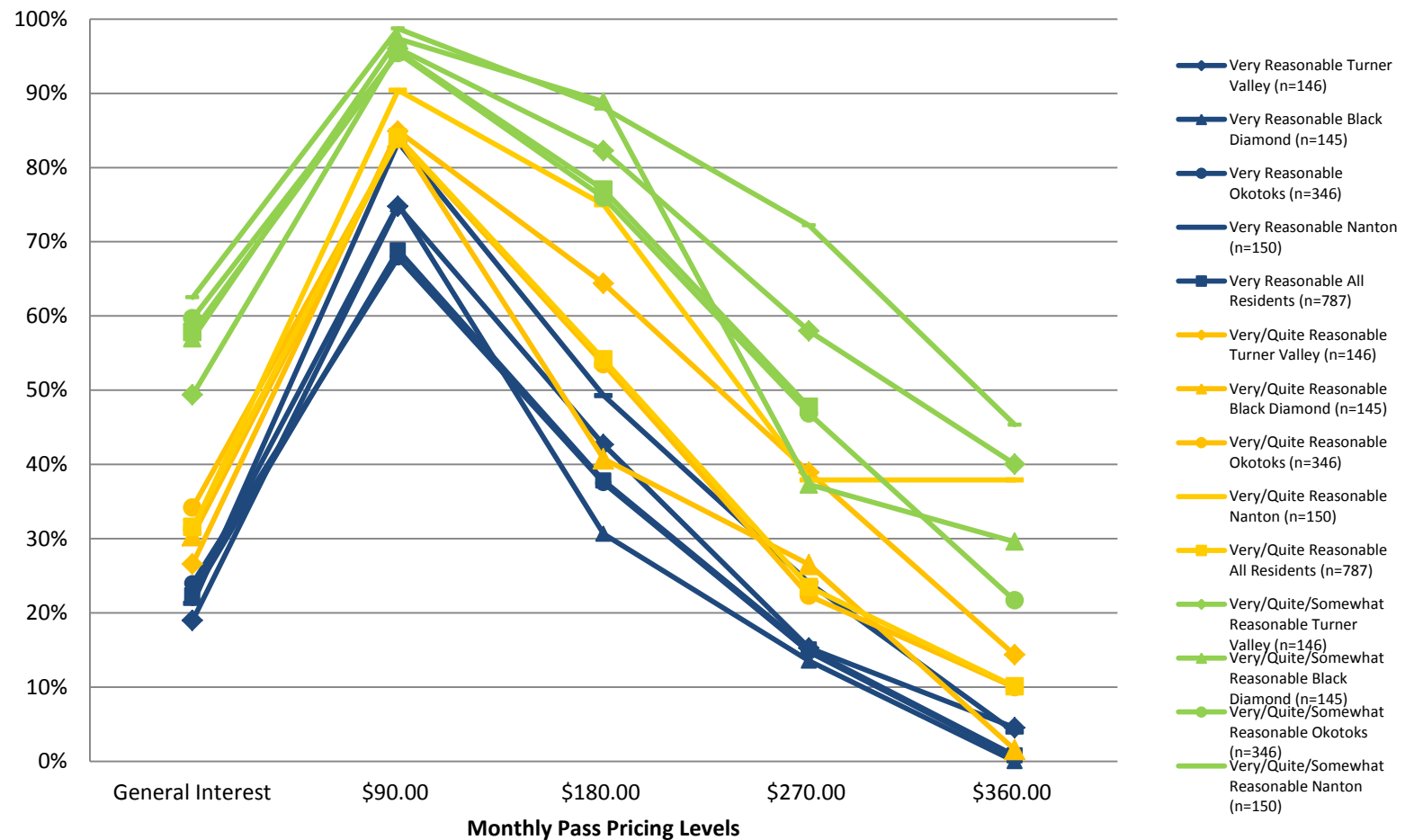


³ The item identified as general interest represents the percentage of respondents who had provided these responses to the question of interest to use the regional transit service between their community and Calgary.



⁴ Potential users are defined as respondents who indicated they were very, quite, and somewhat likely to use the regional public transit service to travel between their community and Calgary (data is from Figure 3.1). The item identified as general non-interest represents the percentage of respondents who had provided these responses to the question of interest to use the regional transit service to travel between their community and Calgary.

Figure 4.3: Monthly Pass Pricing Sensitivities among Potential Users⁵



⁵ Potential users are defined as respondents who indicated they were very, quite and somewhat likely to use regional public transit service to travel between their community and Calgary (data is from Figure 3.1). The item identified as general interest represents the percentage of respondents who had provided these responses to the question of interest to purchase a monthly pass to use the regional public transit service to travel between their community and Calgary.

4.3 Likelihood of Purchasing Monthly Pass

Table 4.1 shows that approximately a quarter of respondents indicated they would be very likely to purchase a monthly pass and two-thirds stated they would be very, quite, or somewhat likely. These data are based on respondents who indicated they would be very, quite, or somewhat likely to use the regional transit service.

Table 4.1: Likelihood of Purchasing Monthly Pass					
Likelihood	% of Respondents				
	Turner Valley (n=74)	Black Diamond (n=72)	Okotoks (n=206)	Nanton (n=74)	Total (n=460)
Very likely	23	25	25	23	25
Quite likely	8	7	11	7	10
Somewhat likely	27	31	29	39	29
Not very likely	20	17	13	12	13
Not at all likely	22	21	23	19	23
Total	100	100	100	100	100

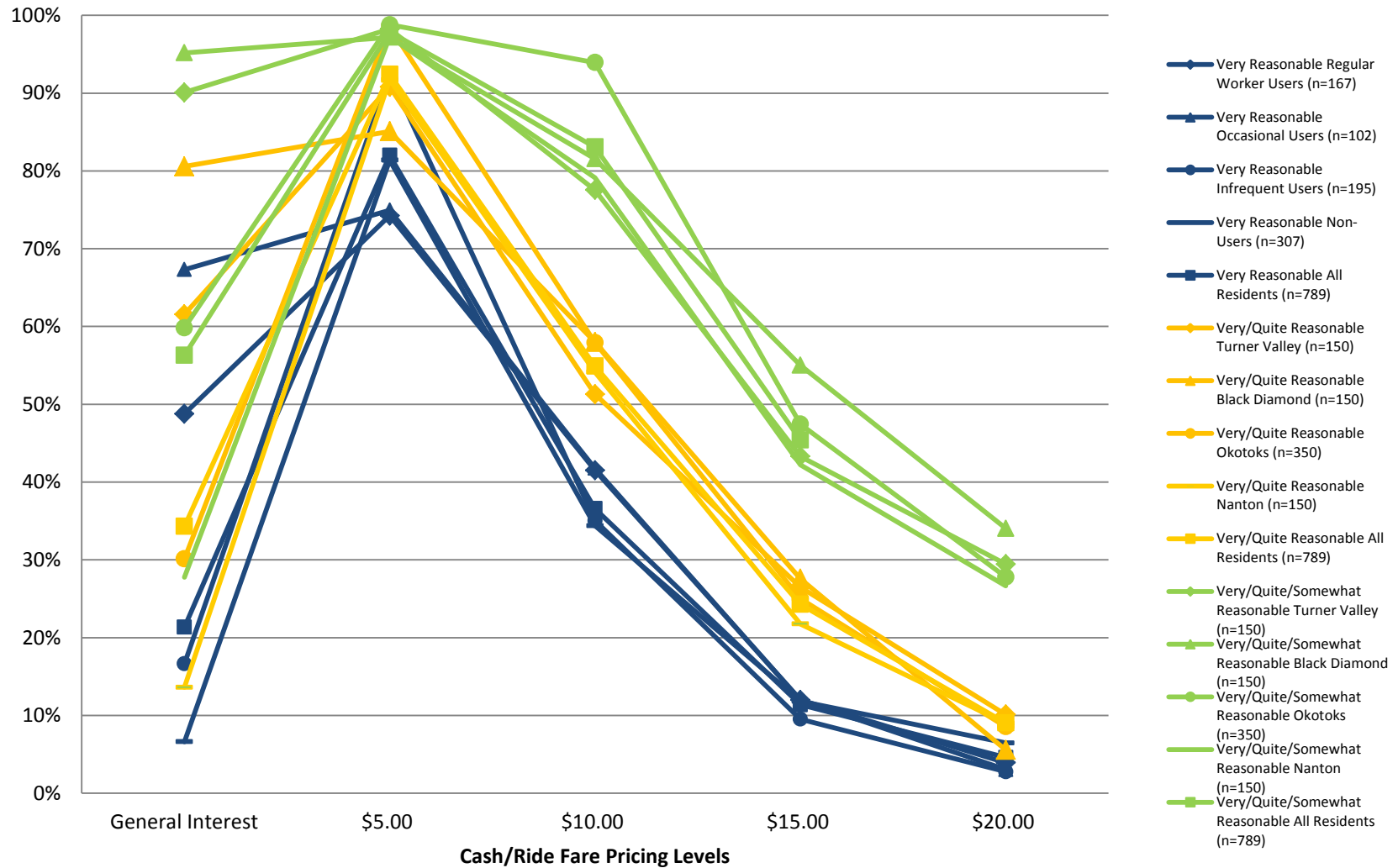
4.3 Implications of User Categories

Further analysis was conducted to consider pricing sensitivities among user categories. Based on the findings presented in Figure 4.4, it appears that \$5.00 fares would be considered reasonable among all user categories, while \$10.00 is less reasonable, especially among Regular Worker Users. This observation is based on the substantial decrease in reasonableness rating for \$10.00 compared to the measure of likelihood to use the regional transit service for this particular user category. Actually, \$10.00 appears to be more reasonable among Infrequent Users and Non-Users compared to Regular Worker Users.

Table 4.2 shows that most Regular Worker User respondents consider \$90.00 to be reasonable, while many also consider \$180.00 to be reasonable; especially when considering very, quite, or somewhat reasonable. There is also a sense that \$270.00 is reasonable for some respondents, but few consider \$360 to be reasonable.

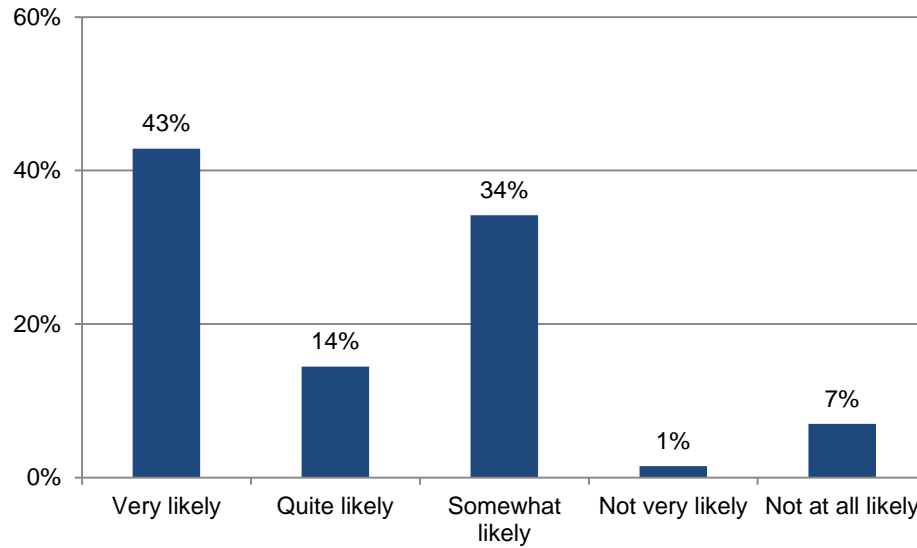
Table 4.2: Perceived Reasonableness of Monthly Pass Prices among Regular Worker Users						
Monthly Pass Price	% of Respondents (n=136)					
	Very Reasonable	Quite Reasonable	Somewhat Reasonable	Not Very Reasonable	Not At All Reasonable	Total
\$90.00	76	13	11	0	0	100
\$180.00	43	18	28	4	7	100
\$270.00	25	7	28	17	22	100
\$360.00	0	20	9	25	46	100

Figure 4.4: Reasonableness of Cash/Ride Fare Pricing among Users Categories



Based on the data presented in Figure 4.5, it is expected that many of the Regular Worker Users would expect to purchase a monthly pass to pay for use of the regional transit service.

Figure 4.5: Likelihood of Purchasing a Monthly Pass among Regular Worker Users



5.0 ESTIMATED RIDERSHIP OF THE REGIONAL TRANSIT SERVICE

The information presented in the previous sections of this report provide a framework for identifying patterns and trends to estimate ridership on a regional transit service south of Calgary. Within this section of the report, estimates are provided for daily, weekly and seasonal ridership, along with general revenues that might be expected from ridership.

5.1 General Assumptions Used to Estimate Ridership

Various data and assumptions were used to develop ridership models based on daily, weekly and seasonal timeframes. Key assumptions used in the models include:

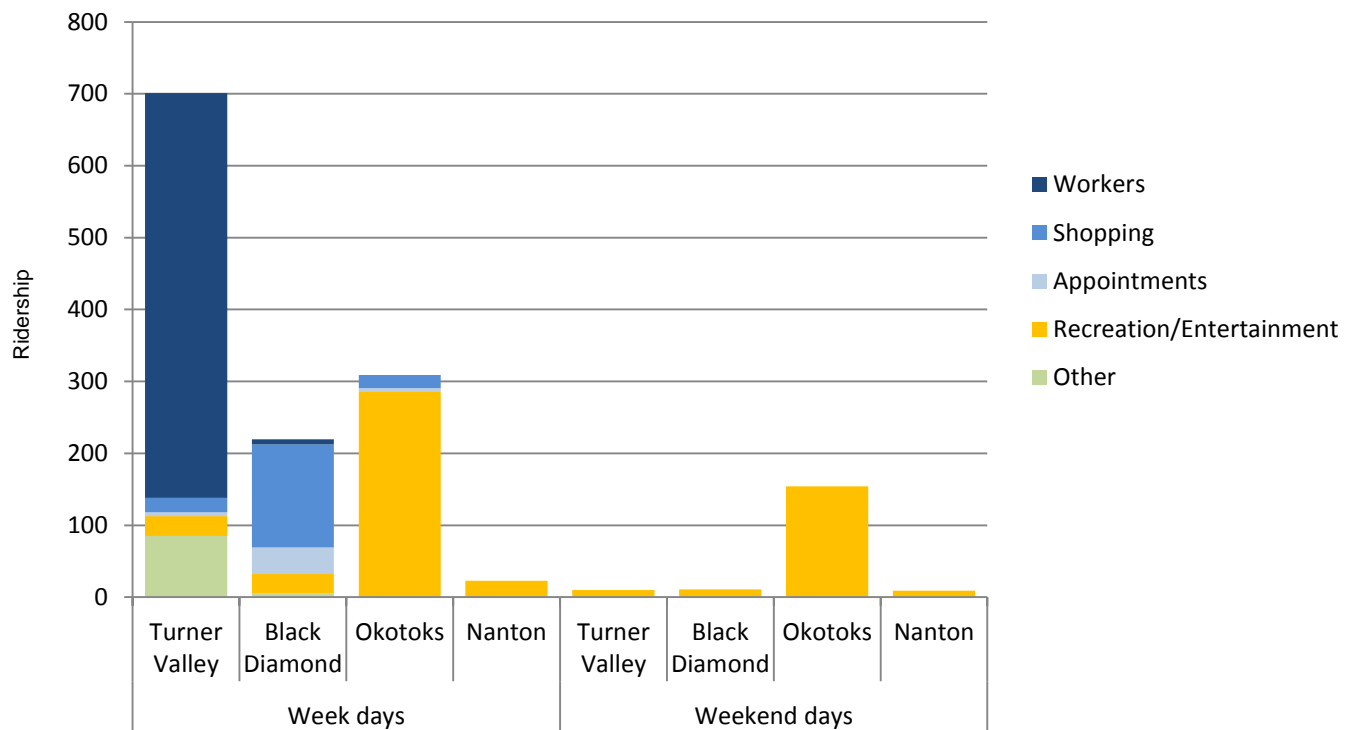
- 2011 Federal Census data for the four communities for residents who are 18 years of age or older: 1,684 for Turner Valley, 1,866 for Black Diamond, 17,299 for Okotoks, and 1,759 for Nanton.
- The propensity for survey respondents to use the regional transit service (e.g. very, quite and somewhat likely) for various types of travel such as work, recreation/entertainment, shopping, and appointments. While it is expected that these types of travel represent the vast majority of travel between to Calgary and among the four communities, it is also anticipated that other reasons for using the regional transit service will occur⁶ and, as such, a nominal amount has been identified for these kinds of travel. It should be noted that greater emphasis was assigned to respondents who stated they were very as compared to quite and somewhat likely to use the regional transit service.
- For work related travel, greater emphasis was assigned to respondents who have a job that requires them to regularly travel between their community and Calgary.
- Expected frequency of use, times of day and days of the week among survey respondents were integrated into the models.
- Factors were incorporated in the models to distinguish differences that were stated by Turner Valley, Black Diamond, Okotoks, and Nanton respondents about traveling using the regional transit service.
- Levels of interest based on fares of \$15.00 for a cash/ride one way trip and \$225.00 for a monthly pass were integrated into the models to estimate ridership levels.
- Seasonal variations were included in the estimates based on survey data, although these were minor adjustments to the overall results.
- It is expected that some riders who use the regional transit service to travel between their community and Calgary or among their communities will use other modes of transportation to get back to their point-of-origin. For example, a rider may take the regional transit service to their destination, but get a ride from someone, ride a bike or walk, use taxi, etc. to return to their community of origin. A conservative estimate of 10% to 25% of trips will involve taking some other form of transportation to return to points-of-origin.

⁶ Note: In the survey, respondents identified activities such as attending sporting and festival events, going to the hospital, going to school, volunteering, etc.

5.2 Average Daily Ridership Patterns and Estimates – Between Communities and Calgary

Figure 5.1 presents estimated average number of weekday and weekend trips for travel between the communities and Calgary and among the communities. Based on these data, it is expected that Okotoks residents will represent higher volumes of riders than residents of other communities; mainly due to the population in the community, but also the amount of travel expected between Okotoks and Calgary.

Figure 5.1: Estimated Average Number of Weekday and Weekend Day Trips
(A trip represents a one-way ride between communities and Calgary)



5.3 Average Weekly Ridership Patterns and Estimates – Between Communities and Calgary

Estimates of weekly ridership patterns are presented in Figures 5.2 to 5.3. These data reveal distinctions that are expected for ridership throughout the day and among community residents for travelling to Calgary.

Figure 5.2: Estimated Average Pattern of Weekly Trips – Turner Valley

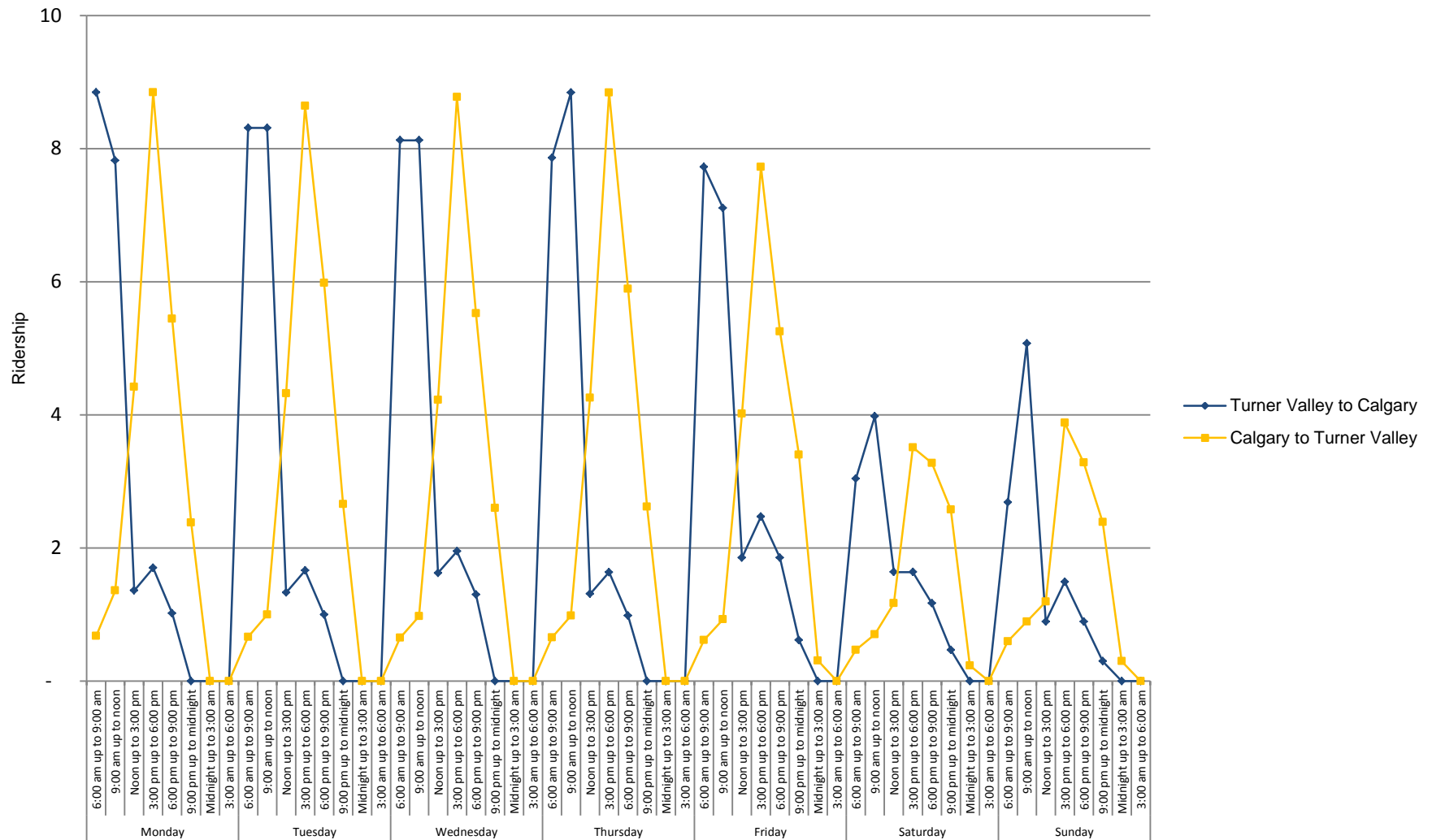


Figure 5.3: Estimated Average Pattern of Weekly Trips – Black Diamond

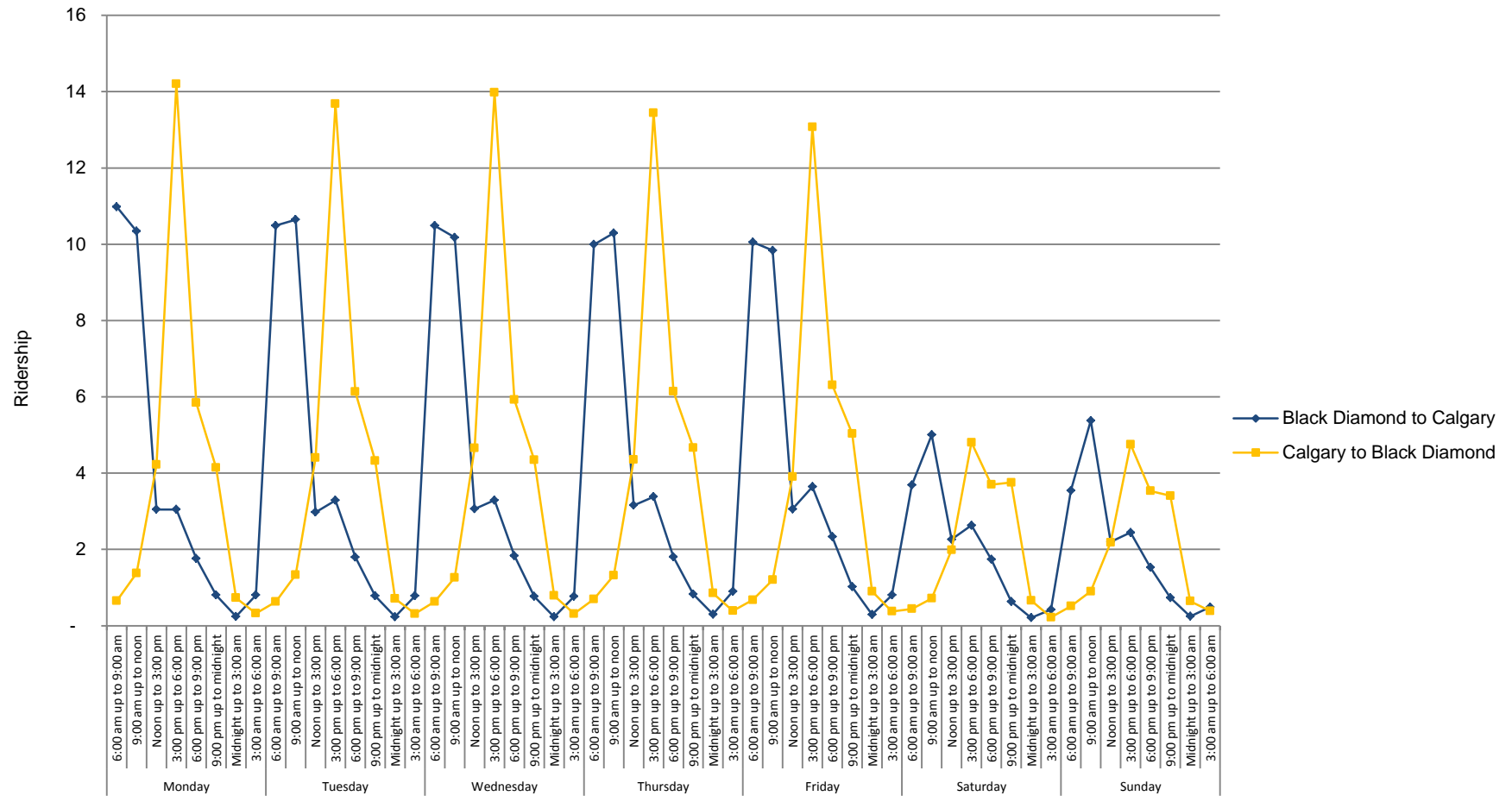


Figure 5.4: Estimated Average Pattern of Weekly Trips – Okotoks

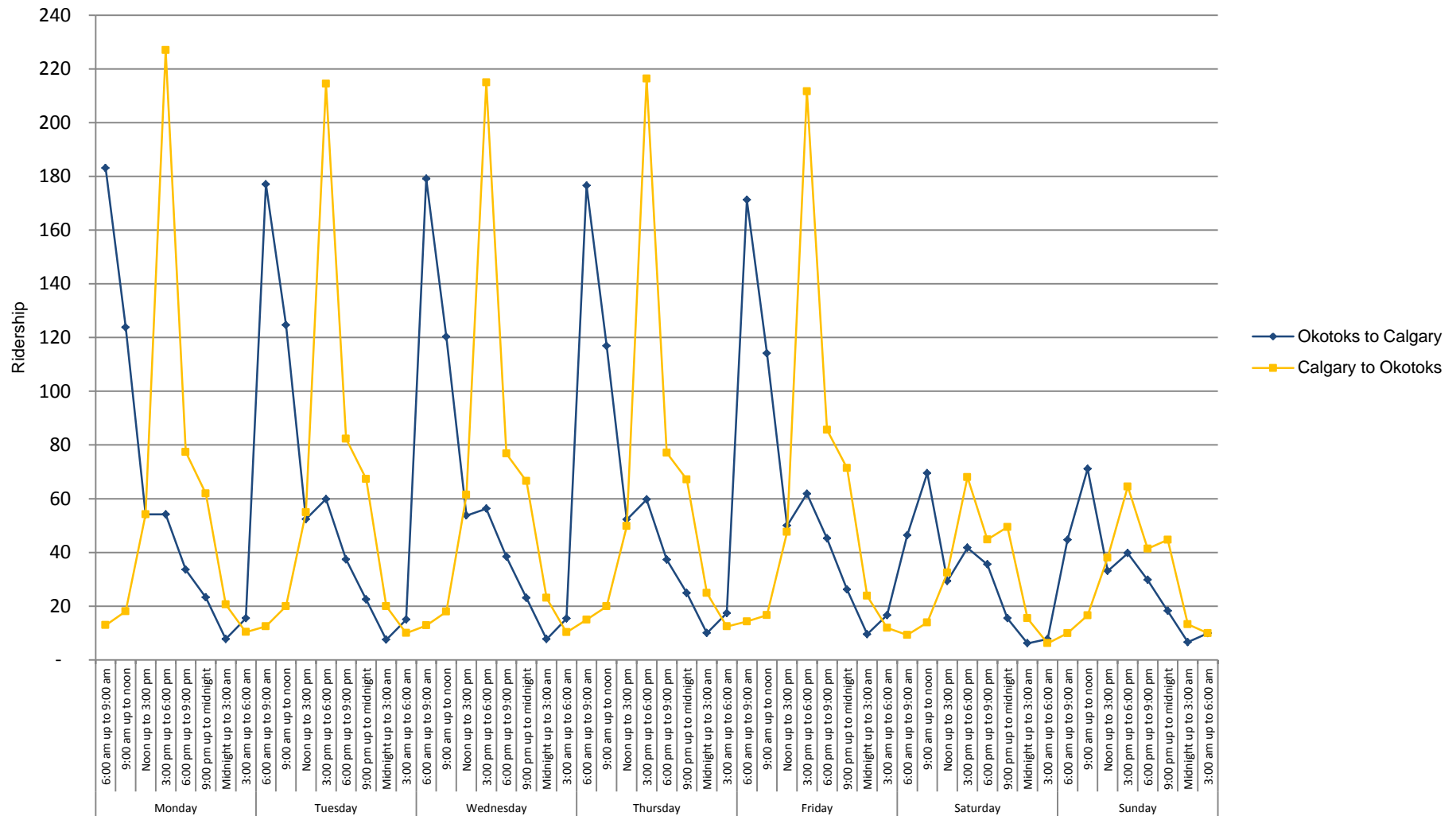
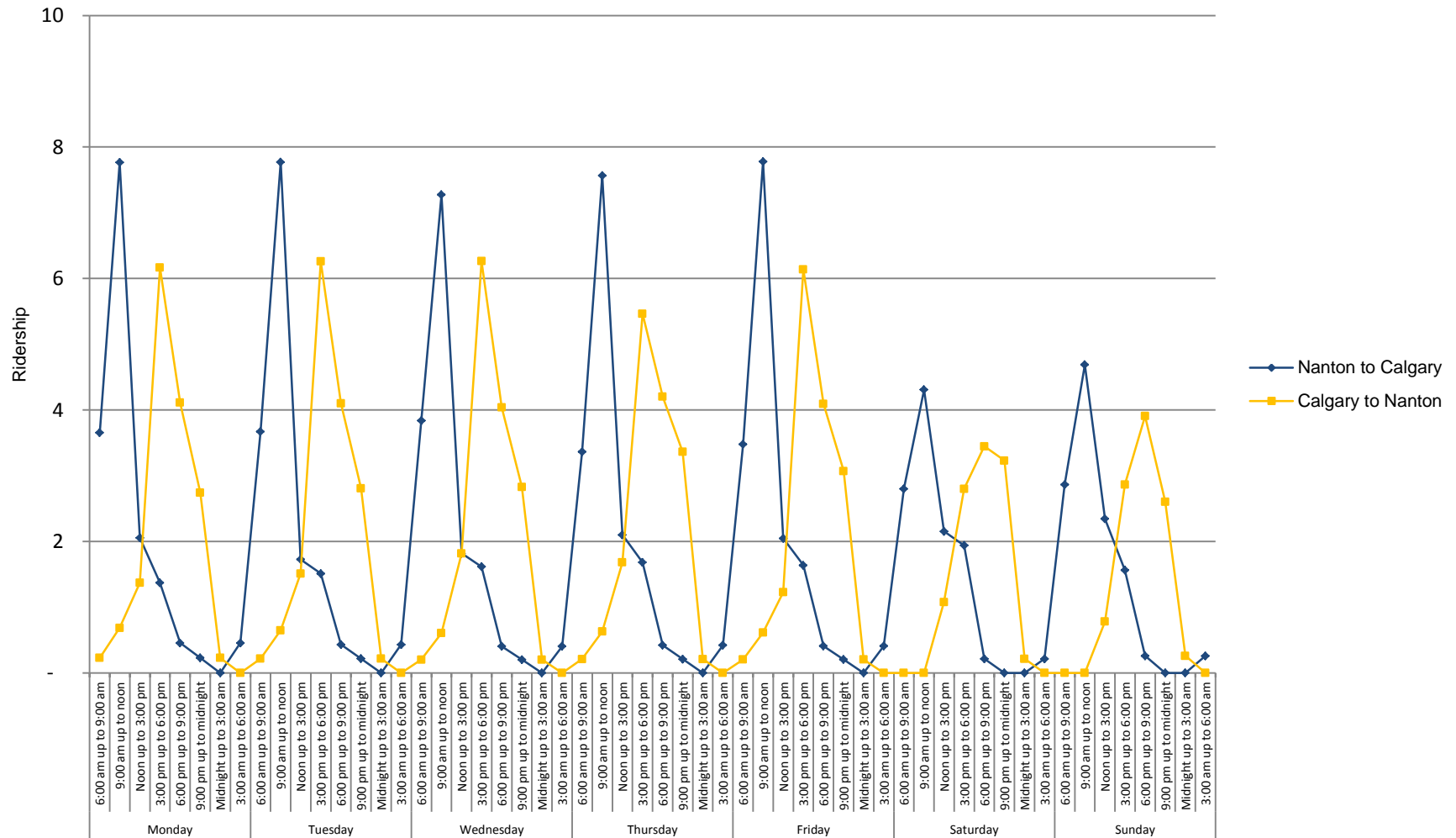
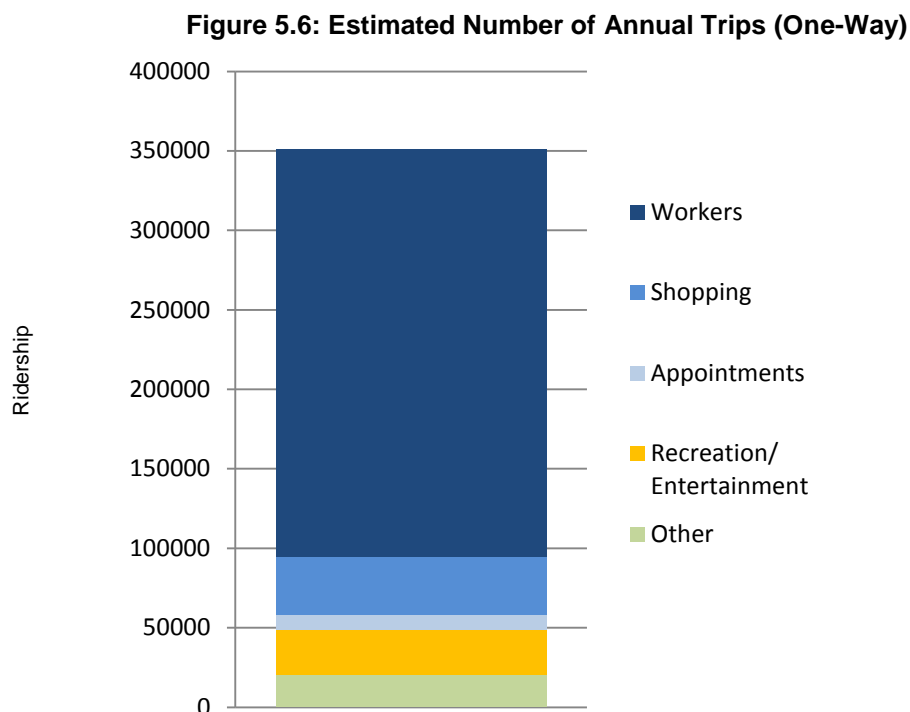


Figure 5.5: Estimated Average Pattern of Weekly Trips – Okotoks



5.4 Annual Ridership Estimates – Between Communities and Calgary

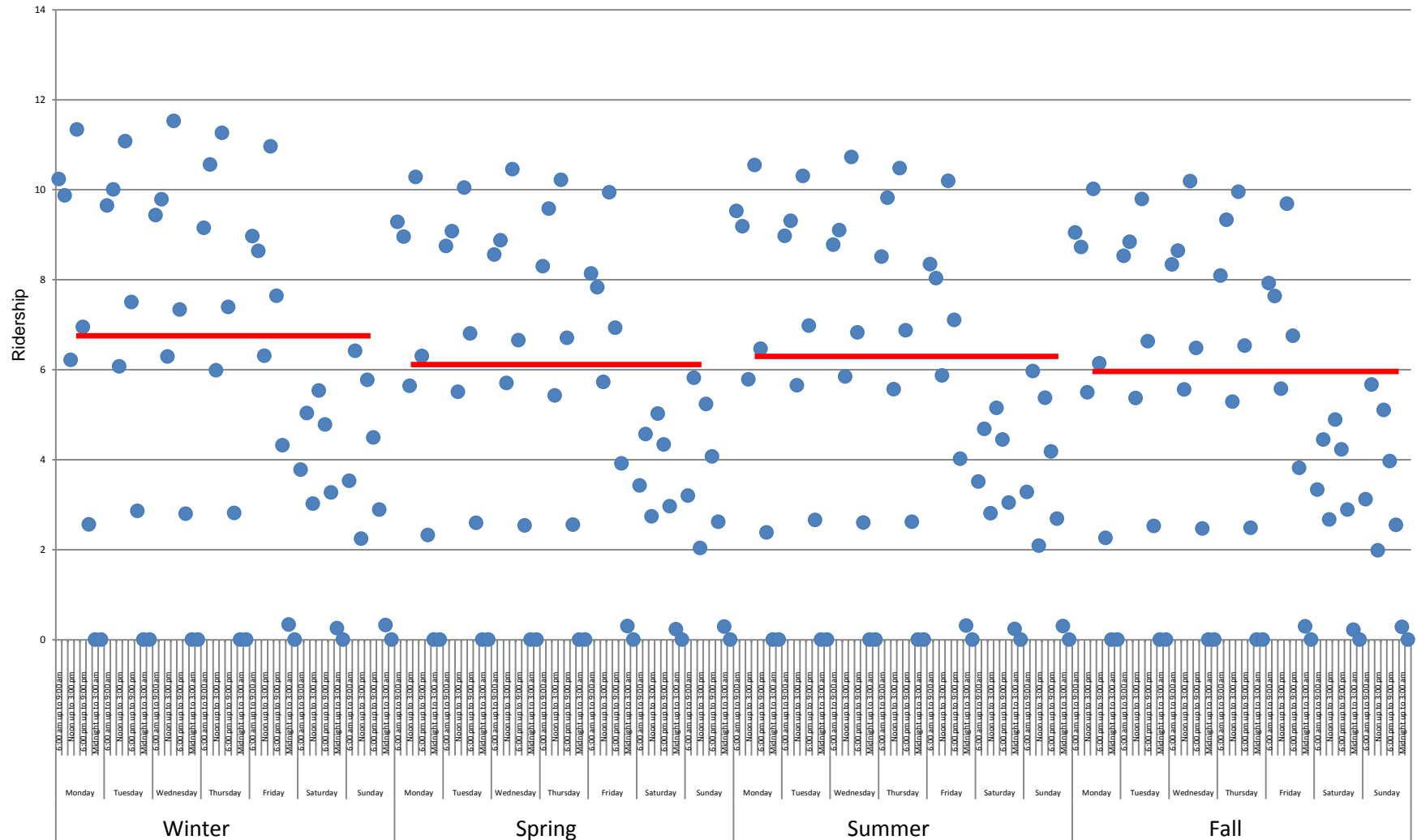
Overall, annual ridership is estimated to be approximately 350,000 trips with a high proportion of rides residents who use the regional transit service to get to and from work that occurs in Calgary (Figure 5.6).



Further analysis that has been based on seasonal fluctuations is presented in Figures 5.7 to 5.10. These data suggest that ridership may fluctuate during various seasons depending on the community. For instance, ridership is expected to be higher during winter seasons for Turner valley and Nanton residents, while being slightly higher in summer season for Okotoks residents. Nonetheless, it is expected that these variances will be marginal; mainly due to the amount of travel resulting for work among residents.

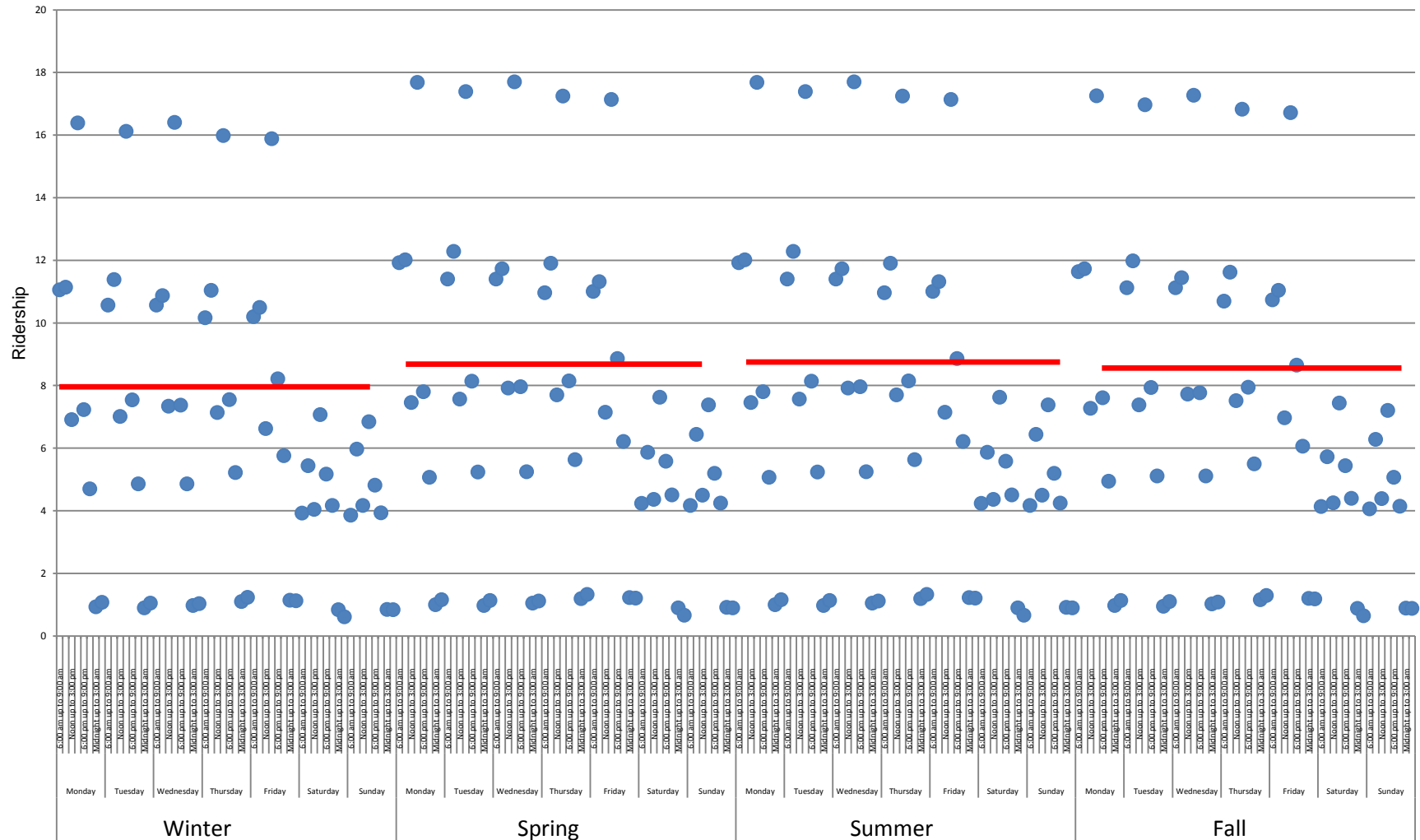
Figure 5.11 presents the overall net average of travel to Calgary from the communities. As can be seen from these data, the majority of travel originates from Okotoks compared to other communities.

Figure 5.7: Estimated Seasonal Pattern of Trips – Turner Valley



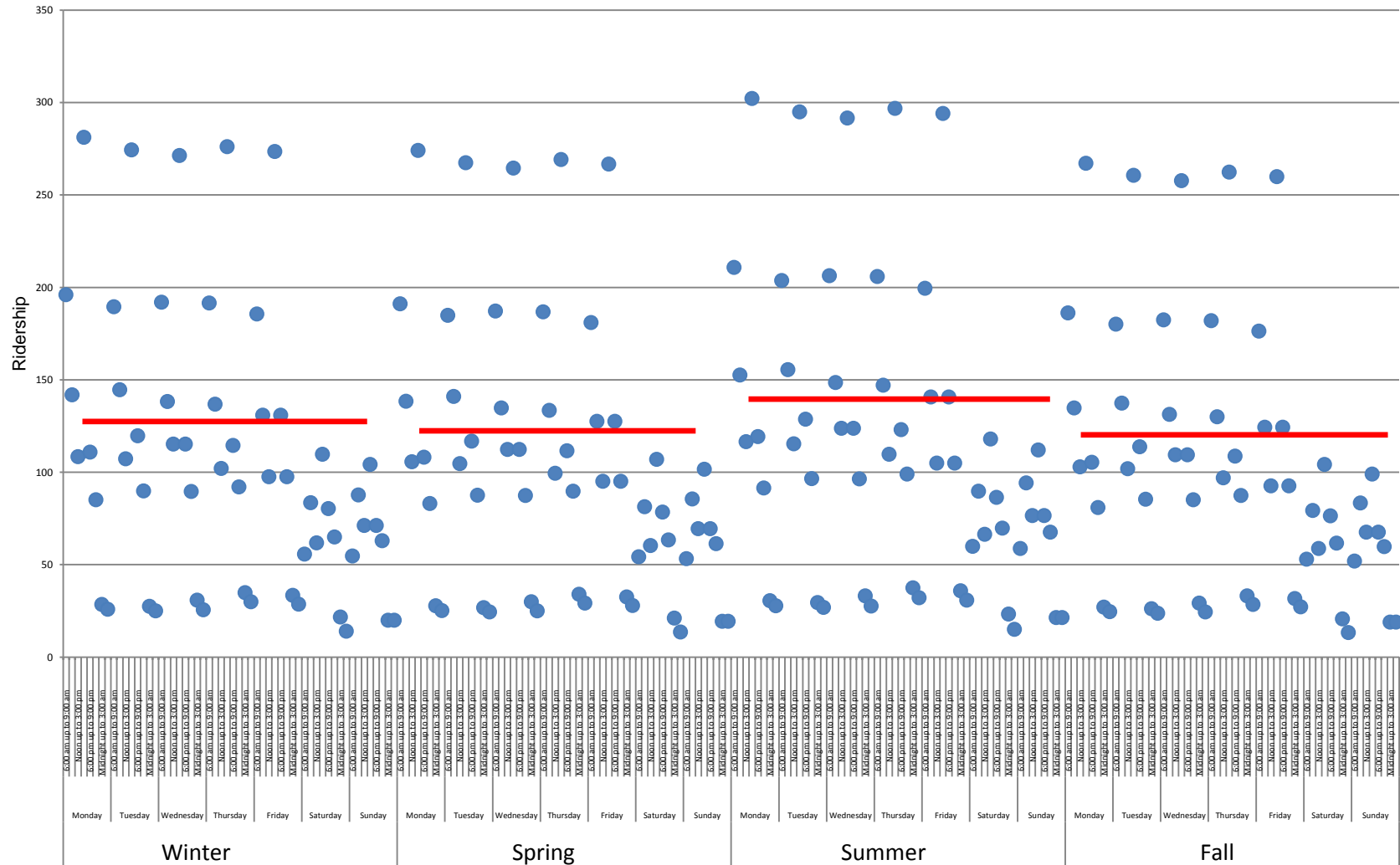
Note: Lines represent seasonal averages.

Figure 5.8: Estimated Seasonal Pattern of Trips – Black Diamond



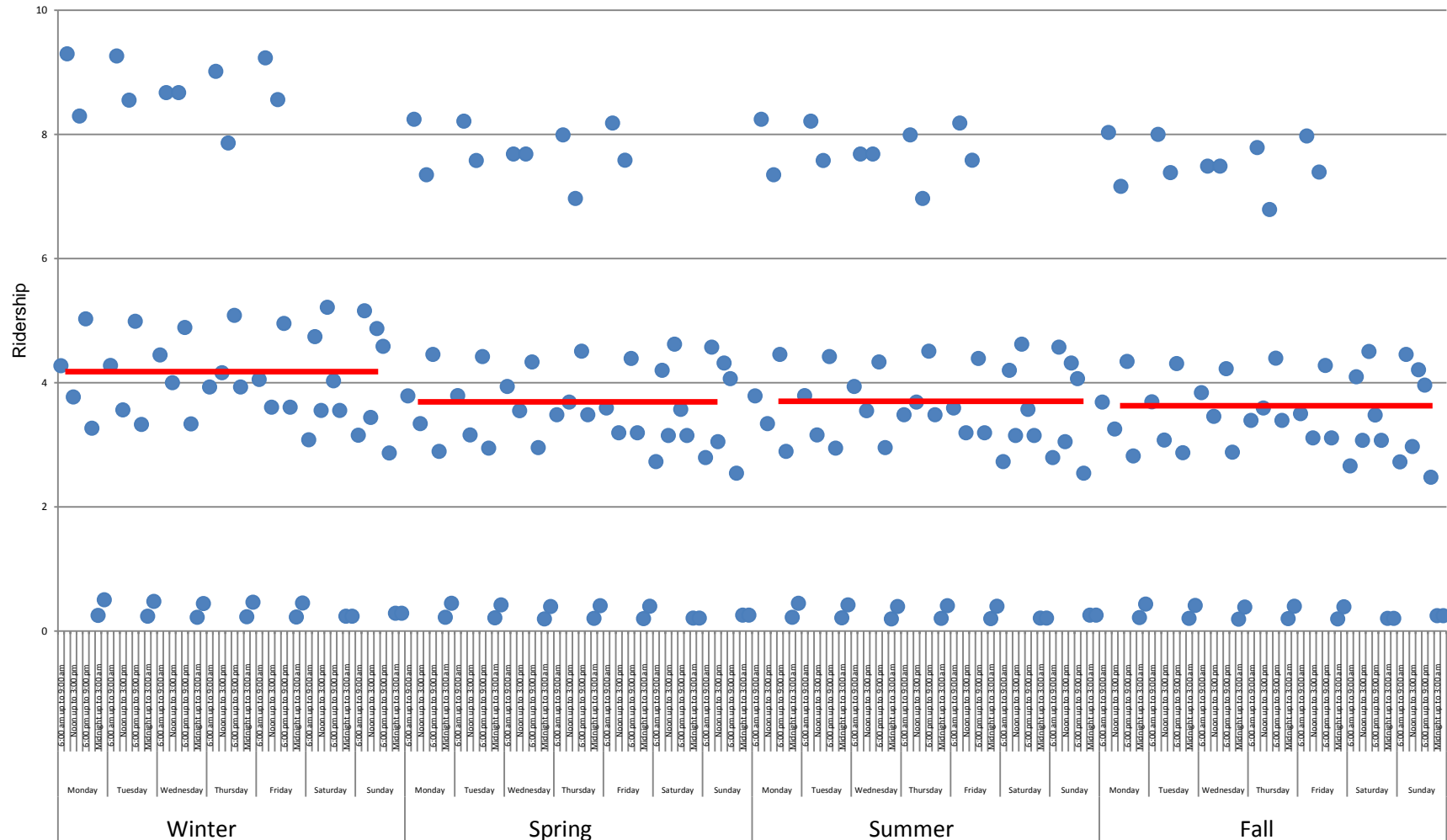
Note: Lines represent seasonal averages.

Figure 5.9: Estimated Seasonal Pattern of Trips – Okotoks



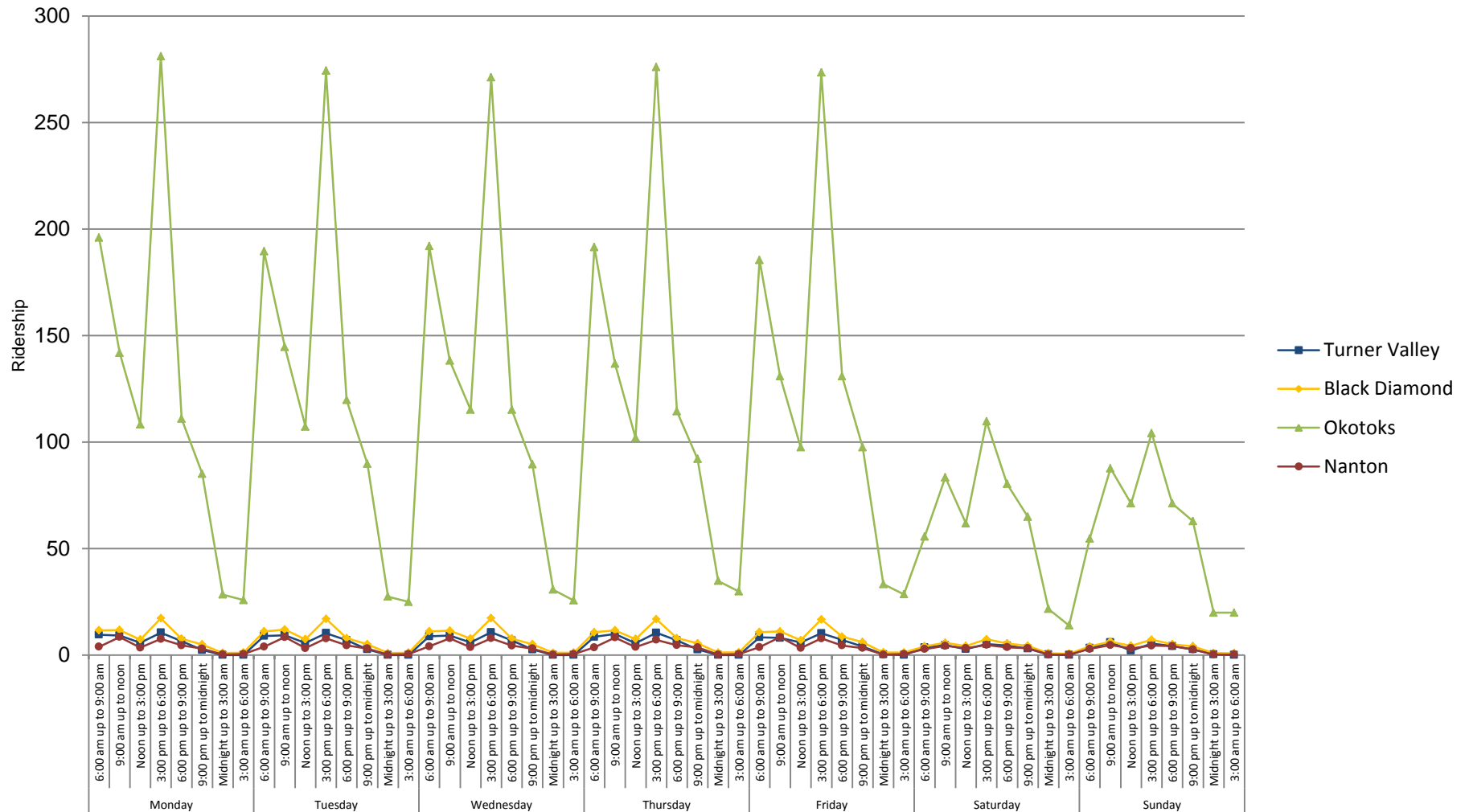
Note: Lines represent seasonal averages.

Figure 5.10: Estimated Seasonal Pattern of Trips – Nanton



Note: Lines represent seasonal averages.

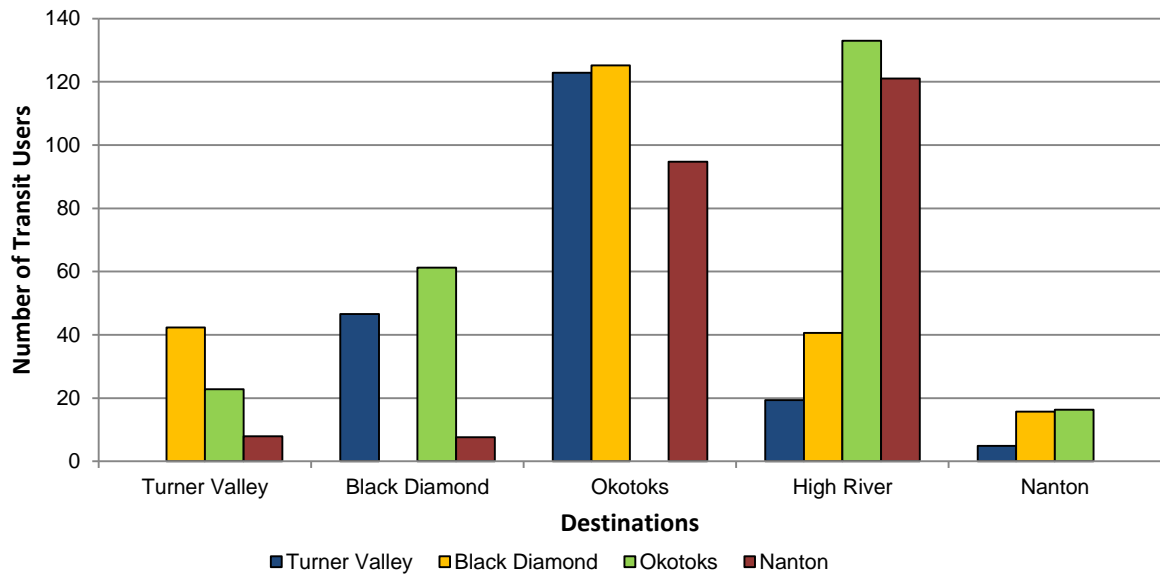
Figure 5.11: Estimated Net Average Pattern of Weekly Trips to Calgary



5.4 Ridership Estimates – Among Communities

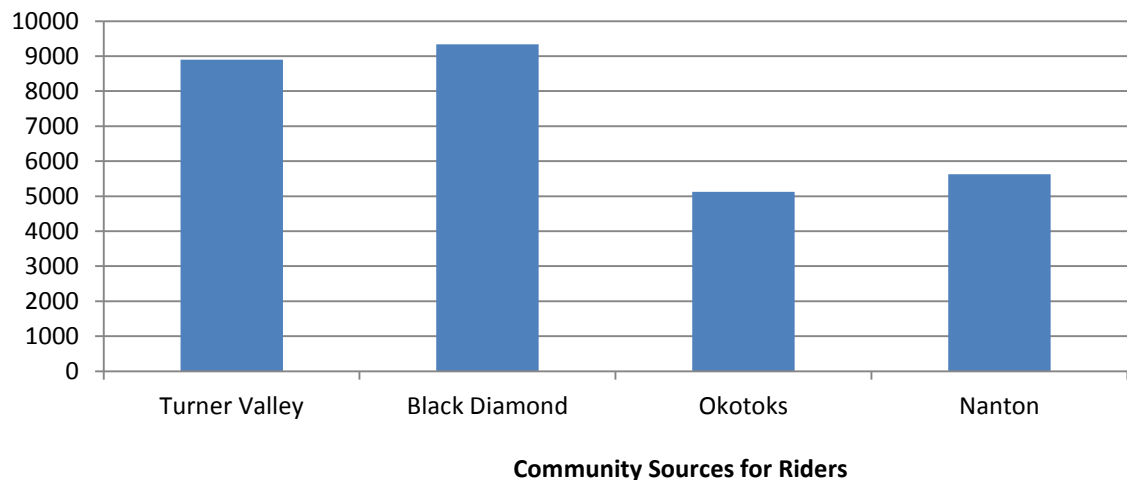
Weekly estimates of users who are expected to travel among the communities are presented in Figure 5.12. As can be seen from these data, Okotoks and, to a lesser extent High River, would represent the highest expected weekly ridership of inter-community regional services.

Figure 5.12: Estimated Number of Weekly Users by Destination



Using the information presented above, annual estimates for sources of riders on the regional transit service are presented in Figure 5.13 (excluding travel to and from High River). The bulk of the travel is expected to originate from Turner Valley and Black Diamond for inter-community ridership.

Figure 5.13: Annual Estimates of Ridership for Inter-Community Transit Services



6.0 CONCLUDING REMARKS

With a regional transit service being introduced among communities south of Calgary, the CRP engaged residents and businesses to define market demand and expectations for services. Research conducted with residents living in Turner Valley, Black Diamond, Okotoks, and Nanton revealed that a considerable proportion of residents in these communities would embrace the opportunity to use a regional transit service; especially a service that would allow residents to travel between their communities and Calgary.

While almost all residents in these communities have access to a personal vehicle, many expect that a regional transit service would be cheaper to use than if they were to take their own vehicles to travel between their community and Calgary or among the communities that would have the service. Indeed, almost six in ten survey respondents from the study area indicated likelihood of using a service to travel between their communities and Calgary. Further, approximately a quarter of respondents stated they would be very likely.

The majority of travel is expected to encompass Okotok residents who travel to and from Calgary for work. There are several factors that suggest this pattern of use to be the case. For instance, Okotoks has a much larger population than the other three communities. As well, there is a larger segment of the Okotok population that works in Calgary compared to the other communities. Actually, it is expected that the main reason users would adopt a regional transit service to travel between the communities and Calgary is get to and from work.

Some residents would use an inter-community service to travel among the communities that were examined in the study. The majority of these riders are expected to originate in Turner Valley, Black Diamond, and Nanton. For many of these riders, they would travel to and from Okotoks to shop, access entertainment and recreation, and attend personal and medical appointments.

APPENDIX A

Survey Instrument

NOTE TO THE READER:

- Comments to survey sponsors by consultants are **presented in blue**.
- Instructions to interviewers are presented as **words in red** and are not read to respondents
- For Computer Aided Telephone Interviewing software programming, instructions are presented as **words in green** and are not provided to the interviewers or respondents

INTRODUCTION/SCREENING SHEET

Hello, my name is _____. I am calling from HarGroup Research, an Alberta research firm on behalf of the Calgary Regional Partnership. Today we are conducting an important survey that will help us understand travel patterns of residents living south of Calgary and how a potential public transit service to Calgary might be used among residents.

If you have some time (as little as 5 mins, as much as 15 mins), I would like to interview you for this very important survey.

IF YES -> CONTINUE

IF NO -> ASK:

Could I call back _____?

IF YES -> ASK FOR NAME OF PERSON AND RECORD TIME ON CALL SHEET

IF NO -> THANK AND DISCONTINUE; MARK AS "REFUSED" ON CALL SHEET

S1. Are you at least 18 years of age?

IF YES, CONTINUE.

IF NO, TERMINATE WITH THANK YOU.

S2. Do you live within the municipal boundaries of Black Diamond, Nanton, Okotoks, or Turner Valley?

IF YES, IDENTIFY TOWN AND CONTINUE. Which one?

IF NO, TERMINATE WITH THANK YOU.

1. Black Diamond
2. Nanton
3. Okotoks
4. Turner Valley

S3. The Calgary Regional Partnership supports communities around Calgary with various planning and development initiatives such as exploring regional transportation opportunities. Currently, the Calgary Regional Partnership is studying the opportunity of developing a regional public transit service among the communities of Black Diamond, Nanton, Okotoks, Turner Valley and Calgary. To help with this study, and understand potential use, residents in these communities are being randomly selected to participate in this survey.

In this interview, I am going to ask you about your travel between **(SHOW ANSWER TO S2)** and the communities south of Calgary, **(LIST OTHER COMMUNITIES)**. I want you to consider your answers only in terms of traveling among these communities rather than traveling within **(SHOW ANSWER TO S2)**.

QUESTIONNAIRE

CURRENT TRAVEL PATTERNS TO AND FROM CALGARY

Q1A. For my first set of questions, I would like to ask you about your current travel to Calgary and back to **(SHOW ANSWER TO S2)**.

Which of the following most closely describes your travel to Calgary and back to **(SHOW ANSWER TO S2)** over the past year? For this question, please consider a trip as going to Calgary and back to **(SHOW ANSWER TO S2)** (going both ways as one trip). Would you say ...

1. Three or more times a week
2. About once or twice a week
3. At least once every two weeks
4. At least once a month
5. At least once every two or three months
6. At least once every six months
7. At least once a year
8. Have not traveled between community and Calgary -> **GO TO Q2A**
9. Other (specify) _____
10. **(DO NOT READ)** Don't know -> **GO TO Q2A**

Q1Bi. Which of the following represents why you have traveled to Calgary and back to **(SHOW OF ANSWER TO S2)** over the past year? **(READ - SELECT ALL THAT APPLY): (ROTATE)**

- | | | | |
|--------|-------|-------------------------|--|
| 1. Yes | 2. No | 3. Don't know ... i. | To get to and from work (for work purposes) |
| 1. Yes | 2. No | 3. Don't know ... ii. | To shop for basic needs items such as groceries, toiletries, etc. |
| 1. Yes | 2. No | 3. Don't know ... iii. | To shop for non-basic needs items such as gifts, hardware items, sports goods, household items, etc. |
| 1. Yes | 2. No | 3. Don't know ... iv. | To go to medical appointments such as doctors, dentists or physio-therapists |
| 1. Yes | 2. No | 3. Don't know ... v. | To go to personal appointments for banking, real estate, insurance, etc. |
| 1. Yes | 2. No | 3. Don't know ... vi. | To get a personal vehicle fixed at a garage or autobody shop |
| 1. Yes | 2. No | 3. Don't know ... vii. | To go out to breakfast, lunch or dinner |
| 1. Yes | 2. No | 3. Don't know ... viii. | To go out to a lounge, bar or pub |
| 1. Yes | 2. No | 3. Don't know ... ix. | To attend a theatre, concert, movie, cultural or sporting event |
| 1. Yes | 2. No | 3. Don't know ... x. | To use a recreation facility or participate in recreation activities |
| 1. Yes | 2. No | 3. Don't know ... xi. | To visit friends or relatives |

Q1Bii. For what other reasons, if any, have you traveled to Calgary and back to **(SHOW OF ANSWER TO S2)** over the past year?

Q1C. What one method of transportation did you use most often to travel to and from Calgary from your community over the past year? **[DO NOT READ - SELECT AND IDENTIFY MAIN RESPONSE, TAKE UP TO TWO MORE – 1st, 2nd, 3rd selections]** What other methods of transportation do you use to travel to and from Calgary?

- | | |
|--|--|
| 1__ Personal vehicle/motorcycle (driver) | 5__ Walk (includes skateboard, rollerblade, etc) |
| 2__ Personal vehicle (passenger / carpool) | 6__ Do not travel to and from Calgary |
| 3__ Taxi | 7__ Other (specify) _____ |
| 4__ Bicycle | |

Q1D. Now, when you have traveled to Calgary and back to **(SHOW ANSWER TO S2)** over the past year, has it typically been on **(READ - SELECT ALL THAT APPLY):**

1. Mondays
2. Tuesdays
3. Wednesdays
4. Thursdays
5. Fridays
6. Saturdays, or
7. Sundays
8. **(DO NOT READ)** It depends.
9. **(DO NOT READ)** Don't know

Q1Ei. What times of day, if any, have you typically traveled from **(SHOW ANSWER TO S2)** to Calgary one-way over the past year? Any other times? **(DO NOT READ - SELECT ALL THAT APPLY):**

1. Between 6:00 am up to 9:00 am
2. Between 9:00 am up to noon
3. Between noon up to 3:00 pm
4. Between 3:00 pm up to 6:00 pm
5. Between 6:00 pm up to 9:00 pm
6. Between 9:00 pm up to midnight
7. Between midnight up to 3:00 am
8. Between 3:00 am up to 6:00 am
9. Other (specify) _____
10. Don't know

Q1Eii. What times, if any, have you typically traveled from Calgary and back to **(SHOW OF ANSWER TO S2)** one-way over the past year? Any other times of day? **(DO NOT READ - SELECT ALL THAT APPLY):**

1. Between 6:00 am up to 9:00 am
2. Between 9:00 am up to noon
3. Between noon up to 3:00 pm
4. Between 3:00 pm up to 6:00 pm
5. Between 6:00 pm up to 9:00 pm
6. Between 9:00 pm up to midnight
7. Between midnight up to 3:00 am
8. Between 3:00 am up to 6:00 am
9. Other (specify) _____
10. Don't know

CURRENT TRAVEL PATTERNS AMONG OTHER COMMUNITIES

Q2A. For the next couple of questions, I would like to ask you about your travel between your community and other communities south of Calgary. By travel, I mean you stopped in the community rather than simply traveling through on the way to another destination.

Which of the following most closely describes your travel to **(SHOW EACH COMMUNITY OTHER THAN ANSWER TO S2)** and back to **(SHOW ANSWER TO S2)**? For this question, please consider a trip as going to the community and back to **(SHOW ANSWER TO S2)** (going both ways as one trip). Would you say ...

Frequency	i. Black Diamond	ii. High River	iii. Nanton	vi. Okotoks	v. Turner Valley
i. Three or more times a week	1	1	1	1	1
ii. About once or twice a week	2	2	2	2	2
iii. At least once every two weeks	3	3	3	3	3
iv. At least once a month	4	4	4	4	4
v. At least once every two or three months	5	5	5	5	5
vi. At least once every six months	6	6	6	6	6
vii. At least once a year	7	7	7	7	7
viii. Have not traveled between communities -> DO NOT ASK Q2B	8	8	8	8	8
ix. Other (specify) _____	9	9	9	9	9
x. (DO NOT READ) Don't know -> DO NOT ASK Q2B	10	10	10	10	10

Q2B. **(FOR EACH COMMUNITY THE ANSWER WAS i. to vii. or ix. for Q2A)** Earlier I asked about reasons for why you travel between your community and Calgary. For what reasons have you traveled between your community and **(EACH COMMUNITY IN A2A)** over the past year? **(DO NOT READ - SELECT ALL THAT APPLY):**

Frequency	i. Black Diamond	ii. High River	iii. Nanton	vi. Okotoks	v. Turner Valley
i. To get to and from work (for work purposes)	1	1	1	1	1
ii. To shop for basic needs items such as groceries, toiletries, etc.	2	2	2	2	2
iii. To shop for non-basic needs items such as gifts, hardware items, sports goods, household items, etc.	3	3	3	3	3
iv. To go to medical appointments such as doctors, dentists or physio-therapists	4	4	4	4	4
v. To go to personal appointments for banking, real estate, insurance, etc.	5	5	5	5	5
vi. To get a personal vehicle fixed at a garage or autobody shop	6	6	6	6	6
vii. To go out to breakfast, lunch or dinner	7	7	7	7	7
viii. To go out to a lounge, bar or pub	8	8	8	8	8
ix. To attend a theatre, concert, movie, cultural or sporting event	9	9	9	9	9
x. To use a recreation facility or participate in recreation activities	10	10	10	10	10
xi. To visit friends or relatives	11	11	11	11	11
xii. Other (specify) _____	12	12	12	12	12
xiii. Don't know	13	13	13	13	13

GENERAL POSSIBILITY OF USING A REGIONAL PUBLIC TRANSIT SYSTEM

- Q3.** Within the next couple of years, Calgary Regional Partnership is expected to pilot a public transit system that will provide regular transit service among the communities of Black Diamond, Nanton, Okotoks, Turner Valley and Calgary. Essentially, residents will be able to take public transit to travel among these communities. The purpose of the questions in this section of the survey is to assess how residents of these communities might use a public transit system.

It is expected that the public transit service to Calgary would take and pick up riders at locations such as a point of connection to the Calgary Transit system or in downtown Calgary.

As well, it is expected that the vehicles used for the regional transit system would offer features such as individual seating, air conditioning or heating, wifi Internet access and other attributes to ensure that riders are comfortable.

Up to this point in the interview, we have asked you about your existing travel among these communities. I would like you to consider the kinds of travel you typically undertake when answering the remaining questions.

Considering the kinds of trips that you might take to Calgary and back to **(SHOW OF ANSWER TO S2)**, how likely might you be to use a public transit system as a method of travel, would you be ...

1. very likely -> **GO TO Q4A AFTER PROMPT**
2. quite likely -> **GO TO Q4A AFTER PROMPT**
3. somewhat likely -> **GO TO Q4A AFTER PROMPT**
4. not very likely, or -> **GO TO Q4A PROMPT**
5. not at all likely -> **GO TO Q4A PROMPT**
6. **DO NOT READ)** Don't know -> **GO TO Q4A PROMPT**

FARES/PRICING

- Q4A. PROMPT:** I realize that you have indicated that you would not use a public transit service between your community and Calgary; however I would like to get your opinion about fares for such services. Do you think it is very reasonable, quite reasonable, somewhat reasonable, not very reasonable or not at all reasonable to charge \$20 for a one-way trip on a public transit service between your community and Calgary?

IF RESPONDENT INDICATES QUITE, SOMEWHAT, NOT VERY OR NOT AT ALL REASONABLE TO i, ASK ii, AND CONTINUE UNTIL RESPONDENT ANSWERS VERY REASONABLE) How about if the fare for a one-way trip was ...

	Very reasonable	Quite reasonable	Somewhat reasonable	Not very reasonable	Not at all reasonable	Don' Know
i. \$20.00	1	2	3	4	5	6
ii. \$15.00	1	2	3	4	5	6
iii.\$10.00	1	2	3	4	5	6
iv.\$5.00	1	2	3	4	5	6

(GO TO Q5A)

AFTER PROMPT: I am going to ask you about fares and prices that might be charged to use a public transit system between your community and Calgary. Do you think it is very reasonable, quite reasonable, somewhat reasonable, not very reasonable or not at all reasonable to charge \$20 for a one-way trip on a public transit service between your community and Calgary?

(IF RESPONDENT INDICATES QUITE, SOMEWHAT, NOT VERY OR NOT AT ALL REASONABLE TO i, ASK ii, AND CONTINUE UNTIL RESPONDENT ANSWERS VERY REASONABLE) How about if the fare for a one-way trip was ...

	Very reasonable	Quite reasonable	Somewhat reasonable	Not very reasonable	Not at all reasonable	Don't Know
i. \$20.00	1	2	3	4	5	6
ii. \$15.00	1	2	3	4	5	6
iii.\$10.00	1	2	3	4	5	6
iv.\$5.00	1	2	3	4	5	6

Q4B. Thinking about how often you might use public transit between your community and Calgary, you might consider purchasing a monthly pass. How likely would you be to CONSIDER purchasing a monthly pass, would you be

1. very likely
2. quite likely
3. somewhat likely
4. not very likely, or ->GO TO Q5A
5. not at all likely ->GO TO Q5A
6. **(DO NOT READ)** Don't know

Q4C. Generally, how reasonable would it be for the monthly pass to use public transit to be \$360.00 per month. Do you think it would be very reasonable, quite reasonable, somewhat reasonable, not very reasonable or not at all reasonable ...

(IF RESPONDENT INDICATES QUITE, SOMEWHAT, NOT VERY OR NOT AT ALL REASONABLE TO i, ASK ii, AND CONTINUE UNTIL RESPONDENT ANSWERS VERY REASONABLE) How about if the fare for a monthly pass ...

	Very reasonable	Quite reasonable	Somewhat reasonable	Not very reasonable	Not at all reasonable	Don't Know
i. \$360.00	1	2	3	4	5	6
ii. \$270.00	1	2	3	4	5	6
iii.\$180.00	1	2	3	4	5	6
iv.\$90.00	1	2	3	4	5	6

Q5A. PROMPT: Again, I realize that you have said you would be **(SHOW ANSWER TO Q3)**, however I would like to ask you about specific types of trips for which you might use a public transit system to Calgary and back to **(SHOW OF ANSWER TO S2)**? It is important that we ask you these questions and I ask you to bear with me. As I read each statement, I would like you to tell me if you might be very likely, quite likely, somewhat likely, not very likely or not at all likely to use a public transit system to get you to Calgary and back to **(SHOW OF ANSWER TO S2)**?

AFTER PROMPT I am going to read you some statements for why residents might use a public transit system between their community and Calgary. As I read each statement, I would like you to tell me if you might be very likely, quite likely, somewhat likely, not very

likely or not at all likely to use a public transit system to get you to and from your community and Calgary?

(ROTATE)	Very likely	Quite likely	Somewhat likely	Not very likely	Not at all likely	Don't Know
i. To get to and from work (for work purposes)	1	2	3	4	5	6
ii. To shop for basic needs items such as groceries, toiletries, etc.	1	2	3	4	5	6
iii. To shop for non-basic needs items such as gifts, hardware items, sports goods, household items, etc.	1	2	3	4	5	6
iv. To go to medical appointments such as doctors, dentists or physio-therapists	1	2	3	4	5	6
v. To go to personal appointments for banking, real estate, insurance, etc.	1	2	3	4	5	6
vi. To get a personal vehicle fixed at a garage or autobody shop	1	2	3	4	5	6
vii. To go out to breakfast, lunch or dinner	1	2	3	4	5	6
viii. To go out to a lounge, bar or pub	1	2	3	4	5	6
ix. To attend a theatre, concert, movie, cultural or sporting event	1	2	3	4	5	6
x. To use a recreation facility or participate in recreation activities	1	2	3	4	5	6
xi. To visit friends or relatives	1	2	3	4	5	6

Q5B. What other reasons, if any, do you think you might travel to Calgary and back to **(SHOW OF ANSWER TO S2)** using public transit?

REASONS FOR NON-USE

Q6. **(ASK ONLY IF Q3 NOT VERY OR NOT AT ALL LIKELY)** Earlier, you had indicated you would be **(SHOW ANSWER TO Q3)** to use public transit? For what reasons, if any, do you think you would not likely use a public transit system between your community and Calgary? **(DO NOT READ - SELECT ALL THAT APPLY)**

1. Own a vehicle (car/truck/motorcycle)
2. My vehicle would be more convenient
3. My work requires a car
4. Use different means of transportation (bike, walking, car pooling, etc.)
5. Do not travel between your community and Calgary
6. Do not work
7. Working at home
8. Have personal mobility (physical disadvantages) problems
9. I don't think public transit would be convenient
10. Depends on where the bus stops/access points would be located
11. Public transit would be too slow
12. Public transit would be too crowded
13. Public transit is not frequent enough
14. Expect public transit to be too expensive
15. Concern for personal safety and security
16. Other (specify) _____
17. Don't know

(GO TO Q9A)

POTENTIAL USE (SPECIFICS) OF REGIONAL PUBLIC TRANSIT SYSTEM

Q7A. Based on the types of trips that you just indicated you would be likely to take to travel to Calgary and back to **(SHOW ANSWER TO S2)** on a public transit system, which of the following do you think would most closely describes the frequency of use taking public transit? Please consider one trip as going to and from these communities (going both ways as one trip). Would you say ...

1. Three or more times a week
2. About once or twice a week
3. At least once every two weeks
4. At least once a month
5. At least once every two or three months
6. At least once every six months
7. At least once a year
8. Other (specify)_____
9. **(DO NOT READ)** Don't know

Q7Bi. As well, do you think the trips on public transit between your community and Calgary would typically be on **(READ - SELECT ALL THAT APPLY):**

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
6. Saturday, or
7. Sunday
8. **(DO NOT READ)** It depends.
9. **(DO NOT READ)** Don't know

Q7Bii. What times of day do you think you would typically use a public transit service to go to Calgary from **(SHOW ANSWER TO S2)** one-way? Any other times? **(DO NOT READ - SELECT ALL THAT APPLY):**

1. Between 6:00 am up to 9:00 am
2. Between 9:00 am up to noon
3. Between noon up to 3:00 pm
4. Between 3:00 pm up to 6:00 pm
5. Between 6:00 pm up to 9:00 pm
6. Between 9:00 pm up to midnight
7. Between midnight up to 3:00 am
8. Between 3:00 am up to 6:00 am
9. Other (specify)_____
10. Don't know

Q7Cii. What times of day do you think you would typically use a public transit service from Calgary and back to (SHOW ANSWER TO S2)? Any other times? (DO NOT READ - SELECT ALL THAT APPLY):

1. Between 6:00 am up to 9:00 am
2. Between 9:00 am up to noon
3. Between noon up to 3:00 pm
4. Between 3:00 pm up to 6:00 pm
5. Between 6:00 pm up to 9:00 pm
6. Between 9:00 pm up to midnight
7. Between midnight up to 3:00 am
8. Between 3:00 am up to 6:00 am
9. Other (specify) _____
10. Don't know

Q7D. Do you think your travel patterns using public transit between Calgary and your community would be
(NOTE: IF REQUIRED - winter is Jan, Feb, Mar; spring is Apr, May, Jun,; summer is Jul, Aug, Sep; fall is Oct, Nov, Dec)

1. similar during the winter, spring, summer and fall seasons, or -> GO TO Q8
2. different during these seasons
3. (DO NOT READ) Don't know

Q7E. How do you think your use of public transit between your community and Calgary would be different among winter, spring, summer and fall seasons (DO NOT READ - SELECT ALL THAT APPLY - HOWEVER, CLARIFY FOR EACH SEASON):
(NOTE: IF REQUIRED - winter is Jan, Feb, Mar; spring is Apr, May, Jun,; summer is Jul, Aug, Sep; fall is Oct, Nov, Dec)

Q7E 1 through 12 -> May I ask why you (do not travel/travel less/travel more) during (winter/spring/summer/fall)?

1. WINTER - do not travel to and from Calgary
i. _____
2. WINTER - travel less to and from Calgary
ii. _____
3. WINTER - travel more to and from Calgary
iii. _____
4. SPRING - do not travel to and from Calgary
iv. _____
5. SPRING - travel less to and from Calgary
v. _____
6. SPRING - travel more to and from Calgary
vi. _____
7. SUMMER - do not travel to and from Calgary
vii. _____
8. SUMMER - travel less to and from Calgary
viii. _____
9. SUMMER - travel more to and from Calgary
ix. _____
10. FALL - do not travel to and from Calgary
x. _____
11. FALL - travel less to and from Calgary
xi. _____
12. FALL - travel more to and from Calgary
xii. _____

13. Other (specify) _____
14. Don't know

Q8. For what reasons do you think you would use public transit to travel between your community and Calgary rather than how you might currently travel between the communities? **(DO NOT READ - SELECT ALL THAT APPLY - IF THEY SAY "CONVENIENCE", PROBE FOR SPECIFIC REASON - E.G - "Convenient in what way?") (IDENTIFY FIRST RESPONSE)** Anything else?

1. Prefer not to drive
2. Personal vehicles pollute the environment (environmental reasons)
3. Do not have access to personal vehicle/driver's license
4. Expect it will be cheaper to travel by public transit
5. Expect it will be convenient (In what way?) _____
6. Expect it will be comfortable or relaxing
7. It will depend on how much it costs
8. Other (specify) _____
9. Don't know

GENERAL POSSIBILITY OF USING A PUBLIC TRANSIT SYSTEM AMONG OTHER COMMUNITIES

Q9A. Now, I would like you to consider using a public transit service to travel to and from your community and other communities south of Calgary. For this question, please consider that the price of fares to travel among the communities might be cheaper than going to and from Calgary. How likely might you be to use a public transit system as a method of travel between your community and **(SHOW EACH COMMUNITY OTHER THAN ANSWER TO S2)**, would you be ...

Frequency	i. Black Diamond	ii. High River	iii. Nanton	iv. Okotoks	v. Turner Valley
i. very likely	1	1	1	1	1
ii. quite likely	2	2	2	2	2
iii. somewhat likely	3	3	3	3	3
iv. not very likely, or	4	4	4	4	4
v. not at all likely	5	5	5	5	5
vi. DO NOT READ Don't know	6	6	6	6	6

Q9B. (FOR EACH COMMUNITY THE ANSWER WAS i. to iii. for Q9A) For what kinds of trips do you think you would use a public transit service to travel between your community and **(EACH COMMUNITY IN Q9A)? (DO NOT READ - SELECT ALL THAT APPLY):**

Frequency	i. Black Diamond	ii. High River	iii. Nanton	iv. Okotoks	v. Turner Valley
i. To get to and from work (for work purposes)	1	1	1	1	1
ii. To shop for basic needs items such as groceries, toiletries, etc.	2	2	2	2	2
iii. To shop for non-basic needs items such as gifts, hardware items, sports goods, household items, etc.	3	3	3	3	3
iv. To go to medical appointments such as doctors, dentists or physio-therapists	4	4	4	4	4
v. To go to personal appointments for banking, real estate, insurance, etc.	5	5	5	5	5
vi. To get a personal vehicle fixed at a garage or autobody shop	6	6	6	6	6
vii. To go out to breakfast, lunch or dinner	7	7	7	7	7
viii. To go out to a lounge, bar or pub	8	8	8	8	8
ix. To attend a theatre, concert, movie, cultural or sporting event	9	9	9	9	9
x. To use a recreation facility or participate in recreation activities	10	10	10	10	10
xi. To visit friends or relatives	11	11	11	11	11
xii. Other (specify) _____	12	12	12	12	12
xiii. Don't know	13	13	13	13	13

Q9C. (FOR EACH COMMUNITY THE ANSWER WAS i. to iii. for Q9A) Which of the following would most closely describe your frequency of use taking public transit to travel to **(SHOW EACH COMMUNITY OTHER THAN ANSWER TO S2)** and back to **(SHOW ANSWER TO S2)**? For this question, please consider a trip as going to the community and back to **(SHOW ANSWER TO S2)** (going both ways as one trip). Would you say ...

Frequency	i. Black Diamond	ii. High River	iii. Nanton	iv. Okotoks	v. Turner Valley
i. Three or more times a week	1	1	1	1	1
ii. About once or twice a week	2	2	2	2	2
iii. At least once every two weeks	3	3	3	3	3
iv. At least once a month	4	4	4	4	4
v. At least once every two or three months	5	5	5	5	5
vi. At least once every six months	6	6	6	6	6
vii. At least once a year	7	7	7	7	7
viii. Have not traveled between communities	8	8	8	8	8
ix. Other (specify) _____	9	9	9	9	9
x. (DO NOT READ) Don't know	10	10	10	10	10

(GO TO DEMO)

REASONS FOR NON-USE OF PUBLIC TRANSIT AMONG OTHER COMMUNITIES

Q10. (ASK ONLY IF Q9A IS NOT VERY OR NOT AT ALL LIKELY FOR ALL OTHER COMMUNITIES) For what reasons, if any, do you think you would not likely use a public transit system between your community and the other communities south of Calgary?
(DO NOT READ - SELECT ALL THAT APPLY)

1. Own a vehicle (car/truck/motorcycle)
2. My vehicle would be more convenient
3. My work requires a car
4. Use different means of transportation (bike, walking, car pooling, etc.)
5. Do not travel between my community and other communities
6. Do not work
7. Working at home
8. Have personal mobility (physical disadvantages) problems
9. My work already provides transportation between my community and other communities
10. I don't think public transit would be convenient
11. Depends on where the bus stops/access points would be located
12. Public transit would be too slow
13. Public transit would be too crowded
14. Public transit is not frequent enough
15. Expect public transit to be too expensive
16. Concern for personal safety and security
17. Other (specify) _____
18. Don't know

Demographic Questions

DEMO The last few questions are being asked so that we can group your answers with others provided in the survey. All responses will be held in strict confidence and will not be attributed to any individual.

D1. Do you have a driver's license?

1. Yes
2. No
3. Don't know/Refused

D2. Do you own or have access to a personal vehicle such as a car, truck, motorcycle, etc. that you can use to travel from place to place?

1. Yes
2. No
3. Don't know/Refused

D3A. Which of the following most closely represents your current situation, **(READ)**:

1. Employed full-time
2. Employed part-time
3. Student-> **GO TO D3C.**
4. Not employed or student -> **GO TO D4.**
5. **(DO NOT READ)** Refused -> **GO TO D4.**

D3B. Do you have a job that requires you to regularly travel to Calgary?

1. Yes
2. No
3. Don't know/Refused

D3C. Do you go to school in Calgary?

1. Yes
2. No
3. Don't know/Refused

D4. In what year were you born?

19 __ **99=Refused**

D5. Which of the following most closely describes your household? **(READ)**

1. Couple with children living at home
2. Couple without children living at home
3. Single Parent household
4. Living alone
5. Living with roommate(s)
6. Living with extended family
7. **(DO NOT READ)** Other: _____
8. **(DO NOT READ)** Refused

Over the next month or so, we may be conducting research through discussion groups with residents about the proposed public transit service. If we were to recontact you, would you be interested in participating in discussion groups about the proposed public transit services? Honorariums would be given to participants for their time and participation.

1. **Yes →** May I get your first name and confirm your phone number please? _____
2. **No →** May I have your first name in case my supervisor wants to confirm this interview: _____

Thank you for your time and for participating in the survey today. Have a good evening (afternoon).

D6. Record gender:

1. Male
2. Female

Telephone Number: (###) ###-####

Interviewer #:

APPENDIX B

Respondent Profiles

Demographic Profile (weighted data based on gender and age)						
Characteristics	Descriptors	% of Respondents				
		All	Turner Valley	Black Diamond	Okotoks	Nanton
Gender	Survey Results (n=)	(800)	(150)	(150)	(350)	(150)
	Male	47	49	47	47	45
	Female	53	51	53	53	55
	Total	100	100	100	100	100
	2011 Federal Census					
	Male	49	49	47	49	47
Age	Female	51	50	53	50	53
	Total	100	100	100	100	100
	Survey Results (n=)	(800)	(150)	(150)	(350)	(150)
	18 to 34	28	24	22	29	17
	35 to 64	54	56	53	55	48
	65+	11	17	21	10	30
Household Composition	Refused	6	3	5	6	5
	Total	100	100	100	100	100
	2011 Federal Census					
	18 to 34	29	25	23	31	18
	35 to 64	57	58	55	58	51
	65+	14	18	22	10	31
Access to Personal Vehicle	Total	100	100	100	100	100
	(n=)	(790)	(144)	(148)	(345)	(148)
	Couple with kids living at home	55	31	35	59	28
	Couple without kids living at home	26	40	35	24	43
	Single parent household	3	8	8	3	5
	Living alone	6	13	18	4	18
Have Drivers License	Living with roommates	3	4	2	4	4
	Living with extended family	7	4	2	7	3
	Total	100	100	100	100	100
	(n=)	(799)	(148)	(149)	(350)	(149)
	Yes	98	94	95	99	95
	No	2	6	5	1	5
Employment Situation	Total	100	100	100	100	100
	(n=)	(792)	(147)	(147)	(347)	(150)
	Employed Full-time	60	50	46	61	45
	Employed Part-time	10	14	11	9	13
	Student	4	2	3	5	1
	Not Employed or Student	26	34	40	56	41
Have job that requires regular travel to Calgary	Total	100	100	100	100	100
	(n=)	(544)	(93)	(84)	(243)	(87)
	Yes	54	48	55	56	26
	No	46	52	45	44	74
	Total	100	100	100	100	100

APPENDIX C

Business Interview Representatives

Organization	Location	Name	Title
Canadian Tire	Okotoks	Leanne	Store Manager
Shoppers Drug Mart	Okotoks	Bob	Manager
Mr. Mikes Steakhouse and Bar	Okotoks	Maria	Manager
Country Food Mart AG Foods	Black Diamond	Mark	Manager

APPENDIX E

Business Interview Discussion Guide

Hello, my name is _____. I am calling from HarGroup Management Consultants on behalf of the Calgary Regional Partnership. I am calling to speak to someone who is responsible for human resources within your organization.

(When speaking to the right person, reintroduce yourself)

The Calgary Regional Partnership is studying the opportunity of developing a regional public transit service among the communities of Black Diamond, Nanton, Okotoks, Turner Valley and Calgary. To help with this study, and understand potential use, we are contacting companies and organizations that employ staff in these communities to ask questions that might help us understand how a regional public transit service might best serve employers and employees in the area.

Do you have about 5 minutes to answer a few questions for our study?

1. Do any of your employees live in communities other than _____?
(business location)
 - If yes, in which communities do they reside?
2. Do you think there will be benefits to your organization to have a regionally operated transit service that goes between your community and Calgary? What benefits?
 - How about between your community and the other communities south of Calgary (e.g. Black Diamond, Turner Valley, Nanton, Okotoks)? What benefits?
3. Some businesses might employ temporary staff during peak seasons and may find difficulty hiring locally. Do you think having a regionally operated transit service would help your organization to hire staff that live in other communities south of Calgary (e.g. Black Diamond, Turner Valley, Nanton, Okotoks)?
 - (IF YES) Is there anything you can tell me about how employees might use a regionally operated transit service if you were to hire employees from these other communities such as time of day likely to be used to get to and from work, days of the week, seasonal changes, etc? (Why is that?)
 - How about certain days of the week, are there specific days of the week they travel to get to and from work?
4. (If applicable to type of business) Do you think having a regionally operated transit service might represent an opportunity to draw customers from these other communities?
From Calgary?

APPENDIX E

Additional Data

Data associated with Table 2.1: Frequency of Travel among Residents

Residence				Have a job in Calgary		Total
				Yes	No	
Employed full-time	Residence	Black Diamond	Count	10	5	15
			%	3.6%	2.6%	3.2%
		Nanton	Count	4	9	13
			%	1.5%	4.7%	2.8%
		Okotoks	Count	253	172	425
			%	92.0%	89.1%	90.8%
		Turner Valley	Count	8	7	15
			%	2.9%	3.6%	3.2%
		Total	Count	275	193	468
			%	100.0%	100.0%	100.0%
Employed part-time	Residence	Black Diamond	Count		3	3
			%		5.5%	4.0%
		Nanton	Count		4	4
			%		7.3%	5.3%
		Okotoks	Count	19	45	64
			%	95.0%	81.8%	85.3%
		Turner Valley	Count	1	3	4
			%	5.0%	5.5%	5.3%
		Total	Count	20	55	75
			%	100.0%	100.0%	100.0%

Data associated with Table 2.3: Times of Travel between Community and Calgary

		Job requires travel between Community and Calgary				Total	
		Yes		No		Cases	Col Response %
		Cases	Col Response %	Cases	Col Response %		
Travel times - Community to Calgary	Between 6:00 am up to 9:00 am	241	82.1%	55	23.1%	296	55.5%
	Between 9:00 am up to noon	62	21.1%	146	60.7%	208	38.9%
	Between noon up to 3:00 pm	41	13.9%	103	42.9%	144	26.9%
	Between 3:00 pm up to 6:00 pm	39	13.5%	80	33.5%	120	22.5%
	Between 6:00 pm up to 9:00 pm	36	12.2%	65	27.0%	100	18.8%
	Between 9:00 pm up to midnight	19	6.5%	22	9.3%	41	7.8%
	Between midnight up to 3:00 am	6	2.1%	2	.9%	8	1.6%
	Between 3:00 am up to 6:00 am	35	11.9%	4	1.5%	39	7.2%
Travel times - Calgary to Community	It depends	2	.6%	5	2.1%	7	1.3%
	Between 6:00 am up to 9:00 am	24	8.2%	5	1.9%	28	5.4%
	Between 9:00 am up to noon	18	6.4%	29	12.1%	47	9.0%
	Between noon up to 3:00 pm	35	12.0%	68	28.2%	103	19.3%
	Between 3:00 pm up to 6:00 pm	232	80.3%	119	49.6%	352	66.3%
	Between 6:00 pm up to 9:00 pm	83	28.6%	138	57.3%	221	41.6%
	Between 9:00 pm up to midnight	28	9.7%	78	32.6%	106	20.1%
	Between midnight up to 3:00 am	8	2.9%	13	5.3%	21	4.0%
	Between 3:00 am up to 6:00 am	4	1.4%	2	.9%	6	1.2%
	It depends	2	.7%	5	1.9%	6	1.2%

Data associated with Figure 2.1: Reasons for Travel between Community and Calgary

							Total
			Occassional	Regular Worker	Non-User	Infrequent	
Gender	Male	Count	46	94	146	82	368
		%	44.7%	56.6%	47.4%	42.1%	47.7%
	Female	Count	57	72	162	113	404
		%	55.3%	43.4%	52.6%	57.9%	52.3%
Total		Count	103	166	308	195	772
		%	100.0%	100.0%	100.0%	100.0%	100.0%

							Total
			Occassional	Regular Worker	Non-User	Infrequent	
Own or have access to a personal vehicle	Yes	Count	95	166	304	192	757
		%	92.2%	100.0%	98.7%	98.5%	98.1%
	No	Count	8		4	3	15
		%	7.8%		1.3%	1.5%	1.9%
Total		Count	103	166	308	195	772
		%	100.0%	100.0%	100.0%	100.0%	100.0%

							Total
			Occassional	Regular Worker	Non-User	Infrequent	
Have a job that requires you to regularly travel to Calgary	Yes	Count	21	111	94	60	286
		%	26.9%	88.1%	47.7%	47.2%	54.2%
	No	Count	57	15	103	67	242
		%	73.1%	11.9%	52.3%	52.8%	45.8%
Total		Count	78	126	197	127	528
		%	100.0%	100.0%	100.0%	100.0%	100.0%

							Total
			Occassional	Regular Worker	Non-User	Infrequent	
Go to school in Calgary	Yes	Count	4	29	8		41
		%	4.9%	19.2%	3.9%		7.2%
	No	Count	77	122	199	127	525
		%	95.1%	80.8%	96.1%	100.0%	92.8%
Total		Count	81	151	207	127	566
		%	100.0%	100.0%	100.0%	100.0%	100.0%

							Total
			Occassional	Regular Worker	Non-User	Infrequent	
Household Characteristics	Couple with children living at home	Count	54	123	150	98	425
		%	52.4%	74.5%	49.8%	50.5%	55.7%
	Couple without children living at home	Count	13	16	94	68	191
		%	12.6%	9.7%	31.2%	35.1%	25.0%
	Single Parent household	Count	10		10	4	24
		%	9.7%		3.3%	2.1%	3.1%
	Living alone	Count	5	1	25	11	42
		%	4.9%	.6%	8.3%	5.7%	5.5%
	Living with roommate(s)	Count	10	2	14	2	28
		%	9.7%	1.2%	4.7%	1.0%	3.7%
	Living with extended family	Count	11	23	8	11	53
		%	10.7%	13.9%	2.7%	5.7%	6.9%
Total		Count	103	165	301	194	763
		%	100.0%	100.0%	100.0%	100.0%	100.0%

							Total
			Occassional	Regular Worker	Non-User	Infrequent	
Residence	Black Diamond	Count	5	5	14	8	32
		%	4.8%	3.0%	4.5%	4.1%	4.1%
	Nanton	Count	6	2	14	9	31
		%	5.8%	1.2%	4.5%	4.6%	4.0%
	Okotoks	Count	90	156	267	169	682
		%	86.5%	94.0%	86.7%	86.2%	88.1%
	Turner Valley	Count	3	3	13	10	29
		%	2.9%	1.8%	4.2%	5.1%	3.7%
Total		Count	104	166	308	196	774
		%	100.0%	100.0%	100.0%	100.0%	100.0%

							Total
			Occassional	Regular Worker	Non-User	Infrequent	
Age	15 to 34	Count	41	67	71	43	222
		%	41.0%	42.4%	25.4%	22.6%	30.5%
	35 to 64	Count	55	89	165	111	420
		%	55.0%	56.3%	59.1%	58.4%	57.8%
	65+	Count	4	2	43	36	85
		%	4.0%	1.3%	15.4%	18.9%	11.7%
Total		Count	100	158	279	190	727
		%	100.0%	100.0%	100.0%	100.0%	100.0%

