



## Getting to the Genesis Centre

Stakeholder Report Back: What we Heard  
SUMMARY REPORT  
January 2018

### Project overview

In June 2017, Council directed Administration to work with the Genesis Centre, the communities of Martindale, Taradale and Saddle Ridge, Attainable Homes and other stakeholders to develop comprehensive measures to address parking concerns, including better transit connections to the Genesis Centre, within the communities of Martindale, Taradale and Saddle Ridge and report back to Council with possible solutions and budgetary implications no later than Q1 2018.

### Engagement overview

As part of the public consultation with the community in August 2017, stakeholders were asked “What are your concerns about walking, biking, parking and transit in your community?” The report from August 2017 is located [here](#). We went back to the community on November 29, 2017, when we attended the Attainable Homes open house. Pop-up events were held at the Genesis Centre on December 6, 9 and 15, 2017. At that time we spoke to the public specifically about their experience “Getting to the Genesis Centre”. This was a survey which included specific questions regarding walking, biking and transit in addition to demographic information. The survey was also available online from November 29 to December 17, 2017. Opportunities for translation were available at each session including through volunteer efforts from the Genesis Centre and Ward 5 Councillor Chahal’s office.

Date/Method	# of surveys completed
Wed, Nov. 29, 2017 from 7 to 9 p.m. at Attainable Homes open house	5
Wed, Dec. 6, 2017 from 3:30 to 7 p.m. at Genesis Centre	76
Sat, Dec. 9, 2017 from 10 a.m. to 1 p.m. at Genesis Centre	74
Fri, Dec. 15, 2017 from 12:30 to 3:30 p.m. at Genesis Centre	69 <sup>1</sup>
Nov. 29 – Dec. 17, 2017 Online	163
<b>Total</b>	<b>387</b>

### Communications overview

To advertise engagement through the online portal, a social media campaign was held from December 6-17, 2017. This included:

- Seven tweets from @yyctransport
- A paid targeted Facebook ad (targeting residents of Saddle Ridge, Taradale and Martindale)
- A general Facebook post that was shared with Community Associations to post
- Poster drop in nearby community hubs and at the Genesis Centre

<sup>1</sup> Includes surveys filled out both in-person and online using tablets while at the Genesis Centre.

## Getting to the Genesis Centre - What We Heard Summary Report



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### What we asked

In a survey format, we asked the public to respond to a number of questions based on their use of the Genesis Centre. These questions included:

- What would make it easier for you to cycle to the Genesis Centre?
- What would make it easier for you to walk to the Genesis Centre?
- What would make it easier for you to take transit to the Genesis Centre?

### What we heard

There were a total of 387 responses to the survey from both in-person and online opportunities.

Key themes were:

**Distance/Time:** Taking another mode of transportation was difficult for many due to the distance they had to travel from home or work to the Genesis Centre. If the distance was great then the ability to get to the Genesis Centre in a timely manner was challenging enough to prevent cycling, walking and taking transit.

**Weather/Maintenance:** When considering different ways to get to the Genesis Centre a major factor for people is the weather. Calgary tends to have days that are quite cold, snowy and sometimes rainy. With changing weather conditions comes the challenge maneuvering on roads and pathways that may require shovelling and gravel to keep ice from building up.

**Parking:** Some suggested that the parking lot was too small for the number of programs at the facility. Others felt that parking was not an issue for them.

**Traffic:** Some were concerned about the volume of traffic and the visibility of pedestrians and cyclists around the Genesis Centre.

**Feasibility:** Many who use the facilities at the Genesis Centre do so with other family members or require bulky equipment that is difficult to manage if biking, walking or taking transit.

**Walking and Biking Paths:** Some identified a lack of safe or connected biking and walking paths was a deterrent from using these modes. Falconridge Blvd was identified as too busy to cycle on by many.

**Genesis Centre:** Feedback from respondents indicated that the Genesis Centre is a great facility and one that they appreciate having access to.

For a more detailed exploration of themes that were heard, see the full What We Heard Report [here](#).

### Next steps

Present recommendations to Council on March 8, 2018 Standing Policy Committee on Transportation and Transit for public comment, review and approval. Information will be available online prior to the meeting.