

**WHAT
WE
HEARD.**



**PUBLIC
PARTICIPATION**

Airdrie Transit Master Plan – Round One Engagement

Project Overview:

The City of Airdrie (City) is undertaking a Transit Master Plan (TMP) update to establish a direction for the City's transit system over the next ten years.

The City conducted a first round of engagement in June 2025 to learn more about the travel patterns and perceptions of the existing and desired transit service of Airdrie residents and employees. Outreach included an online survey, stakeholder and group interviews, and two pop-up events. This report provides a synopsis of the engagement findings from round one. Round two engagement is anticipated for November 2025.

Date: July 14, 2025

Prepared for City of Airdrie by: Dillon Consulting Limited

Executive Summary

The City of Airdrie is updating its Transit Master Plan (TMP) to guide the future of its transit system over the next ten years to prepare for continued population growth. The TMP aims to align with community needs, municipal priorities, and evolving market conditions, while also serving as a clear communication tool for the City's transit vision and its funding and implementation.

The first round of public engagement activities were conducted in June 2025. This round aimed to understand travel patterns, perceptions of Airdrie transit service, and potential directions for transit service expansion and improvement. Engagement activities included:

- online survey;
- four virtual stakeholder interviews;
- two virtual group interview sessions;
- two pop-up events; and
- in-person transit ride and passenger chat.

The online survey was available for three weeks (June 10-30, 2025) and received 572 responses. Two pop-up events were held at Genesis Place, engaging approximately 30 participants. In-person observations were conducted on Intercity Express, Local, and Hello To Go services, with conversations held with about 15 passengers. Additionally, four virtual stakeholder interviews and two virtual group interview sessions were conducted with various key stakeholders and community groups.

Overall, the engagement results indicate a strong desire for Airdrie Transit to evolve with the City's growth. Key themes of the feedback include increasing service availability through longer operating hours and higher frequency. Residents also called for expanding routes and service coverage, particularly to newer neighborhoods within Airdrie and to key destinations in Calgary. Other frequently mentioned improvements included enhancing on-time performance and the overall passenger experience, covering aspects like fares, app technology, safety, and stop amenities.

The feedback collected from this first round of engagement will be used to develop network options and recommendations for the TMP. Recommendations from the draft TMP will be shared with the public during a second round of engagement in late 2025. Following further feedback and discussions, the final TMP is anticipated to be shared with Council for approval in early 2026.

Project Information

The previous 2016 TMP planned to serve 60,000 Airdrie residents and accommodate population growth to approximately 80,000 by 2023. Today, Airdrie is set to grow at an even faster rate, with a projected population of 121,000 by 2031. To cope with this population growth, a considerable number of new developments will come online in the upcoming ten years – transit needs to serve these areas to support the mobility needs of residents.

The City's 2020 TMP identified the important role of transit in moving a growing number of residents both within Airdrie and to external destinations, especially Calgary. As such, there is a need to update the previous TMP to ensure the transit service of Airdrie can support an increased population and serve as a reliable transportation mode to all residents and employees of Airdrie. This TMP update consists of several tasks:

- Review existing transit services and policies;
- Engage with the public to understand perceptions of the existing and planned transit service;
- Align transit strategies with policies of the province, neighboring municipalities, and the City;
- Plan and reorganize future transit service; and,
- Identify implementation strategies to support the proposed transit service.

The final TMP is scheduled to be completed by early 2026. After that, the City will proceed with implementing the strategies and directions recommended in the Plan.

Public Participation Approach

Objectives

Round one engagement of the project aims to achieve the following objectives:

- Raise public awareness on the project and share project information and timeline;
- Communicate engagement opportunities to interested parties and allow the public the opportunity to ask questions;
- Explore the travel pattern of residents and workforce in Airdrie;
- Understand what the public expects from transit service now and in the future;
- Solicit ideas on how to better meet the needs of residents and employees; and,
- Investigate partnership opportunities and potential network configurations with key stakeholders.

Awareness Campaign

To raise awareness and maximize participation in the round one engagement activities, the following techniques were used:

- Design a dedicated project webpage on Involve Airdrie and include a channel where the public may contact Airdrie Transit with questions;

- Post project posters at key locations, bus stops, and on transit vehicles, and place hand-out cards at key locations. These materials include a QR code to the project website and public survey;
- Distribute hand-out cards with key project information to participants during the pop-up events;
- Notify the public about the project and encourage survey completion through notification on Transit and Hello To Go apps;
- Promote the project and public survey with stakeholder and group interviews;
- Promote engagement activities through the City's social media; and,
- Publicize a newspaper advertisement on Airdrie City View on June 12, 2025.

Engagement Approach and Activities

Round one engagement included a short public survey that collected quantitative feedback from the public about travel pattern and general thoughts on the existing and future transit. Round one engagement also included interviews and pop-up events that collected qualitative feedback from the public and key stakeholders to understand in-depth thoughts on transit and potential transit network configurations. Taken together, this information will inform the formation of the service plan. Engagement activities conducted included:

Public Survey

A public survey consisting of ten close-ended questions and one open-ended question was made available online via a project webpage on Involve Airdrie. The survey was available for three weeks, from June 10-30, 2025. The survey included questions about the personal travel patterns of the public and their perceptions of existing and future Airdrie Transit service, including service level and new destinations/routes. A total of 572 responses were received and analyzed by the project team.

Pop-Up Events

Two pop-up events were held in the evening of June 11, 2025 and morning of 18 June, 2025 at Genesis Place. The events were to raise awareness on the project and collect qualitative feedback from the public regarding their travel patterns and perceptions of transit service. Project staff spoke with approximately 30 participants. Participants were asked three core questions and encouraged to note their feedback on the engagement boards prepared:

- What do you like about existing Airdrie Transit service?
- How can Airdrie Transit service be improved?
- Are there any destinations in Airdrie, Calgary and Rocky View County where you want transit service added?

In-Person Observations

A project team member rode Intercity Express, Local, and Hello To Go services during non-peak hours to understand bus operations. During the ride, conversations were made with approximately 15 passengers to understand what they like or dislike about transit service and distribute project hand-out cards to boost survey participation.

Stakeholder Interviews

Four 60-minute virtual interviews were organized with the following groups to understand various transit topics, including future network configuration, potential for transit service expansion and integration, and mobility needs of students and employees:

- University of Calgary (U of C) Parking and Transportation;
- Calgary Transit;
- Rocky View County and Rocky View County Handi Bus; and,
- Fortis Alberta.

After the interviews, there was follow-up communication with these groups who provided key transit and demographic information to help formulate the service plan and network.

Group Interviews

Two 90-minute virtual group interview sessions were organized with the Airdrie Board of Youth Affairs and Airdrie Chamber of Commerce to understand travel patterns of transit users and perceptions of existing and future transit service. The following summarizes the techniques used and participation:

- Airdrie Board of Youth Affairs: The interview adopted interactive strategy using Mentimeter survey to boost participation and feedback from the board members, on which they were encouraged to provide real-time feedback on their thoughts on transit and key destinations they typically travel to. A total of 11 participants attended.
- Airdrie Chamber of Commerce: Invitations to the interview were circulated to business owners in Airdrie through the Chamber. Before the interview, participants were asked to register in advance and provide statistics on their businesses to allow the project team to better understanding their employment conditions. During the interview, discussions were based to understand the travel pattern and mobility needs of their employees and identify opportunities or challenges their employees face with the existing transit services.

Summary of Public Participation Input

Overall, the public participation participants expressed a strong desire for Airdrie Transit to evolve with the City's rapid growth by:

- increasing service availability, which should be reflected in longer operating hours, higher frequency, and more service vehicles dispatched on Hello To Go service;
- expanding routes and service coverage, especially to newer neighbourhoods in Airdrie and key destinations in Calgary;
- improving on-time performance; and
- enhancing the overall passenger experience in aspects like fare, app technology, safety, and stop amenities.

Alongside engagement activities for the public, interviewees of stakeholder interview sessions reflected their thoughts on future Airdrie Transit service in terms of service routing, level, and integration tactics. To summarize, service should be expanded in a form of new routes and longer service hours to capture the needs of workers and students. To provide more convenience to passengers, Airdrie Transit service could be better integrated with Calgary Transit, Rocky View Handibus, and the U Pass program of the U of C in terms of payment, towards which these stakeholders expressed an open attitude.

What we heard?

General Public Engagement Feedback Highlights

This section summarizes the key themes identified based on feedback received at public engagement activities include group Interview, pop-up events, and in-person observation.

Travel Patterns

- Where do riders typically travel within and outside Airdrie?
 - **Within Airdrie:** Typical destinations of participants include the downtown area and the east side, including Genesis Place.
 - **Outside Airdrie:** Typical destinations of participants mainly include Calgary, such as downtown, the U of C (Main Campus and Spyhill Campus), Foothills Medical Centre, Deerfoot City, and Country Hills (cinema and mall).

Existing Transit Experience

- **Long Travel Time and Multiple Transfers:** Participants reflected it is challenging to commute to post-secondary institutions in Calgary and return to work in Airdrie due to the long travel time requiring transfers and limited transit connectivity. They are restrained in seeking schooling and education opportunities because of the transit condition. Transit use is often regarded as a “last resort” and would be discontinued once they are capable of driving.
- **Transit Misalignment to Needs:** It is heard that shift workers, including those in hospitality and industry, often face difficulties in using transit with varied work hours outside transit service hours. While many commute by driving, some of them resort to walking or biking long distances, often in non-residential areas with no pedestrian paths. The experience is worse during winter.
- **Long Distance Accessing Bus Stops:** It is noted that newcomers and unemployed individuals tend to have a significant need for transit as they may not drive. They have greater needs for food bank access, but it is a challenge for them to reach the food bank due to its long distance from bus stops, making it difficult to carry groceries and perhaps end up not seeking help from the food bank.

Service Strengths and Shortcomings

- What works well with Airdrie Transit service?
 - **Routing and Service Coverage:**
 - Participants deemed the routings of ICE routes are direct. They also reflected there is great service coverage on Main Street in downtown Airdrie.

- Hello to Go service was appreciated for its flexibility, pre-scheduling options, and proximity to homes in new neighbourhoods compared to the local fixed routes.
 - **Service Hours:** Participants reflected the current operating hours of Route 900 have covered most needs.
 - **Staff Attitude:** Participants appreciated the attitude of transit drivers, who are often “nice and accommodating”, especially to passengers with disabilities.
 - Service Improvements
 - **Routing and Service Coverage:**
 - For routing, participants reflected the in-vehicle travel time on transit is often long, especially the local routes. There were hopes for higher routing efficiency, including the use of bus rapid transit.
 - For service coverage, participants expressed that access to areas outside downtown and northeast Calgary requires multiple transfers. There were hopes for wider direct access in Calgary. Within Airdrie, the current access to key destinations in Airdrie, such as Genesis Place, and newer neighbourhoods and industrial area, could be enhanced. It was noted that the access to bus stop in newer neighbourhoods is often long and not always accessible with pedestrian pathway, which results in individuals walking on roads and through fields. This issue is more prominent in winter.
 - **Operating Hours:** Participants reflected that the existing transit schedules are often inconvenient for non-traditional work hours beyond typical 9-to-5 jobs.
 - **On-time Performance:** Participants reflected that Airdrie Transit buses are sometimes late. There was hope for higher on-time performance.
 - **Availability of Hello To Go:** Participants reflected they need to book a Hello To Go trip up to two weeks in advance. There were comments reflecting that the availability of Hello To Go service could be higher, especially in peak hours. There were also desires to extend its service hours.
 - **App Functionality:** It is noted that the existing separation of apps for transit information, Hello To Go reservation and information, and ticketing creates inconvenience for passengers. There were desires to improve the ease of usage and integrate these apps. There is also room to improve clarity on the information and trip planning function provided on these apps.
 - **Stop Amenities:** Concerns were raised about safety at bus stops and the lack of secure bike facilities, particularly at the South Transit Terminal, hindering the use of bikes to connect to transit. There were also desires for better indication of stop locations, in particular at the South Transit Terminal. More bus shelters were also desired.
 - **Fare Payment:**
 - There were voices to include transit passes in the Genesis Place monthly passes. A pilot transit pass program should also be considered for post-secondary students. There should also be an increase in the number of channels where passengers can purchase transit passes, especially for special passes and for those not living in Airdrie.
 - Participants reflected difficulties in understanding and accessing Airdrie’s Fair Access program for reduced transit fares.
 - **Passenger Communication:** It was reflected that there could be enhancement on communication between bus drivers and dispatch for a more seamless lost and found process.

- **Vehicle Cleanliness:** Participants reflected Airdrie Transit vehicles are generally nicely maintained and clean, but garbage is occasionally found onboard. It was hoped that there could be further cleanliness improvement.

Desire for Future Service

- What key destinations in Airdrie/ Calgary/ Rocky View County would participants like to see Airdrie Transit service?
 - **Within Airdrie:** There were desires for expanding fixed-route coverage to new neighbourhoods in South Airdrie.
 - **Outside Airdrie:** Participants desired direct connections to the following destinations:
 - Calgary:
 - Northeast: Saddletowne, Martindale, Redstone, and Skyview;
 - Northwest:
 - Panorama Hills, Country Hills Village and Harvest Hills Area (esp. North Pointe Terminal);
 - Stations along the CTrain Red Line, including Tuscany, Brentwood (U of C), and Crowfoot Station;
 - Future 144 Avenue Bus Rapid Transit Symons Valley Terminal in Sage Hill;
 - Southwest: Mount Royal University;
 - Rocky View County: East Balzac industrial area; and,
 - Kananaskis County
- What should future service to these new destinations look like?
 - **Routing and Service Coverage:** It was hoped that new service will be added to serve the East Balzac industrial area, either in a form of an employee shuttle or Route 900 rerouting.
 - **Service Hours:**
 - For ICE service, Route 900 service should be extended to early morning and late-night periods to cater to the needs of shift workers. Route 901 and 902 service should also be extended to cover midday hours.
 - For local service, there were hopes to see service extended to cover weekday evening period and weekend all-day. In particular, participants deemed the local route service hours should align with the opening hours of Genesis Place.
 - **Service Frequency:**
 - There were desires for more frequent service on Route 900, potentially increasing the headway to every 20-30 minutes.
 - Participants desired more frequent service in after-school hours on local service.
- Special Event Service
 - Participants expressed interest in special event services connecting to events like Airdrie Light Festival, Calgary Stampede, Flames games, Lilac Festival, as well as those events held at the Scotiabank Saddledome, Telus Spark, Stampede Grounds, and Calaway Park.

Stakeholder Interview Feedback Highlights

The following summarizes the feedback highlights from stakeholder interview sessions.

Existing Travel Pattern and Transportation Condition

- How is the current travel pattern of your passengers/ staff/ students and your transportation condition?
 - Most Fortis Alberta staff use private automobiles to commute. They have expressed potential interest in Calgary-to-Airdrie transit options. Although the current ICE service provides inbound service to Airdrie in morning peaks and outbound service back to Calgary in afternoon peaks, the schedule does not align with their shift time, which makes them unable to use transit. For example, the ICE service arrives in Airdrie slightly after 8:00am, which has already passed the start of their shift time.
 - Most U of C students have lessons in the main campus. Most of them who use transit would take the CTrain. Students have reflected that there have been safety issues on transit, among which around 80% occur on CTrain. Although the Spyhill campus is expanding, there are not many students who have lessons there, and the usage of the existing on-demand service there remains low.
 - The Rocky View Handi Bus service aims at providing access to essential transportation service for Rocky View County residents facing transportation barriers to maintain their independence, such as seniors and people with disabilities travelling to medical appointments. It transports around 40 passengers a week to Airdrie for medical appointments.

Future Service Expansion and Integration

- What is your development plan in the upcoming ten years?
 - The U of C anticipates increasing parking pressure in the upcoming 5-10 years. More transit use by students would be beneficial. The U of C is also exploring the possibility of constructing a transit hub in the main campus where transit services will be consolidated.
 - Fortis Alberta is expecting to relocate its head office from Calgary to the existing Airdrie office at Kingsview Road in Airdrie by early 2027. This relocation will bring approximately 400 employees from Calgary to the Airdrie office and associated increased need for transit.
- What should Airdrie Transit service look like in the upcoming ten years?
 - Should a service to the U of C be implemented, it should connect to the main campus with the most demand at the potential transit hub on campus. Transit stops at surrounding locations along Stoney Trail could be appealing to commuters as they would allow bypassing downtown traffic. The service should focus on peak hours (7:00am-4:00pm) on weekdays. The service could connect additional post-secondary institutions en-route to maximize the number of students benefited.
 - A transit service addressing the needs of Fortis Alberta staff should be in place before the head office relocation to encourage employee uptake on transit. Once employees have developed the habit of using automobiles, it is difficult for them to switch to transit.
 - If the ICE service could be expanded to cover more locations in Calgary, Calgary Transit suggested the following hubs for Airdrie Transit's consideration:
 - McKnight-Westwind Station;
 - North Pointe Terminal (allows connection to Route 8);

- Brentwood Station;
 - Future 88 Avenue Station along the CTrain Blue Line extension; and,
 - Future Symons Valley Terminal (allows transfer to Route 82 to U of C).
- Saddletowne Station is already at capacity with Calgary Transit buses;
- Rocky View County currently has an agreement with the City that identified transit and transportation as areas for future agreement and is open to discussion with Airdrie to expand transit service to the County. Should transit be expanded in the County, focus areas could include:
 - East Balzac: It is primarily an employment and commercial area in the south where many warehouses and industries are located. There is ample demand from shift workers over there. Existing transit-ready infrastructure such as bus laybys are already present.
 - West Balzac: The Goldwyn area of West Balzac aligns with Airdrie's plans for the 24th Street transit corridor and connects towards Coventry Hills/Harvest Hills in Calgary. The north-south flow would be predominant for transit, with the provincial rail plan also a key north-south corridor.
- Is there any potential to integrate Airdrie Transit in your transit fare program?
 - The existing U of C U Pass program only covers Calgary Transit. A separate Airdrie Transit ticket is needed for Airdrie students. It would be beneficial to incorporate Airdrie Transit into the existing U Pass program as an add-on.
 - Integration between Airdrie Transit's and Calgary Transit's ticketing system was explored to avoid the need for a double fare and seamless travel between the two cities. Calgary Transit is open to the possibility.
 - With fare payment technology upgrade currently undergoing on Rocky View Handi Bus service, service and fare integration between the Handi Bus and Access Airdrie paratransit service could be further explored with Airdrie Transit at a later stage.

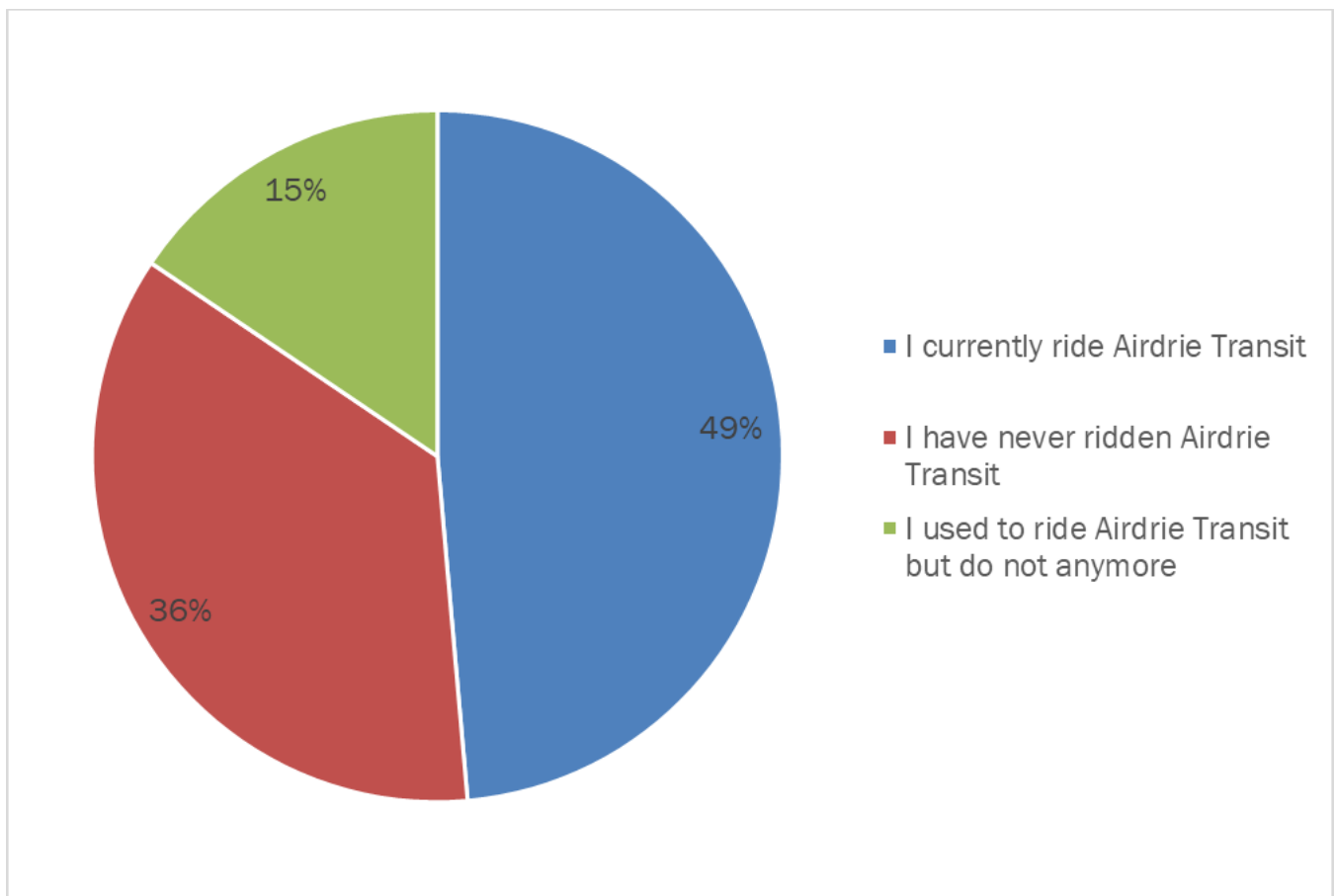
Survey Results

This section summarizes the question-by-question responses received through the online survey. Number of responses to individual questions are shown as (n=x) after the survey question. The survey received 572 responses overall.

1. Which of the following best describes how you use Airdrie Transit? (n=572)

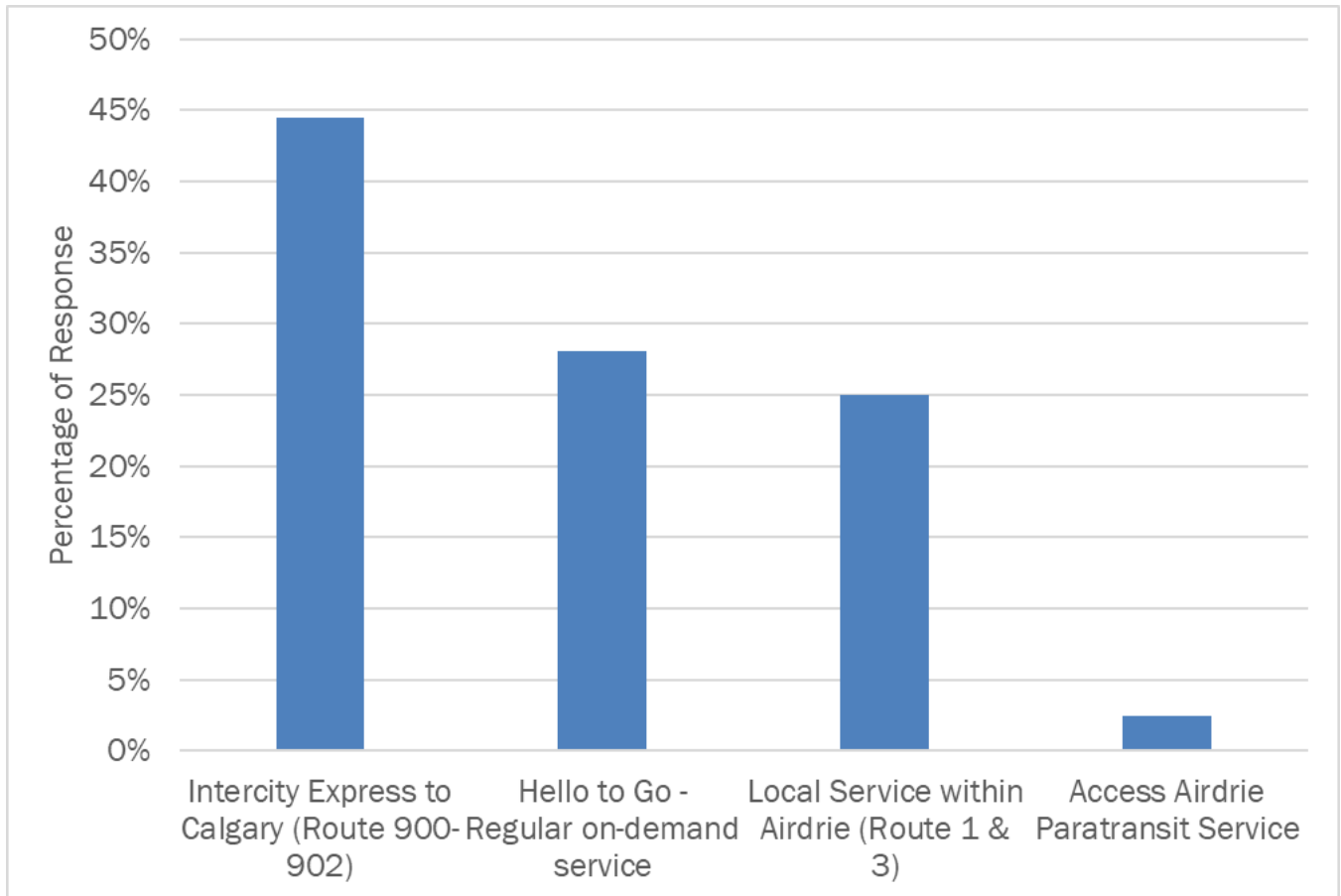
Nearly half of the respondents currently ride Airdrie Transit (49%). Over one-third (36%) of respondents have never ridden Airdrie Transit, and 15% used to ride but do not anymore.

Respondents who chose options other than “I currently ride Airdrie Transit” were redirected to Q10 after this question.



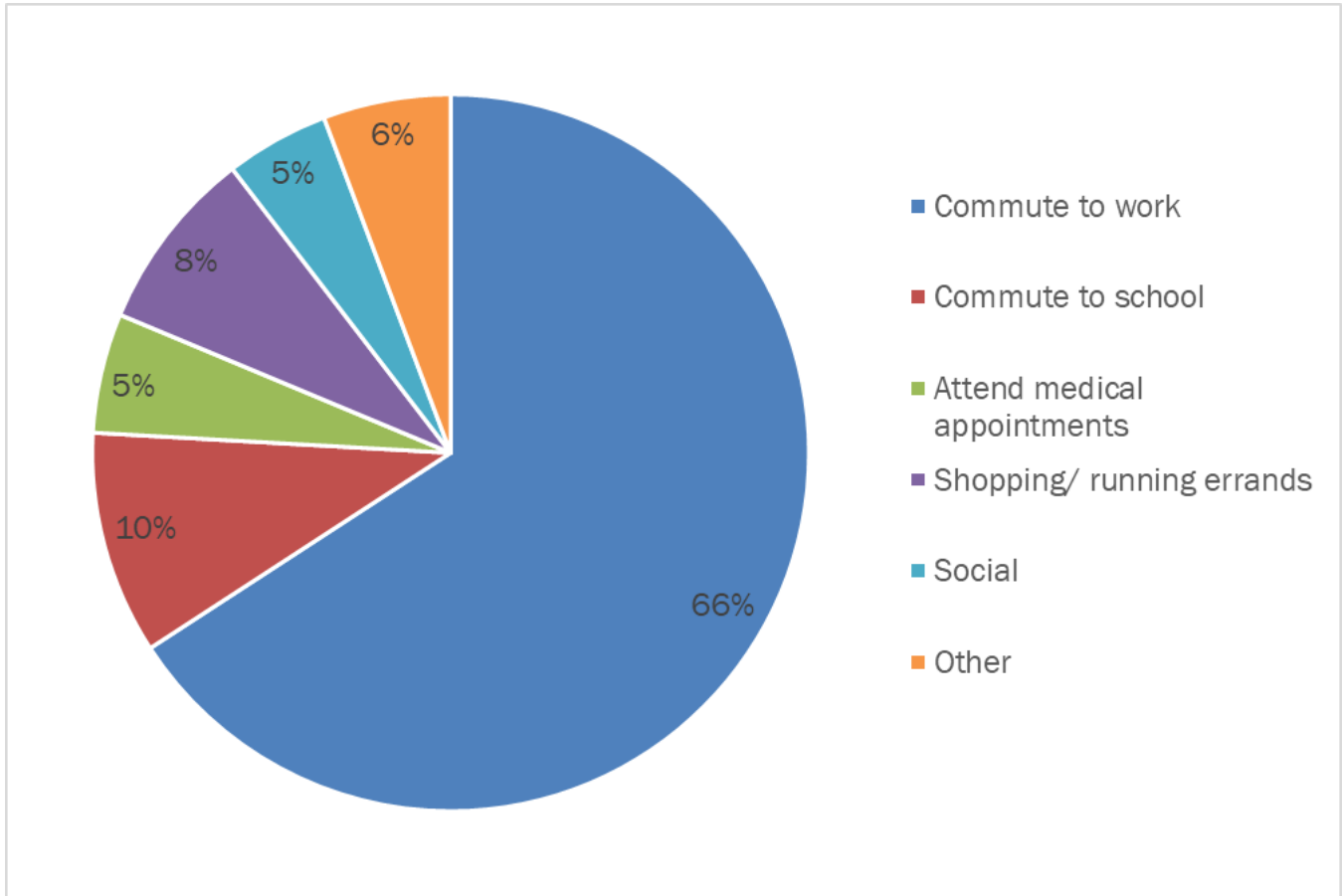
2. Which Airdrie Transit service do you usually use? (n=278)

Respondents were allowed to choose multiple answers for this question. The ICE service to Calgary (Route 900-902) is the most frequently used service, followed by Hello to Go - Regular on-demand service and Local Service within Airdrie (Route 1 & 3). There were only 11 Access Airdrie Paratransit service passengers who responded to the survey.



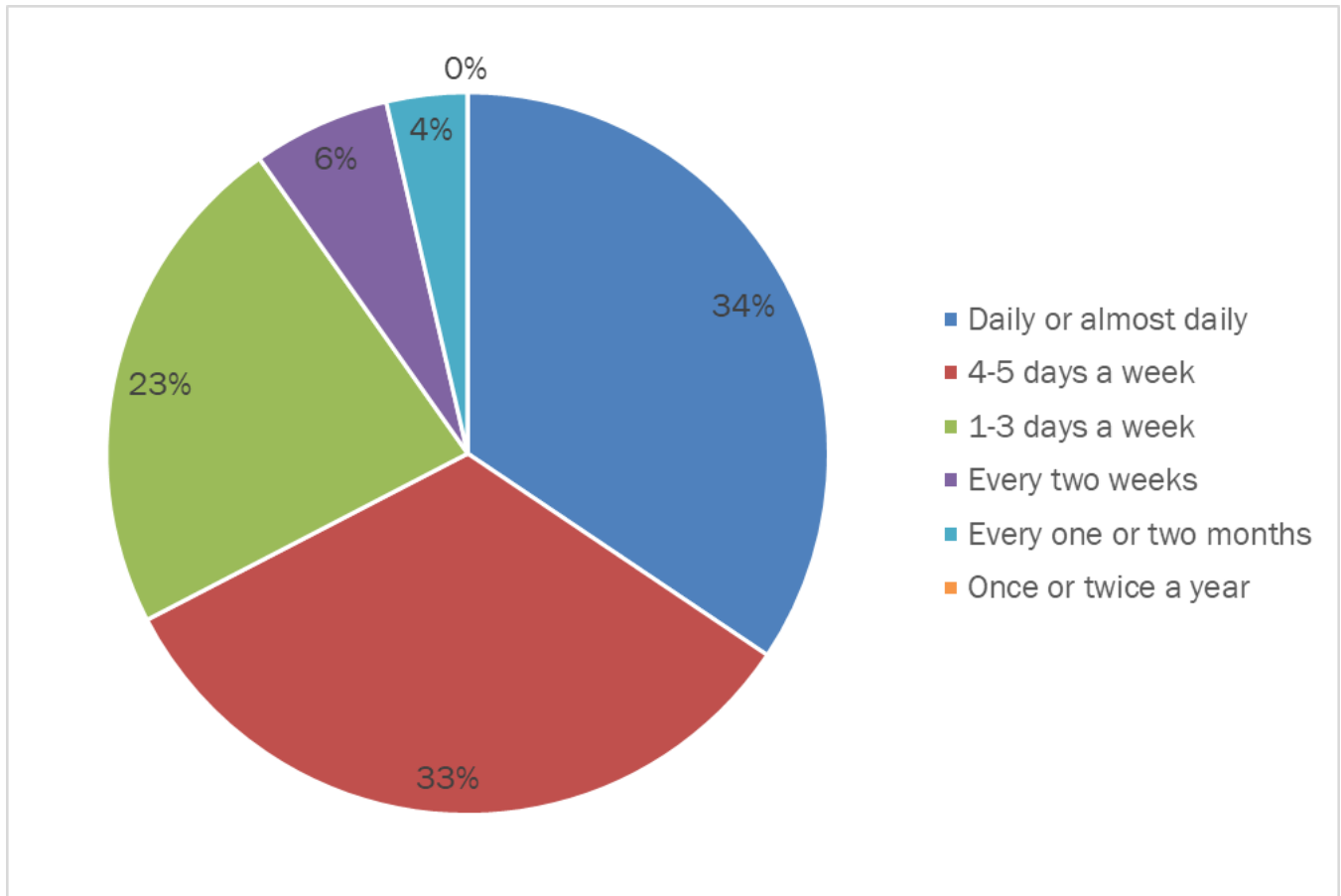
3. What is your main travel purpose when riding Airdrie Transit? (n=279)

The main travel purpose for Airdrie Transit users is commuting to work, accounting for 66% of responses. Other stated purposes include commuting to school (10%), shopping/running errands (8%), attending medical appointments (5%), and social activities (5%).



4. How often do you use Airdrie Transit? (n=277)

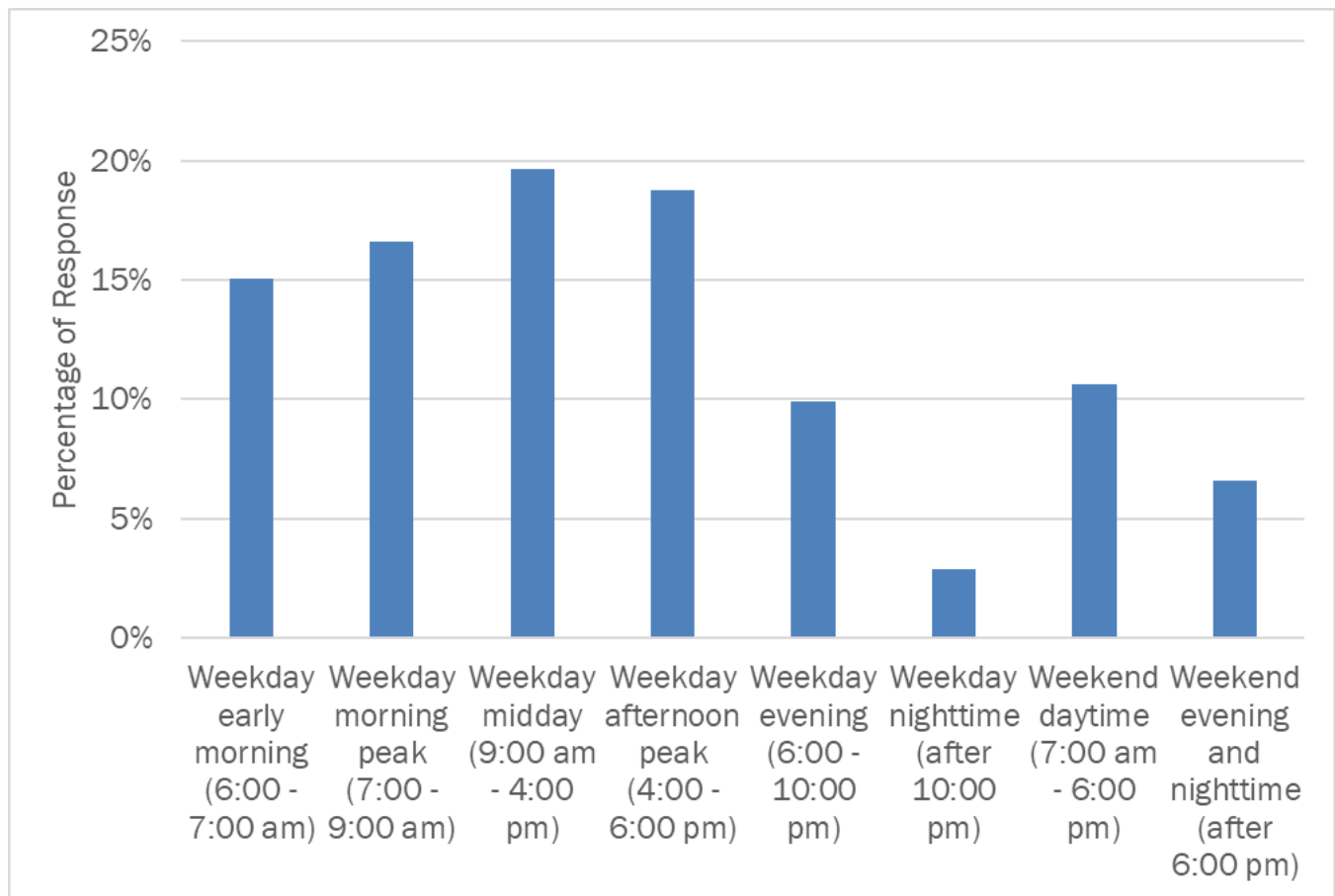
A significant portion of respondents use Airdrie Transit daily or almost daily (34%), or 4-5 days a week (33%), indicating over two-thirds of the respondents are regular riders. Less frequent usage includes 1-3 days a week (23%), every two weeks (6%), and every one or two months (4%). No respondent indicated they only use transit service once or twice a year.



5. When do you typically use Airdrie Transit? (n=276)

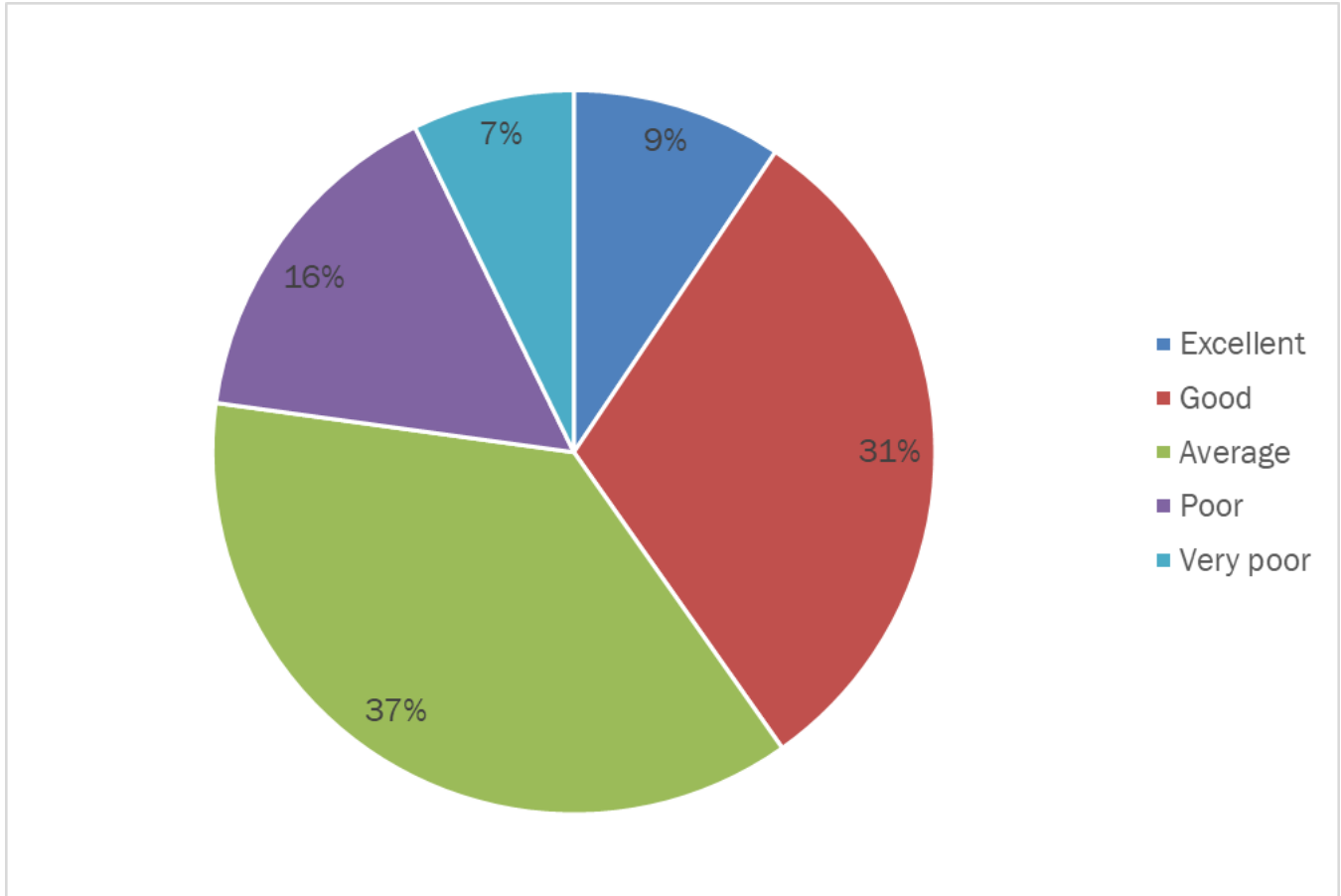
Respondents were allowed to choose multiple choices for this question. They most typically use Airdrie Transit during weekday midday (9:00 am - 4:00 pm) at 20%. This is followed by weekday afternoon peak (4:00 pm - 6:00 pm) at 19%, and weekday morning peak (7:00 am - 9:00 am) at 17%. This shows a considerable usage during the weekday midday period.

Other times of use include weekday early morning (6:00 - 7:00 am) at 15%, weekday evening (6:00 - 10:00 pm) at 10%, weekend daytime (7:00 am - 6:00 pm) at 10%. Weekend evening and nighttime (after 6:00 pm) and weekday nighttime (after 10:00 pm) accounted only a small portion of the typical transit use.



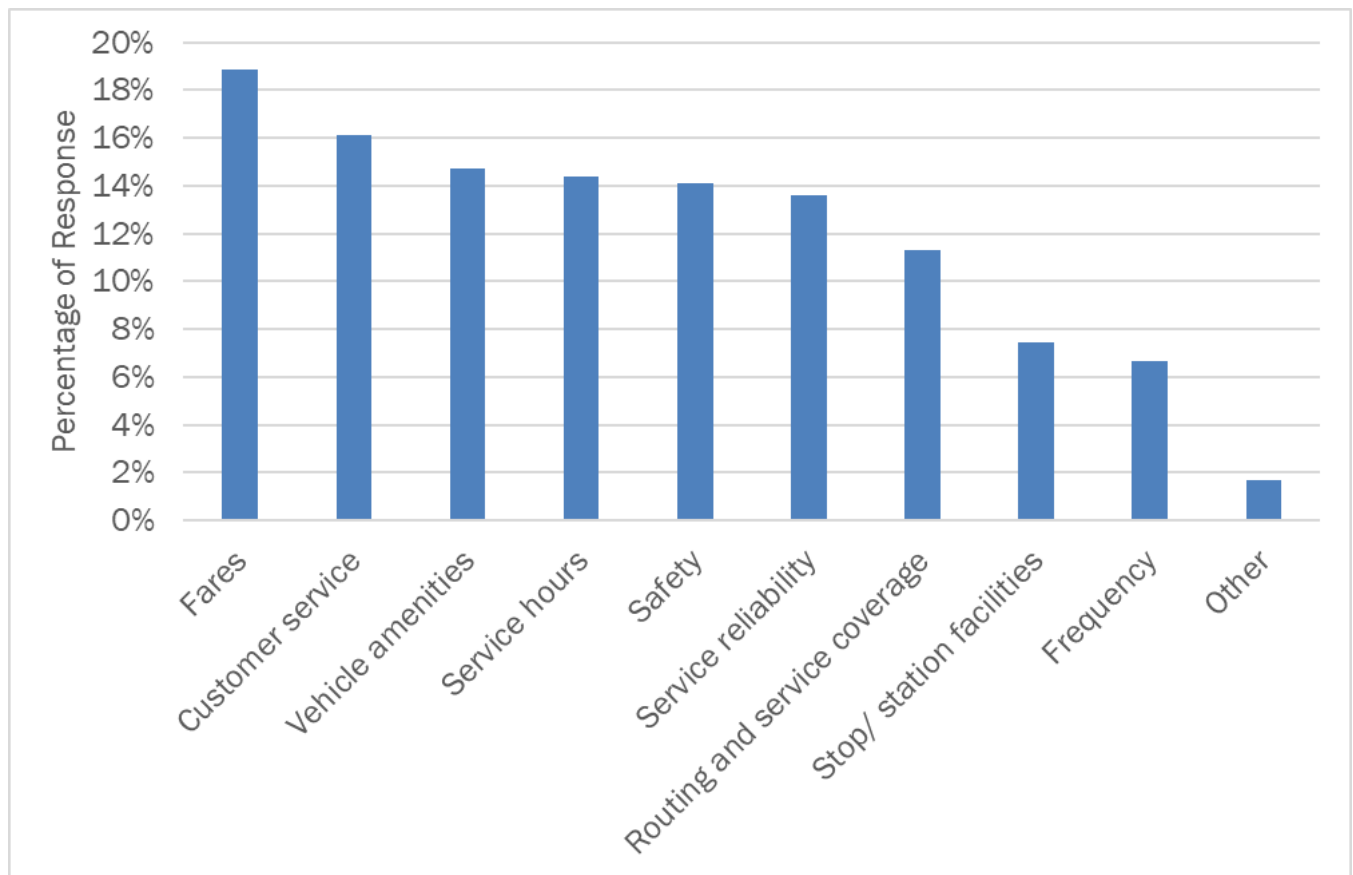
6. How would you rate your satisfaction level with Airdrie Transit service? (n=277)

77% of respondents rated their satisfaction as "Excellent" (9%), "Good" (31%) or, with the largest percent, "Average" (37%), while 23% of respondents rated their satisfaction as "Poor" (16%) or "Very Poor" (7%).



7. What elements of Airdrie Transit service do you find satisfactory? (n=267)

Respondents were allowed to choose multiple answers for this question. Fares were the most satisfactory element, with 16% of respondents finding them satisfactory. Customer service was found satisfactory by approximately 13.5%, and vehicle amenities by approximately 12.5%. Respondents generally found service level the least satisfactory, with 12% were satisfied with service hours and 11.5% satisfied with service reliability. Only 9.5% and 5.7% of respondents were satisfied with routing and service coverage and frequency, respectively. It was also noted that some respondents appreciated the door-to-door service model of Hello To Go.

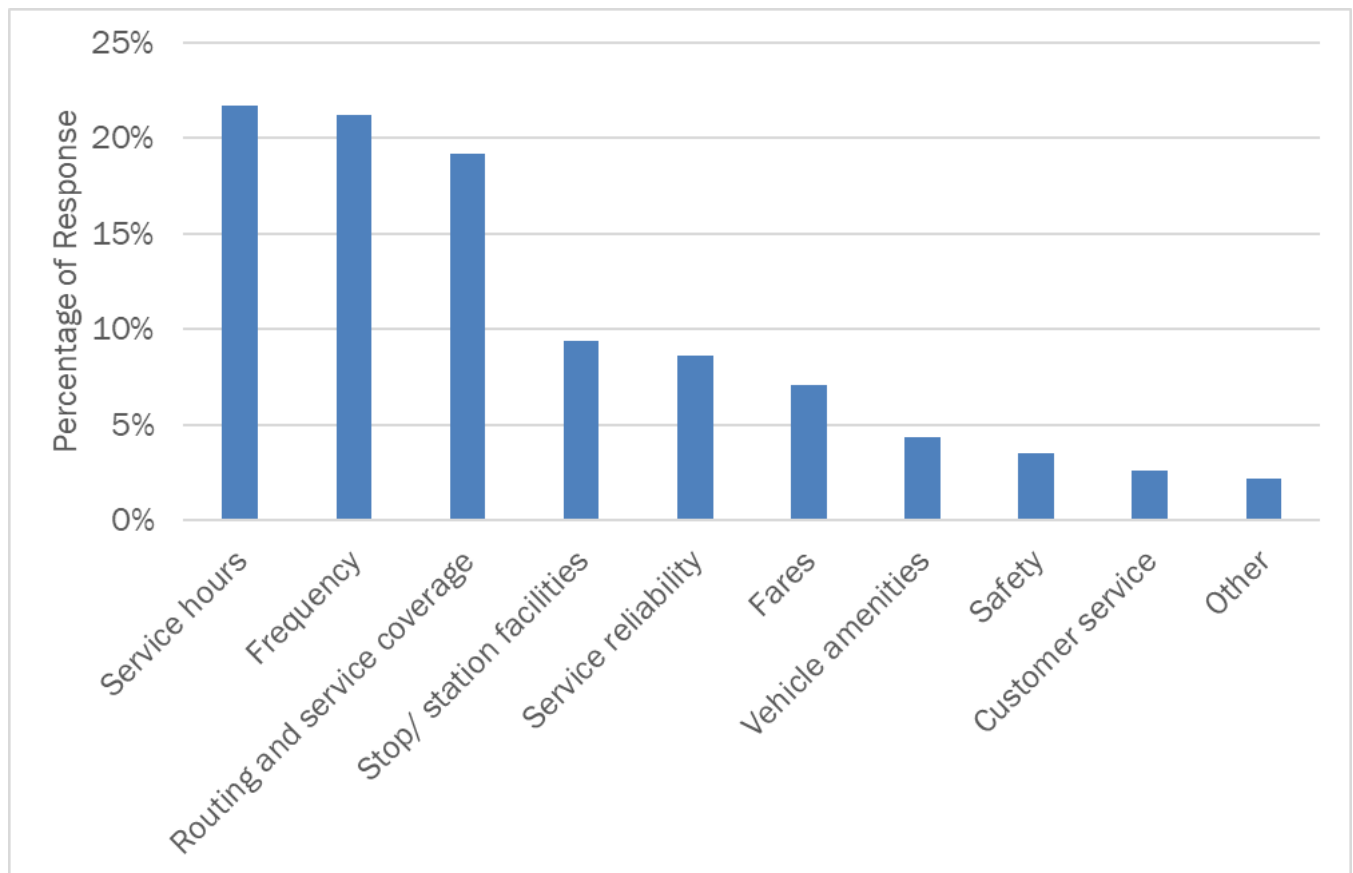


8. What elements of Airdrie Transit service do you want improved? (n=274)

Respondents were allowed to choose multiple answers for this question. A significant number of respondents want to see improvements in service hours (21.5%), frequency (21%), and routing and service coverage (19.5%), which echoes to the responses in Question 7. In particular, respondents would like to see higher frequency on ICE service and better local service, including local routes of longer service hours and more available Hello To Go service in Airdrie. Other elements identified for improvement include stop/station facilities (9.5%), service reliability (8.5%), and fares (7%). Less prominent, but still noted, were vehicle amenities (4.5%), safety (3.5%), and customer service (2.5%).

Other notable elements suggested included:

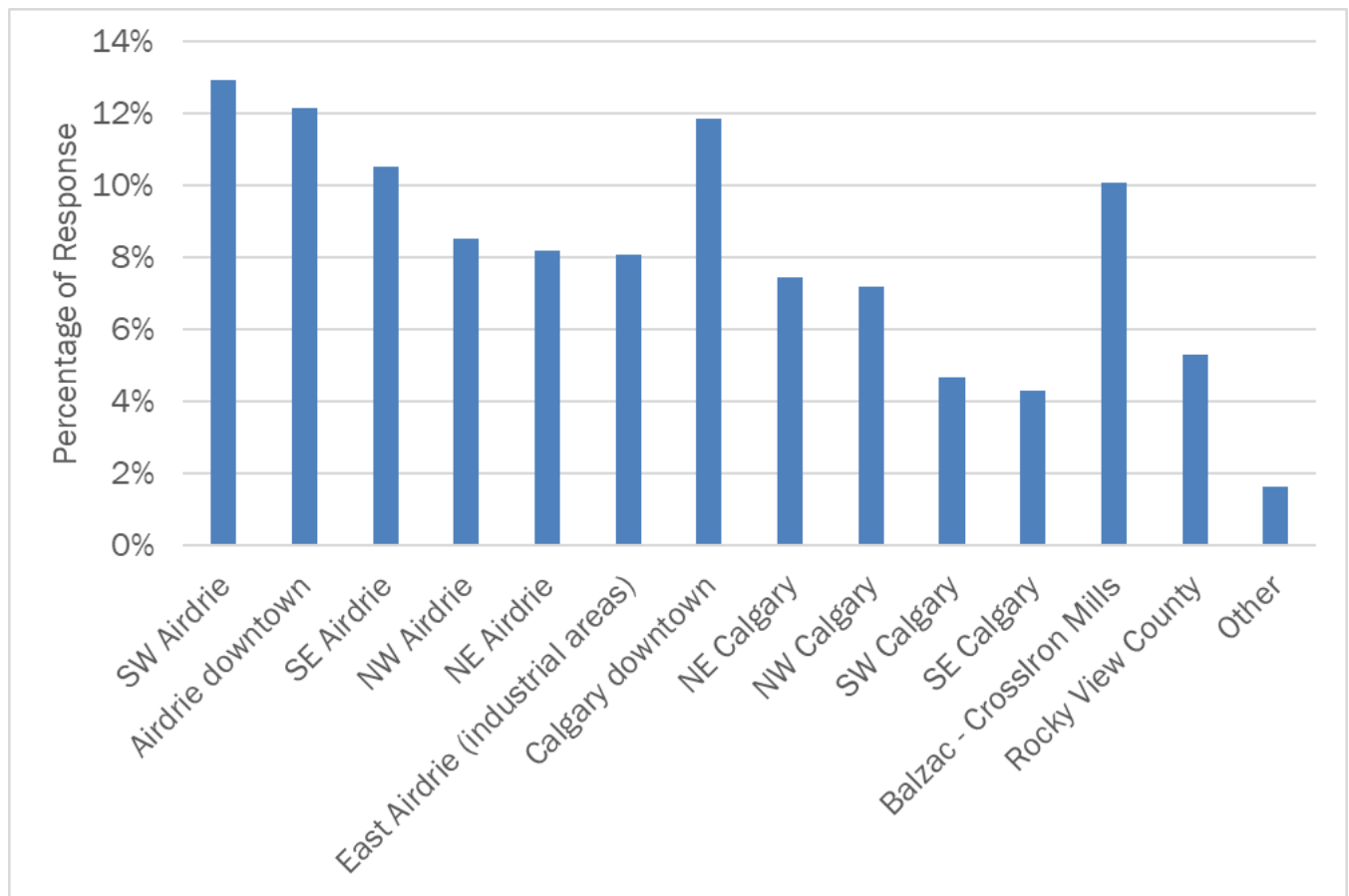
- Better passenger communication, including notice of temporary stop closures;
- Better route design to reduce the passengers' travel time on ICE routes within Airdrie;
- Desire for a joint Airdrie and Calgary Transit pass;
- Better temperature control on buses; and,
- Higher seat comfort.



9. What destinations would you like to have covered by Airdrie Transit? (n=268)

Respondents were allowed to choose multiple answers for this question. Within Airdrie, SW Airdrie was the most desired destination for transit coverage, indicated by 11.5% of respondents. Downtown (10.8%) and SE Airdrie (9.5%) were also highly desired destinations. This shows respondent desires for service coverage in the new neighbourhoods in south Airdrie.

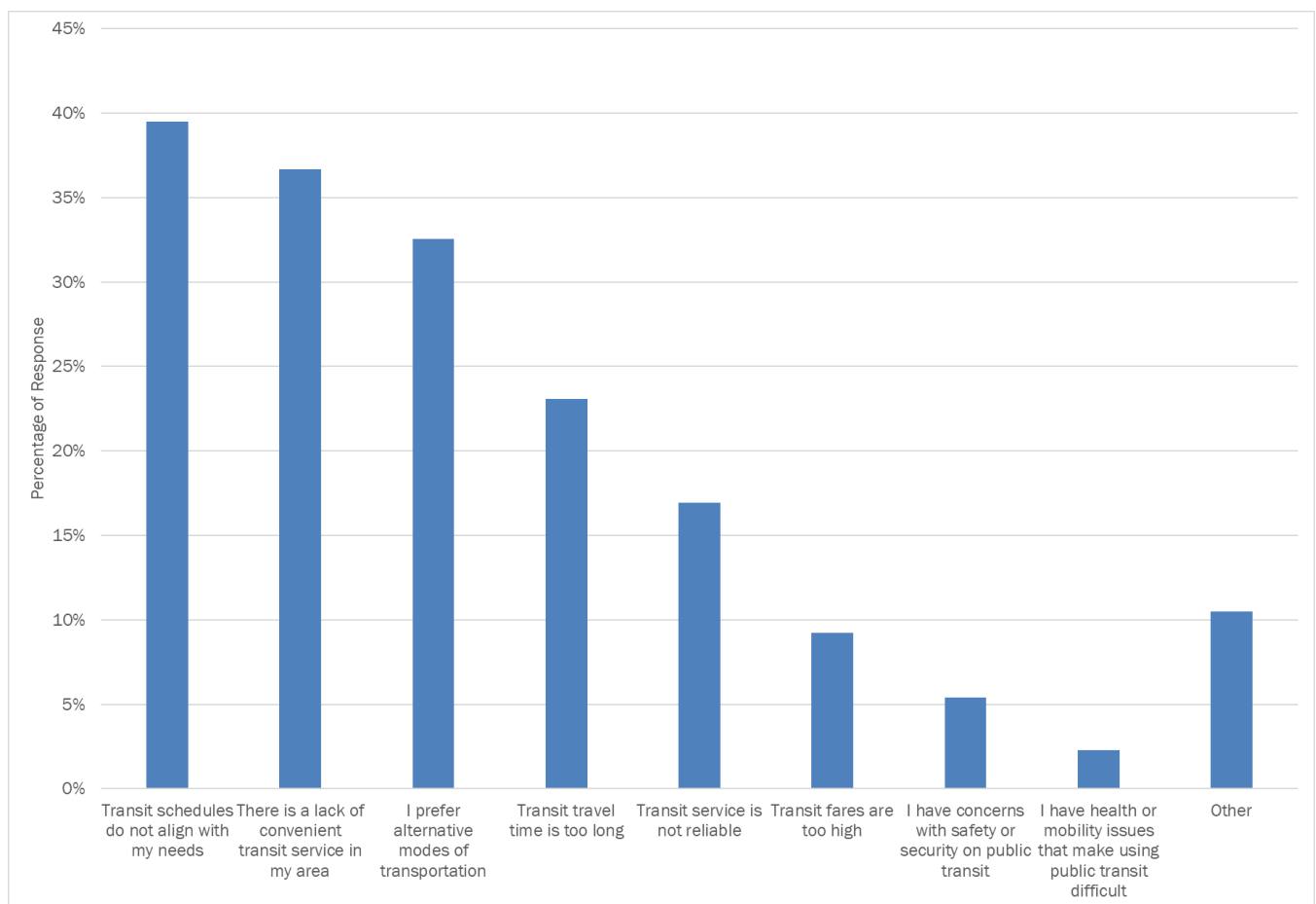
For areas outside Airdrie, 10.6% of the respondents would like to see new service to Calgary. Other desired destinations include Balzac - Cross Iron Mills (8.9%), East Airdrie (industrial areas) (7.1%), NW Airdrie (7.5%), NE Calgary (6.8%), and NW Calgary (6.4%). It is noted that some respondents desired for service to areas currently covered by Airdrie Transit. This either indicates their wishes for wider service coverage in such areas (e.g. downtown Calgary west), or the need for Airdrie Transit to better promote the existing service coverage. It is also noted that a couple of respondents would like to see service to Crossfield.



10. If you do not ride Airdrie Transit, what has kept you from doing so? (n=293)

Respondents were allowed to choose multiple answers for this question. The most common reasons for not riding Airdrie Transit were that transit schedules do not align with respondents' needs (22.5%), in particular the service between Airdrie and Calgary, followed by a lack of convenient service in their area (21%), and a preference for alternative modes of transportation (18.5%). Other factors included transit travel time being too long (13%), transit service not being reliable (9.5%). Only a handful of respondents do not ride transit because of high transit fares (5%) or concerns with safety or security on transit (3%).

For the option “There is a lack of convenient service in my area”, the major neighbourhoods in Airdrie mentioned by respondents included Bayside, Windsong, Kingsview, Ravenswood, and Hillcrest. Multiple respondents also mentioned there is a lack of convenient service to NW Calgary.



11. Are there any other comments about Airdrie Transit services you would like to share with us? (n=337)

The additional comments provided by respondents are noted below. Overall, the feedback indicates a strong desire for Airdrie Transit to evolve with the city's rapid growth by increasing service availability, expanding routes, improving reliability, and enhancing the overall passenger experience.

Comments to this question are summarized in the following key themes:

Service Availability and Frequency

The most common concern highlighted insufficient bus service. Many riders are frustrated by limited operating hours, finding it hard to commute for early morning shifts or late evening activities, especially on weekends, which often lack service entirely. This forces them to rely on costly alternatives like ride-sharing.

The low frequency of buses, often only once an hour, leads to long wait times if a bus is missed. This issue is particularly problematic for popular routes like the 900 and 902, which regularly experience severe overcrowding, with many passengers forced to stand, raising safety concerns, especially on highway stretches. The Hello-to-Go service, while conceptually appreciated, is frequently unavailable for booking due to high demand, making it unreliable for planned or spontaneous trips.

Route Coverage and Connectivity

Feedback indicates a strong need for expanded and more efficient routes, both within Airdrie and connecting to Calgary. Many residents, especially in newer subdivisions, report a lack of nearby bus stops, requiring long and inconvenient walks, particularly during harsh winter weather.

There is significant demand for more direct and frequent connections to Calgary, specifically to northwest areas (e.g., hospitals, post-secondary institutions like the University of Calgary and SAIT) and the airport. Current routes are often seen as inefficient, with unnecessary detours that add considerable commute time. Riders also desire better integration with Calgary Transit and its CTrain system, including proposals for combined ticketing to simplify cross-city travel.

Service Reliability and Technology

Users expressed concerns about the accuracy of scheduling and the functionality of transit apps. Many reported that buses frequently deviate from their schedules, either leaving early or arriving significantly late, making it challenging to plan trips effectively. This unpredictability undermines trust in the system.

The existing Airdrie Transit app and social media updates were criticized for being inaccurate or not timely enough, especially during peak hours or challenging weather. Riders would like to see a dedicated, real-time tracking app that provides reliable information on bus locations and delays, similar to those available in larger cities, to improve trip planning and overall user experience.

Passenger Experience and Safety

Feedback also touched upon the comfort, safety, and general experience of riding Airdrie Transit. While most drivers were commended for their professionalism, there were isolated complaints about aggressive driving (e.g., sudden braking, rude honking), which raises safety concerns, particularly when buses are crowded.

Passengers frequently reported uncomfortable conditions due to overcrowding, non-functional air conditioning or heating, and a general lack of cleanliness on some buses. Specific accessibility issues for disabled users were raised, noting difficulties with booking and long transfer waits. Improvements in amenities like accessible washrooms at terminals and better-maintained bus shelters are also desired.

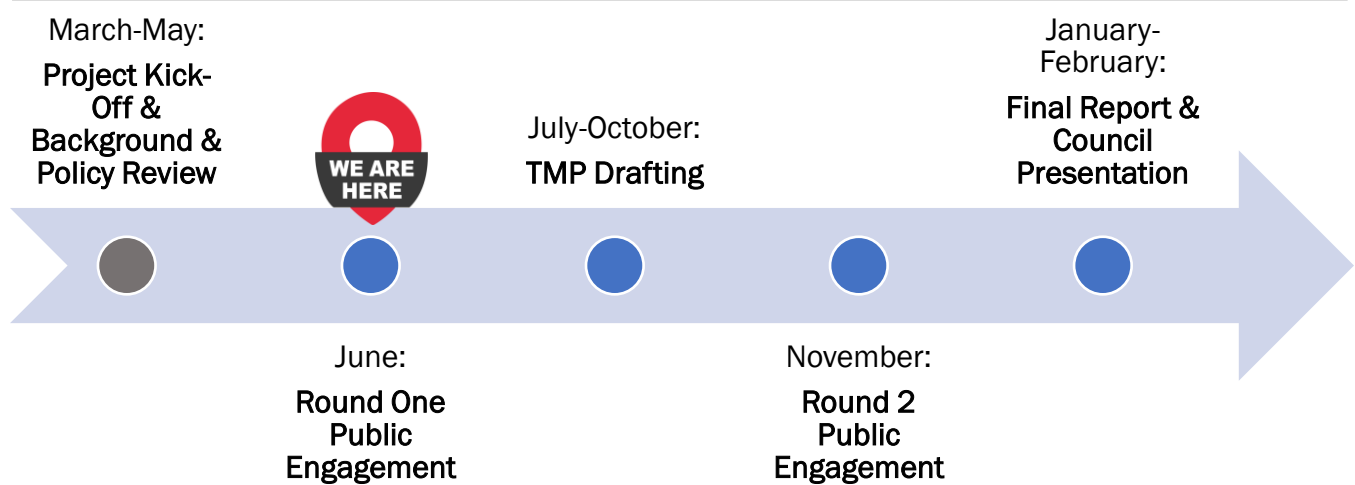
Cost and Awareness

Some feedback addressed pricing and the general public's knowledge of the transit system. Many users find current fares to be too expensive, especially for travel solely within Airdrie or when factoring in the need to purchase separate passes for Calgary Transit connections. Suggestions included reducing local fares, offering discounts for various user groups (youth, seniors), and integrating fare systems with Calgary.

Furthermore, a significant portion of residents, including newcomers, expressed unawareness of existing transit services, their routes, or how to use them. This suggests a need for enhanced public education and marketing efforts to promote the benefits of transit use and encourage higher ridership within the community.

What's Next & Timelines

The project team will identify a proposed transit network and service plan based on the feedback collected, such as thoughts on transit service improvement and key destinations the public would want access to. As shown in the following timeline, feedback will be considered as the project team drafts the TMP. Once drafted, the TMP will be presented to the public as part of round two engagement in November. The identified stakeholders will also be invited to participate in a workshop and discuss partnership and integration opportunities with Airdrie Transit. Based on the feedback collected and discussions, the project team will present the TMP to Council early next year.



Contact Information

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