



ADMINISTRATIVE REPORT

Report Date: September 7, 2011
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Meeting Date: September 20, 2011

TO: Standing Committee on Transportation and Traffic

FROM: General Manager of Engineering Services in consultation with the Director of Planning

SUBJECT: Transportation 2040 Phase 1 Consultation Summary

RECOMMENDATION

THAT Council receive the report for information.

COUNCIL POLICY

Greenways Plan (1995)
Transportation Plan (1997)
Bicycle Plan (1999)
Downtown Transportation Plan (2002)
Transit Strategy (2002)
Greenest City 2020 Action Plan (2011)

SUMMARY

The City of Vancouver is updating its Transportation Plan, and launched the first phase of a two-phase consultation process - Transportation 2040 - in May 2011. The updated Transportation Plan will set goals and targets to the year 2040, and direct the City's transportation decisions for the years ahead.

The City's transportation directions will fundamentally impact the health and well-being of our citizens, our economy, and our environment. Public and stakeholder consultation is critical to ensure a transparent process, and to identify and address the many challenges and opportunities related to transportation, today and in the years ahead.

PURPOSE

The purpose of this report is to provide Council, stakeholders, and the public with a summary of what we heard from residents, businesses and other stakeholders during the first phase of consultation for Transportation 2040, as well as outline the next steps in the development of the Transportation Plan.

BACKGROUND

On May 3, 2011 staff provided Council with an update on the City of Vancouver's Transportation Plan, including an overview of the proposed plan development and consultation process, as well as the key components of the information provided to stakeholders and the public in the Phase 1 consultation program.

The Transportation Plan has multiple objectives:

- **Economy** - The plan should support a strong economy by enabling the exchange of goods, services, people and ideas throughout the city, provide a quality of life that retains and attracts businesses and employees, and support Vancouver's role as a Pacific gateway.
- **Health** - The plan should support healthy citizens by facilitating and encouraging active lifestyles.
- **Safety** - The plan should support a safe city by reducing both the number and severity of accidents for all modes, and address concerns of personal security. People of all ages and abilities should feel safe as they move within and through the city.
- **Environment** - The plan should support an environmentally sustainable city by reducing greenhouse gas emissions, support compact communities, and consider material lifecycle costs and ecological function.
- **Affordability** - The plan should support a city that is affordable by making it easier for households to go car-light or car-free, and provide inexpensive transportation options. The plan should also recognize the importance of overall fiscal sustainability for the City as an organization.
- **Community** - The plan should support a lively city with vibrant public spaces that encourage a culture of walking and cycling, and increase opportunities for social interaction.
- **Resiliency** - The plan should support a resilient city that is prepared to deal with increasing fuel prices and climate change, that has the capacity and flexibility to host big events, and the ability to respond to the unexpected.

The public consultation process for Transportation 2040 consists of two phases. Phase 1, from mid-May to mid-July 2011, was the "Listening and Learning" phase - a chance to educate, inspire, and engage a broad range of citizens and stakeholders, to better understand barriers and opportunities around changing travel behaviour, and to generate discussion and debate about what kind of ideas could work in Vancouver. Staff provided policy context, introduced key themes and objectives, highlighted transportation successes and challenges to date, and introduced high level concepts and ideas for consideration in the plan. Ideas were gathered from city residents, businesses, industry groups and regional commuters to help inform the content to be explored in developing the draft Transportation Plan. Phase 2 of the consultation will launch in early 2012 and will invite feedback on specific proposals.

Transportation 2040 Plan Process



DISCUSSION

Phase 1 Consultation & Communications Summary

A communications and consultation plan for Phase 1 of the Transportation Plan was developed by City staff and a communications consultant. The goals of the first phase of consultation were to:

- Build on the success of Greenest City engagement;
- Engage a broad range of citizens about Vancouver's transportation future;
- Celebrate citizen behaviour changes since 1997 and during the 2010 Winter Games, and build on those successes;
- Clarify the City's regional transportation role;
- Engage and educate the community on past trends;
- Explore what transportation policies are necessary to support a strong economy, promote healthy lifestyles, and achieve sustainability;
- Obtain citizen insight and ideas for the next plan 2012- 2040; and
- Motivate sustained transportation behavioural changes.

The first phase of consultation included the following consultation methods and communications products:

Consultation Methods

- Public Meetings
- Stakeholder Meetings
- Community Events
- Talk Vancouver online [Discussion Forum](#)
- Survey (online and hard copy)
- Youth Engagement

- [Social Media](#) (Twitter & Facebook)

Communications Products

- Public Opinion Poll
- [Talk Vancouver Website](#) (including public meeting format and materials)
- Talk Vancouver [Discussion Forum](#)
- [Videos](#) (English, Cantonese, Mandarin, Punjabi)
- Postcards
- Fact Sheets
- Advertisements

Transportation 2040 Phase 1 Consultation & Communications Summary

Activity	Quantity	Participants/Distribution
Public Opinion Poll	1	500 Vancouver residents*
Public Meetings	10	270 attendees*
Stakeholder Meetings	23	288 attendees*
Events	13	1300 participants*
Website	1	5,000 visitors*
Discussion Forum	1	298 comments*
Survey	1	368 respondents(239 online, 129 hard copy)*
Youth Engagement	7 volunteers	10 public meetings (outreach & translation services) 1000 postcards distributed
Videos	4 (English, Cantonese, Mandarin, Punjabi)	2800 YouTube hits
Postcards	1	3400 (distribution at Community Centres, Libraries, street teams at transit stations downtown and along Broadway corridor, at community events)
Fact Sheets	6 (English, Cantonese, Mandarin, Punjabi)	1000
Advertisements	8 (3 newspapers, 5 transit spaces)	Vancouver Sun (web), Georgia Straight (print & web), Vancouver Courier (print) Canada & Millennium Lines Broadway & Waterfront stations 99 B-Line Buses
Twitter	1	147 followers*
UBC Facebook Event	1	537 participants*
Email Updates	4	400 stakeholders & community members (from meeting and website sign ups)
Other Publications	1	City of Vancouver Property Tax Notice May 2011
TOTAL	83 consultation methods/communications products	8,708 participants*

*Note: Total includes the number of participants or distribution for the Public Opinion Poll, Public Meetings, Stakeholder Meetings, Events, Website, Discussion Forum, Survey, Twitter, and UBC Facebook Event.

Public Opinion Poll

A random telephone survey of 500 residents 18 years of age and over was conducted by the Mustel Group in the City of Vancouver in May 2011. The survey was conducted in conjunction with three other City Departments. The relevant transportation topics included questions related to modes currently used, past mode shift behaviour, and attitudes toward future mode shifts that would affect the City's long-term Transportation Plan. Notable key transportation findings include:

- 60% of City residents say they have noticed a reduction in vehicle trips and an increase in transit, walking and cycling into Downtown Vancouver since the 1997 City of Vancouver Transportation Plan.
- 66% of residents say that they have shifted at least some of their travel to Downtown from private vehicle to walking, cycling and transit.
- Almost 63% of residents believe that they would probably make more than half of all their trips on foot, bicycle or transit within the next few years.

A copy of the full survey report is included in Appendix A.

Public Meetings

The following Transportation 2040 public meetings were held throughout the City:

May 25, 2011	Marpole Community Centre	7 - 8:30 pm
May 26, 2011	Kitsilano Community Centre	7- 8:30 pm
June 7, 2011	Killarney Community Centre	7 - 8:30 pm
June 9, 2011	Hastings Community Centre	7 - 8:30 pm
June 16, 2011	Dunbar Community Centre	7 - 8:30 pm
June 20, 2011	Britannia Community Centre	7 - 8:30 pm
June 29, 2011	VanDusen Garden	7 - 8:30 pm
July 6, 2011	Martin Luther Church	7 - 8:30 pm
July 7, 2011	Central Library Downtown	11:30 am - 1:30 pm
July 13, 2011	Hyatt Regency Downtown	11:30 am - 1:30 pm

TransLink staff were available at each public meeting to answer questions and provide information.

Stakeholder Meetings

Between May and July 2011, City staff held meetings with the following groups to discuss the Transportation Plan:

- SFU Carbon Talks (March 2011)

- Downtown Vancouver Business Improvement Association Access Advisory Committee
- Victoria Fraser Killarney/Renfrew Collingwood Community Visions Committees
- Hastings Sunrise/Kensington Cedar Cottage Community Visions Committees
- Vancouver Board of Trade Regional Transportation Task Force
- Strathcona Business Improvement Association
- Dunbar West Point Grey Community Visions Committees
- Vancouver Board of Trade Bikes and Business Working Group
- UBC AMS Bike Co-op
- Vancouver Area Cycling Coalition Vancouver/UBC subcommittee
- BC Trucking Association
- Arbutus Ridge/Kerrisdale/Shahnessy/Riley Park/South Cambie Community Visions Committees
- Sunset Community Visions Committee
- City of Vancouver Bicycle Advisory Committee
- City of Vancouver Persons with Disabilities Advisory Committee
- West End Senior Community Planning Table
- City of Vancouver Social Planning Department
- 3 Transportation 2040 Stakeholder Advisory Group meetings
- 2 City of Vancouver Transportation 2040 Internal Advisory Committee meetings

Events

Transportation 2040 led or co-sponsored several major events during the Phase 1 consultation period. These events were an opportunity for the City to reach a broader audience than traditional public meetings and online forums. By partnering with organizations such as the SFU City Program or the popular Spacing Magazine that have established diverse networks, and by hosting an event outdoors with Viva Vancouver, a larger number of younger residents participated in the Transportation 2040 Phase 1 consultation process.

Date	Event	Time	Partner Organization
April 7, 2011	Speakers Series Event "What's Up with the Viaducts? A Forum of Possibilities"	7 - 9 pm SFU Harbour Centre	SFU City Program
May 30, 2011	Speakers Series Event Great Streets "...On Broadway"	7 - 9 pm SFU Harbour Centre	SFU City Program
June 28, 2011	Transportation 2040/Spacing Vancouver Launch	7 - 10 pm SFU Harbour Centre	Spacing Vancouver
July 23, 2011	VIVA Vancouver Co-Design Transportation Street Party	1 - 4 pm 800 Block Granville Street	Co-Design Group

Transportation 2040 materials were also distributed at the following City of Vancouver or community events:

- Bike to Work Week events
- City of Vancouver Housing Unconference

- Love Vancouver Love Your Planet Event
- Bike Vancouver Sweet 16 Bike Event
- Car Free Vancouver
- Kitsilano Farmers Market
- Greek Festival
- City of Vancouver Public Bike Share Open Houses

Survey

The City's Transportation Plan Phase 1 survey provided stakeholders and members of the public with the opportunity to share their transportation experiences, ideas and concerns, as well as current barriers affecting travel choices. The survey gauged interest and support for various potential transportation strategies, with no final decisions about specific programs and projects being made through this first phase of input.

- A total of 368 people completed the Phase 1 survey, with the majority - 65% (239) - completed online and 35% (139) completed in hard copy at public meetings or events.
- As has been observed in other consultation programs, the online survey had high participation rates from younger demographics, while the hard copy survey was favoured by older respondents. For the hard copy survey, 32% of respondents were 65 years of age or older and 18% were between the ages of 55 and 64 years. For the online survey, 33% of respondents were between the ages of 25 and 34, and 27% were between the ages of 35 and 44.
- Overall, the survey responses were fairly balanced between men and women - 57% of survey respondents were male and 40% were female. For the online survey 62% of respondents were male, with 46% female, and for the hard copy survey the results were almost equal with 47% male and 46% female.
- Overall, 28% of survey respondents heard about Transportation 2040 through an advertisement or media story, 23% through website links and 20% from the City of Vancouver's website.
- Almost all of the survey respondents were from the City of Vancouver (91.3%), with the remaining respondents from other municipalities throughout Metro Vancouver.

A copy of the Transportation 2040 Phase 1 Survey and a demographic summary are included in Appendix B.

What We Heard

In general during the Transportation 2040 Phase 1 consultation program, there was strong support for the City of Vancouver's existing transportation policies, as well as for the current goals, targets, and long-term direction.

A wide variety of transportation-related comments, priorities, concerns, and ideas were provided through all of the consultation methods that give staff direction to develop specific

proposals in Phase 2 in early 2012. The summary below highlights some of the more common themes and ideas heard during the Phase 1 consultation.

Walking

Safety and Accessibility

- Improve pedestrian crossings (e.g. countdown timers, longer signal cycles)
- Increase lighting
- Use smooth surfaces
- Reduce and enforce motor vehicle speed limits

Comfort and Quality

- Improve sidewalks (e.g. wider, better maintained, high-quality materials)
- Provide better weather protection (e.g. continuous awnings)
- Reduce sidewalk clutter
- Provide more and better amenities (e.g. benches, water fountains, landscaping)
- Improve wayfinding and signage
- Create buffers between vehicles and moving traffic
- Establish pedestrian-only and/or pedestrian-priority plazas and corridors

Connections / Network

- Address gaps and barriers (e.g. safe and convenient bridge crossings)
- Maintain pedestrian connections during construction

Cycling

Complete and Safe Network

- Create more separated bike lanes (especially on high-traffic arterials and commercial streets)
- Calm or divert traffic on neighbourhood bike routes
- Reduce and enforce motor vehicle speed limits
- Maintain and upgrade existing routes (e.g. smooth pavement, fill potholes)
- Improve signage and wayfinding
- Improve signal coordination for bikes
- Debate re: more bike routes everywhere vs. restricting bikes from certain routes (e.g. bus or truck routes)

Parking and End-of-Trip Facilities

- Provide more and better on-street parking (e.g. on-street corrals, covered racks)
- Require shower facilities and conveniently located secure parking at workplaces

Integration with Transit

- Provide secure, covered parking at transit hubs
- Increase bike carrying capacity on transit vehicles
- Implement a public bike share system

Educate, Encourage, and Enforce

- Support mandatory programs to teach children to cycle safely in traffic
- Educate drivers and cyclists on new traffic signals, signs, and pavement markings
- Require drivers to watch out for vulnerable road users
- Advocate for legislative changes (e.g. elimination of helmet law)
- Enforce rules for cyclists / Require licensing and insurance for cyclists
- Develop regulations around electric-assist bicycles

Transit*Routes / Route Improvements*

- Implement rapid transit for the Broadway Corridor (many comments advocated for a specific technology or approach, e.g. underground SkyTrain or surface LRT)
- Expand electric trolley network / use quieter, more efficient buses
- Develop streetcar system (e.g. complete Olympic Line, Arbutus Corridor)
- Increase transit speed (e.g. more express routes with less frequent stops)
- Increase capacity and frequency to reduce over-crowding
- Increase operating hours

Waiting Areas & Rider Information

- Provide lighting and amenities (lit shelters, waste bins) at stops
- Provide real-time information to customers (e.g. electronic signs, next bus)
- Design transit hubs to be neighbourhood landmarks

Transit Priority Measures

- Provide dedicated transit lanes by reallocating road space from general traffic

Financing Transit

- Use road or congestion pricing to pay for transit
- Enforce fare payment

Access & Equity

- Support distance-based fare structures
- Introduce free-fare zones
- Provide more flexible fare structures (e.g. family passes, weekend passes, etc.)
- Include transit pass in price of event ticket
- Improve transit access for seniors (system access, destinations, etc.)

Inter-Regional Transit

- Support improved transit options to areas outside the region (e.g. Seattle, Whistler)

Demand Management*Land Use*

- Zone for complete mixed-use communities connected by transit
- Place job centres and residential centres close to each other
- Add density to support sustainable modes
- Debate re: adding density near transit (most comments were supportive, but there are some concerns around development trumping community values)

- Increase housing choices to accommodate aging population and increase affordability

Parking

- Reduce or eliminate minimum parking requirements and introduce maximum allowances
- Unbundle parking and housing costs
- Price on-street parking (e.g. higher parking rates, variably priced parking)
- Prioritize or incentivize parking for low-emissions vehicles (e.g. scooters, electric cars)

Other Measures

- Implement congestion pricing or road tolls
- Support pay-as-you-drive insurance
- Use technology to support ride-sharing
- Reallocate parking and street space to people space
- Encourage or require employers/developments to provide demand management programs that support alternatives to driving

Public Space

Vibrant Streets and Public Spaces

- Provide car-free or pedestrian-oriented corridors and plazas for events, markets, community gardens, etc. (including larger areas downtown and smaller gathering spaces throughout the city)
- Create a car-free public square or corridor downtown (e.g. Robson Square)
- Create more temporary public spaces (e.g. close streets and lanes for activities and special events)
- Encourage more patios / allow more retail use on sidewalks
- Create “pop-up” cafes and mini-plazas in on-street parking spaces

Street Network

- Prioritize movement of pedestrians, cyclists, transit, goods and services, and emergency vehicles by reallocating road space from private motor vehicles (mostly positive with some concerns)
- Remove or reconfigure Dunsmuir and Georgia Viaducts (mostly supportive with some debate)
- Recognize that certain streets have different priorities, functions, and opportunities
- Adopt “complete streets” policy that considers all modes (some debate to allow or restrict certain modes from particular routes)
- Use waterways to transport people and goods
- Redesign roads to improve traffic flow (e.g. road layout, traffic signal timing)
- Improve messaging around construction activity and coordinate between agencies

Goods & Services

Movement of Goods & Services

- Improve truck priority on key routes (e.g. Clark-Knight)
- Support increased goods movement by rail
- Support and encourage off-peak deliveries

- Allow commercial and charter vehicles to use transit lanes
- Work with surrounding municipalities to support regional routes
- Enforce and increase curb loading zones

Environmental & Neighbourhood Impacts

- Promote low-impact goods movement (e.g. electric vehicles, active transportation)
- Support “right-sizing” of delivery and service vehicles
- Examine ways to use transit infrastructure to move goods
- Create distribution hubs and green zones to reduce noisy or heavy polluting vehicles

Emergency Services

- Ensure access and minimize response times for emergency services
- Design streets and traffic calming measures to allow for emergency vehicle access
- Ensure that emergency service providers have up-to-date, readily accessible information on detours, traffic calming, etc.

Low-Carbon Vehicles

Charging Infrastructure

- Require charging infrastructure in new development
- Develop retrofit programs for existing buildings

Education / Corporate Leadership

- Support low-carbon service vehicle fleets (e.g. taxis, buses, delivery vehicles)
- Promote two-wheeled alternatives (e.g. scooters, electric-assist bicycles)
- Recognize that low carbon vehicles do not address congestion issue

Other Comments

- Road behaviour is a concern - education and enforcement strategies are important elements to promoting respect and safety for all modes
- Transportation is a regional issue - work with neighbouring municipalities and regional governments to coordinate policies and investments, and improve connections

FINANCIAL IMPLICATIONS

There are no financial implications.

IMPLEMENTATION PLAN

Based on the input provided in the Transportation 2040 Phase 1 consultation program, staff are now undertaking background research, data monitoring and consultant work to develop specific proposals that will form an updated draft Transportation Plan.

The final Plan will set the framework to direct the City’s transportation decisions for the years ahead in areas directly within the City’s jurisdiction such as public rights-of-way and street infrastructure. The Plan will also be consistent with regional initiatives such as TransLink’s Transport 2045 planning process which will help to guide transit strategies, specific investments, and associated funding commitments.

The Plan will also build upon strategic partnerships with key health sector organizations such as Vancouver Coastal Health to integrate health into the transportation planning process which is breaking new ground for Vancouver. Staff will continue to meet with these and other stakeholders through working groups and meetings in the Fall 2011 to develop policy directions by early 2012.

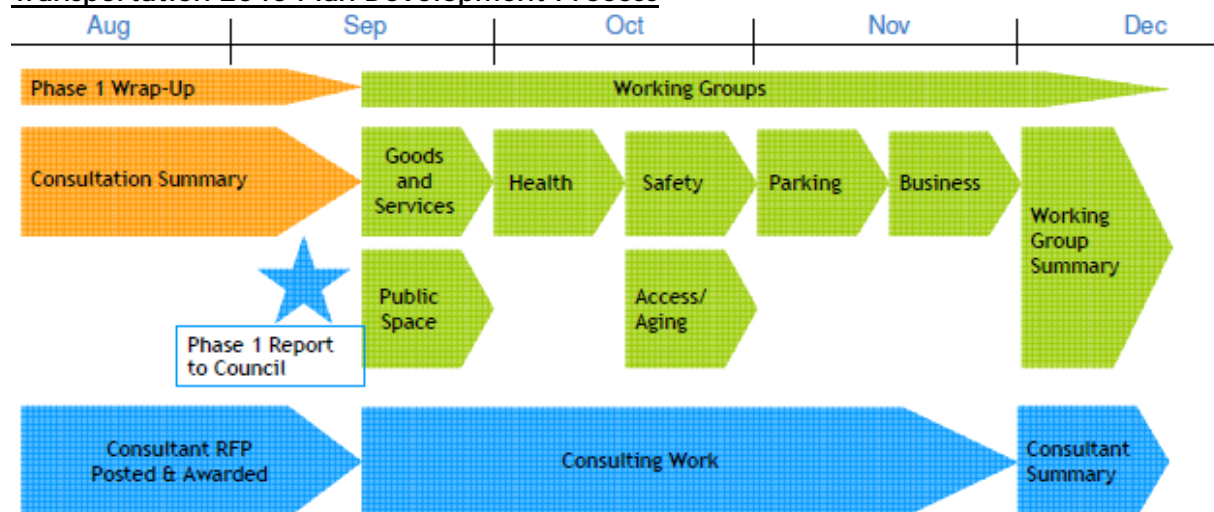
As outlined in the Transportation 2040 Phase 1 public presentation, transportation is a complex issue for municipalities, with many players involved in overlapping jurisdictions and transportation systems, and impacts often extend beyond municipal, regional, and national boundaries. These complexities are reflected in the comments heard during the first phase of consultation, with some topics generating more debate than others. Vancouver continues to have challenges such as strong competition for limited road space, increasing population, transit funding issues, and economic fluctuations. As a result of these challenges, determining future transportation policy directions and decisions will involve complex trade-offs and require tough choices to move the City forward. However, the future transportation opportunities are great – for the community, for the economy and for our city.

The Transportation 2040 Phase 2 consultation program will begin early in 2012, and will invite discussion, debate and feedback on specific proposals before the draft Transportation Plan is presented to Vancouver City Council in the summer of 2012. While the Transportation Plan is being developed, the Transportation 2040 [website](#) will continue to be updated with information and events.

Relationship to City-Wide Land Use Planning

Throughout the Transportation 2040 process to date, there has been a recognition from staff and many stakeholders of the important relationship between land use and transportation. Much of the success Vancouver has experienced with increased walking, cycling, and transit use is connected to the development of complete communities where homes, work, and the goods and services of daily life are in close proximity. As the Transportation 2040 work progresses, the Planning Department will present to Council for consideration a work program for a city-wide land-use planning effort in 2012. The city-wide planning process will move forward in collaboration with Transportation 2040 to enable the City and the public to address land use and transportation issues in tandem and to meet the Transportation 2040 objectives and targets.

Transportation 2040 Plan Development Process



CONCLUSION

This report provides Council, stakeholders and the public with a summary of the first phase of consultation for Transportation 2040, as well as the next steps required to develop the updated Transportation Plan.

The first phase of consultation engaged over 8,000 thousand residents, businesses, and stakeholders through several consultation methods and communications products. A wide variety of transportation comments, priorities, concerns, and ideas were provided, and overall there was strong support for the City of Vancouver's existing transportation policies, as well as for the current goals, targets and long-term direction.

The updated Transportation Plan will set goals to the year 2040, and direct the City's transportation decisions for the years ahead. These decisions will fundamentally impact the health and well-being of our citizens, our economy, and our environment. Public and stakeholder consultation is critical to ensure a transparent process, and to identify and address the many challenges and opportunities relating to transportation, today and in the years ahead.

* * * * *



City of Vancouver 2011 Spring Omnibus

Transportation Issues

May 2011

Presented to:



Vancouver, BC

City of Vancouver 2011 Spring Omnibus
Transportation Issues



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Executive Overview

Key Findings

Current Travel Patterns

- ▶ For their most frequent trips almost half of residents in the City of Vancouver use a private vehicle on a regular basis when traveling to, within or through the City (46%). Transit is approaching private vehicle as the mode choice for the most frequent trips with nearly four-in-ten taking transit for this travel (39%). One-in-ten walk, while 6% are regular cyclists for such trips.
- ▶ Considering all travel in the City, a majority of City residents (69%) make use of a private vehicle at least once a week or more, followed closely by six-in-ten choosing to use transit. One-third of residents walk within the City at least once a week, while just over one-in-ten travel by bicycle.
- ▶ Four-in-ten residents report driving themselves to work, on average approximately four days per week.

Awareness of Change in Mode Use in General and in Personal Travel

- ▶ A majority of City residents (60%) say they have noticed a reduction in vehicle trips and a concomitant increase in transit, walking and cycling into Downtown Vancouver since the 1997 City of Vancouver Transportation Plan.
- ▶ Two-thirds of residents say they personally have shifted at least some of their travel to the downtown business and entertainment district from private vehicle to walking, cycling or transit, with more than four-in-ten saying they have shifted completely away from a private vehicle when going downtown. In addition, close to six-in-ten residents report shifting at least some of their travel from private vehicle to these sustainable modes when traveling elsewhere in the City of Vancouver.

Attitudes toward Future Mode Changes

- ▶ The public is largely optimistic about their ability to make over half of their travel by sustainable transportation modes in the next few years. Almost two-thirds of residents believe they 'probably' would make more than half of all their trips on foot, bicycle or transit within the next few years (63%), with four-in-ten saying they "definitely" would. Important is that three-in-ten with a positive intent to shift is currently using private vehicle as their main mode.



- Of those who currently drive a private vehicle to work, there is a willingness to reduce their commute by vehicle in the next few years. Four-in-ten say they would drive to work one less day each week in next few years, with 16% saying “definitely” would.
- One-third of residents in total have already started to walk, cycle or take transit instead of using a private vehicle for some of their City travel. Others who expect to shift away from private vehicle to use of these alternative modes of transportation are motivated by saving money, convenience and/or saving time, but also environmental and health/fitness reasons. Deterrents to switching primarily include the convenience/time saving of auto use, inconvenience or inaccessibility of transit, and poor health reasons.

Public Consultation Methods

- Overall, most residents show interest in one or more of the various public consultation methods. Most popular, noted by more than half of all residents, is via an interactive website. More than one-third of residents express interest in attending neighbourhood meetings, with a similar proportion interested in public open houses.
- In the past two years just under one-quarter of all residents report having participated in any City of Vancouver consultation or engagement process, most of which concerned planning and development processes such as those related to zoning or development applications.

Conclusions and Considerations

- Although use of private vehicles is still the most common mode of transportation, changes are being noticed and personally being made by residents. Transit is approaching the popularity of private vehicles for the most frequent trips in the City. Regular transit use is reported by a majority and most residents say they have noticed a change in fewer vehicle trips into the Downtown. Furthermore, a majority say they have personally made shifts away from vehicle travel into Downtown Vancouver.
- These changes signal the public’s openness to change and to adopting of new ways to travel in the City, but encouraging drivers to make more shifts will likely be challenging.
- Upon hearing about the City’s long-term transportation strategy to reduce greenhouse gas emissions and increase health and livability in the city along with three key goals by 2020, a majority of residents are motivated to consider making more than half of their City trips by walking, cycling or transit and about one-third of those whose main mode is vehicle are open to this messaging, indicating that the strategy and the rationale for it is at least somewhat compelling. Communications and public engagement strategies will be needed to move the public to action.



Foreword

Background

The City of Vancouver requires information on transportation modes currently used, past mode shift behavior and attitudes toward future mode shifts that would affect the 2020 transportation strategy. Other topics include past participation in the City's public consultation and the most likely methods for participation in the Transportation Plan consultation process in the next year.

To achieve these objectives, an exclusive City of Vancouver Omnibus survey was conducted among a random sample of residents. This survey included the transportation survey questions as well as three other City topics. This report presents findings of the Transportation study.

Methodology

A random telephone survey was conducted in the City of Vancouver among 500 residents 18 years of age and over.

Steps taken to ensure sample quality and representativeness include:

- Random selection of households across the City's five regions (Downtown, Northwest, Northeast, Southwest and Southeast);
- Random selection of individuals in households;
- Up to 5 call attempts per selected household/respondent to minimize possible non-response effect;
- Matching sample to known census statistics on the basis of age, gender and region of city; accordingly, the 'total' results shown in this report reflect the population as distributed across the whole study area;
- Translation and administration of survey into Chinese (Mandarin and Cantonese) with choice of language to enable inclusion of opinions and experiences of Vancouver's largest immigrant community. In total, 62 interviews were completed in Chinese, although the sample includes 116 residents who speak Chinese at home and 73 who speak languages other than English at home.

A copy of the questionnaire is appended. Sample demographics are presented in last section of this report. The findings are reported in the format of an *Executive Overview*, followed by *Detailed Findings*. Base sizes shown represent the actual number interviewed (unweighted).

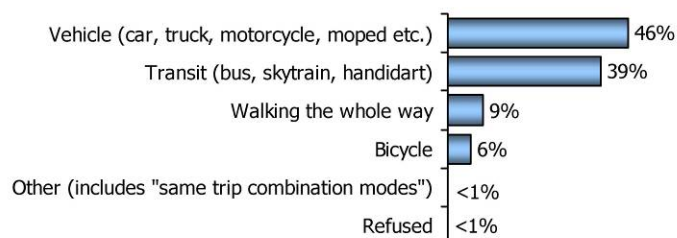


Detailed Findings

1. Modes of Transportation Use Most

- ▶ Almost half of all residents in the City of Vancouver use a private vehicle on a regular basis when traveling to, within or through the City. Transit as a mode choice is approaching vehicle choice, as nearly four-in-ten say that public transit is used for their most frequent trips on a regular basis. One-in-ten walk, while 6% are regular cyclists.
- ▶ Those living downtown are the least likely to use a private vehicle regularly (31% vs. 46%-53% in other regions), while those living in the northwest are least likely to use transit (25% vs. 38%-47% in other regions). Downtown residents and those living in the northwest quadrant are also more likely than other regions to walk all the way (26% and 19%, respectively).

Modes of Transportation Used for Most Frequent Trips



Base: Total (n=501)

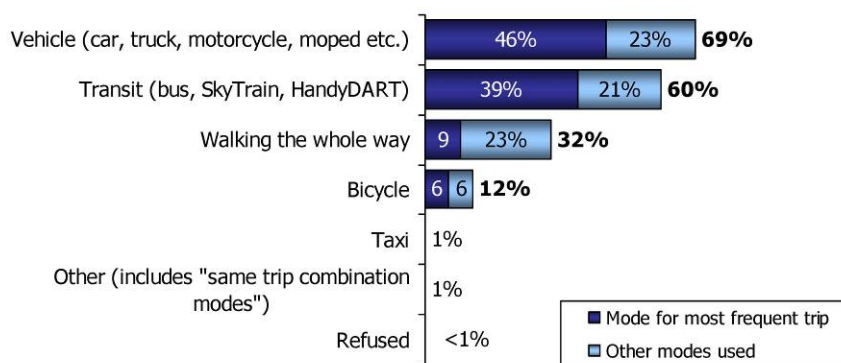
Q.1) Please think about the modes of transportation you typically use to travel to, within and through the City of Vancouver on a regular basis. Which mode do you use most often for your most frequent trips?



2. All Modes of Transportation Use Regularly

- Nearly seven-in-ten City residents (69%) regularly travel by private vehicle at least once a week or more, while six-in-ten make use of transit. One-third of residents walk within the City at least once a week, with just over one-in-ten who use a bicycle.

All Modes of Transportation Used Regularly on Weekly Basis



Base: Total (n=501)

Q.1) Please think about the modes of transportation you typically use to travel to, within and through the City of Vancouver on a regular basis.

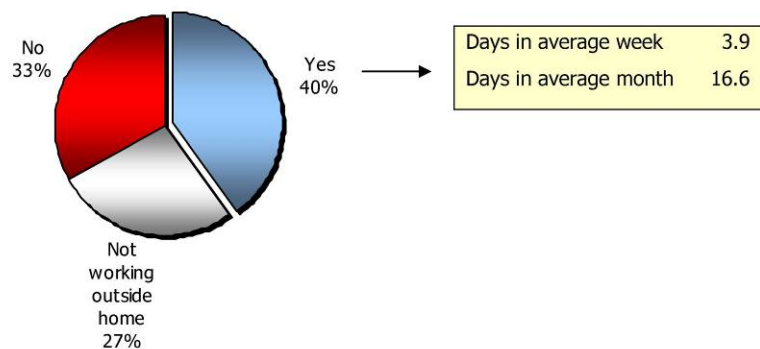
Q.2a) What other modes, if any, do you use regularly, that is at least on a weekly basis?



3. Incidence and Frequency of Commuting to Work

- Four-in-ten residents drive themselves to work, on average approximately four days per week.
- Those doing so are more likely to be:
 - Male (47% vs. 35% of females),
 - Post secondary educated (26% vs. 22% of those without), and
 - More affluent (53% in households earning \$60,000 or more vs. 27% of those in households earning less).

Ever Drive to Work



Base: Total (n=501)

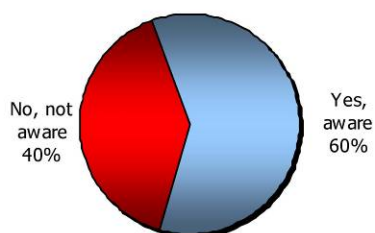
Q.2b) If you are working outside the home, do you ever drive yourself to work?



4. Awareness of Mode Changes in Trips into Downtown Vancouver

- ▶ A total of six-in-ten residents claim to be aware of a reduction in vehicle trips and an increase in transit, walking and bicycle travel into Downtown Vancouver since release of the 1997 City of Vancouver Transportation Plan.
- ▶ Awareness is consistent amongst most demographic segments, though somewhat higher amongst:
 - Those with a post secondary education (63% vs. 49% of those without);
 - Those currently employed (63% vs. 54% of those not currently working);
 - Those with a household income of \$60,000 or more (66% vs. 56% of those in households earning less);
 - English language only households (64% vs. 53% where other languages are spoken).

Aware of Mode Changes in Trips into Downtown Vancouver



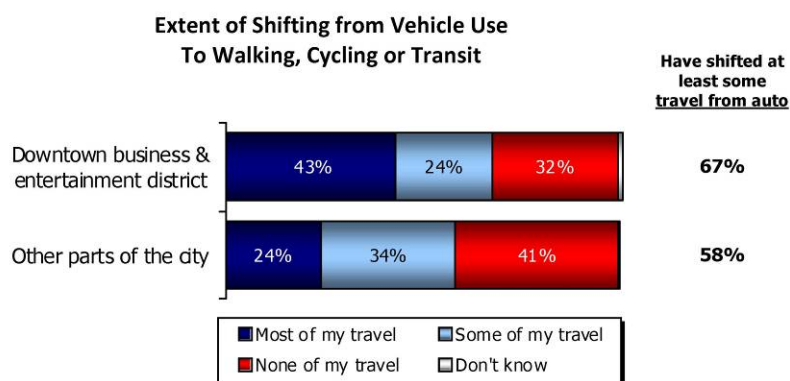
Base: Total (n=501)

Q.3) Since the 1997 City of Vancouver Transportation Plan was released, there are now fewer vehicle trips into the Downtown area, but more trips are made on foot, on bicycles and by transit. Were previously aware or not aware of this fact?



5. Change over Time from Vehicle Use

- The majority of residents perceive a change in their travel within the City away from vehicle use.
- **Downtown:** Two-thirds of Vancouver residents say they have shifted at least some of their transportation choices for travel to the downtown business and entertainment district from private vehicle to walking, cycling or transit, with more than four-in-ten who have shifted away from a private vehicle for *all* such travel.
- This change in behaviour is generally consistent among most demographic segments, as well as main mode vehicle users (59% at least some with 28% most downtown travel).
- **Other Parts of City:** Nearly six-in-ten (58%) of residents claim to have changed their travel behaviour when it comes to travel to other parts of the City, while one-quarter have done so for all travel to those areas of the City.
- Again, this change is generally consistent among most demographic segments, but main mode vehicle users are less likely (55% none of travel).



Base: Total (n=501)

Q.4) Now a couple of questions in the time frame of [IF RESIDENT 15+ YEARS: The past 15 years]
[IF RESIDENT <15 YEARS: Since you first lived in Vancouver] ...

a) Thinking of your travel to the **Downtown Vancouver business and entertainment district** (that is, in the Downtown Peninsula west of Main Street), to what extent if any, have you shifted from using a private vehicle (car, truck, motorcycle, moped) to either walking, cycling or taking transit?

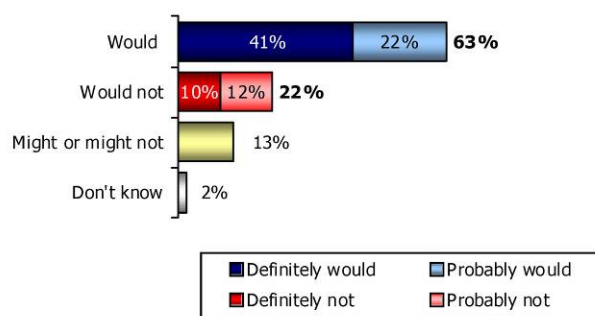
b) And next, thinking of your travel to **other parts of the City**, to what extent if any, have you shifted from using a private vehicle (car, truck, motorcycle, moped) to either walking, cycling or taking transit?



6. Likelihood of Shifting Trips to Alternative Modes

- ▶ Almost two-thirds of residents in total believe they probably would make more than half of all their trips on foot, bicycle or transit within the next few years (63%), with four-in-ten saying they “definitely” would.
- ▶ While overall this is generally consistent amongst most residents, younger residents and those living downtown appear the most likely to feel more positive about making this change (72% of those aged 18 to 34 and 74% of those living downtown say either “probably” or “definitely” would).
- ▶ Main mode vehicle users are divided in opinion. Over one-third says they would shift more than half of trips by walking, cycling or transit (36%). About one-quarter are undecided (23% might or might not), while four-in-ten are unlikely to change (40%).

Likelihood of Making Over Half of Trips by Walking/Cycling/Transit



Base: Total (n=501)

Q.5a) The City of Vancouver is developing a long-term transportation strategy that involves shifting how people travel in order to reduce our greenhouse gas emissions and increase the health and livability of our city. The City has three goals for 2020:

- 50% of all trips should be made on foot, bike or by transit
- Vancouver residents should be driving 20% less than they did in 2007
- Vancouver should reduce its greenhouse gas emissions by 33% from 2007 levels

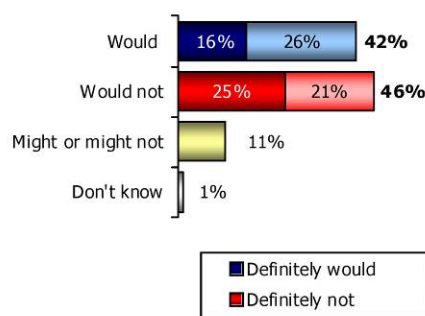
How likely are you to make more than half your trips by walking/cycling/transit in the next few years?



7. Likelihood of Driving to Work One Day Less per Week

- Of those residents who currently drive to work in a private vehicle, a sizeable segment, four-in-ten, expect they would drive to work one less day each week within the next few years, with 16% saying they definitely would.
- This prediction is consistent amongst all demographic segments.
- Main mode vehicle users tend toward being unlikely to make this change (50% with 28% 'definitely not'), but a sizable group shows some receptivity (37% at least 'probably' would with 11% saying 'definitely' would).

**Likelihood of Driving to Work One Less Day a Week
in Next Few Years**



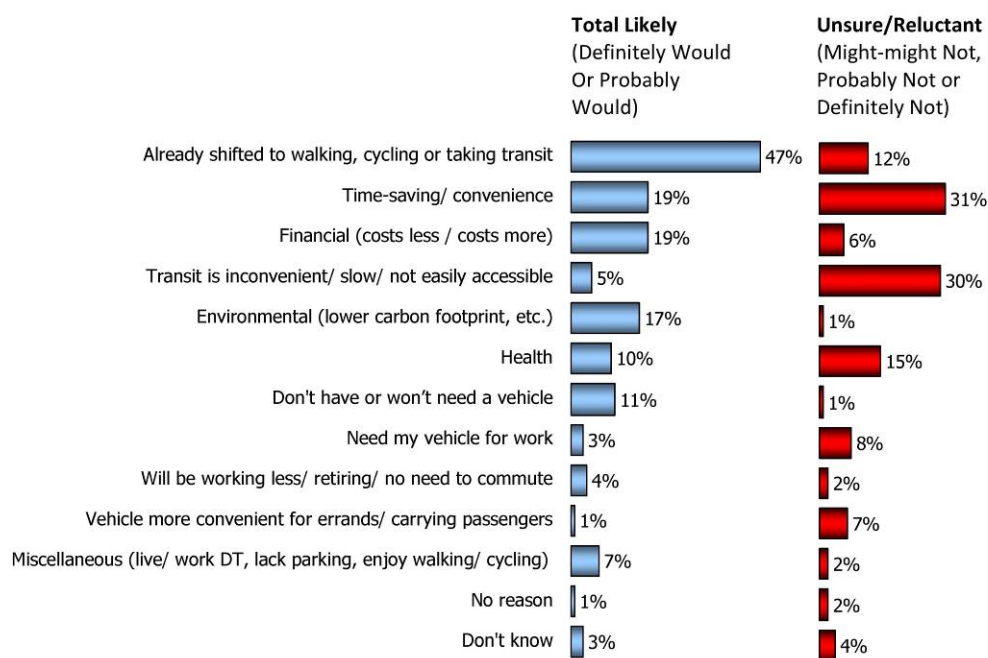
Base: Total respondents who drive to work at least one day a week
(n=183)

Q.6) How likely are you to drive to work one less day a week in the next few years?



- For one-third of residents in total the choice to reduce their use of a private vehicle is an easy one as they have already started to walk, cycle or take transit. Among those likely to shift away from vehicle travel, almost half have already done so (47%). Even some who are ambivalent or negative about giving up some/more vehicle travel a small group have already shifted some trips (12%).
- Among those **likely to make the shift**, the key motivators are time-saving or convenience due to increased availability of alternatives, costs less, environmental importance of such action and being a healthier option.
- Those who are **unsure or reluctant** to give up vehicle use mainly cite as their reasons vehicle time-saving/convenience and that transit is inconvenient/slow/ inaccessible. Other deterrents include poor health and needing a vehicle for work. Reasons given by those whose main mode is vehicle are similar to this unsure/reluctant group.

Reasons for Intent to Shift / Not Shift from Vehicle Use



Base: Total Likely (n=328)
Total Unsure/reluctant (n=173)
Q.7) Why do you say that?



8. Methods of Participation in Upcoming Transportation Plan

- Overall, most residents show interest in at least one or more of the various consultation methods presented in the survey. Most popular, noted by more than half of all residents, is to participate via an interactive website; this is most likely to attract those aged 18 to 34 years (72% vs. 59% of the 35 to 54 year olds and 34% of those 55+), those currently employed (64% vs. 44% of those not working), those with a post secondary education (64% vs. 34% without), those in the upper income bracket (66% of households with \$60,000 or more vs. 47% of those with less), and English-only households (60% vs. 50% of those speaking other languages).
- More than one-third of residents express interest in attending neighbourhood meetings, which is most popular among older residents (46% of those 55+ vs. 34% of their younger counterparts), and English only households (44% vs. 28% of other language households). A similar proportion (31%), is interested in public open houses.
- Social Media is favoured somewhat more by younger residents (49% of those under 35 vs. 22% of the 35 to 54 year olds and 12% of those 55+).
- Those least likely to express an interest in participation in any consultation methods include those aged 55+ (22% vs. 13% of those 35 to 54 years and 3% of the under 35's), those not currently working (18% vs. 9% of the employed), and households where Chinese is spoken (19% vs. 11% of English only households).

Consultation Methods Most Likely to Participate In



Base: Total (n=501)

Q.8a) The City is updating the 1997 Transportation Plan over the next year and is seeking input from stakeholders and the public.

Which of the following consultation methods are you most *likely* to participate in?

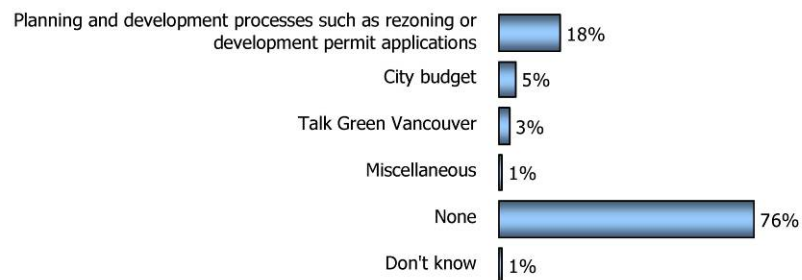




9. Past Participation in City Consultation/Engagement Processes

- Almost one-quarter of all residents has previously participated in any consultation or engagement process in the past two years (23%). Of those who have, the majority has been involved with planning and development processes, such as rezoning or development permit applications.

Participation in City Consultation or Engagement Processes In Past Two Years



Base: Total (n=501)

Q.8b) Which of the following City consultation or engagement processes have you participated in the past two years?

City of Vancouver 2011 Spring Omnibus
Transportation Issues



10. Sample Demographics

Demographics	
	Total (501) %
Location of Household	
East	48
Northeast	18
Southeast	30
West	53
The downtown peninsula	16
North of 16 th Avenue	17
South of 16 th Avenue	21
Gender	
Male	48
Female	52
Age	
18 to 24	12
25 to 34	20
35 to 44	16
45 to 54	23
55 to 64	12
65 years and over	16
Refused	<1
Years Lived in City of Vancouver	
Less than 10 years	19
10-19 years	26
20-29 years	22
30-39 years	13
40+ years	20
Don't know	1
Average Years Lived in City of Vancouver	24.6

continued



City of Vancouver 2011 Spring Omnibus
Transportation Issues



Demographics	
	Total (501) %
Languages Spoken Regularly	
English	88
Net Chinese	24
Cantonese	15
Mandarin	9
Other Chinese	1
French	5
Tagalog	2
Spanish	1
Punjabi	1
Other languages	8
Refused	1
Level of Education	
Public elementary school (grades 1-7)	2
Some high school	3
Graduated high school (grade 12 or 13)	17
Vocational/ technical/ college/ CEGEP	18
Some university	6
Graduated university	33
Post graduate	20
Refused	2
Employed for Pay	
Yes	61
No	38
Refused	1
Current Household Status	
Single with no children at home	28
Couple with no children at home	24
Family with children at home (includes single parents)	46
Refused	2
Household Income	
Less than \$60k	38
\$60k and more	49
Refused	14



City of Vancouver 2011 Spring Omnibus
Transportation Issues



Appendices

Questionnaire





City of Vancouver Spring 2011 Omnibus
(Telephone Poll B213)



Questionnaire: FINAL May 17, 2011

Intro/Screener

Hello, I'm ____, calling behalf of the City of Vancouver, from Mustel Group, a professional research firm. We are conducting a survey on various community topics of interest to city residents.

IF ANSWERS IN CHINESE OR HAS ACCENT: Would you prefer to take this survey in Chinese? **ARRANGE CHINESE CALLBACK**

Please be assured we are not selling or soliciting anything and all responses are kept strictly confidential. (This is strictly a survey to understand City residents' awareness and opinions on several different topics.)

- A.** So that we can be sure we are including every area of the City of Vancouver, may I please have the first 3 digits of your postal code? (DISPLAY FROM SAMPLE) __ _ __

ONLY ASK IF DIFFERENT FSA/DK/REFUSED: Is this household east or west of Main Street?

☐ **East** → Is that North or South of 16th Avenue?

1. **Northeast** 2. **Southeast**

☐ **West** → Is that: **READ**

3. **The Downtown Peninsula** (including the West End, Coal Harbour, Downtown Core, Yaletown, False Creek North)

4. North of 16th Avenue = **Northwest**

5. South of 16th Avenue = **Southwest**

- B.** To randomize our interviews, may I please to speak to the [youngest/oldest] [male/female] resident in this household, who is 18 years of age or over? **RE-INTRODUCE/ARRANGE CALLBACK IF NEEDED.**

GENDER [OBSERVE & RECORD] 1. **MALE** 2. **FEMALE**

- C.** How long have you lived in the City of Vancouver?
1. Less than 5 yrs. 2. 5-10 yrs. 3. More than 10 yrs.

Transportation issues:

Next we have a few questions about transportation.

- 1) Please think about the modes of transportation you typically use to travel to, within and through the City of Vancouver on a regular basis.

Which one mode do you use most often for your most frequent trips?

1. Vehicle (car, truck, motorcycle, moped etc.)
2. Transit (bus, SkyTrain, HandiDart)
3. Bicycle
4. Walking the whole way
5. Other (please specify, incl. "same trip combination modes") _____

- 2) What other modes, if any, do you use regularly, that is at least on a weekly basis?

1. Vehicle (car, truck, motorcycle, moped etc.)
2. Transit (bus, SkyTrain, HandiDart)
3. Bicycle
4. Walking the whole way
5. Other (please specify) _____
6. NO SECONDARY MODES USED



City of Vancouver Spring 2011 Omnibus
(Telephone Poll B213)



Questionnaire: FINAL May 17, 2011

- 2b) If you are working outside the home, do you ever drive yourself to work?
1. YES → 2c) About how many days in an average week? ____
IF ZERO: how many days in an average month? ____
 2. NO
 3. NOT WORKING OUTSIDE HOME
- 3) Since the 1997 City of Vancouver Transportation Plan was released, there are now fewer vehicle trips into the Downtown area, but more trips are made on foot, on bicycles and by transit. Were previously aware or not aware of this fact?
1. Yes, aware
 2. No, not aware
- 4) Now a couple of questions in the time frame of [IF RESIDENT 15+ YEARS: The past 15 years] [IF RESIDENT <15 YEARS: Since you first lived in Vancouver] ...
- a) Thinking of your travel to the Downtown Vancouver business and entertainment district (that is, in the Downtown Peninsula west of Main Street), to what extent if any, have you shifted from using a private vehicle (car, truck, motorcycle, moped) to either walking, cycling or taking transit?
1. Most of my travel
 2. Some of my travel
 3. None of my travel
- b) And next, thinking of your travel to other parts of the City, to what extent if any, have you shifted from using a private vehicle (car, truck, motorcycle, moped) to either walking, cycling or taking transit?
1. Most of my travel
 2. Some of my travel
 3. None of my travel
- 5) The City of Vancouver is developing a long-term transportation strategy that involves shifting how people travel in order to reduce our greenhouse gas emissions and increase the health and livability of our city. The City has three goals for 2020:
- 50% of all trips should be made on foot, bike or by transit
 - Vancouver residents should be driving 20% less than they did in 2007
 - Vancouver should reduce its greenhouse gas emissions by 33% from 2007 levels
- a) How likely are you to make more than half your trips by walking/cycling/transit in the next few years?
- b) ASK IF CURRENTLY DRIVE SELF TO WORK AT LEAST 1 DAY IN AVERAGE WEEK (IN Q2c): How likely are you to drive to work one less day a week in the next few years?
1. Definitely would
 2. Probably would
 3. Might or might not
 4. Probably not
 5. Definitely not
- 7) ASK ALL: Why do you say that? DO NOT READ
1. ALREADY SHIFTED TO WALKING, CYCLING OR TAKING TRANSIT
 2. TIME-SAVING/CONVENIENCE (INCLUDING AVAILABILITY OF ALTERNATIVES TO VEHICLE TRAVEL)
 3. ENVIRONMENTAL (LOWER CARBON FOOTPRINT ETC.)
 4. FINANCIAL (COSTS MORE OR LESS)
 5. HEALTH
 6. OTHER (SPECIFY) _____

Transportation 2040 Phase 1 Survey and Demographic Summary

Transportation 2040 Survey

The City's Transportation Plan update will help us to reach our long-term goal to become the greenest city in the world by 2020 and to significantly reduce greenhouse gas emissions by identifying ways to enable our residents to walk, cycle and take transit for more of their day-to-day needs. This survey provides an opportunity to share your transportation experiences, ideas and concerns, and it explores current barriers affecting your own travel choices.

Input from this survey and other public consultation activities will be used to shape the direction of our draft Transportation Plan. At this point, we are just gauging interest and support for various possible transportation strategies. Final decisions about specific programs and projects are not being made at this time.

All results are anonymous and will be reported only in aggregate (compiled). The survey should take about 10 minutes to complete.

This notice contains important information that may affect you. Please ask someone to translate it for you.

此通告刊登有可能影響閣下的重要資料。請找人為你翻譯。

Thông báo này có tin tức quan trọng có thể ảnh hưởng đến quý vị. Xin nhờ người phiên dịch hộ.

Ce document contient des renseignements importants qui pourraient vous concerner. Veuillez demander à quelqu'un de vous le traduire.

ਇਸ ਨੋਟਿਸ ਵਿਚ ਮਹੱਤਵਪੂਰਨ ਜਾਣਕਾਰੀ ਹੈ ਜੋ ਕਿ ਤੁਹਾਡੇ ਲਈ ਜ਼ਰੂਰੀ ਹੋ ਸਕਦੀ ਹੈ। ਕਿਰਪਾ ਕਰਕੇ ਕਿਸੇ ਨੂੰ ਇਸ ਦਾ ਉਲੰਕਾ ਕਰਨ ਲਈ ਆਖੋ।

Este aviso contiene información importante que puede afectarle personalmente. Pídale a alguien que se lo traduzca.

Where do you live and work or go to school?

a. What is your home postal code or nearest intersection?

b. What is your work or school postal code or nearest intersection (if applicable)?

How did you hear about the Transportation Plan update? Check all that apply.

- ☐ City of Vancouver website
- ☐ Other web-based source (other website, Facebook, Twitter, etc.)
- ☐ Media ad / story (TV, radio, newspaper)
- ☐ Friend / colleague / family member
- ☐ Other (please specify): _____

If you are representing an agency or organization in completing this questionnaire, please identify that agency or organization:

LOOKING FORWARD TO 2040

Vancouver will continue to grow over the next 30 years, and the City's goal is to accommodate the majority of trips in Vancouver with sustainable travel modes — walking, cycling and transit — while also supporting a strong local economy. We've shared some ideas that might help us achieve these goals, but they are only a starting point. Consider these ideas in the 'big picture' of achieving a green, livable, healthy and thriving city.

- 1. What are your favourite Ideas from our presentation or elsewhere? Feel free to share your own ideas in this space.**

- 2. What are your biggest concerns and why?**

HOW DO YOU CURRENTLY GET AROUND?

3. Please check the most common ways you travel for each purpose in a typical month.

Check as many travel modes as you typically use for each purpose.

	Walk (incl. using a mobility aid)	Bicycle	Transit	Car / Taxi / Motorcycle	I don't ever travel for this purpose
Work					
School					
Grocery / Food Shopping					
Other Shopping					
Personal Health					
Transporting Kids					
Transporting Other Family Members					
Other (Leisure / Worship / Social / etc.)					

4. If you choose to drive in Vancouver, what are your primary reasons for doing so? If you do not drive for any of your travel around Vancouver, please check here ☐ and skip to Question 7.

☐ It's convenient
☐ It's faster than other ways of travelling around
☐ It's more comfortable than other modes
☐ It's cheaper than other modes
☐ I've already paid for my car, insurance, etc. so I would rather drive
☐ I often need to carry kids / parents / heavy loads
☐ I need my car for work
☐ I have many destinations far apart from each other
☐ I enjoy the personal time spent driving
☐ Other (please specify): _____

5. In the past five years, have you significantly changed your travel patterns to drive less and use other ways of getting around more?

☐ Yes ☐ No (skip to question 7)

6. What mode(s) are you using more frequently now? Check all that apply.

☐ Walking
☐ Cycling
☐ Transit

BARRIERS TO SUSTAINABLE TRANSPORTATION

To achieve our sustainability goals will require more residents to choose sustainable modes of travel for more day-to-day trips. The next few questions explore the barriers that you face in choosing how to travel around town and will help to inform the development of strategies to overcome these barriers.

7. Which of the following factors discourage you from walking for more of your day-to-day needs (not including walking for recreation/exercise)? Our definition for 'walking' includes using a mobility aid such as a wheelchair or scooter.

- ☐ Lack of time / my usual destinations are too far away
- ☐ I often need to transport kids / family / heavy loads
- ☐ I feel unsafe due to close proximity of high-speed traffic
- ☐ I feel threatened due to surrounding environment (e.g., low lighting, hidden corners, etc.)
- ☐ Sidewalks are too narrow or incomplete
- ☐ Crossing major streets is too difficult
- ☐ I have difficulty getting on / off sidewalks
- ☐ Other (please specify): _____

8. Which of the following factors discourage you from cycling for more of your day-to-day needs (not including cycling for recreation/exercise)?

- ☐ Lack of time / my usual destinations are too far away
- ☐ I often need to transport kids / family / heavy loads
- ☐ I feel unsafe riding in traffic
- ☐ There are too many hills
- ☐ I don't want to get sweaty / 'helmet hair'
- ☐ It's too rainy / too cold
- ☐ I don't have or want to get the right gear (e.g., raingear, bags, helmet, etc.)
- ☐ No safe place to park bike / worried about theft
- ☐ No place to shower or change at destination
- ☐ I have a physical impairment that makes it difficult or impossible to ride a bike
- ☐ Other (please specify): _____

9. Although the City of Vancouver doesn't provide transit services except bus stop infrastructure, we work with TransLink to plan services. Which of the following factors discourage you from taking transit for more of your day-to-day needs?

- ☐ Lack of time / transit is too slow
- ☐ I often need to transport kids / family / heavy loads
- ☐ Transit is overcrowded / too full
- ☐ Transit is not frequent enough
- ☐ Transit is unreliable
- ☐ Transit is uncomfortable (i.e., don't like the seats, standing or riding with unfamiliar people)
- ☐ Transit doesn't go where I need to go
- ☐ My destinations are too spread out
- ☐ Other (please specify): _____

TELL US ABOUT YOURSELF & YOUR NEIGHBOURHOOD

10. Which of the following amenities / services do you have within easy walking distance (5-10 minutes walking) of your home? Please check an amenity / service regardless of whether you use these services (e.g., check 'Dentist' if there is a dentist nearby even if it is not your personal dentist).

<input type="checkbox"/> Grocery store	<input type="checkbox"/> Family doctor / walk-in clinic
<input type="checkbox"/> Convenience store	<input type="checkbox"/> Library
<input type="checkbox"/> Pharmacy / drug store	<input type="checkbox"/> Community centre
<input type="checkbox"/> Bank	<input type="checkbox"/> Park
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Playground
<input type="checkbox"/> Café / coffee shop	<input type="checkbox"/> Elementary school
<input type="checkbox"/> Dentist	<input type="checkbox"/> Secondary school

11. Age

<input type="checkbox"/> 0-18	<input type="checkbox"/> 25-34	<input type="checkbox"/> 45-54	<input type="checkbox"/> 65+
<input type="checkbox"/> 19-24	<input type="checkbox"/> 35-44	<input type="checkbox"/> 55-64	<input type="checkbox"/> Prefer not to say

12. Gender

<input type="checkbox"/> Male	<input type="checkbox"/> Female	<input type="checkbox"/> Prefer not to say
-------------------------------	---------------------------------	--

13. What is your access to transportation options? Circle one.

- Do you own or have regular access to a private car? **Y / N**
- Do you own or have regular access to a bicycle? **Y / N**
- Do you have a monthly or annual transit pass? **Y / N**
- Are you a member of a car sharing organization (e.g., Zipcar, Modo)? **Y / N**
- Does your employer provide free car parking for staff at your workplace?
Y / N / Unsure / Not applicable
- Does your employer make reserved car parking spots available to staff at your workplace?
Y / N / Unsure / Not applicable
- Does your employer (or employer's landlord) provide you with commuter bicycle facilities (secure parking, showers, lockers)? **Y / N / Unsure / Not applicable**

14. Do you have any other comments, questions or concerns that we should consider in the Transportation Plan? (If you need more space, please continue on the back of this sheet.)

For more information and to join our online discussion, visit talkvancouver.com.

Contact us at TransportationPlan@vancouver.ca or phone 311.

If you would like to be entered into our random prize draw, please provide your contact information.
This information will be used strictly for draw purposes and not connected to your survey responses.

First name: _____

Phone or E-mail: _____

If you choose not to hand this questionnaire in today, you can submit it in the following ways:

- Scan it and e-mail to TransportationPlan@vancouver.ca
- Fax it to **604.871.6972**
- Mail it to: Transportation Plan
 City of Vancouver, Engineering Services
 320-507 West Broadway
 Vancouver BC V5Z 0B4

Number of Respondents

Written (public meetings, events, etc)	129
Online (Talk Vancouver.com website)	239
Total	368

How They Heard About Us*

72	20%	CoV Website
88	23%	Other Web-based source
104	28%	Media ad/story
67	18%	Friend/colleague/family member
67	18%	Other

*Note respondents could give multiple answers

Notable "Others":

Library open house
Visioning committees/area councils/subc
Materials displayed at community centres

Age/Gender

Public Meeting Respondents

Age	#	%
0-18	1	1%
19-24	8	6%
25-34	12	9%
35-44	17	13%
45-54	22	17%
55-64	23	18%
65+	41	32%
N/A*	5	4%

Gender	#	%
Male	61	47%
Female	59	46%
N/A*	9	7%

Online Respondents

Age	#	%
0-18	1	0%
19-24	24	10%
25-34	78	33%
35-44	63	26%
45-54	42	18%
55-64	22	9%
65+	7	3%
N/A*	2	1%

Gender	#	%
Male	148	62%
Female	87	36%
N/A*	4	2%

All Respondents

Age	#	%
0-18	2	1%
19-24	32	9%
25-34	90	24%
35-44	80	22%
45-54	64	17%
55-64	45	12%
65+	48	13%
N/A*	7	2%

Gender	#	%
Male	209	57%
Female	146	40%
N/A*	13	4%

*N/A = No response or prefer not to say

Workplace Parking & End-of-Trip Facilities

Free Staff Parking

Yes	93	25%
No	137	37%
Unsure	8	2%
N/A	117	32%
No Answer	13	4%

Reserved Staff Parking

Yes	67	18%
No	141	38%
Unsure	21	6%
N/A	124	34%
No Answer	15	4%

Bicycle Facilities

Yes	127	35%
No	106	29%
Unsure	15	4%
N/A	106	29%
No Answer	14	4%

Geographic Distribution

Home Location

Municipality	#	%
Vancouver	335	91.3%
Burnaby	8	2.2%
N/A or Not Given	4	1.1%
Richmond	5	1.4%
North Vancouver	5	1.4%
New Westminster	2	0.5%
Bowen Island	1	0.3%
Delta	1	0.3%
Maple Ridge	1	0.3%
Port Moody	1	0.3%
Squamish	1	0.3%
Surrey	1	0.3%
West Vancouver	1	0.3%
White Rock	1	0.3%

Work/School Location

Municipality	#	% Absolute	% Working
Vancouver	177	48.2%	71.4%
N/A or Not Given	119	32.4%	N/A
Burnaby	22	6.0%	8.9%
UBC	10	2.7%	4.0%
North Vancouver	10	2.7%	4.0%
Richmond	10	2.7%	4.0%
Surrey	6	1.6%	2.4%
Port Coquitlam	4	1.1%	1.8%
Delta	2	0.5%	0.8%
Langley	2	0.5%	0.8%
New Westminster	2	0.5%	0.8%
Abbotsford	1	0.3%	0.4%
Campbell River	1	0.3%	0.4%
Port Moody	1	0.3%	0.4%