

## Banff Eco Transit Hub – National Survey

Thank you for your interest. We are conducting a survey among Canadians about Banff National Park.

This survey will take about **5 minutes** to complete.

This survey is sponsored by Banff Norquay and uses Advanis' Tell City Hall (<http://www.tellcityhall.ca>) data collection methodology.  
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### Age

We need to start by asking a couple quick questions because this survey isn't relevant for everyone, and we don't want to waste anyone's time.

First, what is your age?

Note must be 14 or older to participate in this survey.

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### Q1

Have you heard of Banff National Park?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure

### TermQ1 *If Not Heard of banff*

Thank you for your interest in this survey, but these questions won't make sense if you haven't heard of Banff National Park.

### Q2

We are also surveying Canadians via telephone. Have you taken another survey about Banff this week?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure

**TermQ2**      *If taken survey already*

Thank you for completing the phone survey, and no need for us to ask you the same questions twice.

**Q3**

When did you last visit Banff National Park?

- <sub>1</sub>    In 2019
- <sub>2</sub>    In 2018
- <sub>3</sub>    Between 3-5 years ago
- <sub>4</sub>    More than 5 years ago
- <sub>5</sub>    I have never visited Banff National Park

**Q4**

Do you plan to visit Banff National Park in the next two years?

- <sub>1</sub>    Yes
- <sub>2</sub>    No
- <sub>3</sub>    Not sure

**Q5**

Prior to this survey, have you heard or read news media that Banff National Park is overcrowded?

- <sub>1</sub>    Yes
- <sub>2</sub>    No
- <sub>3</sub>    Not sure

**Q6**

Have you ever avoided visiting Banff National Park during peak periods because it is overcrowded?

- <sub>1</sub>    Yes
- <sub>2</sub>    No
- <sub>3</sub>    Not sure

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**Banff National Park (BNP)** is Canada's first and most visited national park with over 4 million visitors a year. It is unique among national parks because the TransCanada Highway runs through the park and it includes the Town of Banff (population 8,000), the Hamlet of Lake Louise and three ski areas all within the park boundaries.

Banff National Park has had to balance human use and conservation throughout its history and today. Banff's vehicle threshold is 24,000 cars a day, but it regularly receives between 27,000 and 34,000 each day during the summer months. This survey will ask for your opinions about some significant proposals that could shift away from vehicle use towards a people and pedestrian friendly environment.

## Q7

Please indicate the extent to which you agree or disagree with each statement about Banff National Park.

1. Banff represents an important part of Canadian heritage \*
2. Banff's natural environment needs to be protected for all time \*
3. Banff needs to balance human use (visitors) and conservation and ecological integrity \*
4. Banff needs to focus on long term sustainability solutions more than ever \*
5. It is important that Banff remains accessible to Canadians \*
6. Banff is an important tourism destination for Canadian and international visitors \*
7. Making Banff more pedestrian friendly will improve the visitor experience \*
8. Banff National Park is important to all Canadians, not just those who live there \*
9. Decreasing vehicle congestion in Banff National Park will improve resident quality of life \*
10. Decreasing vehicle impact on wildlife in Banff needs to be a priority \*

*Levels marked with \* are randomized*

- 1 Strongly agree
  - 2 Somewhat agree
  - 3 Somewhat disagree
  - 4 Strongly disagree
  - 5 No opinion
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There are three initiatives that together aim to shift Banff National Park toward a less car-reliant and more walking and wildlife friendly, sustainable environment. They are:

1. An intercept parking lot at the Banff Train Station
2. Aerial transit (a gondola) to the Mt. Norquay Ski Area
3. Passenger train service from Calgary to Banff

### A. Intercept Parking Lot

There is a vehicle congestion problem in Banff. There is a proposal to create an intercept parking lot at the Banff Train Station.

- The intercept parking lot would be a 5-minute walk from downtown.
- The parking lot would be free of charge.
- Shuttles would move people around in town.
- Downtown Banff would be car-free and pedestrian-friendly.
- No public tax dollars would be needed for this initiative.

### QA1

How supportive are you of this initiative?

- 1 Highly supportive
- 2 Supportive
- 3 Not supportive
- 4 Not at all supportive
- 5 No opinion

## QA2

Of the following possible benefits of the intercept parking lot, which of these benefits are most important to you?

*Please rank at least your top 2.*

*To rank an item, click it. To unrank it, click again to remove.*

- Free parking 5 minutes from downtown \*
- Car free and pedestrian friendly downtown area \*
- Central gathering place to disperse visitors throughout town \*
- That this is a tax-free initiative \*
- Other (specify): \_\_\_\_\_
- 8 I don't see benefits to this initiative

*Levels marked with \* are randomized*

## B. Aerial Transport through the Cascade Wildlife Corridor

The Cascade Wildlife Corridor is important to a variety of wildlife, but currently compromised by a 6-kilometre road to Norquay Ski and Sightseeing area.

Norquay Ski and Sight Seeing area in Banff would like to close the 6km road to its operation from Banff. This will open a critical 168 acre wildlife corridor. Norquay would operate using a gondola from the Town to Ski Area that would rise above the TransCanada Highway. There are no tax dollars attached to this initiative.

## QB1

How supportive are you of this initiative?

- 1 Highly supportive
- 2 Supportive
- 3 Not supportive
- 4 Not at all supportive
- 5 No opinion

## QB2

Of the following possible benefits of the aerial transit (gondola), which of these benefits are most important to you?

*Please rank at least your top 2.*

*To rank an item, click it. To unrank it, click again to remove.*

- Shrinking Norquay's lease to make room for wildlife \*
- Enhancing the wildlife corridor \*
- Reducing traffic in the Town of Banff \*
- Creation of a new visitor centre above the ski and sightseeing area \*
- Other (specify): \_\_\_\_\_
- 8 I don't see benefits to this initiative

*Levels marked with \* are randomized*

### QB3

How supportive are you of the aerial transit (gondola) proposal if the gondola could be seen from the TransCanada Highway (as it crosses over the Norquay Road Bridge)?

- 1 Highly supportive
- 2 Supportive
- 3 Not supportive
- 4 Not at all supportive
- 5 No opinion

### C. Mass Transit Initiatives

Mass transit is critical to decreasing traffic congestion and greenhouse gas emissions. Presently there is no affordable mass transit solution from the Calgary airport to Banff.

There is a proposal to build a dedicated passenger rail line from the Calgary airport to Banff. The rail service:

- would connect directly from the Calgary airport
- would operate up to eight times a day
- would be offered at an affordable rate
- would make stops in a handful of key communities between Calgary and Banff

### QC1

How supportive are you of this initiative?

- 1 Highly supportive
- 2 Supportive
- 3 Not supportive
- 4 Not at all supportive
- 5 No opinion

### QC2

Of the following possible benefits of the passenger rail service, which of these benefits are most important to you?

*Please rank at least your top 2.*

*To rank an item, click it. To unrank it, click again to remove.*

- Up to 8 trips per day \*
- Increasing labor mobility and economic investment \*
- Ability to fly to Calgary and connect directly via train to Banff \*
- Stops in key communities along the route \*
- Affordable fares \*
- Other (specify): \_\_\_\_\_
- .8 I don't see benefits to this initiative

*Levels marked with \* are randomized*

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And finally, we'd like to ask a few questions to classify your answers by a few demographics. For each one, you can indicate if you prefer not to answer.

## QD2

Which of these categories best describes you?

- 1 Working full time
- 2 Working part time
- 3 Retired
- 4 Not working
- 5 Student
- 8 Prefer not to answer

## Gender

Do you identify yourself as...

- 1 Male
- 2 Female
- 3 Another
- 8 Prefer not to answer

## Income

Which of these categories represents your household income last year?

- 1 Less than \$20,000
- 2 \$20,000 to less than \$40,000
- 3 \$40,000 to less than \$60,000
- 4 \$60,000 to less than \$80,000
- 5 \$80,000 to less than \$100,000
- 6 \$100,000 to less than \$120,000
- 7 \$120,000 to less than \$140,000
- 8 \$140,000 to less than \$160,000
- 9 \$160,000 or more
- 8 Prefer not to answer

What city or town do you live in or are closest to?

- 0 Other

*If unknown community*

What is the name of the community you live in or are closest to?

So that we can classify responses based on where people live, please enter the first three digits of your postal code.

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.8 Prefer not to answer

We have asked you all of our questions. We hope you've found this interesting, and we sincerely thank you for your time.

This study was sponsored by Banff Norquay and uses [Advanis \(http://www.advanis.ca\)](http://www.advanis.ca) data collection method: (<http://tellcityhall.ca/>)