



What We Heard

YOUTH SURVEY - SUMMER SHUTTLE BUS
RESULTS- FALL 2025

#DESTINATION
Drumheller
DEVELOPMENT PLAN



The Details

VALLEY CONNECT

Valley Connect is about connecting people, places and possibilities. It's a starting point for Drumheller that combines a **pilot shuttle bus** and a **feasibility study** to explore how public transportation can help our community.

YOUTH SURVEY

The purpose of the youth survey was to gain the perspectives of young people (age 10 - 24) on the future summer shuttle pilot. Young people can be public transportation riders and benefit for the service.

The youth-focused five question survey was open to accept responses from August 21 to September 15, 2025. The timeframe enabled both seasonal and permanent young people to share their perspectives. In total 30 anonymous responses were gathered.

OUTREACH

The survey was available online. The opportunity to respond to the survey was shared through:

- posters with QR codes put up in locations around the community frequented by young people (ie. Badlands Community Facility, Memorial Arena, Aquaplex)
- provided by email to larger seasonal employers to share with their employees (eg. Chamber of Commerce, Atlas Coal Mine Historic Site)
- provided by email to the three local schools to share with their school community (ie. Greentree Elementary, St. Anthony's School, and Drumheller Valley Secondary School).
- shared in the DDP Newsletter and the Drumheller Recreation, Arts and Wellness Exhibit in early September.

What We Heard

Q1 - HAVE YOU EVER TAKE PUBLIC TRANSIT?

Answer options were: yes, no and maybe/not sure. The question description read “By public transit, we mean things like city buses or the LRT (train) in places like Calgary or Edmonton. This doesn’t include school buses or field trip buses. Choose one.”

Most respondents (77%) have taken public transit.

● Yes	23
● No	6
● Maybe / Not Sure	1



What We Heard

Q2 - WHERE WOULD YOU WANT TO TAKE THE SUMMER BUS IN DRUMHELLER?

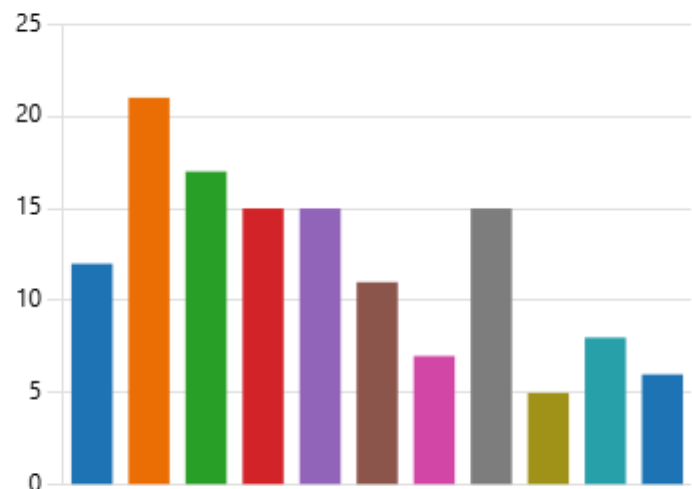
A list of 11 options, include an open text 'other' were provided. The question description read "Let us know any places you'd most like to have on the summer bus route. Choose all that apply"

The top 5 responses were:

1. Badlands Community Facility / Library
2. Downtown (shops, plaza, etc)
3. Tied: Grocery Store and McDonald's / Fast Food spots and Royal Tyrrell Museum

The 'other' responses included: DVSS, Shell/BP/McDonalds area, Napier, Football Field, Barney's, Sunny Spot, Hoodoos, Horsetheif Canyone, East Coulee, etc.

● Aquaplex / Pool	12
● Badlands Community Facility / L...	21
● Downtown (shops, plaza, etc)	17
● Grocery Store	15
● McDonald's / Fast Food spots	15
● Newcastle Beach	11
● Riverside Park	7
● Royal Tyrrell Museum	15
● Skate Park	5
● World's Largest Dinosaur	8
● Other	6



What We Heard

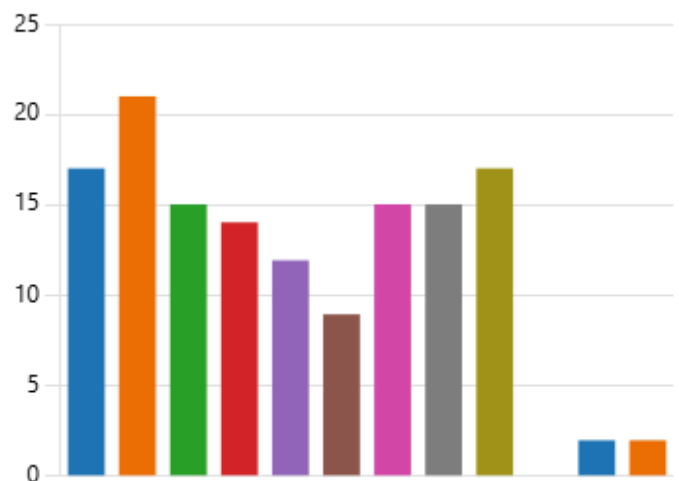
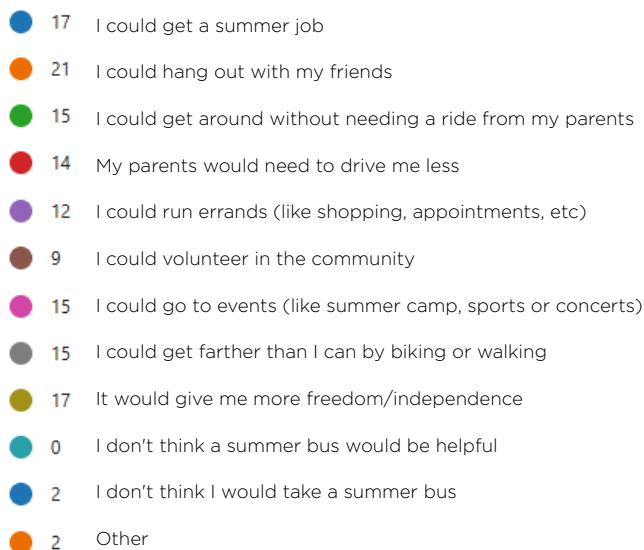
Q3 - HOW DO YOU THINK A SUMMER BUS COULD HELP YOU?

A list of 12 options, include an open text 'other' were provided. The question description read "Choose all the ways a summer bus might make life easier or more fun in the summer"

The top 6 responses were:

1. I could hang out with my friends
2. Tied: I could get a summer job, It would give me more freedom/independence
3. Tied: I could get around without needing a ride from my parents, I could go to event (like summer camp, sports or concerts), I could go farther than I can by biking or walking

The 'other' responses included: "as a local, i think it would be very helpful for tourists and they'd make up majority of the rides", "easier to get to football"



What We Heard

Q4 - WHEN WOULD YOU MOST WANT TO USE THE SUMMER BUS?

Four options were provided. The question description read “The bus will only run part of the day. Pick the times that would be most useful to you”

The respondents had a clear preference for the afternoon (12pm/noon to 5pm) with 44%.

● Morning (7am to 12pm/noon)	14
● Afternoon (12pm/noon to 5pm)	26
● Evening (5pm to 9pm)	17
● Late night (later than 9pm)	2



Q5 - WHAT OTHER IDEAS DO YOU HAVE FOR THE SUMMER SHUTTLE BUS?

A text box was provided for responses. The question description read “Here's your chance to share anything else that would make the bus more useful for you and your friends (like what you like/or not about transit, ideas for stops, times, cost or other suggestions).”

Half the respondents took the time to share additional perspectives. They shared ideas around routes, pricing, visitor and resident ridership.

What We Heard

Here are the unedited comments of the respondents provided in the order shared.

For tourists, you could do like a hop on hop off bus at certain times of the day. other than that, you could have times for locals at spots like grocery stores
Have the bus make designated routes to places like nacmine, east coulee, rosedale and midland twice a day to give more opportunities for more rural people
Student Discount!!
This is a great idea, would really help those who cant drive, getting groceries or going across the bridge etc.
How it would correspond to traffic, like the current traffic at the bridge
Hospital and clinic stops for those youth needing public transport other then the valley bus which caters more to the elderly then youth. And another suggestion is local bus pass for the locals needing to use the transportation regularly. Also making sure it can be used by all ages as there are many people above the age of 24 that this can benefit from.
Have it go all over town
Will there be a pass/punch card? Would payment be cash only or debit/credit card?
buses that run everywhere in Drumheller
It would be great to have option to pay per ride or a monthly pass/punch card Printable schedule with times/stops (no phone data)
I feel like it should cost up to \$5 for long distance like the museum
It'd be great if there was a general loop (Walmart, Freson Bros, downtown, Museum) that ran at a consistent schedule, and then a loop with stops that cater more to tourists during the peak season. A "season pass" system would be my ideal method of payment, as well as the option to have one-time trips. Based on my experience using public transportation, consistency is more important to me than frequency — if I know there's a bus that can get me to the Museum at 8:15 every day, and which departs from X point at 7:55 every day, that's more valuable than a bus that frequently arrives early or late but which offers more buses throughout the day.
Working at the Tyrell, many people so not account for the lack of public transit in small communities. My only concern is that tourists would use the bus more than the locals in the summer, turning it from a community bus to get people to work and social events to a tourism bus made for people to see the valley. Not saying that that is essentially bad, but I think that if the community is paying for it there should be a effort to ensure that the community is put first, this way seats are not given to people who wanna save a buck on holidays but rather people who have to go to work.
Who can use it? If I live just outside of Drumheller but hang out in town with friends, would I be able to use it? I think any stops should be an OPEN business that is ok with kids hanging out inside to be safe, especially at night.
Can branch out to Nacmine

What We Learned

TAKE AWAYS

Thirty young people shared their perspectives to inform the summer shuttle bus pilot. Based on the respondents feedback young people in the community:

- have places they would like to take the bus
- see that a shuttle bus might help them
- would like to move around in the afternoon
- have ideas about where a bus would go, the price and payment system and how both locals and visitors might use it.

Next Steps

The summer shuttle bus pilot is planned for 2026. The details of how the shuttle bus will operate are still being determined. Feedback like this, along with research and funding constraints will impact the shuttle bus pilot.

WHAT CAN I DO?

If you're interested in seeing the summer shuttle bus pilot happen and supporting it you can:

- sign up for the Destination Development e-Newsletter
- visit the project website: www.traveldrumheller.com/destination-drumheller
- reach out with any funding opportunities or donations
- ride the bus!

This document is part of Valley Connect project, which is one way we're working together to implement the region's tourism plan, the Destination Development Plan (DDP). The vision of the DDP is to be an iconic year-round destination grounded in community.

Curiosities and insights can be shared with our Destination Development Manager:

- Lana Phillips, 403-436-0136
- destinationdevelopment@traveldrumheller.com

www.traveldrumheller.com/destination-development

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