
From: DeeAnn Mercier <City.Council@Saskatoon.ca>
Sent: Wednesday, April 24, 2019 11:18 AM
To: City Council
Subject: Form submission from: Write a Letter to Council
Attachments: bbid_brt_opinion_survey_reduced.pdf

Submitted on Wednesday, April 24, 2019 - 11:17
Submitted by anonymous user: 71.17.4.144
Submitted values are:

Date: Wednesday, April 24, 2019
To: His Worship the Mayor and Members of City Council
First Name: DeeAnn
Last Name: Mercier
Email: deannmercier@broadwayyx.com
Address: 104 - 733 Broadway Ave
City: Saskatoon
Province: Saskatchewan
Postal Code: S7N1B3
Name of the organization or agency you are representing (if applicable): Broadway Business Improvement District
Subject: Survey results to be attached to April 29th Council Meeting Agenda
Meeting (if known): City Council April 29th re: BRT
Comments:
April 24th, 2019
His Worship Mayor Clark and City Councillors
City of Saskatoon
222 3rd Avenue North
Saskatoon, SK S7K 0J5

Re: Proposed BRT Routes through the Nutana Neighbourhood

The Broadway Business Improvement District (BBID) would like to share the results of a survey we distributed to our merchants and business stakeholders in December of 2018 regarding Bus Rapid Transit route preference in the Nutana neighbourhood. Please forward this to all members of council before the meeting on April 29th.

Merchants and business stakeholders were surveyed in the district to better understand their opinion on the BRT. Out of roughly 146 businesses in the area, we collected 53 responses from property owners, business owners, or their representatives. The BBID emailed a link to the survey on our mailing list twice as well as hand delivered printed newsletters to businesses with the link as well.

This survey shows that businesses continue to have reservations about the bus rapid transit line being directly on Broadway Avenue. A small majority, 54.7% or 29 respondents, identified their preferred route as being on the Senator Sid Buckwold Bridge continuing on to 8th Street. The next highest response was to the BRT on Broadway Avenue running with mixed traffic at 32% or 17 responses. 7 people or 13.2% responded positively to bus only running lanes. There were 4 people who stated they needed more information and 1 person stated it did not matter which route the BRT would take.

The survey asked, "What is your biggest concern about BRT running on Broadway Avenue?" Everything from people stating they had no concerns, "misconception of what it actually is", accessibility to transit if it does not run on Broadway, to the BRT reducing pedestrian, bike and car traffic and thereby impacting business, parking, congestion, and loss of character to the neighbourhood. Most of the concerns centred around the fact the margins are tight for small businesses already on Broadway. Rent and taxes already stretch them, and many people have stated they are still recovering from the construction that was done in 2016 and 2017. For many respondents they did not see any benefits to their business if the BRT was to come to Broadway.

The written responses are provided in full as an attachment to this letter. We felt it was important for City Council to hear directly from the businesses in the area.

Another survey was distributed on April 23rd from the BBID to gain feedback on the newly recommended Broadway Avenue Deferred Configuration Decision. We would like to present those findings to Council on Monday, April 29th and therefore request to speak at that time.

Sincerely,

DeeAnn Mercier

Executive Director
Broadway Business Improvement District

Please let me know if another file format is preferable.

Attachments:

bbid_brt_opinion_survey_reduced.pdf: https://www.saskatoon.ca/sites/default/files/webform/bbid_brt_opinion_survey_reduced.pdf

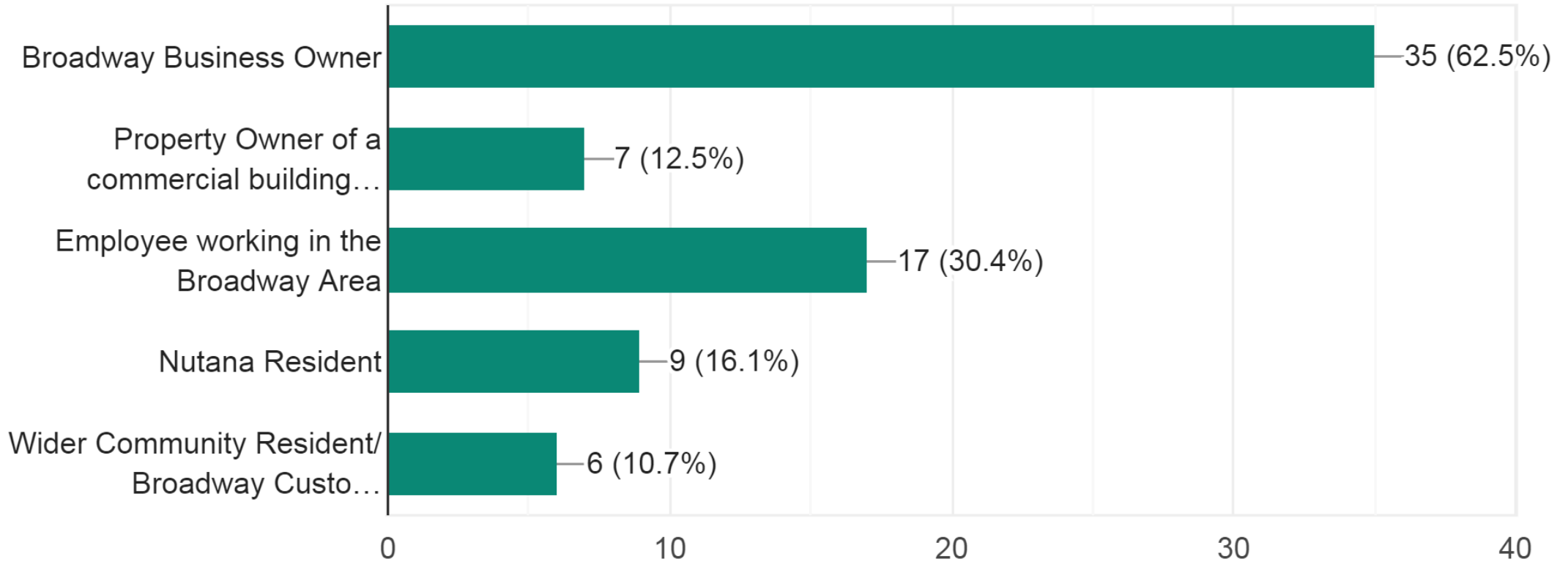
The results of this submission may be viewed at:

<https://www.saskatoon.ca/node/398/submission/303419>

BBID BRT Opinion Survey

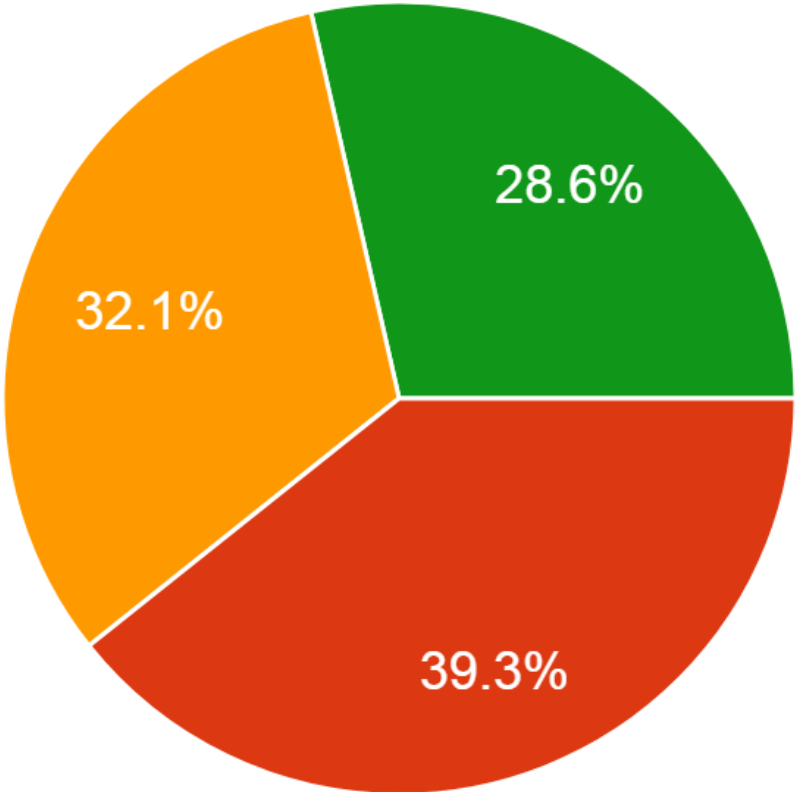
I am a...

56 responses



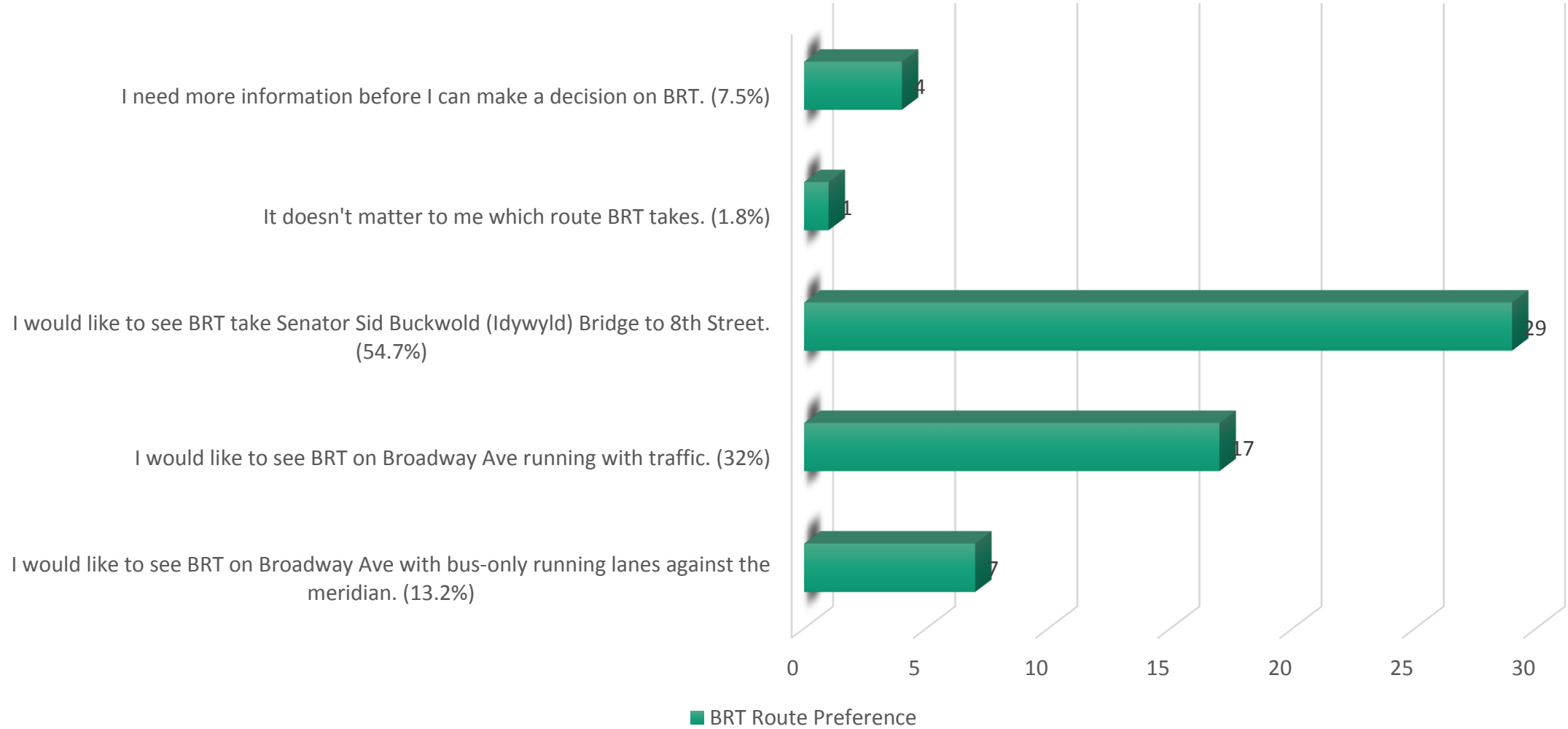
What is your age range?

56 responses



- Under 25
- 25-39
- 40-55
- Over 55

BRT Route Preference



What is your biggest concern about BRT running on Broadway Ave?

- None
- The misconception of what it actually is. I don't know how much educating you could possibly do but it probably won't ever be enough for some people.
- That if it is not executed correctly as per the expert's plan, it will not be successful

What is your biggest concern about BRT running on Broadway Ave? (cont.)

- accessibility to the bus routes if not located on Broadway
- None, just include it with current traffic, minimize parking loss and keep the median
- Detering Cyclists from using Broadway
- Reduced foot traffic and a busier neighbourhood from the traffic, ruining the aesthetic of the area
- frequency of large bus traffic and loss of regular traffic lanes. if we can afford to loose traffic lane, make them pedestrian and bicycle lanes.

What is your biggest concern about BRT running on Broadway Ave? (cont.)

- The buses are never full along Broadway and there are two school zones, the area has always had parking issues and people will always drive to the Broadway area and park to wander the shops, less parking means less people come here, we have loads of people that come from out of town whom frequent Broadway.
- The street is already too congested.
- Too numerous to choose one: parking, congestion, customer traffic moving elsewhere, loss of character to the oldest historical area of the city...
- Its already a tough go for business owners on Broadway. The rent and taxes are super high

What is your biggest concern about BRT running on Broadway Ave? (cont.)

- Disruption to local small business and residents, parking, and traffic vehicle/pedestrian. I see Broadway as a community build around the businesses that make it the way it is.
- It will literally cut Broadway in half, end street activities ...
- I feel like having a bus route on Broadway will drive people away from the community rather than bring them to it. It will reduce traffic, it will need to be rerouted for street events, it will create a lot of noise and take away from the quiet atmosphere... I feel like it will impact my business in a negative way.

What is your biggest concern about BRT running on Broadway Ave? (cont.)

- Our neighbourhood is very busy with lots of foot traffic, small businesses, and a sense of coziness. BRT would destroy that and the whole personality of our 4-5 blocks, and adjacent streets to these blocks would be altered in a very negative fashion. I feel that parking, which I already get daily complaints about and the desire to come to this unique milieu will be terribly compromised as well. We have already suffered from last summer and many ways, have not recovered from the road works. We are definitely against this route going down Broadway.

What is your biggest concern about BRT running on Broadway Ave? (cont.)

- Construction
- Reduced parking and increase in traffic restrictions. We do not see any benefit the BRT will bring to our community or business.
- That the busses are going to be empty.

What benefits do you see in BRT running on Broadway Ave?



None (x19)



Better city wide transportation for all citizens



More traffic to local business, only positive



Easier access for employees in the area, but only if the whole system works



Improved access to public transit



It will make the district more accessible and improve the transit of the city as a whole.

Benefits cont.

- I see no benefits to it at all, the transit system is already running every fifteen minutes and buses are mostly empty year round, every ten minutes will not change this fact.
- Warm shelters for homeless people to sleep in, etc...
- I think that BRT will bring significant exposure and business to Broadway shops. I think that BRT is an excellent step forward in terms of sustainable transportation in Saskatoon and one that I would use to get to work on a regular basis.
- Faster and more convenient access to my office for clients from suburbia
- more traffic, new people, improved overall transit system

Benefits cont.

- None. Most bus riders don't stop to shop.
- None. 8th Street is close enough to Broadway to allow Bus passengers access to the commerce of Broadway Ave.
- It makes it much easier for me as a local resident to rely on public transit (I really don't want to have to drive everywhere but the current configuration of the city makes it virtually impossible to do otherwise both safely and quickly). It can bring more customers to businesses on Broadway.
- Increased interest and exposure to Broadway businesses
- None really. I don't believe it will encourage people to take the bus to the area. People who bus already will continue to do so, people who drive will drive. People are very resistant to change.

Benefits cont.

- Possibly more people would come to Broadway , plus the BRT might improve Broadway's aesthetics.
- Making the area more accessible to people from other parts of the city and "future proofing" Broadway.
- 1)higher number of visitors to Broadway
2)increased foot traffic
3)alleviate parking issues
4)connection of Broadway to downtown
- We are just talking of moving the station 2 block south to 8th street instead of main. Same benefit to Broadway.
- Not sure - if ridership is dramatically increased it can bring people to the district.

Benefits cont.

- More people coming to our area and walking through shops. Created more density which means more repeat customers.
- More access to Broadway businesses for people downtown
- Improved district access, reduced commuter personal vehicle traffic, reduced noise pollution from excessive traffic, improved pedestrian experience, improved transit experience.
- Few/no benefits to running on Broadway itself
- Access to the neighborhood from all ends of the city, visibility for businesses, opportunity for improved streetscape
- Always good to people walking, shopping + enjoying the Broadway area

Benefits cont.

- Current workers in the area may consider transit instead of driving as this would shorten current bus travel times.
- Better public transit
- Not sure if there are any. Perhaps more foot traffic, but I don't really think so. Right now there are 3 different bus routes that travel down Broadway. I take one of them and there are few people who stop on Broadway.
- More Broadway employees riding bus will mean more parking stalls. More customers riding bus will allow others to park. More people riding the bus down Broadway will mean more people looking in the stores window. Easier to get around the city without driving in an acceptable amount of time.

Benefits cont.

- I do view the BRT as an overall much needed improvement to the cities current transit system. But in regards to BROADWAY, the negative potentials out way the benefits. Really I struggle to see what factual, definitive positives the BRT has for Broadway residents and businesses.
- In theory, an increase in pedestrian traffic but probably only in the summer.

If BRT comes to Broadway Ave, what could the City do to minimize negative impacts to your business during construction?



PHASE THE CONSTRUCTION AND SPEND
MONEY ON MARKETING FOR THE
DISTRICT



COMPLETE CONSTRUCTION AS QUICKLY
AS POSSIBLE, DURING WINTER MONTHS.

What could the City do to minimize negative impacts to your business during construction? Cont.



Communication! Better Communication and detour planning



Just not do it. It would be horrible for business.



Listen to the community on why it shouldn't be on Broadway.



Information a head of time and perhaps having street shut downs outside of regular business hours.



Provide detour routes that can handle the volume of traffic.



Pay merchant rent



Work at night, only park small parts off and still be able to have traffic and pedestrian flow.

What could the City do to minimize negative impacts to your business during construction? Cont.

- try not to mess up the parking or block everything off so that no one wants to actually walk across the street.
- I'll likely be looking to close or relocate my business of 25 years, so it won't matter.
- There is nothing the City could do, in my opinion, that would minimize the negative impacts. Shutting down the streets during construction will, undoubtedly, cause a decrease in the number of customers we see on a daily basis.

What could the City do to minimize negative impacts to your business during construction?

Cont.

- I think that running longer shifts for construction could help. I found it very frustrating when the last round of construction was happening that construction crews did not take advantage of the daylight hours during the summer. If lanes of traffic could be kept open in either direction during construction, that would be ideal.
- Not shut down the street for long periods of time.
- Provide more parking and uncongested access. The last project on Broadway to install new water mains and repave caused a great stress on merchants

What could the City do to minimize negative impacts to your business during construction?
Cont.

- We have dealt with endless construction over the past number of years on Broadway and have found there is little that can be done to minimize any negative impact. I'm puzzled why the city would spend so much time and money on improving Broadway Ave only to have it ripped up again to put in the BRT.
- Work in a concentrated (everyday/long hours) effort until the job is done. Preserve and improve pedestrian space, add parking on Eastlake and other roads
- Pay us for lost revenue so we may remain in business

What could the City do to minimize negative impacts to your business during construction?

Cont.

- Plan construction accordingly so Broadway patrons have plenty of places to park and unrestricted traffic flow on every block and up the bridge.
- We don't see a helpful solution for this. Unfortunately, if BRT is approved for Broadway, our restaurant will begin a relocation plan.
- Unless they are willing to also build parking lots, or offer free parking to customers, nothing
- It could provide adequate notice of works through a variety of media; it could route traffic via Dufferin (for those wanting access to the shops) and Victoria (for those not); it could subsidise advertising for Broadway businesses for the duration of construction works; it could offer a shuttle service for those needing to carry heavy or bulky items from the shops to their vehicles.

What could the City do to minimize negative impacts to your business during construction? Cont.

- increased marketing as to hours of business operations -- marketing the construction as an interesting part of the process of this venture
- There's really nothing the city could do to minimize negative impacts.. I'm tired of the constant construction on Broadway continually negatively impacting my business. Quit trying to change something that shouldn't be changed!
- Keep as much access to area as possible.
- I don't really know enough to comment on this.
- Ha Ha Ha Ha Like they did last summer? Putting signs up 6 blocks away to stay away from Broadway because it was "Closed" . I even had couriers who thought they couldn't deliver because Broadway was "Closed" . We might as well put Closed on our businesses.

What could the City do to minimize negative impacts to your business during construction?
Cont.

- If BRT comes to Broadway we will not be renewing our lease and will move to an area with increases accessibility that suits out customers.
- We have discussed with our land lord that if BRT comes to Broadway we will not be renewing our lease.
- Intelligent traffic management on adjacent streets to handle the inevitable increase of cars being detoured off Broadway during construction. Implement a fast-tracked construction schedule with incentives to finish early.
- Communication/staging the work/completing the work according to specified timeline

What could the City do to minimize negative impacts to your business during construction? Cont.

- You can't close us down. That will kill us.
- Staged construction to allow traffic to continue to flow. Add some street hardware upgrades so people want to check the street out when BRT is done (ideally by bus)
- Create good signage for alternate routes.
- Keep the street open as much as possible, retain parking for the district to at least 90% of what was existing. Improve ridership and possibly advertise the district on the line to encourage ridership to stop by the businesses instead of passing by

What could the City do to minimize negative impacts to your business during construction? Cont.

- Keep the sidewalks as open as possible. Impede vehicle traffic before impeding the pedestrian/human experience.
- Provide an excellent communications/marketing strategy to promote Broadway during construction
- As we are not directly on Broadway, I'm not sure that it would directly influence us (we have other access options)
- Not have the BRT on Broadway.
- Free parking
- Not much. They tried with the pipes, but it was horrendous even though filled with good intentions.

What could the City do to minimize negative impacts to your business during construction?
Cont.

- Advertise that the street is open for business and needs your business more than ever! Reduce property tax (or something to help the businesses and not the landlord.) Keep business up to date with an email every morning and a count down clock.
- Construction will inevitably have a negative impact on local business. There really is not a beneficial timing for construction on Broadway. The economics of construction will dictate time and limitation. So regardless of a suggestion made for when would be a good time, it will either impact negatively business or residents.

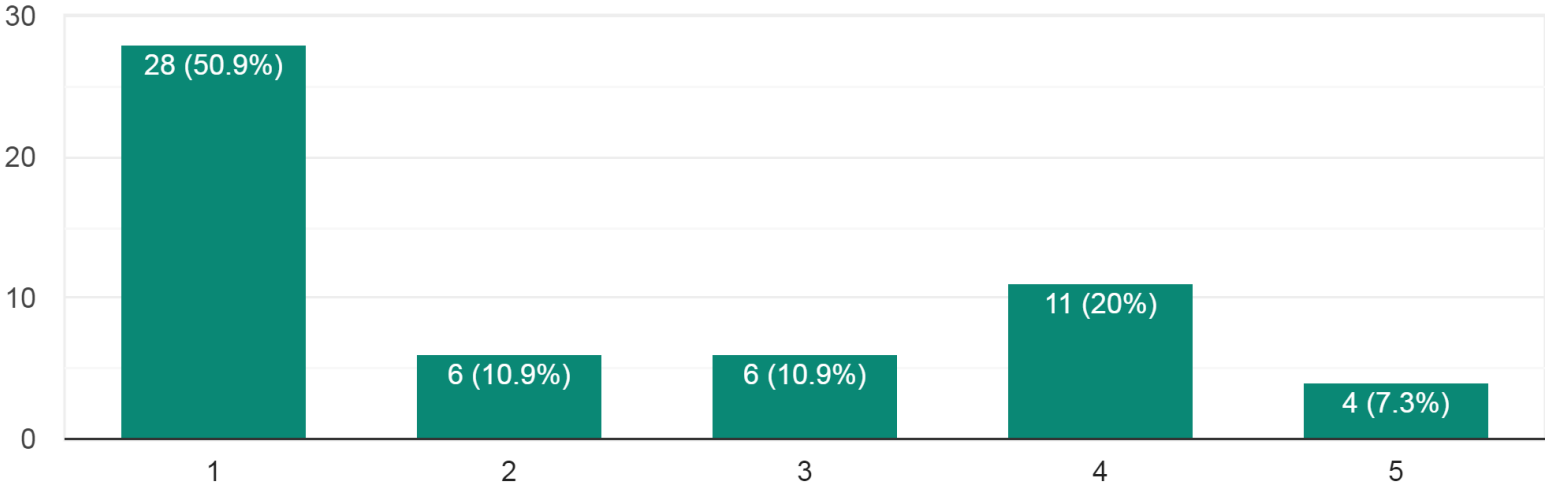
What could the City do to minimize negative impacts to your business during construction?
Cont.

- Encourage people not to avoid Broadway during construction and don't have construction during the 3rd quarter (it's our crazy busy time!)

How much do you agree with the following statements? Rating of 1 (strongly disagree) to 5 (strongly agree).

BRT would bring more visibility to my business.

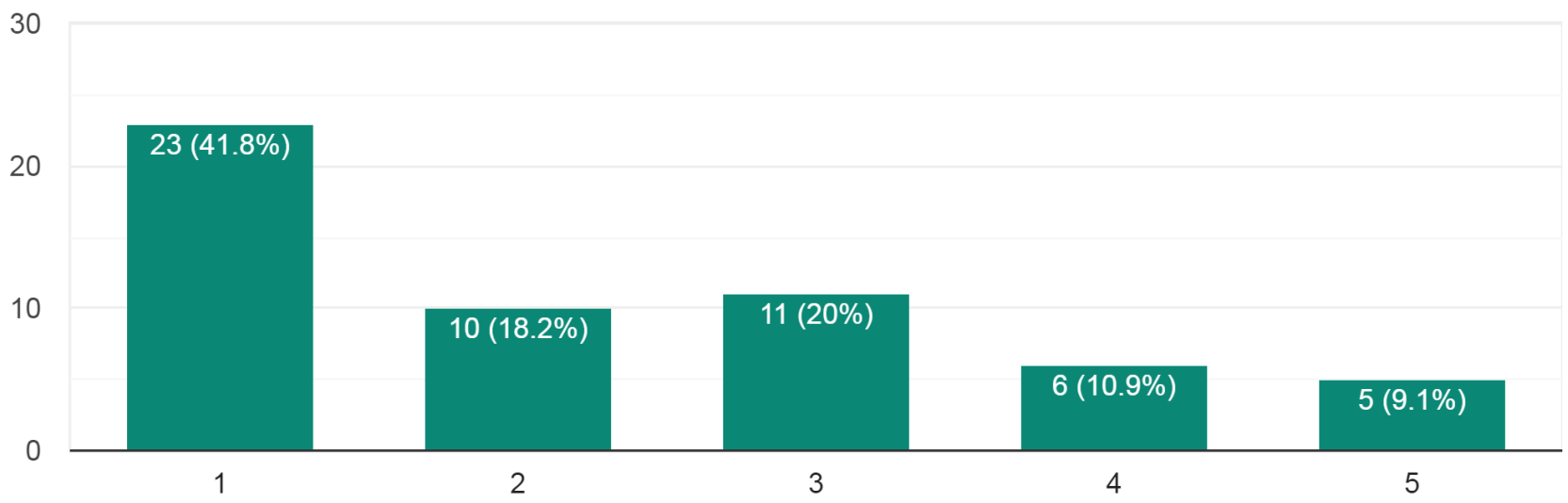
55 responses



How much do you agree with the following statements? Rating of 1 (strongly disagree) to 5 (strongly agree).

BRT would bring more customers to my business.

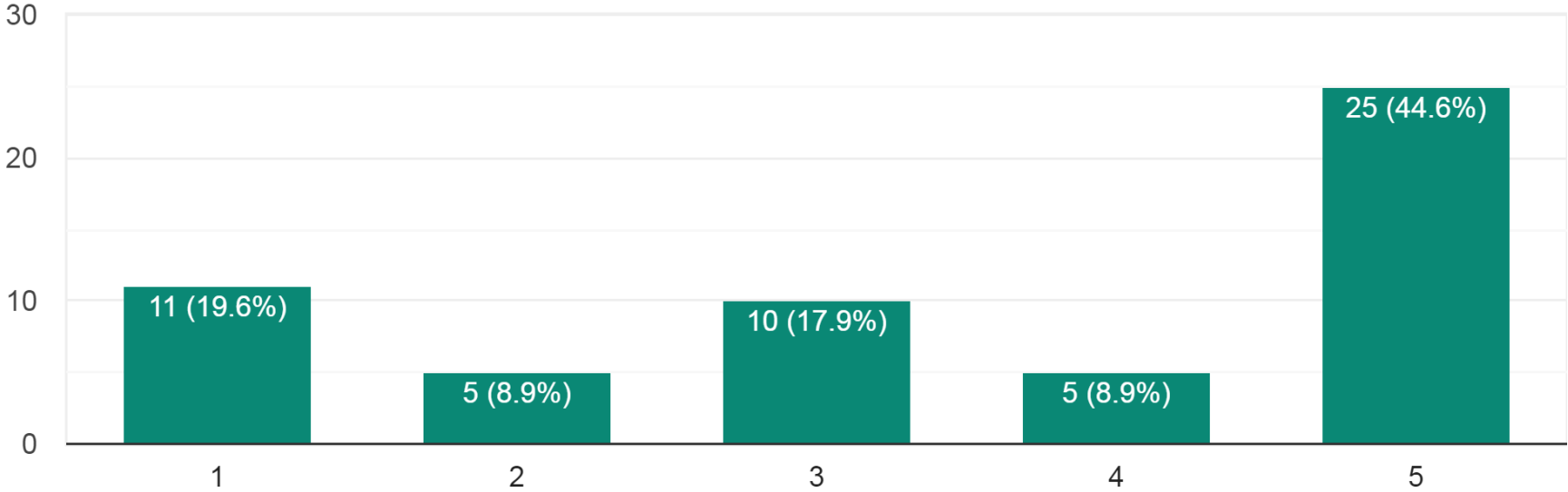
55 responses



BRT is a detriment to the historic character of the Broadway district.

56 responses

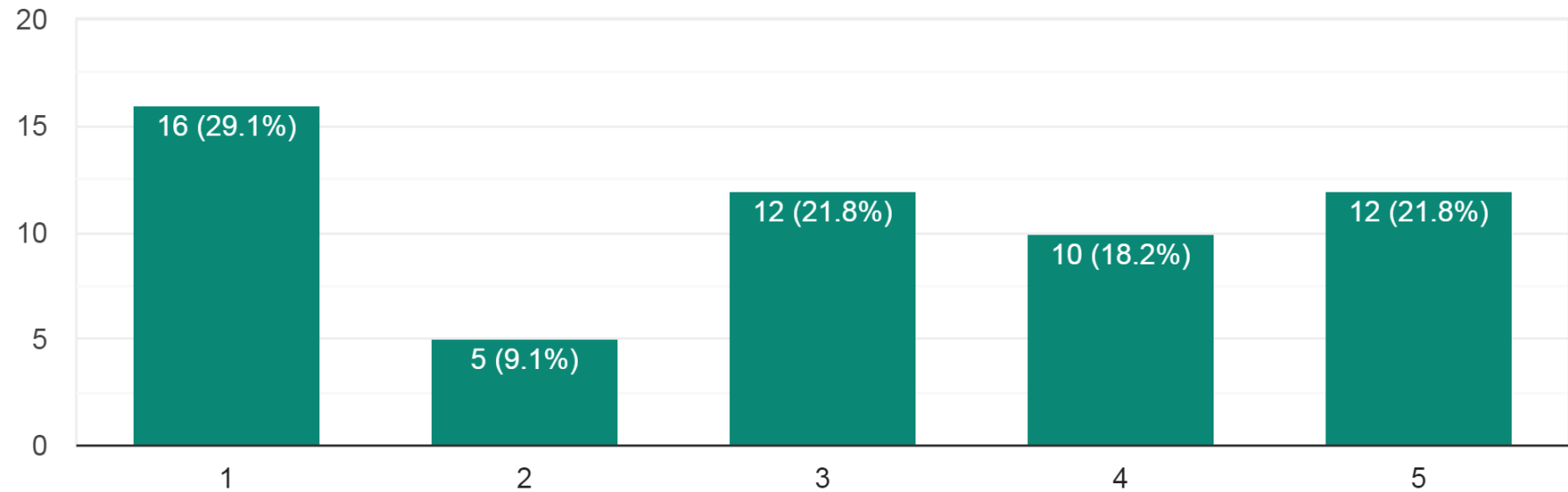
How much do you agree with the following statements? Rating of 1 (strongly disagree) to 5 (strongly agree).



BRT would be an asset to employees in the Broadway area.

55 responses

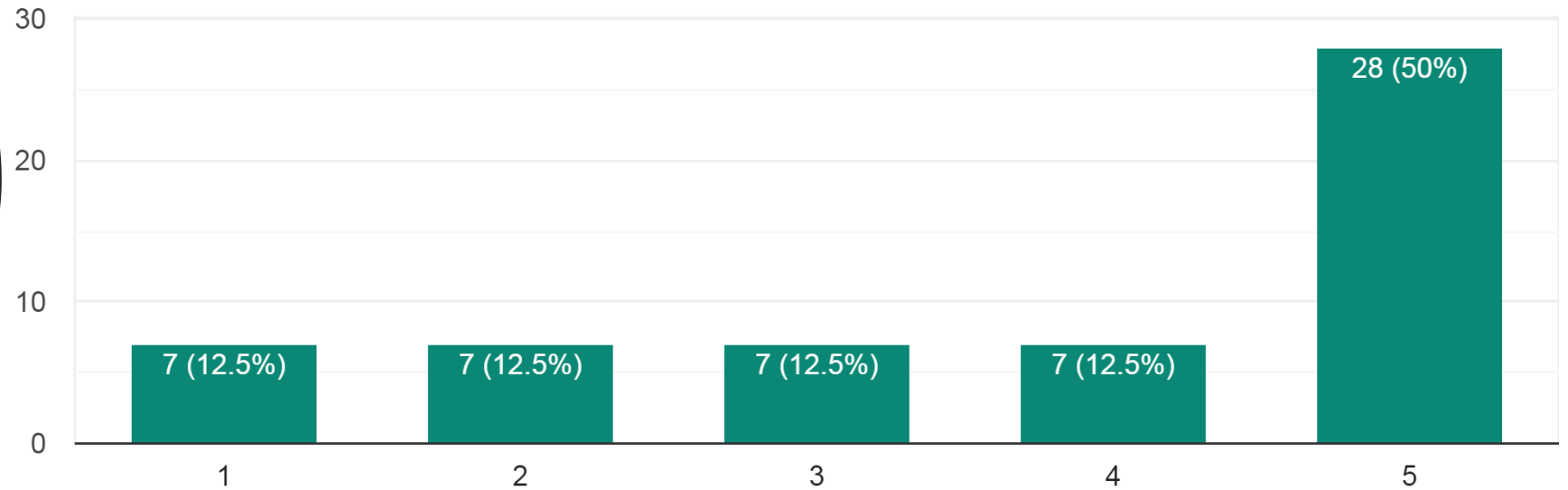
How much do you agree with the following statements? Rating of 1 (strongly disagree) to 5 (strongly agree).



More buses on Broadway Ave will have a detrimental impact on the pedestrian experience of the district.

56 responses

How much do you agree with the following statements? Rating of 1 (strongly disagree) to 5 (strongly agree).



How would your opinion change if the buses were electric?

56 responses

