

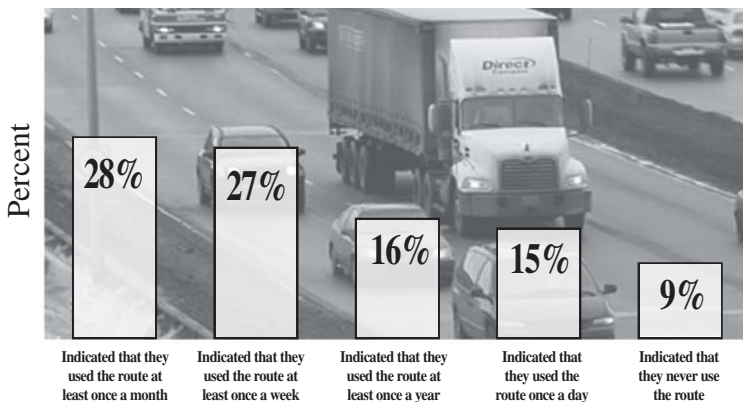


# Poll STATION

With Linda Banister

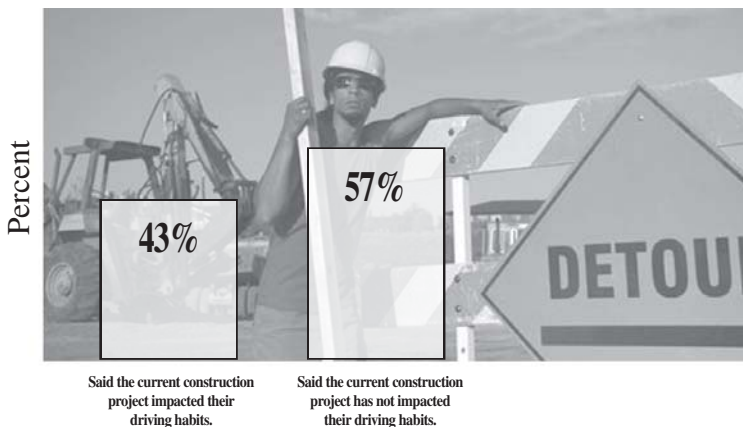
The City of Edmonton has grown exponentially over the past decade, causing the city to embark on numerous projects in order to sustain the growing population. Specifically, the city recently began construction on the Quesnell Bridge and Whitemud Drive Rehabilitation Project, with the goal of increasing traffic management and ensuring traffic safety for motorists. This month's *Poll Station* focused on Edmontonians' usage of the roadway and how construction has impacted their driving habits, and gauged respondents' support for the Quesnell Bridge and Whitemud Drive expansion project.

## HOW OFTEN TO YOU USE THE WHITEMUD/QUESNELL CORRIDOR?



To begin the survey, respondents were asked how often they used the Whitemud Drive and Quesnell Bridge transportation corridor. Similar proportions indicated they used the transportation route at least once per month (28 percent) or on a weekly basis (27 percent), while 16 percent reported using the roadway at least once per year. Fifteen percent were daily users of the Whitemud Drive and Quesnell Bridge transportation corridor, while nine percent indicated they had never used the roadway.

## HAS CONSTRUCTION IMPACTED YOUR DRIVING HABITS?



Respondents who indicated they had used the Whitemud Drive and Quesnell Bridge transportation corridor were then asked if the current construction project impacted their driving habits in any way. Forty-three percent stated it has, while 57 percent mentioned it has not. When asked how the construction project impacted their driving habits,

having to use alternative routes to avoid construction and increased traveling time were mentioned most frequently. In addition, respondents who used the roadway daily were asked if the length of their commute to and from work had increased since the expansion project began. Four respondents each reported that their daily commute increased less than 15 minutes or between 30 and 60 minutes, while three respondents indicated their commute is 15 to 20 minutes longer due to the construction.

## DO YOU SUPPORT THE PROJECT?

Next, respondents were asked to indicate their level of support for the Whitemud Drive and Quesnell Bridge construction project. Approximately two thirds (67 percent) strongly supported the project, while one quarter provided a moderate support rating and only one percent were opposed to the project. When asked to identify the biggest benefit of the construction project, respondents most frequently mentioned improved traffic flow or reduced traffic congestion (53 percent), safer roadways or reduced number of accidents (15 percent), additional traffic lanes (eight percent) and increased ability to access many communities across Edmonton (eight percent).

## WHAT OTHER PROJECTS SHOULD THE CITY START?

Finally, respondents were asked to identify any additional construction projects that the City of Edmonton should start in the next five years. One quarter mentioned that the city should finish the Anthony Henday project including building on and off ramps and overpasses, followed by improving the transit system or expanding the LRT lines (22 percent), and improving maintenance on roads such Fort Road and the Yellowhead (seven percent). Fifteen percent were unable to identify any additional construction projects. Reasons for these additional projects included lessening traffic congestion or improving traffic flow (20 percent) and making it more efficient to get around the city (11 percent). ✓

## Monthly Poll Station Online Question

Visit [www.edmontonians.com](http://www.edmontonians.com) to register your opinion

## Want a question included in the Edmontonians Poll?

Contact Linda at 780.451.4444 or e-mail [lbanister@edmontonians.com](mailto:lbanister@edmontonians.com).

Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. Visit [www.banister.ab.ca](http://www.banister.ab.ca).