



What We Heard

VALLEY CONNECT OPEN HOUSE
FEBRUARY 2026

#DESTINATION
Drumheller
DEVELOPMENT PLAN



The Details

VALLEY CONNECT

Valley Connect is about connecting people, places and possibilities. It's a starting point for Drumheller to explore how public transportation can help our community. Valley Connect combines two linked projects: a **summer shuttle bus pilot** and a long-term **feasibility study**.

OPEN HOUSE

An Open House was held on **Wednesday February 25, 2026** from 4-7pm in a banquet hall at the Badlands Community Facility. Thank you to the **over 50 community members who attended**. The purpose of the Open House was to share information about Valley Connect and provide opportunities for community feedback. Staff from Travel Drumheller, and our consultant, WSP, were on-hand. Information shared included:

- An overview of the project and community touch points shared through a video/slideshow
- Existing transportation conditions and trends, service options and route ideas related to the Feasibility Study, prepared by WSP (11 panels)
- The route and schedule for the pilot shuttle bus and information on the central stop options (3 panels).

The community was able to **provide feedback** on:

- the Feasibility Study draft routes shared by WSP, and
- the graphic showing the route and timetable for the summer shuttle bus pilot.

The community was able to **vote to directly choose the location of the central bus stop**, based on three options that meet safety, access and operational needs. Voting on the Open House was extended into the community, with online voting shared on Facebook from February 26 to March 1.

The Details

OUTREACH

A range of tools were used to invite the community to the Open House. Tools included:

- posters on community boards,
- articles in local e-newsletters,
- content on both the Travel Drumheller and Town of Drumheller websites,
- coverage by local media,
- paid ads in the newspaper and on Facebook and
- presenting to both the Town of Drumheller Committee of the Whole and Community Business Association.



New Shuttle Bus Pilot Coming To Drumheller

Jason Blanke
Feb 9, 2026 | 10:58 AM



Travel Drumheller Staff and Destination Development Plan Steering Committee members celebrate local support for the summer shuttle bus pilot with Heather Bitz from the Chamber, and Martina Tran from Community Futures; image courtesy of Travel Drumheller

Something the Drumheller Valley has needed for a long time, is looking to start with a pilot project this summer.

Travel Drumheller, along with the Drumheller and District Chamber of Commerce and Community Futures Big Country are debuting a summer shuttle

What We Heard

FEASIBILITY STUDY ROUTES

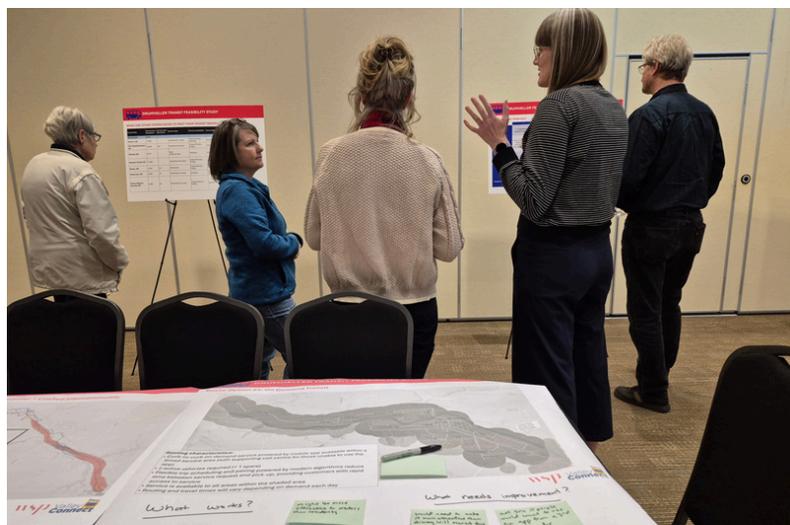
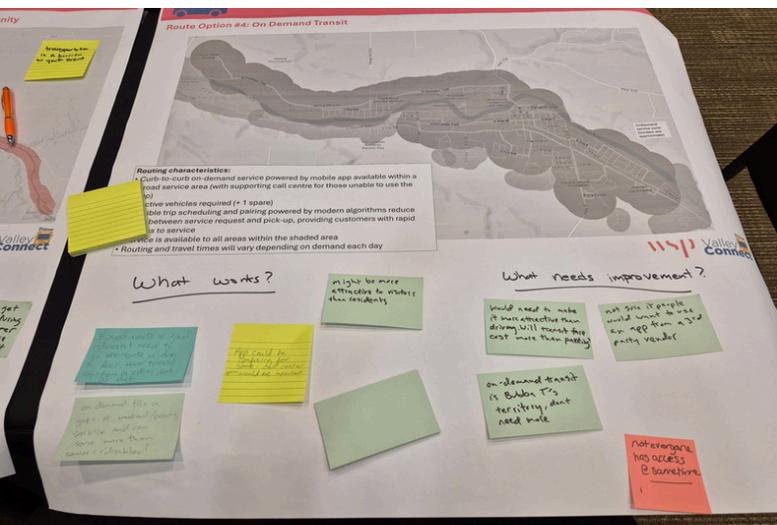
Four draft routes were shared at the Open House, and the community were welcome to share what they liked, or did not like, for each route.

1. Fixed Route – Central Drumheller
2. Fixed Route – Central Drumheller + Intercommunity
3. Fixed Route – Central Drumheller + Limited Intercommunity
4. On Demand Transit

Many discussions were had and comments shared at the Open House on the routes. The broad takeaways from the community that attend are:

- More interest in a fixed route approach, with concerns about an on-demand service.
- Interest in providing some service beyond central Drumheller to access places like East Coulee and Rosedale.
- An understanding of the value and potential need for public transit for certain people, such as youth and seniors, in the community
- Curiosity about a how a service would be paid for, and would relate to the existing Valley Bus service (municipally subsidized accessible transportation limited to seniors and people with disabilities)

The comments shared will inform the final Feasibility Study, which will be available to the community in June 2026.



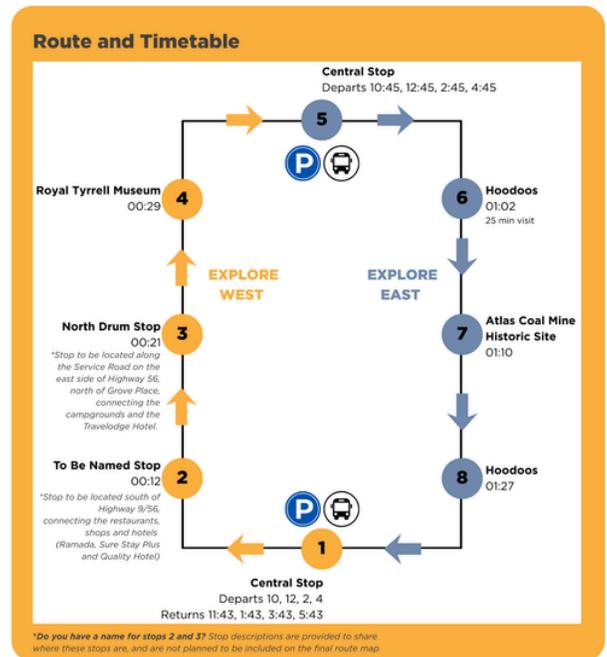
What We Heard

PILOT SHUTTLE BUS GRAPHIC

A graphic of the pilot shuttle bus route and timetable was shared, along with more details on when the bus would run, and how the route was designed. The feedback opportunity was focused on providing ideas on names for two stops and insights on the legibility of the graphic.

Comments on the stop name were clear – name it based on the location of the stop. Either the road or adjacent business/attraction. Comments on the graphic suggested a figure 8 approach, or the use of photos to provide clarity to where the stop is. The time stamps used on the graphic were not clear to everyone.

The comments shared will be provided to the graphic designer for consideration in creation of the final route/timetable graphic. The graphic will anchor the promotion of the hop-on, hop-off service over the spring and summer.



Feedback on the Graphic

Valley Connect

The route and timetable graphic is designed to share information in a simple, easy-to-read way. The final version will be used in many formats to promote the hop-on, hop-off service.

Grab a post-it and share your thoughts!

What Works?

- 2-hour stop is good timing for a Museum visit.
- I like the foot to the Tyrrell.
- Like that route goes to other

What Could Be Improved?

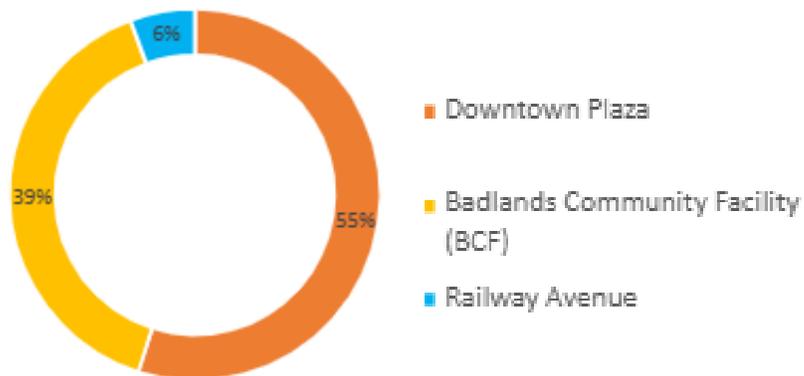
- PHOTOS IN THE BACKGROUND OF THE STOPS FOR BETTER CLARITY
- Need to connect East Center Street to Downtown Drumheller & Grocery Shop
- 01:02 ↳ does this mean 1:02 PM?

What We Heard

CENTRAL STOP LOCATION

Three stop locations were marked on a map for the community to select as a central bus stop location: the Badlands Community Facility, the Downtown Plaza, and Railway Avenue (west of Shoppers Drug Mart). Plus, each option was rated against a number of factors. The question posed to cast a vote was “*After reviewing the options, which location do you think best serves Drumheller as a starting point for the central bus stop?*”

A total of 71 votes were cast – 41 at the Open House, 30 online. The **community selected central stop for the pilot is the Downtown Plaza**, with 55% of the votes.



The Downtown Plaza stop will act as the main hub for the route, with buses stopping here at the start, middle, and end of each loop. It will also connect the local shuttle with the Calgary intercity bus service that is in the works for this summer.

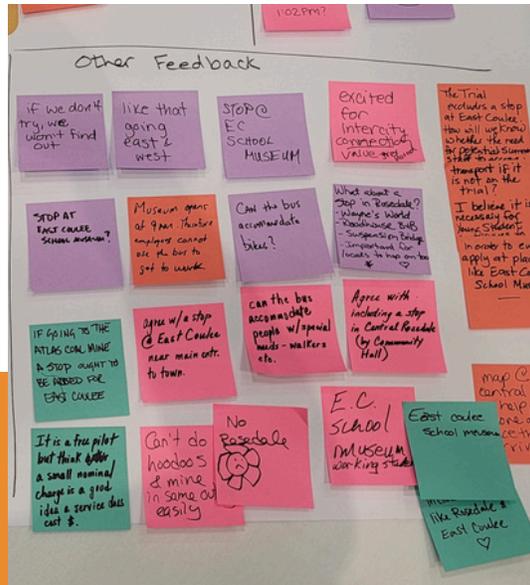
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OTHER COMMENTS

The route and timetable graphic garnered a range of comments on the route itself, rather than the graphic. These comments reinforced a desire for transportation opportunities in East Coulee and Rosedale, reinforcing the learnings from the Feasibility Study route comments.

Additionally, people shared their opinions on why people, specifically locals, may/may not take the bus and raised operational questions.

The comments will inform future FAQs created for the project. The addition of East Coulee to the pilot is under consideration.



What We Learned

LESSONS LEARNED

As a pilot project, there is a focus on learning from shuttle bus operations to inform future public transportation. With a learning mindset, there is value in reflecting upon the Open House as a tool for sharing information and gathering feedback. Based on community comments and project team reflections:

What worked

- Inviting people to the Open House in many different ways.
- Having both WSP and Travel Drumheller staff on hand for discussion and questions.

What could be improved

- The service option information and draft routes could be better connected to make it easier to understand.
- The project overview video could have numbered slides so you know where you are when you start watching part way through the loop.

Next Steps

The Valley Connect project continues with the hop-on, hop-off bus service launching in late June and the final Feasibility Study report coming in mid-June.

You can keep informed and support Valley Connect by:

- signing up for the Destination Development e-Newsletter
- visiting the project website: www.traveldrumheller.com/destination-drumheller
- reaching 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:

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- destinationdevelopment@traveldrumheller.com

www.traveldrumheller.com/destination-drumheller

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