



Connecting People, Places and Possibilities



It's a **starting point for public transportation** in Drumheller and beyond. Valley Connect combines a **pilot shuttle bus** and a **feasibility study** to explore how public transportation can help our community.

Funding provided in part by

Government of Canada:
Rural Transit Solutions Fund

Province of Alberta:
Small Community Opportunity Program

Summer Shuttle Bus funding provided by

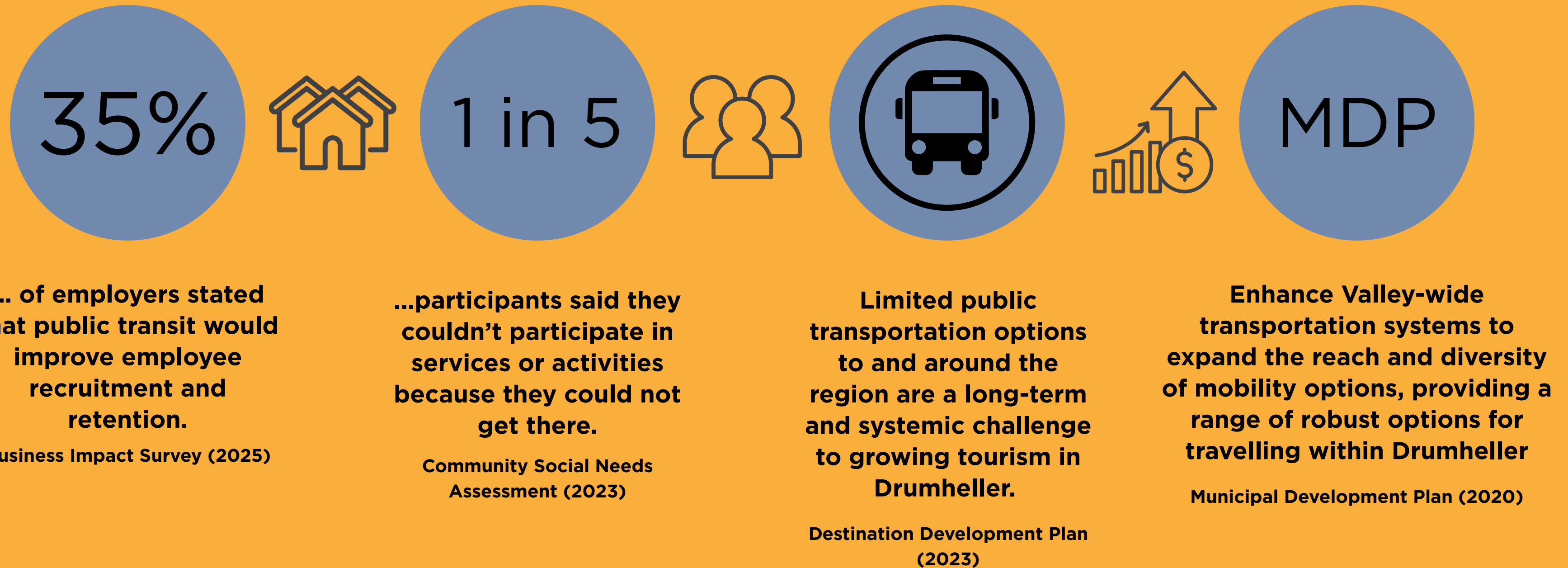


Project Lead: Lana Phillips, Travel Drumheller

Feasibility Study Consultant: 

Project Support: Town of Drumheller
Royal Tyrrell Museum of Palaeontology

Why public transportation matters in Drumheller



Valley Connect

#DESTINATION
Drumheller



Shuttle Bus Pilot

A **pilot** is a tool that provides an opportunity to:

- test an idea
- reduce risk
- learn and improve based on collected data and perspectives

The **summer shuttle bus pilot** is

- a free summer hop-on, hop-off service
- connected key destinations along a fixed route within Drumheller



Feasibility Study



Valley Connect



Free hop-on, hop-off shuttle bus

- Fridays & Saturdays
- June 26 to August 29
- 10:00am - 6:00pm

Anchored at the community selected central stop: **Downtown Plaza**

- **East loop**
- **West Loop**
- 2 hours to complete the route
- Connection with the **FlixBus** from Calgary at the start and end of day

**Atlas Coal Mine
Historic Site**
10:27 | 12:27 | 2:27 | 4:27

**East Coulee
School Museum**
10:21 | 12:21 | 2:21 | 4:21

Hoodoos
10:35 | 12:35 | 2:35 | 4:35

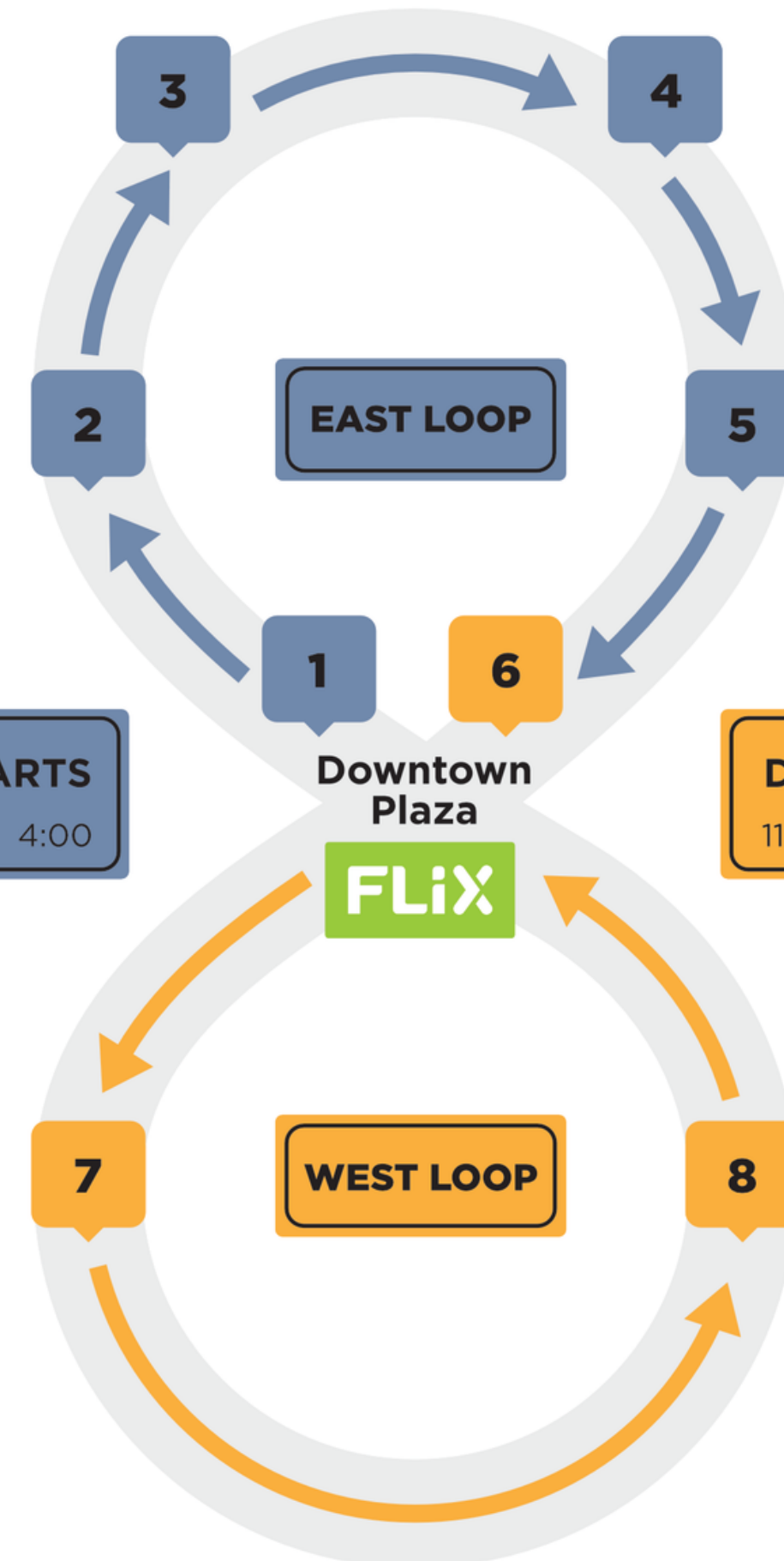
Canadian Tire
11:10 | 1:10 | 3:10 | 5:10

 **DEPARTS**
10:00 | 12:00 | 2:00 | 4:00

DEPARTS 
11:15 | 01:15 | 3:15 | 5:15

Grove Place
11:22 | 1:22 | 3:22 | 5:22

**Royal Tyrrell
Museum**
11:35 | 1:35 | 3:35 | 5:35



Valley Connect



Presented to Town of
Drumheller Council
June 9

#DESTINATION
Drumheller



**Shuttle
Bus
Pilot**



**Feasibility
Study**

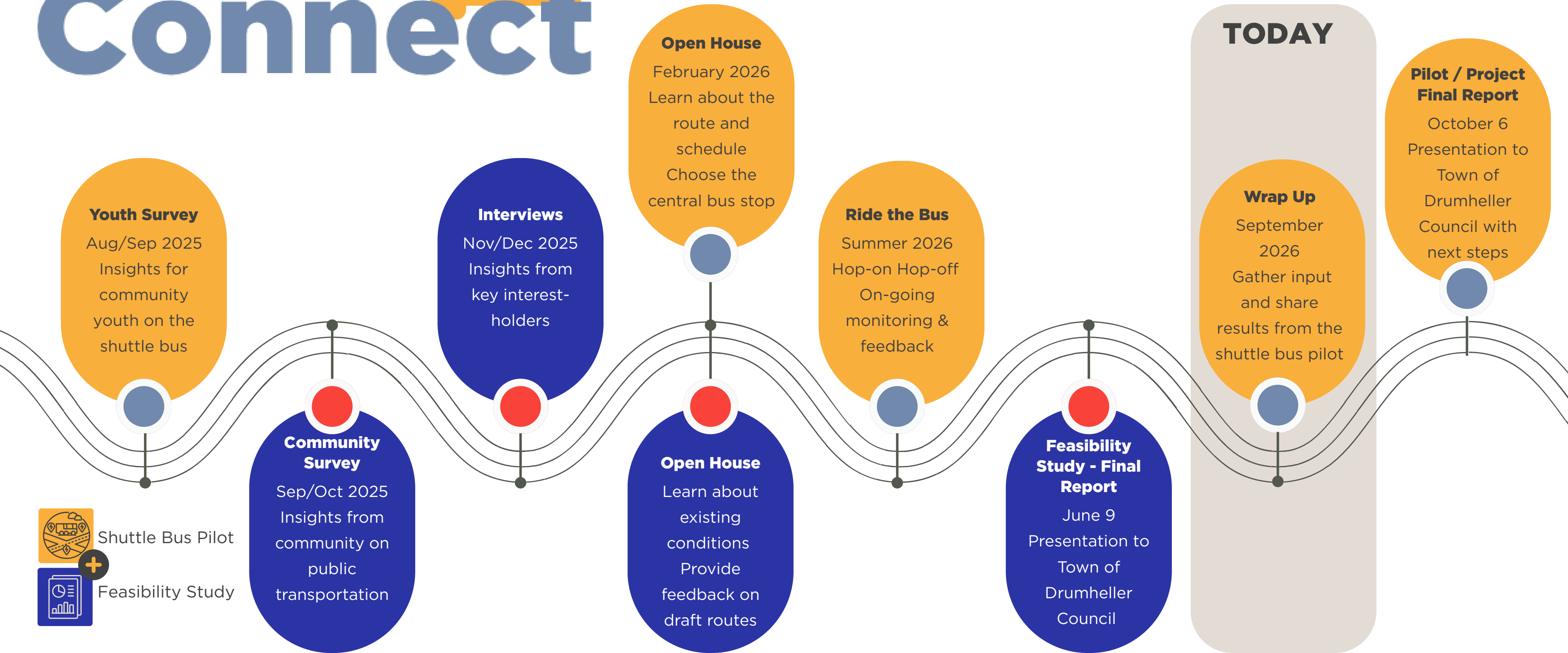
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A **feasibility study** is a tool that assesses what public transportation may look like in a community. It can include evaluation of:

- existing transportation conditions and trends
- route and stop ideas
- service options (fixed route, on-demand, hybrids)
- vehicle types
- fare options
- capital and operating costs



Community Touch Points



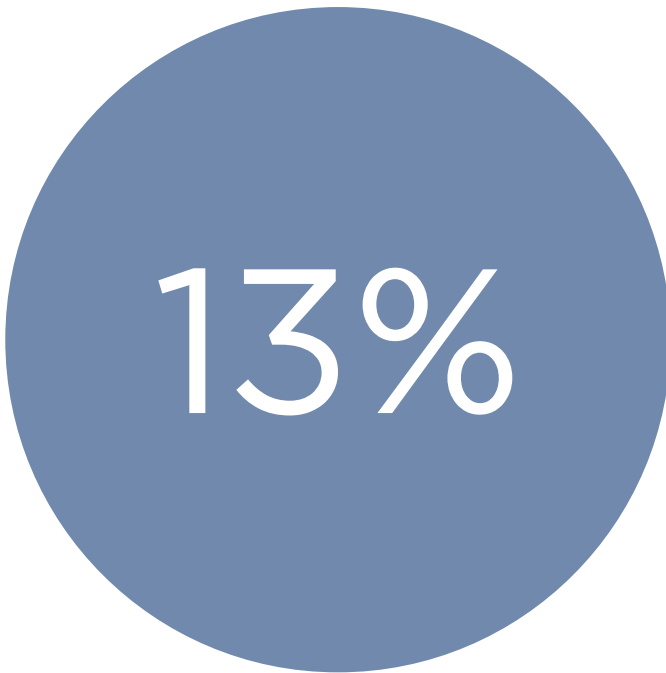


Results



... rides taken on the ValleyConnect bus
10 weeks of service on
Fridays and Saturdays

Driver Data Collection (2026)



... respondents identified themselves local

Rider Survey - Speak Up and Say More (2026)



How likely are you to reccommend the ValleyConnect bus to a friend or colleague?



**People are keen to share the service with others.
A Net Promoter Score (NPS) of 75 is great**

Rider Survey - Speak Up (2026)



Results

Where riders got on and off the bus

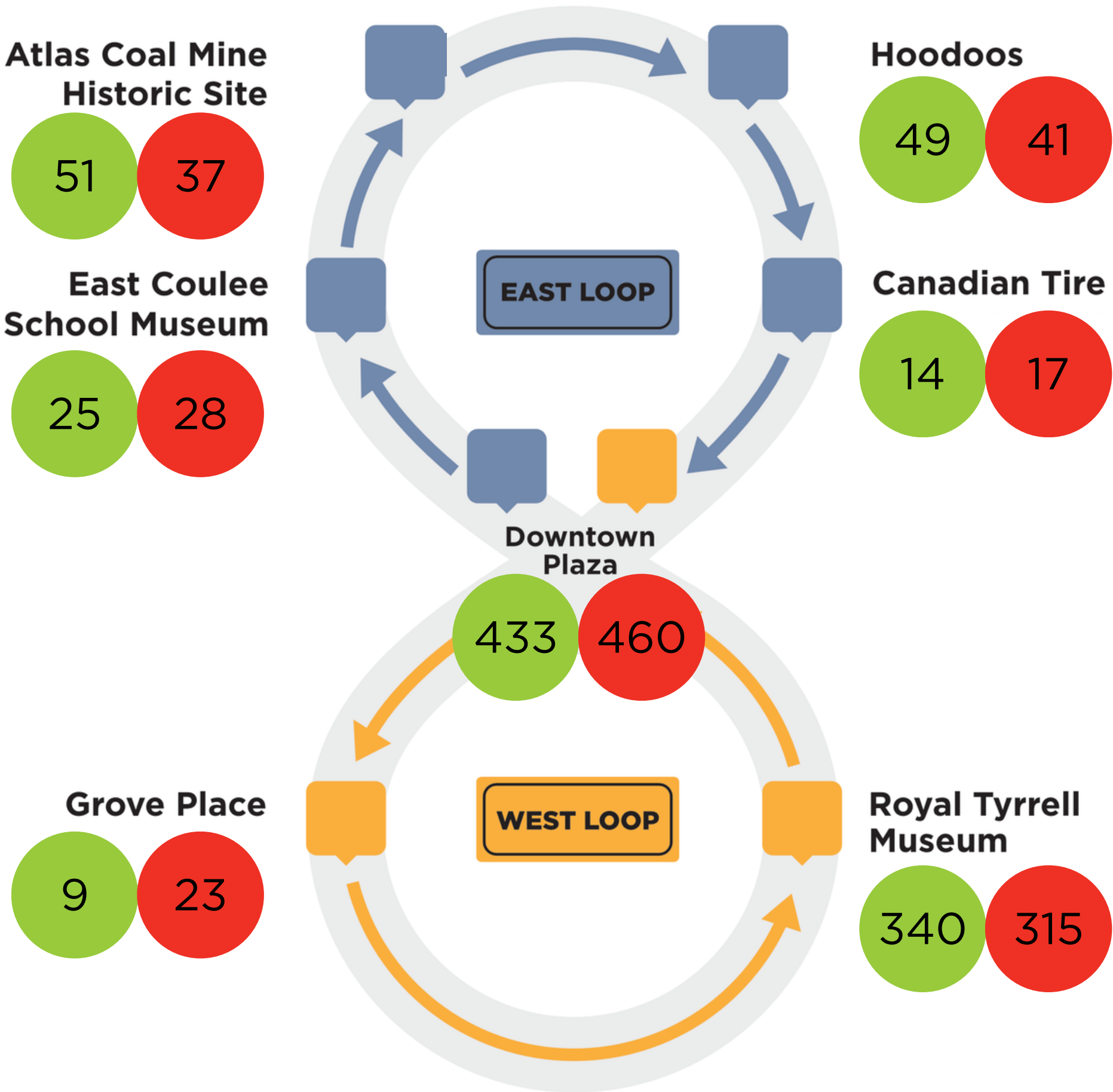
on off

The Downtown Plaza had the most use by riders, followed by the Royal Tyrrell Museum.

Driver Data Collection (2026)

Respondents indicate **\$3** as a reasonable **one-way fare**, with a very strong **desire for day passes** [free for everyone during the pilot]

Rider Survey - Say More (2026)



Valley Connect



Results

Comments from the rider surveys

*Made it possible for us to drop by multiple locations for our Drumheller trip - we got to see more than originally planned and **purchased from local businesses at every stop.** Local driver was great, thank you.*

Bus service made an extremely difficult trek into a breezy ride.

I spent the first 17 years of my life in the valley and a couple more in adulthood and I hadn't been aware that there were multiple coal mines, or about the composition of the valley hills layers, until today's ride!

Such a brilliant idea, made seeing Tyrrell accessible and affordable for our group



I don't drive, so the Flix Bus Connection and the Valley shuttle were the only way we could visit Drumheller.

If the service is available next year we would come to visit for a full weekend.



Results

Imagine the impact if all those folks did not make the visit? That's \$10,000+ dollars not going to local businesses and attractions

100%



... of respondents strongly agreed that "ValleyConnect should continue beyond this pilot"

Rider Survey - Say More (2026)

55%



... of respondents said they would NOT have made the trip, if ValleyConnect had not been available

Rider Survey (2026)

82%

... of respondents said yes, to "Did Valley Connect help you visit a location that you otherwise would not have visited today?"

Rider Survey (2026)



Have Your Say!

Part 1: Based on what you've learned about Valley Connect, would you encourage Town Council to take the next step toward public transportation in Drumheller?

YES	UNSURE	NO
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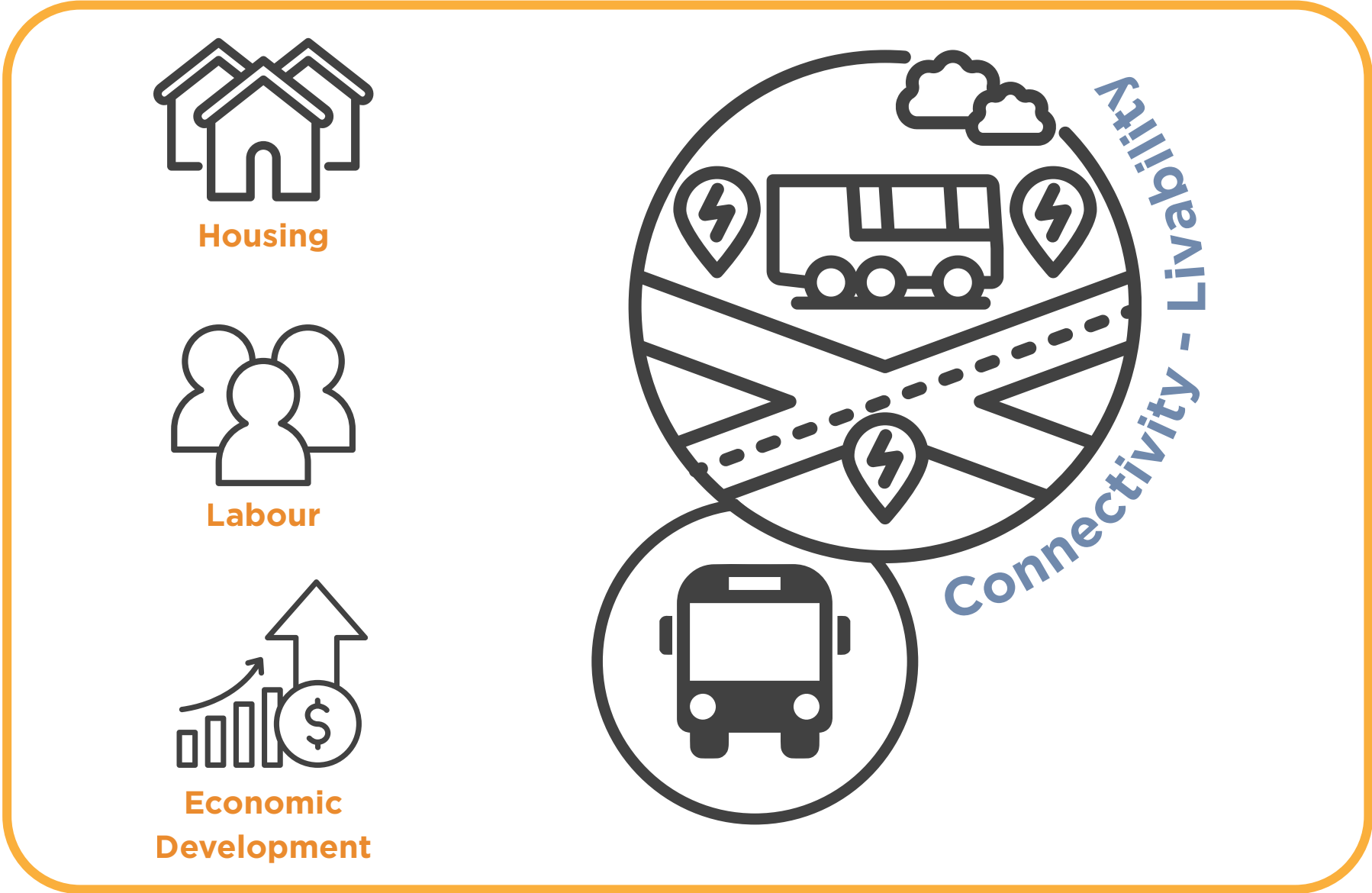
Be sure to grab a dot and share your answer!

Part 2: What should Town Council prioritize as the next step toward public transportation in Drumheller?

STRENGTHEN Build on What We Have
EXTEND Service in the Summer
OPEN Service for Everyone
EXPAND Invest to Build a Service for Drumheller

Valley Connect

Connecting People, Places and Possibilities



**Report and Recommendations
presented to Town of Drumheller Council**

Tuesday October 6 @ 4:30pm

You can let your Mayor and Council know
you support taking a next step toward
public transportation!

More voices matter

Who We Are

Travel Drumheller is your local destination marketing and management organization.

We work alongside local businesses, communities and partners to share what makes our region special, strengthen our visitor economy and create opportunities for tourism to benefit the people who call this place home.



Rediscover Your Backyard



Mark your calendars for **October 9–16 and get ready to celebrate everything we love about Drumheller and the surrounding region!**

October 13th Tyra's Birthday!

Free Admission to the World's Largest Dinosaur for locals, Games, Cake, Prizes, and More!

October 16th Dragons Game at the Memorial Arena

Sponsored by Travel Drumheller

Visit traveldrumheller.com for full details and event list!

Lunch & Learn Returns!

Tuesday, September 22 from 11:45am – 1:15pm

**“Own Your Brand” use online tools to elevate
and simplify your marketing efforts**

Experience Crafting

We know you have what it takes to play a LEADING role in Drumheller's Tourism Community! Your Story Could Be Drumheller's Next Great Experience.

Information session on Thursday, October 8 from 6:00 – 7:30.