



# Survey Campaign Report

October 2022

## Quick Notes

As part of our public consultation activities, we launched a survey on the link pathway website ([linkpathway.org](http://linkpathway.org)) to ascertain the public's opinions about the pathway. We also encouraged participants of the LEAD Healthy Living Expo to fill out the survey. To bolster the number of responses, we launched a facebook ad that linked to the survey as well.

## Survey Results

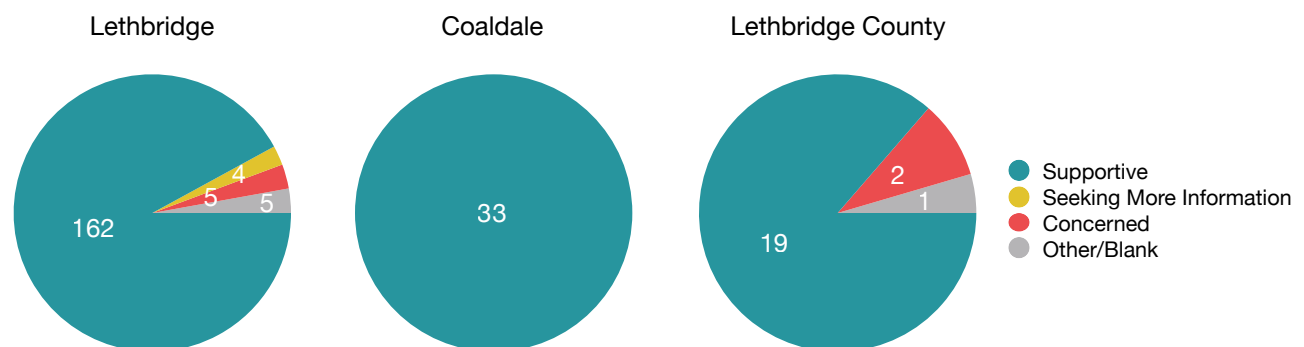
Overall, we had 243 responses. The overwhelming majority (93%) of respondents are supportive of the pathway. Positive comments included the themes of: increased safety for bikers and runners, the provision of an alternate mode of transportation that would be more environmentally friendly, a new option for pursuing fitness, a great way to link the communities of Lethbridge and Coaldale together, and a new family-friendly recreation opportunity.

Those seeking more information still had positive comments when asked about the pathway.

For the concerned individuals, expressed concerns included questions about the route, increased crime, increased traffic, and increased taxes. The individuals concerned about crime indicated that they did read the report stating there is no evidence in support of the assertion that bike paths increase crime.

Communities represented in the survey results include Lethbridge (176), Coaldale (33), Lethbridge County (19), Taber (3), Calgary (2), Raymond (2), Coalhurst (1), Stirling (1), and Nobleford (1).

The rate of support for the three primary communities (Lethbridge, Coaldale and Lethbridge County) are as follows:



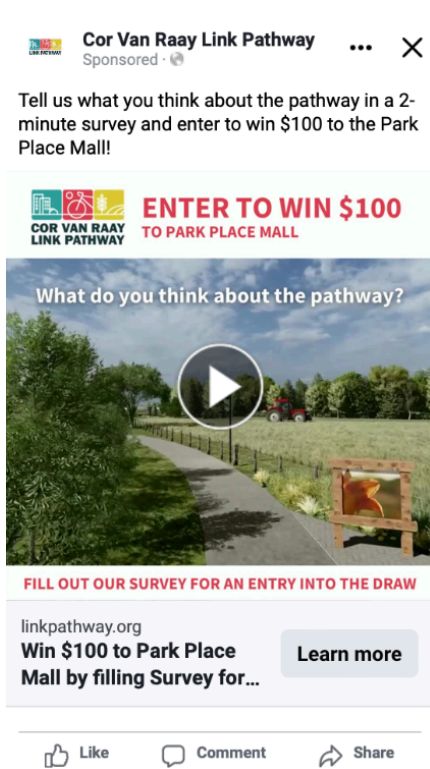
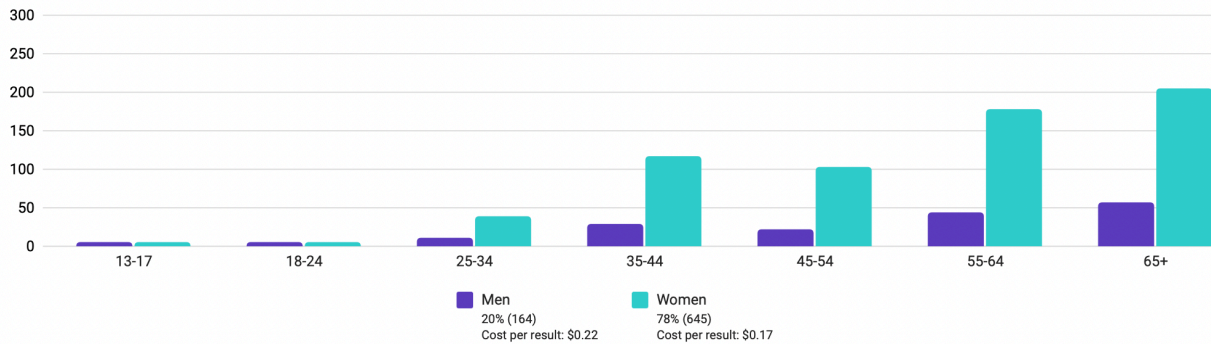
All responses from secondary communities were supportive of the pathway.

# Facebook Ad Results

We spent a total of \$150 on two campaigns on Facebook. As incentive for the survey we held a contest for a \$100 Park Place Mall gift card, where a survey completion with an email gave the respondent one entry into a draw. The ad creative can be seen below.

The campaign resulted in **829 clicks**, a **reach of 9,209** and an average **cost per click of \$0.18**.

Interestingly, the audience that was most engaged with our ads were females older than 45.



Ad Creative

# Survey Comments

Please see the following charts that include all of the comments left by respondents.

<b>Please let us know what you're most concerned about?</b>
The proposed route loops back and forth on Hwy512... Would it be better to follow the canals further south to connect into Lethbridge pathways at 24th Ave?
Crime, more traffic in my quiet area
NOT supportive, more taxes!!
get bikes off hwy 512 but am concerned about crime rising in area. am 1/2km from path
<b>Let us know your thoughts about the Link Pathway.</b>
In my humble opinion, the Link Pathway is a waste of time, money, effort and at this time, is an ill-conceived plan. At this time, the concentration should be on Albertans as a whole and not on some fancy pathway that only a select few would ever use. Take care of the essentials FIRST - help the most economically disadvantaged by our current Covid Crisis - BEFORE turning your attentions to yet another playground for the elite. In other words, get your priorities in order!
If not enough donations, Wondering if taxes will be required to cover costs
I have to question WHY it doesn't follow the canal down to the Brown Road canal crossing and then connecting West to the 24th Ave cycle path instead of looping back and forth on Hwy 512.. (how many do you think will follow that instead of shortcutting along 512?)
<b>Please tell us what you're most excited about?</b>
What ISNT there to be excited about. Beautiful landscape, fun family outing. Lovely idea.
I think it will be fun to take the kids on.
My family is already very active. Currently they run and bike on highways. I would prefer a safe path for them to use for exercise!
How it supports healthy living.
Building more amenities for people to get outside and exercise. It will be a great family activity!
It's a great activity to do with the family! It's much more fun biking with a destination instead of around busy parks In the city with lots of walking pedestrians
An rural pathway linking 2 communities with beautiful views and low interruptions to riding without heavy car traffic.
Very excited to have a route to the research centre that's not 512, and more paved cycling infrastructure in general. Also the canal crossings! I'm enthusiastic about this project and am pleased that it is moving forward.
I'm excited to explore the east side of Lethbridge and cycle to the bakery in Coaldale.
Expanded possibilities for recreation! Imagine being able to get to Coaldale without needing a car!
I love how safe bicycle infrastructure makes me feel as a cyclist. Cycling is my favorite way to be in nature, and being able to access great Coaldale features like the Birds of Prey centre and bakery by bike sounds like a fantastic way to spend a day.
Using it to visit family in coaldale.

**Please tell us what you're most excited about?**

Biking with my kids, getting exercise, the scenery

new recreation option in the region

Great way to get to Coaldale in summer without wasting gas.

Trans portion options that don't use fossil fuels

The areas that the paths will be sound exciting and a great way for us to discover Lethbridge and surrounding area

Most excited to be able to ride my bike to visit my grandchildren

That we'll actually get a safe way to travel by bicycle from in town to another without using highways

A well travelled, safe place to bike, run, and walk the dog.

I'm all about increasing outdoors exercising. More resources for the community.

another pathway to walk

Walking this path and the picnic sites ... possibly cycling, and the safety aspect

The opportunity to have a bike path connecting Coaldale to Lethbridge for families to enjoy

New safe place to ride

The opening

Having another option to enjoy biking and hiking in close proximity to my home

I look forward to having a longer bike path to ride on my ebike without worrying about too many street crossings or riding on streets and roads.

Riding the pathway! So excited to be able to go some distance without worrying about traffic.

People out biking, using a scooter or whatever to drive safely off the highway to work. Families enjoying it together as well.

Exploring new sites the trail will provide.

More bike trails

Opportunity for safe cycling recreation in a rural environment.

Having a walking and biking path of that length and quality.

A day trip to ride a bike, and go for lunch in a different town.

More bike lanes! Anything to get people moving on bikes I am very supportive of. Highway riding is simply becoming too risky and instigative with other users. I LOVE that it is simply not a straight line from Lethbridge to Coaldale, but actually gets you out into country areas passing operating farmland. Love it.

More biking paths

Being able to ride from Lethbridge to coaldale on a safe route for the whole family

**Please tell us what you're most excited about?**

Inter connected trails allowing users to get between Lethbridge and Coaldale without a car.

When I drive to coaldale, I always take jail road cause I think it's such a pretty area. A bike path would be a wonderful addition to the area, especially with ebikes making it much more accessible to people. I've always been envious of Calgary's bike path system. This is a great step towards that!

Family bike rides to the Birds of Prey

Recreational option on a longer route

Cor was a nice man and it's great to have a smooth pathway to walk on like the one along the Bow in Calgary.

Having a safe longer distance path. We currently ride down jail road and find it not ideal.

Great safe family recreation

A long running trail. Opportunity to ride my bike for a long distance, but I'm not a mountain / trail cyclist.

The opportunity to ride on a designated path allows riders to safely experience the rural area!

I'm excited to have a safe route to commute to Coaldale to visit with family who live there, as well as for runs to the bakery and other businesses there.

Opportunities for exercise

Inter-municipal connectivity is exciting.

The connection between communities and the beautiful pathway connecting us.

The option to bike out of the city with my family on a safe pathway that is off the highway.

A longer, safer path for biking with my family

A new path to utilize on the west side.

Somewhere new to ride it will be used a lot

As an avid cyclist and runner, I look forward to a long pathway, unobstructed by vehicle traffic. It is a great addition to a growing pathway network within the city of Lethbridge.

Enjoying. New bike path with a new destination

The commuting option for Coaldale followed by the recreational opportunities

Another opportunity to utilize our green space for recreation and encourage outdoor exploration. To enhance the outdoor appeal of our city.

Biking on a pretty path

Encouraging community members to engage in healthy environmental transportation

Safely cycling to coaldale for the bakery!

Can't wait to ride my bike to Coaldale, visit former church, friends, shop, without relying on a ride from others.

Increased safe, extended cycling opportunities

**Please tell us what you're most excited about?**

I am excited for the completion and being able to safely travel from Lethbridge to Coaldale with my family

Having a safer way of travelling by bike

Great way to link the community together and make the best of the already fantastic pathways our community has

Safe cycling and accessiblitu

I have always thought a path going from Lethbridge to Coaldale was a great idea! We used to walk the jail road, and other highway to Lethbridge when we were younger, which was a bit dangerous as there isn't a lot of room to do that on those roads!

A safe place to ride bikes in the country.

A new safe path to travel.

A safer way to bike to Coaldale

Being able to cycle to Coaldale without being on the highway

Long bike rides with our children to see grandparents.

Healthy activity to do with the kids. Nice to have a long bike path we can pedal and not have to worry about traffic

I think it will be a safe and fun way to get exercise and meet my grandchildren half way for a picnic. They live in Coaldale.

Another area to enjoy the outdoors

New physical activities to enjoy and creating community features that attract progressive residents.

Safe (traffic free) places to bike and run.

More safe options for cycling

We love to bike and would enjoy this lovely path as we find some of the other paths to steep and to many stop lights this looks like a wonderful nature path

Great idea we don't need to go on the highway now sounds like a great relaxing way to get from Lethbridge to coaldale

Awesome idea this path see the country and ride in safety thumbs up

Being able to ride me bike on the path.

Long path without a lot of stops

The possibility to enjoy new areas by bike with my family, without the concern of sharing a road with traffic.

Something new to do in the city

Safer cycling route. Traffic is fast and shoulder is small

My family enjoys biking together, it would just be a nice addition to the areas we currently explore

Safe cycling infrastructure between towns will be fun exercise for residents but also promote the area for cycling tourism!!

Travel done in a way that is safe for cyclists by avoiding the busy Highway 3

**Please tell us what you're most excited about?**

Safer and easier accessibility for cyclists. Lethbridge is small and easy to run out of new biking routes!

More biking infrastructure in Lethbridge

Hard to choose. There is so much good in expanding bike pathways to connect our communities. I used to road cycle for fitness and training, but do not feel safe sharing the road with texters. I have switched to mountain biking instead, and am so looking forward to riding longer distances safely - this pathway is part of that.

We cycle for pleasure and to commute. This pathway opens up the opportunity to make the town of Coaldale a destination for an after excursion to stop into the bakery, or pop into some shops before riding back. We could easily see ourselves choosing to cycle out to visit friends in town if this were available. There is no other designated trail like this in our area, and it is a great opportunity to connect these two communities.

Also, I work seasonally at Country Blooms greenhouse and biked along the jail road daily to work for exercise and to save some gas money, but the "shoulder" is excruciatingly narrow for biking and you feel very vulnerable. It beats cycling on the busy highway, but I would RELISH a meandering bike route that could get me near my workplace safely!

I run and bike - having more routes to do so would be great.

Family use for physical activities

A long distance path with no vehicular traffic concerns

The chance to run and enjoy the ride...

Additional options for safe cycling routes appropriate for family use.

Biking to and from coaldale

The opportunity to do longer distance bike rides with my young family that don't involve the risk of traffic incidents. I grew up riding long distances with my family and it was always a joy to be able to travel an alternative way from place to place.

Biking to coaldale

I live in Lethbridge, parents live in Coaldale, this is a wonderful, safe, healthy way to choose to visit them by continuing to be active and not to worry about safety concerns from vehicles

Somewhere to ride for exercise that's safe and car free. Looks like a scenic ride too. Need more connected pathways!

I live near the start in Lethbridge and I love to cycle.

Riding a longer distance with my son

Riding my bike between Lethbridge and Coaldale, away from traffic and out in the countryside

a long pathway for extended rides

Enjoying the countryside by bike in a way that feels safe and supported.

If it supports multi use like cycling plus pedestrians then I support it. It is helpful to live an active lifestyle/. Bikes are cool again.

A safe way to ride to Coaldale!

Looks like it would be a fun bike trip!

A new pathway



**Please tell us what you're most excited about?**

Not being killed by a car biking on the jail road

The possibility of having a longer trail that links Lethbridge with Coaldale without having to ride the highway

Safe uninterrupted options for cycling

Healthy option to travel between 2 communities

It is a long nice path to get from one town to another it will save on emissions!

I love to bike almost daily this would be a safer way to bike out in the country. Love paved pathways. My wife and I just got a Tandem Recumbent bike and this path would be awesome to use it on.

I'd love to be able to safely ride to Coaldale to visit the bakery and shops on a Saturday for fun - we do this sometimes now using the Jail road and Highway 512 but the car traffic on those roads discourages some friends that would like to come with us, who are not comfortable riding on the road.

Cycling pathway

Any outdoor activity added to our community will always get my support.

Something new to explore outside that's also great for the community!

It getting done sooner rather than later.

I will use it daily for commuting to work

Another path for our r lke's and love to visit Coaldale business etc.

Being able to walk or bike to Coaldale for coffee.

Biking safely without traffic to Coaldale

Linking coaldale and lethbridge via a carless pathway

Bike paths enhance community safety and promote tourism and improve quality of life.

a great addition to our already fantastic foot and bike paths

Looks like a great recreational asset to our area

Maintained bike path

Another option to keep fit

Family bike rides

That this means there will be more things to do in the surrounding area! My parents took us on longer path bike rides when I was kid and I enjoyed it!

being able to ride with out being on the road with cars.

15 km of new bike trail to encourage opportunities for cycling

Safely exercising

**Please tell us what you're most excited about?**

Riding out of the city

Using the party with me family and the proposed features (bridges, picnic spaces).

Being able to take my family on a fun bike ride to visit friends and family in Coaldale. Also, giving me somewhere to go on regular bike rides outside of the city without needing to ride on busy highways.

The opportunity to bike or walk safely with family.

Great for distance riders and commuters

A new way to get my family outside and active in the spring/summer/fall while spending time together and making memories.

It would encourage further connection of communities and good health to all citizens. It would also add to the local social and cultural assets and increase safety for non-motorized transport on an otherwise risky highway. I'm tired of seeing the white ghost-bikes memorializing the athletes killed along Hwy 3 and would love to support this positive initiative.

I think it will be a great pathway and a fun route to bike on

A safe place to get out with the kids and see more!

Having a bike path to ride a substantial distance with out riding on city streets or highway. My wife & I ride 5 times a week ~ 12 Km per ride. We would use this path way!

Out of traffic for biking

Pathways are great for biking running and walking and make everyone safer

It would be great to be able to get to the pathway from the north side of lethbridge.

An option for people who live away from the city to reduce their global footprint.

A safe way to get from Lethbridge to Coaldale the jail road is very dangerous

Safe cycling route

a pleasant and safe off road connector between Lethbridge and Coaldale will allow me to plan day trips out to Coaldale.

The longer distance for biking and running without traffic

Being able to bike to work, feeling safer biking to Lethbridge

Being able to bike to see family, or maybe use it to get to work from coadale to the hospital in Lethbridge

Fitness on the extended pathway

A longer trail to safely bike. With such an indirect route to Lethbridge I don't foresee regularly commuting to work by bike, but more as a safe place to roadbike and bike leisurely.

Awesome biking and walking way to use

A longer pathway to use for running, biking and walking that is protective from vehicles.

Two fold - I like bike riding and having a safe space to do so will be wonderful! Also as a driver on the jail road/845, there are often bikes on the road and there is no real shoulder for them which to me feels unsafe.

**Please tell us what you're most excited about?**

The opportunity to safely ride to Lethbridge away from the main busy highway

Lacombe has something similar between Lacombe and Blackfalds. My kids LOVE that bikeride when going to visit the grandparents!

Safe away from high speed traffic where the family can relax and get exercise

Biking and running between Lethbridge and Coaldale!!!! Please please please complete this path!! Ever since I bought my home in Coaldale, my family and I have been waiting for this project to be completed! We would use the path every weekend for long runs, and biking trips.

Having a safe route to bike to lethbridge/coaldale with the family

Having bike path

Biking a majority of the way to Lethbridge off of the hiway itself- as the truck traffic with no shoulders has become too dangerous

Ride bikes to Lethbridge without loading them in a vehicle, don't feel safe riding bikes on highway. Enjoying the quiet agriculture sights while riding bike or walking

Gives people an option for activities, also beautiful scenery

New affordable recreational opportunity. Chance yo create something unique in southern Alberta which improves quality of life

Having a safe pathway from Coaldale to Lethbridge to ride my bike and walk on. There is way too much traffic on the Highways to ride or run safely.

Would love to be able to safely bike a distance from Coaldale.

Being able to have a safe biking and running path, and being able to safely commute to work at the research station by bike

Safe Family activities .

Longer distances to walk/bike

The ride to/from Lethbridge will be a great distance on an awesome surface not shared with general vehicle traffic - perfect.

A safe bike route for enthusiasts like me who prefer this form of exercise.

A safe place to ride a bike. Highways are not a safe option.

I love riding my bike and would love a safe option to ride to Lethbridge.

My husband wants to use his bicycle to get to work, and to be able to go on longer, safer bike rides with My children without having too many cars around constantly.

A new place to ride and run and a commuting option for biking to Lethbridge without having to go on the highway

Not having to use major highways as a link for bicycles

Family bike rides on a safe path

A safe way to bike to Lethbridge and back

**Please tell us what you're most excited about?**

To have a pathway long enough where I don't have to bike in circles! The opportunity to be able to bike or run into Lethbridge and not have to drive all the time. I will not bike or run on the highway, I find it dangerous and unsettling. Also to get people outside and active. One of the things that brings me the most joy when running and biking is seeing others enjoying the outdoors and saying hello with a wave and a smile.

A fredag option for uninterrupted biking

I am excited for the ability to bike from Land O Lakes in Coaldale (where mom lives) to Henderson Lake (where a friend lives) without needing to spend \$15k a year on owning and operating costs of a vehicle, and without needing to bike along the shoulder of the highway. Both my parents are also excited for it.

A travel destination in southern Alberta

Safe path for biking and running a longer distance off of the highway

I want to ride my bike on the pathway.

Cycling opportunities

Biking the pathway

Using the pathway

Bike trails and paths

A safe option to bike.

All of it! Think it's great.

Will be nice to see other areas where bikes can ride

Beautification of our city

Safe way for people to bike, rather than on the hiway. Some may use it to commute.

Riding my bike without taking my life in my hands on the highway

To be able to bike without looking out for pedestrians or cars.

path along a canal that is safe (free from cars) , quieter and you can take the kids there too. There should be more of them (We live close to Park Lake and always thought something like that would be great). Also could be used for commute to Lethbridge.

Having a safe place for pedestrians.

Somewhere to bike off roads

Exercise by biking or walking on a safe pathway instead of being on the very dangerous jail road.

Recreational opportunities away from traffic

get bikes off hwy 512 but am concerned about crime rising in area. am 1/2km from path

I think it will be a great addition to the region. I don't live close enough that I could utilize it regularly (maybe just the occasional weekend) but my family who lives in Lethbridge absolutely would. What a great opportunity!

Being able to safely ride for fitness

**Please tell us what you're most excited about?**

To be able to bike from coaldale to lethbridge. Or just walking along the path

all of it! I like walking the trails over s Alberta

Riding bikes with my family on it

Having more places to hike and get out in nature that don't involve driving hours to waterton or writing on stone

The path would be great to join the two communities

Using it