

## Banff Eco Transit Hub – Resident Survey

### Part A: Your relationship with Banff

1. First, can I confirm that you are a resident of Banff?
  - a. Yes (continue)
  - b. No (terminate)
2. We are also surveying Canadians via telephone. Have you (this week) taken another survey about Banff this week?
  - a. Yes (terminate)
  - b. No (continue)

### Part B: Your thoughts on Banff National Park

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. We want to know your opinion on this opportunity.

Please indicate the extent to which you agree or disagree with each statement about Banff National Park. A response of 1 indicates you Strongly Agree, 2 Agree, 3 Disagree, and 4 Strongly Disagree with the statement.

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

## **Part C: Initiatives**

There are three initiatives that together aim to shift BNP toward a less car reliant and more walking and wildlife friendly sustainable environment. They include a transit parking lot, aerial transit to Mt. Norquay Ski Area, and 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, which is 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.

1. How supportive are you of this initiative?
  - i) Highly supportive
  - ii) Supportive
  - iii) Not supportive
  - iv) Not at all supportive
2. Which of these benefits is most important to you (rank Top 2)
  - i) Free parking 5 minutes from downtown
  - ii) Car free and pedestrian friendly downtown area
  - iii) Central gathering place to disperse visitors throughout town
  - iv) That this is a tax-free initiative

### **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. There is a proposal to build aerial transit (a gondola) from the Town of Banff to Norquay. This would reduce traffic, reduce the lease area of Norquay, and enhance the wildlife corridor.

1. How supportive are you of this initiative?
  - i) Highly supportive
  - ii) Supportive
  - iii) Not supportive
  - iv) Not at all supportive
2. Which of these benefits is most important to you (rank Top 2)
  - i) Shrinking Norquay's lease
  - ii) Enhancing the wildlife corridor
  - iii) Reducing traffic in the Town of Banff
  - iv) Creation of a new visitor centre above the ski and sightseeing area
3. How supportive are you of the aerial transit (gondola) if it can be seen from the TransCanada Highway as it crosses over the Norquay Road Bridge.
  - i) Highly supportive
  - ii) Supportive
  - iii) Not supportive
  - iv) Not at all supportive

### 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 solution will operate up to eight times a day at an affordable rate, and would make stops in a handful of key communities between Calgary and Banff.

1. How supportive are you of this initiative?
  - i) Highly supportive
  - ii) Supportive
  - iii) Not supportive
  - iv) Not at all supportive
2. Which of these benefits is most important to you (rank Top 2)
  - i) Up to 8 trips per day
  - ii) Increasing labor mobility and economic investment
  - iii) Ability to fly to Calgary and connect directly via train to Banff
  - iv) Stops in key communities along the route

### D. Resident Only Parking

How supportive are you of these two proposals?

Create a 'resident only' vehicle parking pass that mandates day visitors use the intercept lots and overnight visitors park at their hotel	1	2	3	4
Develop initiatives to encourage quick mass transit to popular areas such as Lake Louise and Johnston Canyon	1	2	3	4

And finally, we'd like to ask a few questions to classify your answers by a few demographics. You can skip any question you prefer not to answer.

1. How long have you lived in Banff?
  - a. 0-4 yrs.
  - b. 5-9 yrs.
  - c. 10-14 yrs
  - d. 15-19 yrs.
  - e. 20+ yrs.
2. How old are you?
3. Which of these categories best describes you?
  - a. Working full time
  - b. Working part time
  - c. Retired
  - d. Not working
  - e. Student

4. (Ask if employed) Is your employment related to tourism?
  - a. Completely linked to tourism
  - b. Mostly linked
  - c. Not very linked
  - d. Not at all linked to tourism
2. Do you identify as...
  - a. Male
  - b. Female
  - c. Another gender
3. And which of these categories represents your household income last year?
  - a. (add Stats Can levels)