



RESEARCH INC.

**PUBLIC ATTITUDE SURVEY
CITY OF BRANTFORD
TRANSPORTATION MASTER PLAN & OFFICIAL PLAN REVIEW**

Presented to

EARTH TECH CANADA

NOVEMBER 14, 2005

i. METHODOLOGY

- To survey an adequate proportion of the population to identify the general levels of satisfaction and interest in Brantford transportation systems and community in general.
- Veri/Fact Research undertook a telephone survey of a statistically valid sample of the residents of the City of Brantford, ON. 403 surveys were completed. Surveys were conducted in either English or French given the preference of the respondent.

Questionnaire

- Veri/Fact used the questionnaire as developed by Earth Tech Canada, which included approximately 16 questions. A copy of the survey is provided at the end of the report.
- This survey was conducted between October 26th, 2005 and November 8, 2005

Data Analysis

- The process of Data Analysis included the use of various statistical software packages to categorize and review data to identify significant findings. Interpretation of the data was undertaken using statistically valid evaluation techniques and includes graphic representations of each question in the form of a final report.

Study Sample and Confidence Levels

- The survey was conducted as a simple random sample of the City of Brantford. Given that 403 surveys were completed, based on a confidence level of 95% the confidence interval is +/- 4.87%.



SURVEY RESULTS

The survey began by asking respondents a number of questions relating to how the City of Brantford should accommodate its forecasted future growth over the next 25 years. Figure 1.1 through 1.5 shows the respondents reaction to different scenarios that are suggested. Figure 1.1 shows that 43% of respondents either “Somewhat” or “Strongly Agree” with providing more high density residential and commercial development along major arterial roadways.

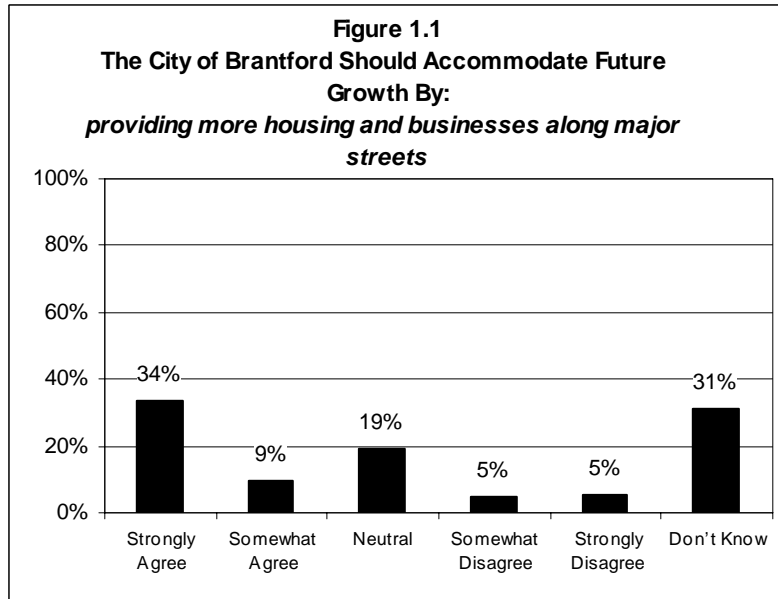
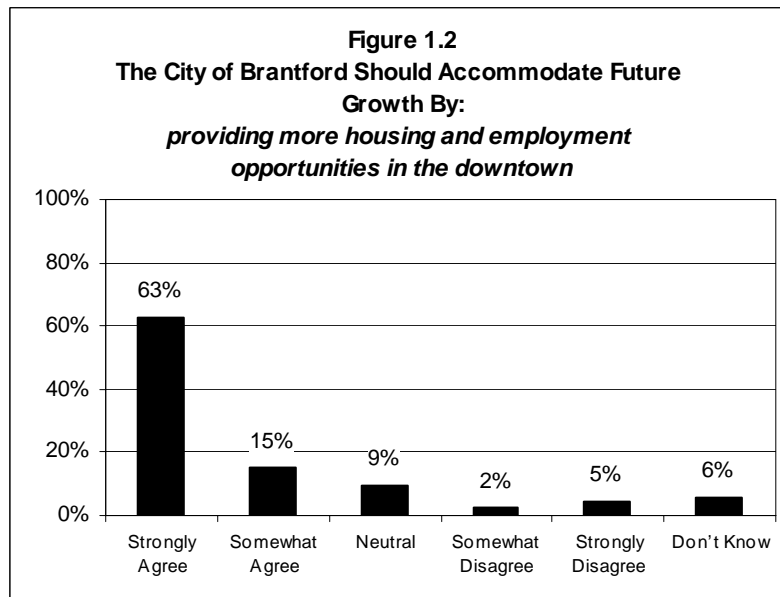


Figure 1.2 shows that 78% of respondents agree that providing more housing and employment opportunities in the down town area would help to accommodate future growth.



Question 1.3 suggested moving development out into the undeveloped areas of the community. Figure 1.3 shows that 56% were in favour of such an idea, however, 20% of respondents were unsure.

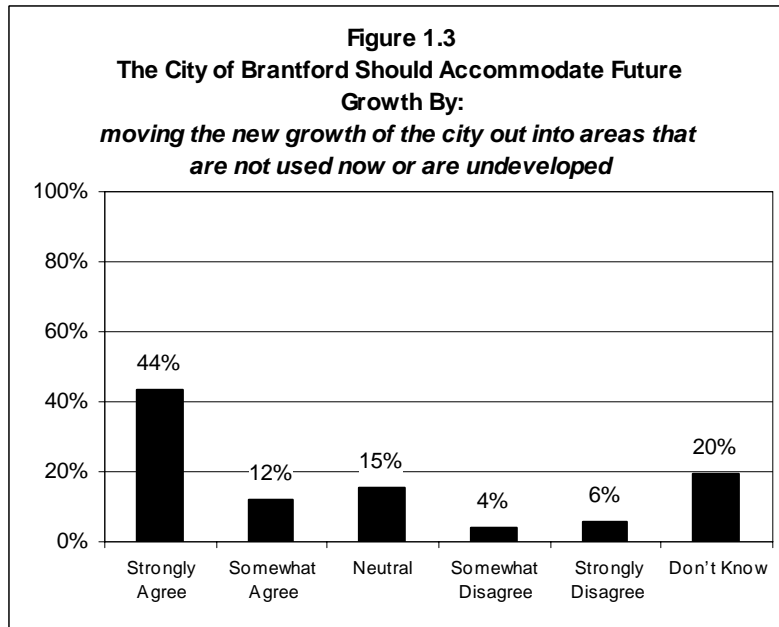
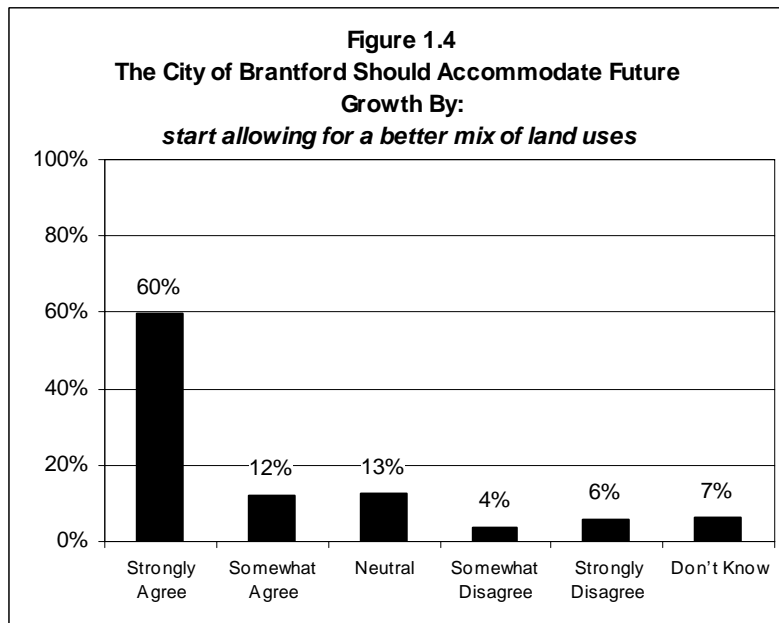
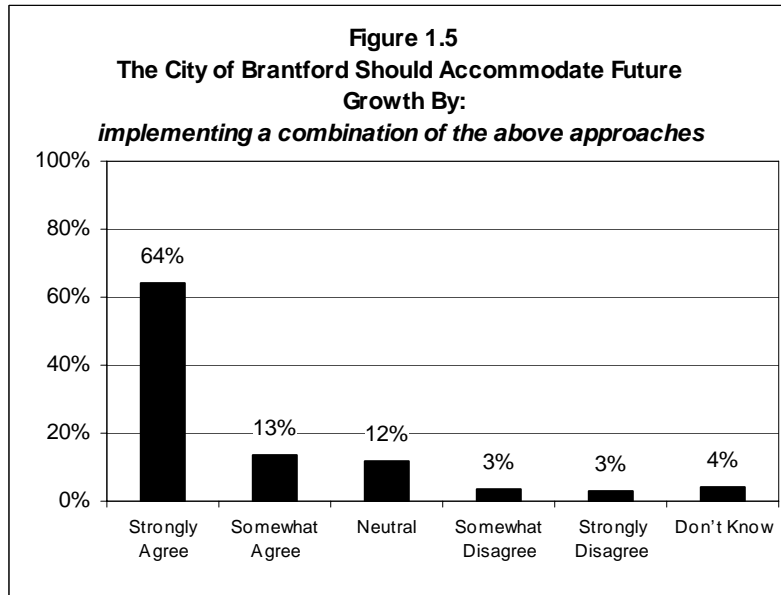


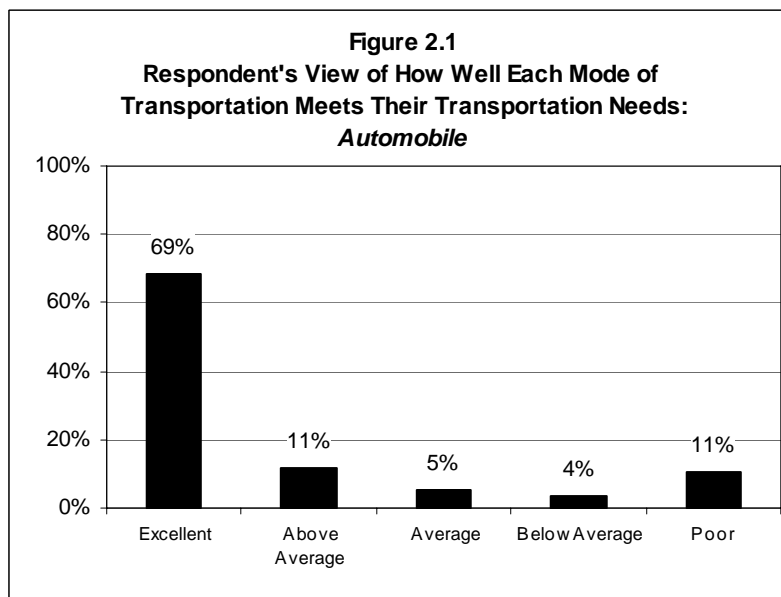
Figure 1.4 shows that a majority of respondents (72%) were in agreement with implementing policies that allowed for a better mix of land uses, such as local stores, basement apartments, and home based businesses in residential areas.

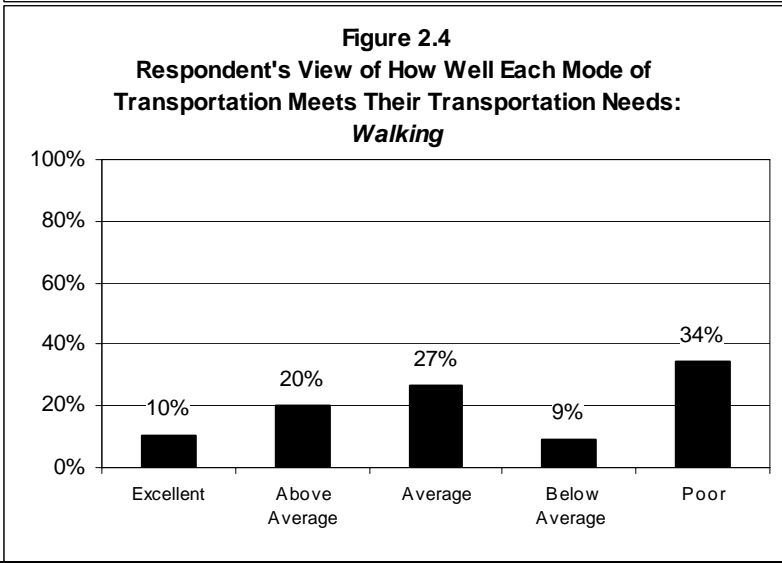
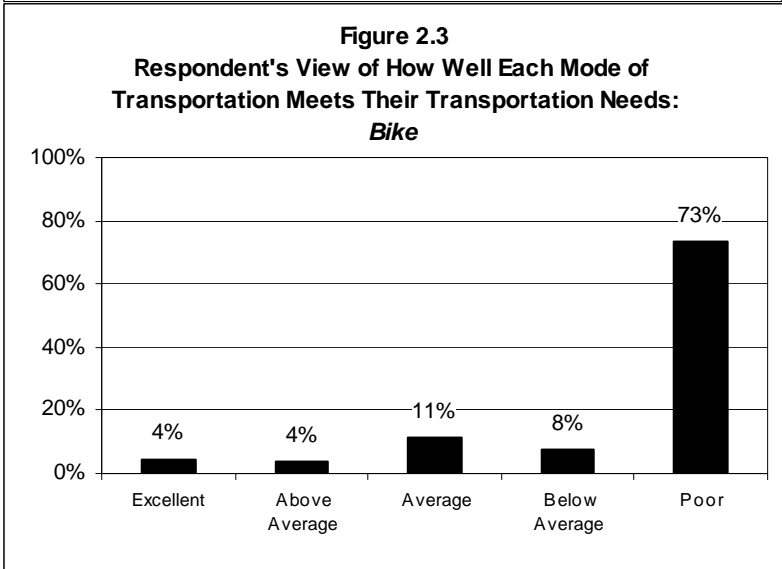
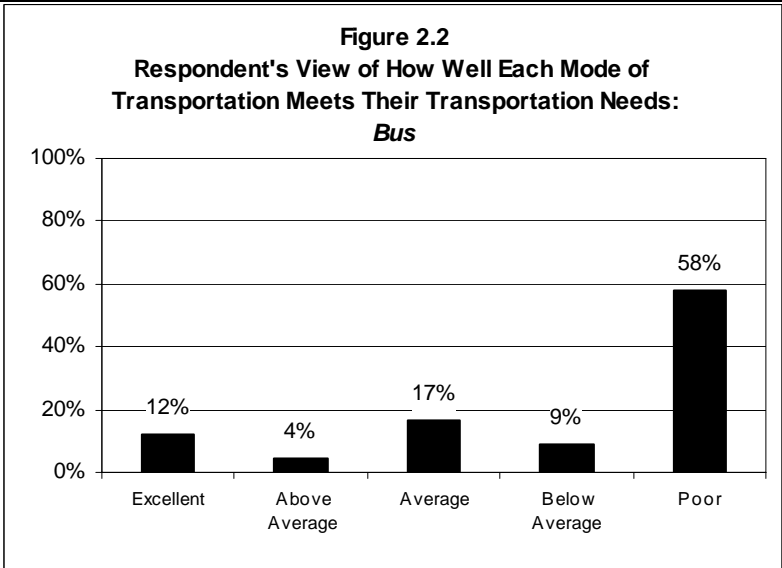


The final section of question 1 asked respondents if implementing a combination of the previously mentioned policies would be an agreeable approach. 77% of respondents suggested they would agree either “somewhat” or “strongly” with the mixed approach.



Question 2 provided respondents with a list of different ways to travel in the City of Brantford. Respondents were asked to rate how well each of these methods met their transportation needs. Figure 2.1 through 2.4 shows that the Automobile is by far the method that suits their needs the most (80% Excellent and Above Average). Figure 2.2 and 2.3 show that the Bus (58% - Poor) and the Bike (73% - Poor) are not ideal methods of travel, and Figure 2.4 shows that walking is viewed as an Average or better method of travel (57%).





Question 3 began by explaining to respondents that decisions around transportation often focus on balancing a number of interests, and coming up with the best plan overall. Respondents were asked to rate how important each statement was to them with regard to the action the City of Brantford would take to improve its transportation systems. These responses are noted in Figure 3.1 through 3.6.

Figure 3.1 demonstrates that 84% of respondents noted it was “Somewhat important” or “Very Important” for the City to limit the impact of road construction on natural areas such as woodlots and wetlands.

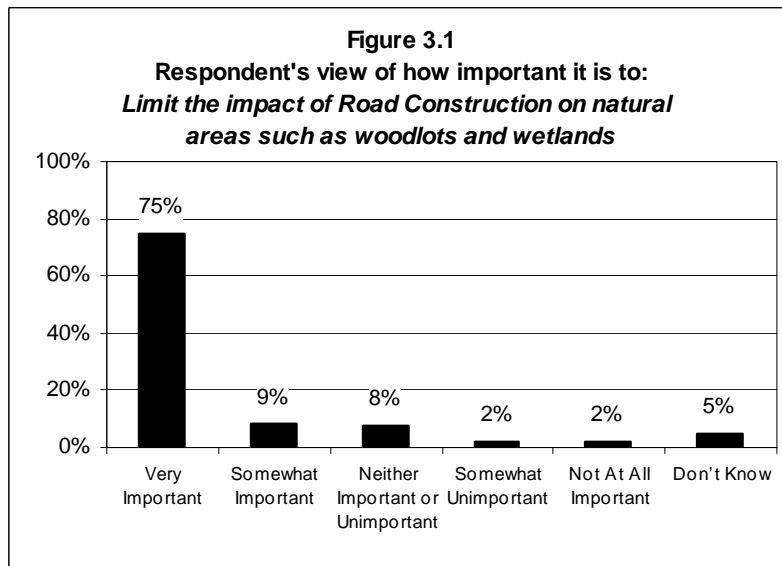


Figure 3.2 notes that 66% of respondents felt it was “Somewhat important” or “Very Important” for the City to convert the one way street system in the downtown to provide for two way streets.

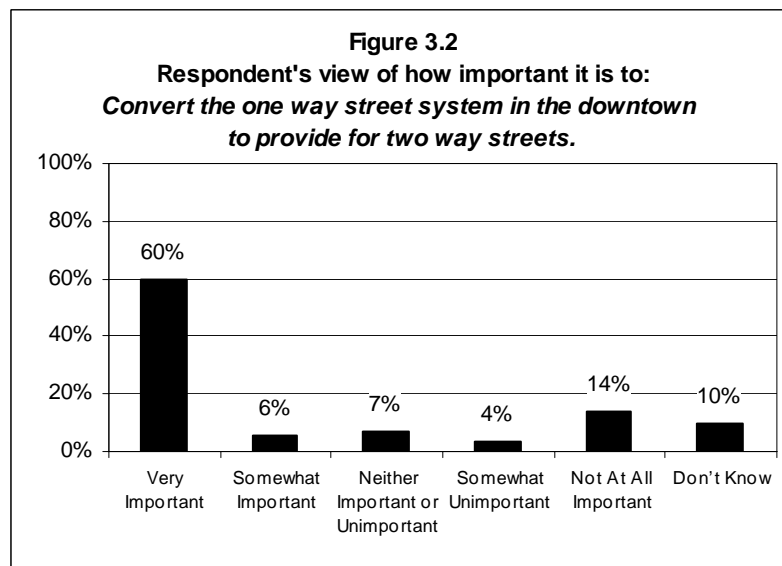
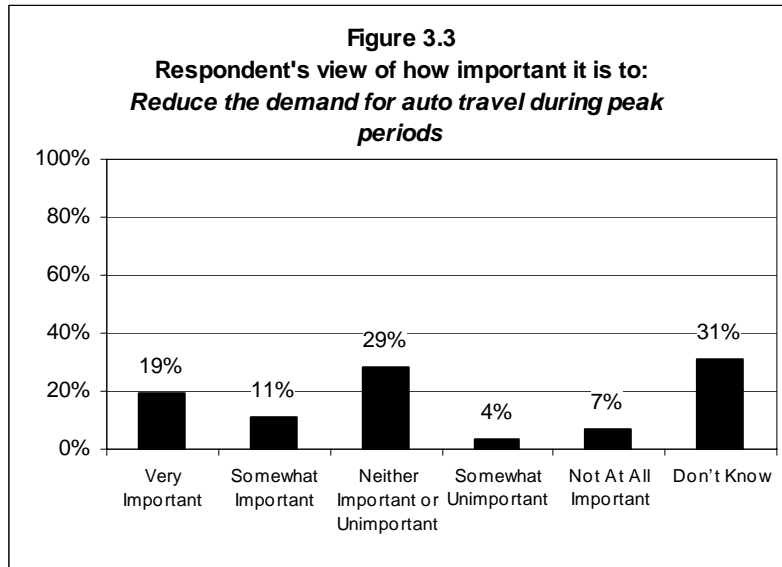


Figure 3.3 reports a rather mixed view by respondents regarding reducing the demand for auto travel during peak periods. The most frequently reported response was 31% of respondents actually suggested they “Didn’t Know.”



In Figure 3.4, 90% of respondents suggested it was “Somewhat important” or “Very important” for the City to reduce Greenhouse Gas Emissions and improve air quality.

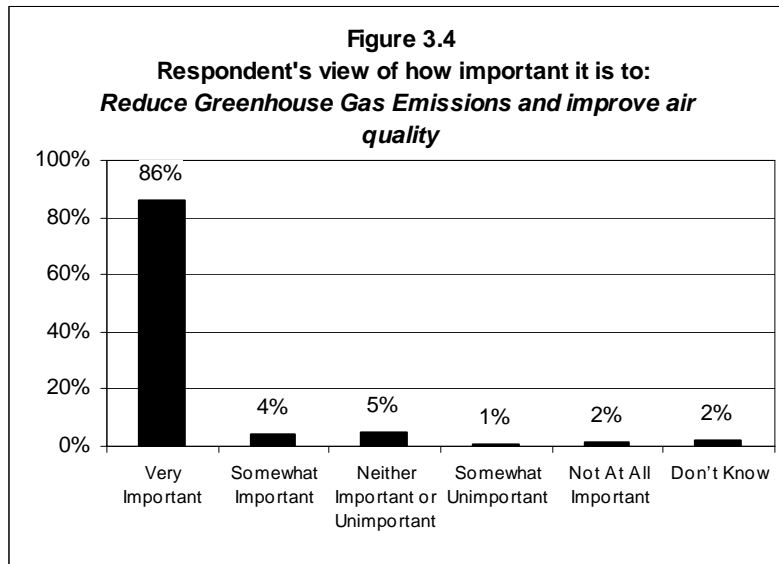
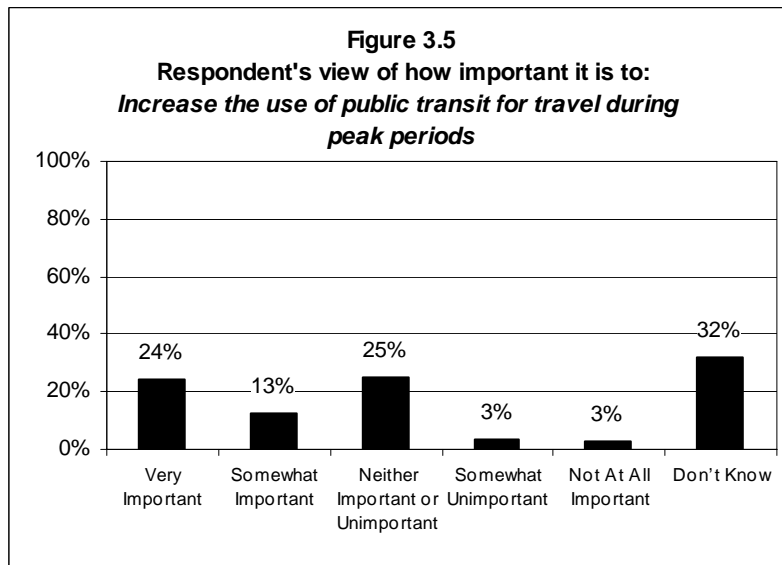
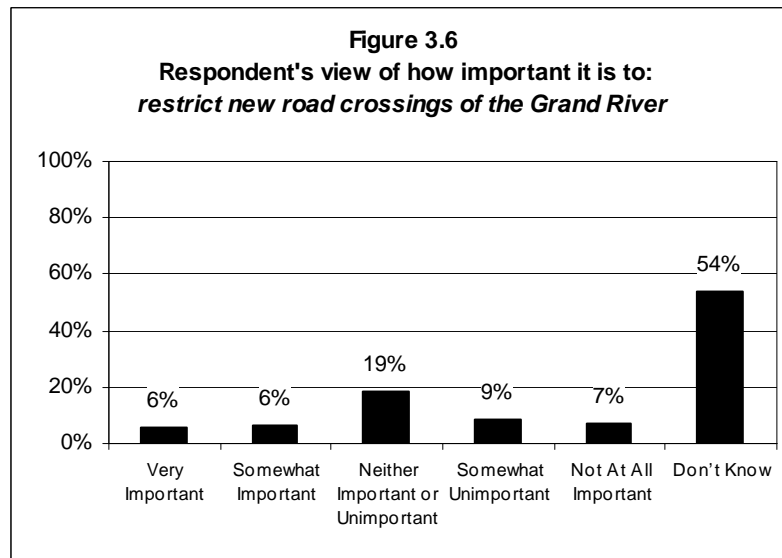


Figure 3.5 shows that respondents were torn regarding the increase of public transit for travel during peak periods. The most frequently reported response was “didn’t know” with 32% of respondents.



Finally, question 3.6 was the last of this grouping of questions relating to the City’s decision making process. Figure 3.6 shows that 54% of respondents suggested they “didn’t know” with regard to restricting new road crossings of the Grand River.



Question 4 asked respondents what their normal means of transportation was to work or school, and to shopping or social functions. Figure 4.1 shows that 54% of respondents drive alone to work or school.

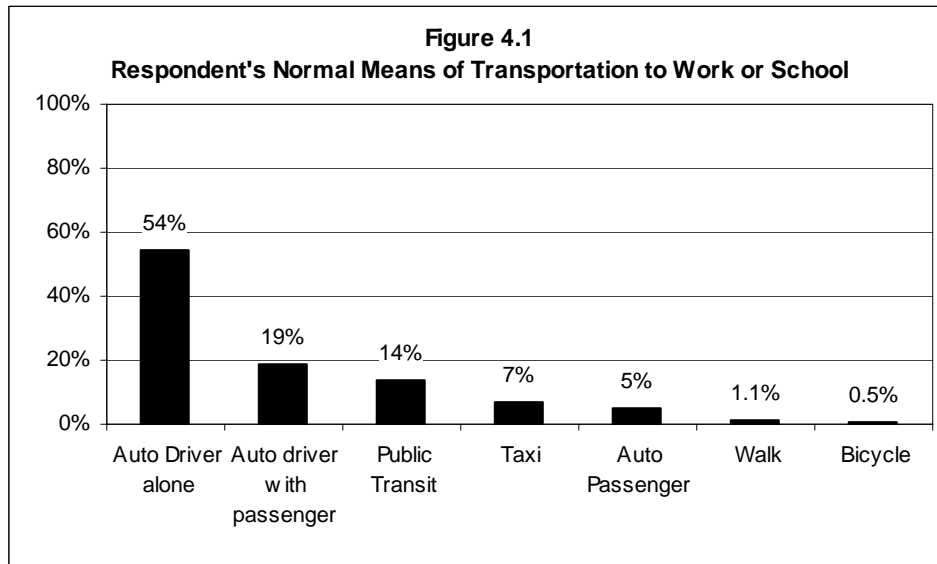
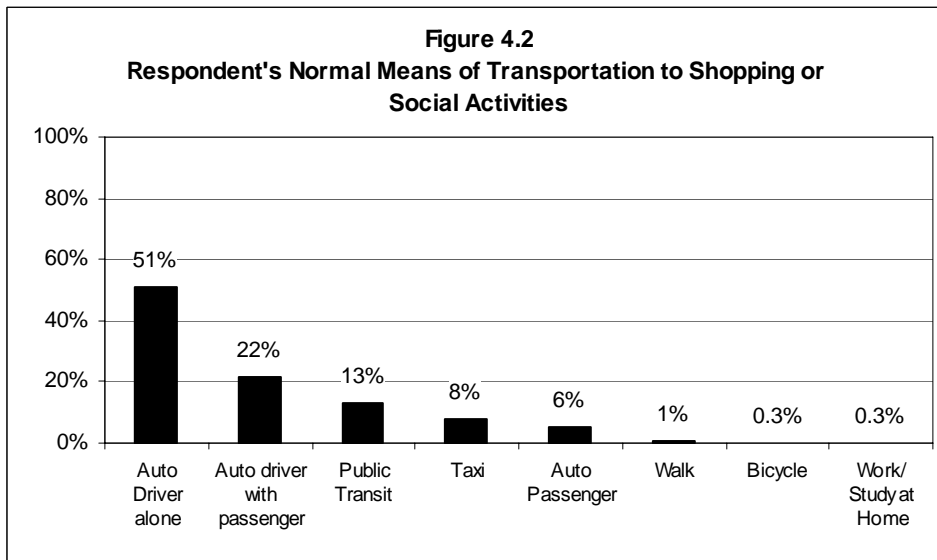
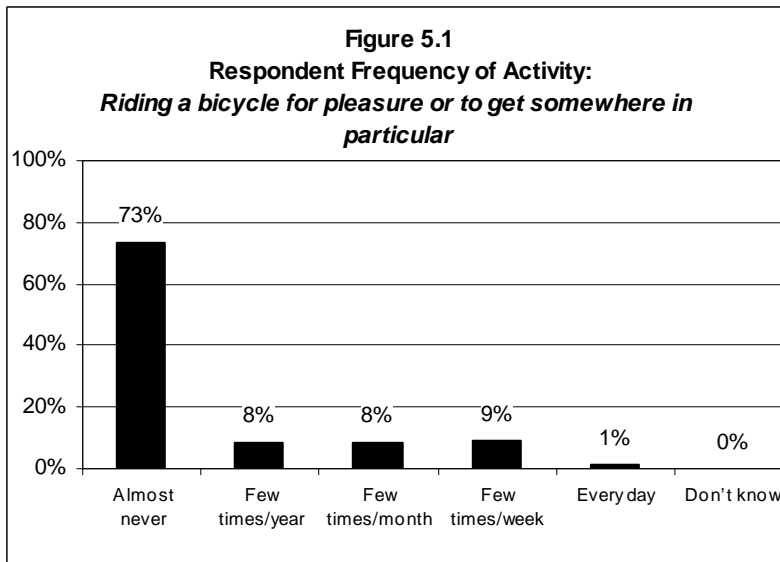


Figure 4.2 shows that 51% of respondents drive alone when going shopping or to social activities.



Question 5 posed to respondents a number of scenarios and they were asked to note how often they did each. As shown in Figure 5.1, only 73% suggest they almost never ride a bike.



In Figure 5.2, 66% suggest they almost never take a Brantford Transit bus or use Operation Lift Services.

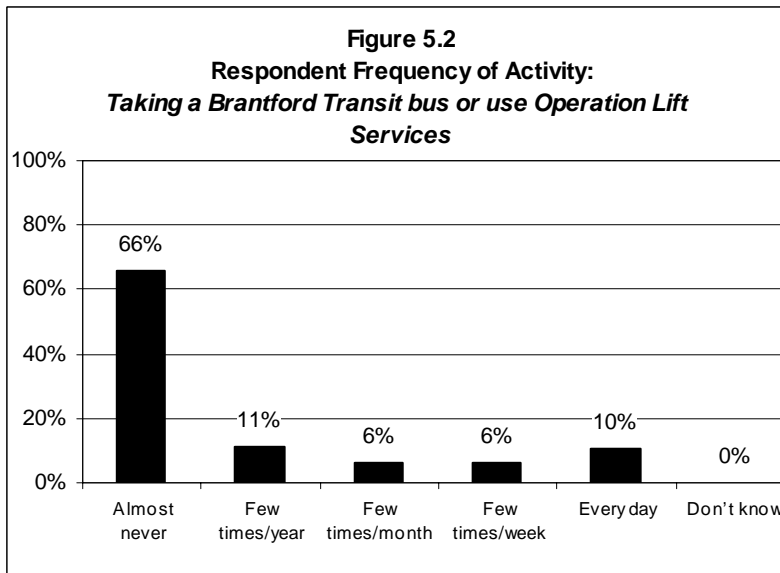


Figure 5.3 shows that 71% of respondents almost never travel to Hamilton or Burlington to take a GO transit bus or train.

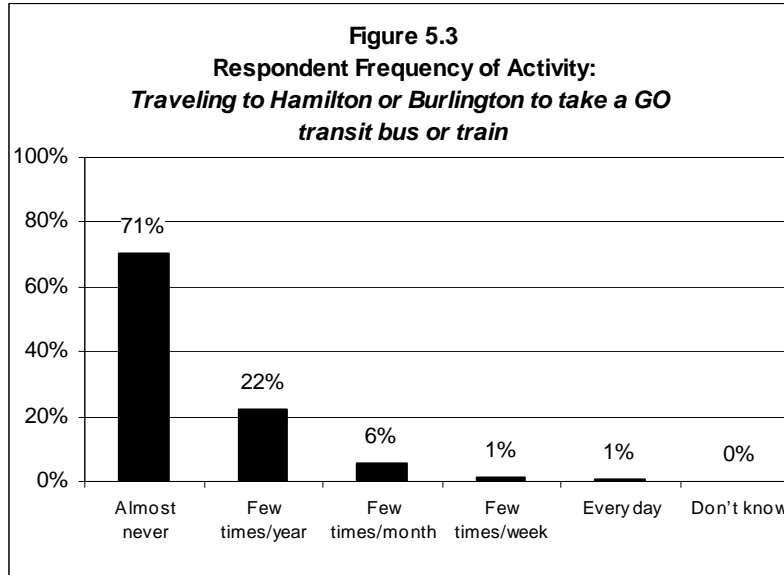
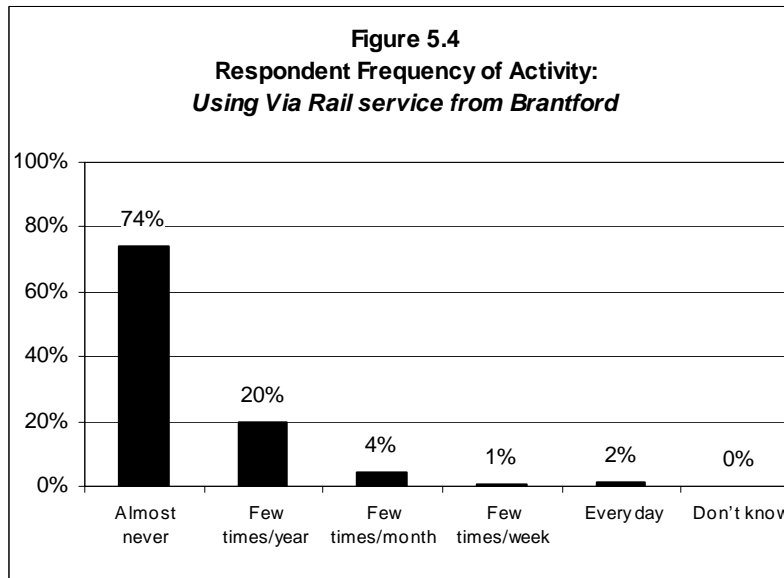


Figure 5.4 shows that 74% of respondents almost never use Via Rail service from Brantford.



In Figure 5.5, a majority of respondents (56%) suggest they go for a walk “everyday” or a “few times/week.”

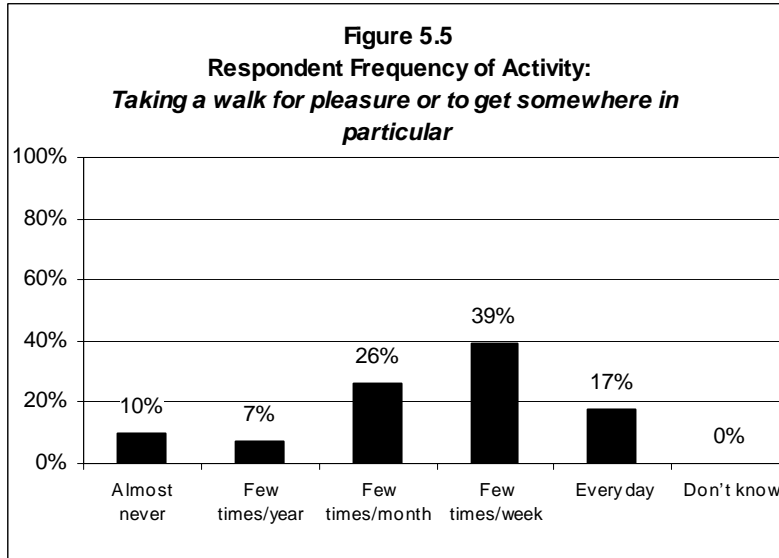
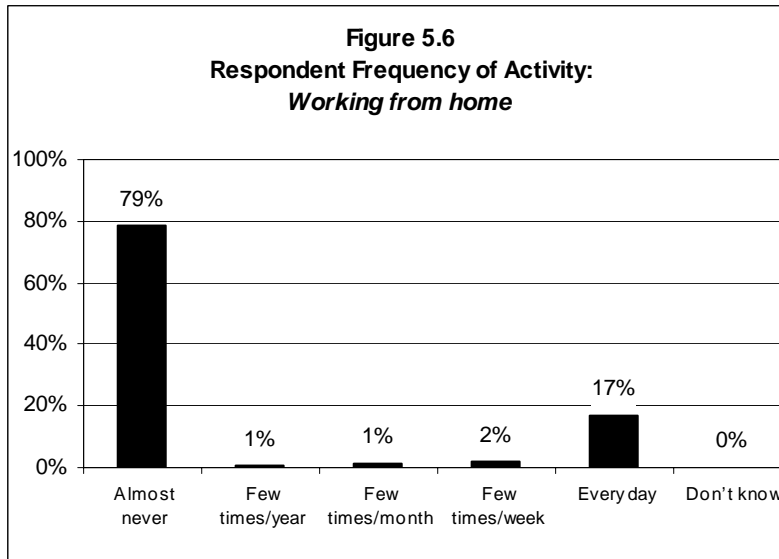
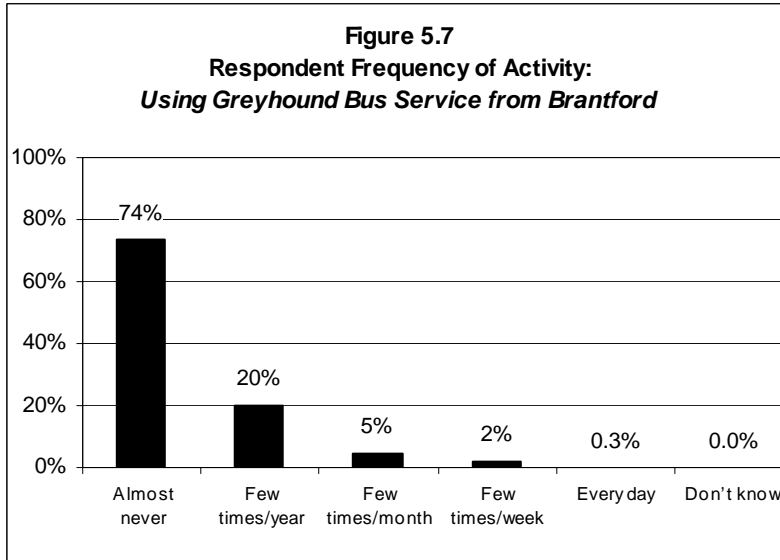


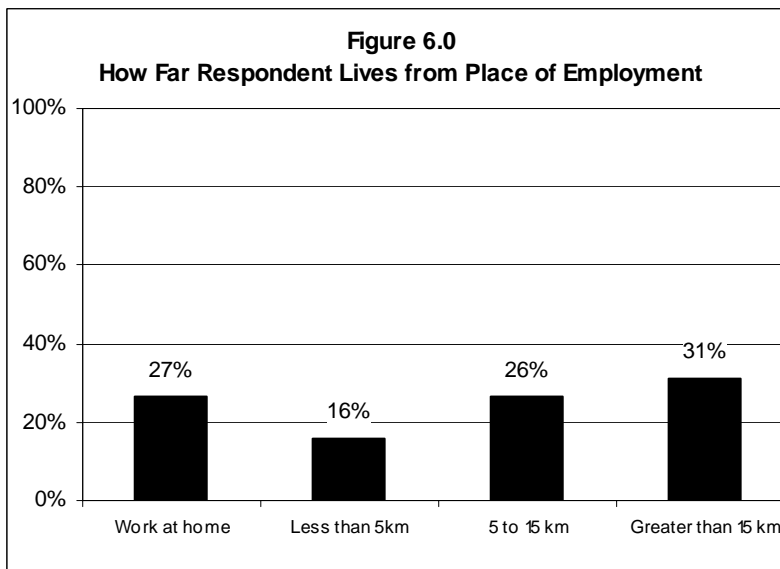
Figure 5.6 demonstrates that 79% of respondents almost never work from home.



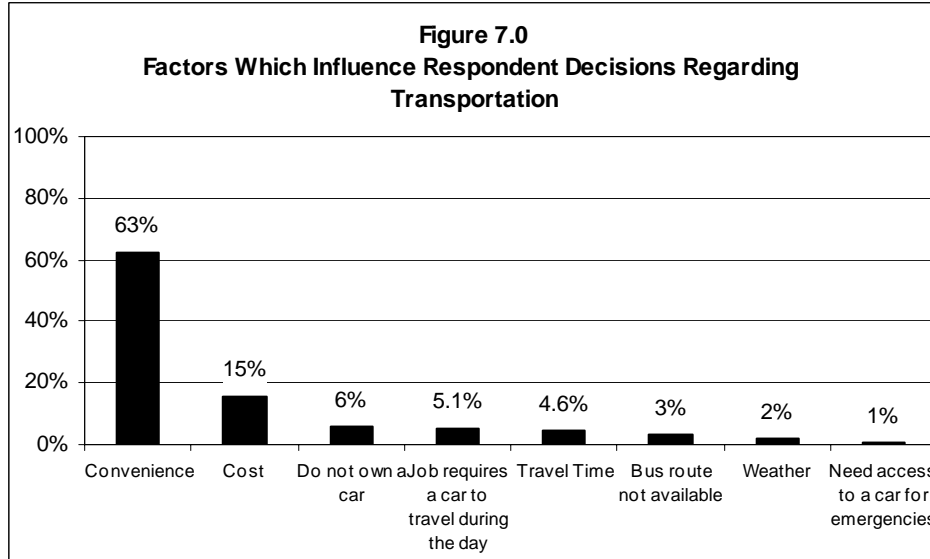
Finally, as the last scenario in this grouping, Figure 5.7 shows that 74% of respondents almost never use the Greyhound bus Service from Brantford.



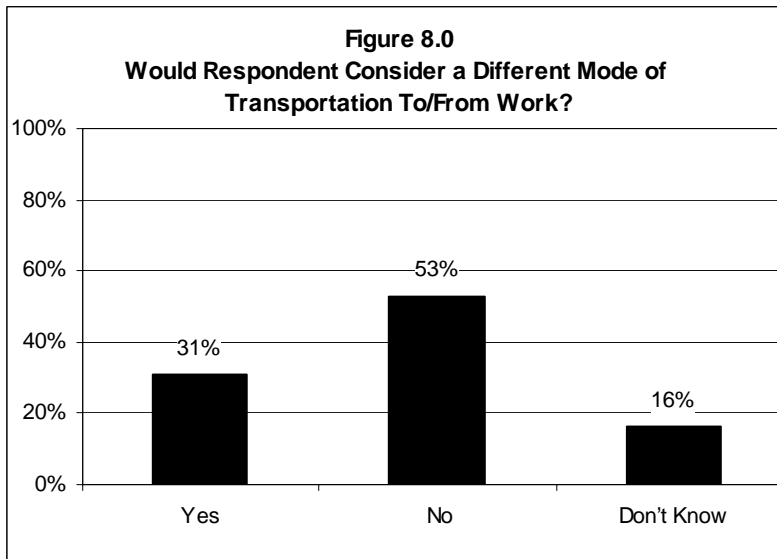
When asked about their place of employment, 57% of respondents suggested they live more than 5 km from their workplace.



Question 7 went on to ask respondents what factors influence their decision regarding transportation to and from work. A list of alternatives was provided to respondents and they were asked to indicate the one that applied the most to their situation. As shown in Figure 7.0, 63% of respondents make their transportation decisions based on the convenience associated with it.



Knowing that convenience was the major issue behind their transportation decisions, respondents were then asked if they would consider a different mode of transportation to get them to and from work. 31% of respondents suggested they would consider an alternative.



The 31% of respondents who suggested they would consider alternatives to their current method of transportation were offered a series of scenarios and asked to indicate to what level they would agree with each. Figure 9.1 through 9.9 demonstrate these results.

Figure 9.1 shows that 63% of the 31% of respondents would “strongly or somewhat agree” that they would take the transit if they knew the routes and schedules better.

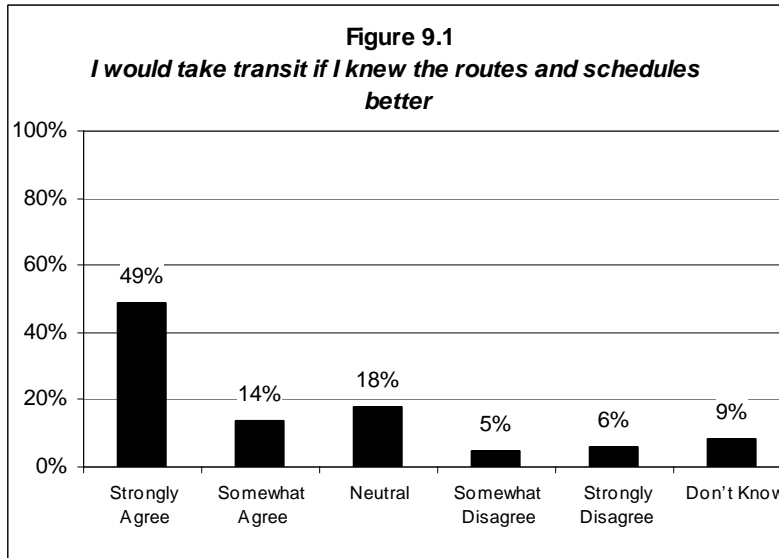


Figure 9.2 shows that 62% of the 31% of respondents “strongly or somewhat agree” that if the frequency of service was improved they would switch to transit use.

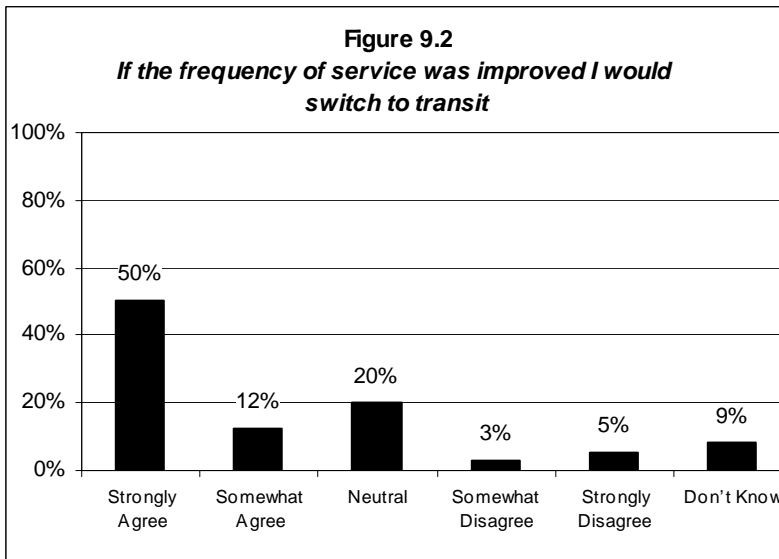


Figure 9.3 shows that 63% of the 31% of respondents would “strongly or somewhat agree” that they would take the transit if they knew the routes and schedules better.

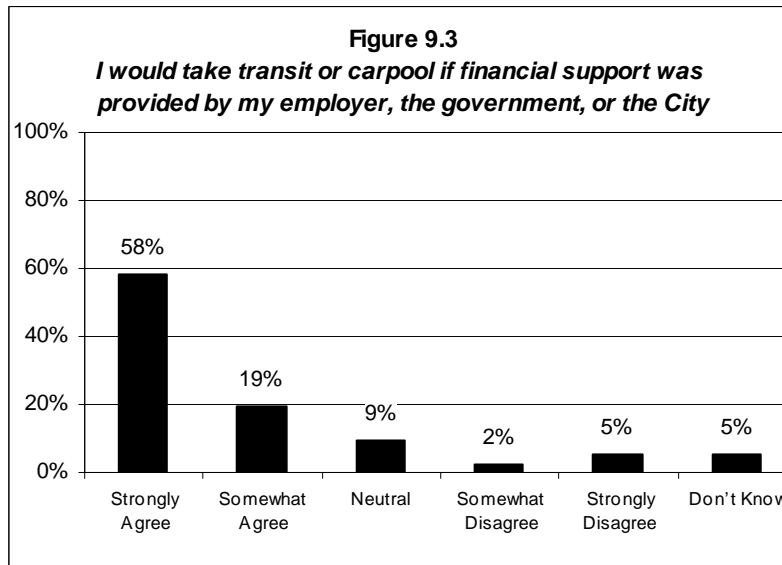


Figure 9.4 shows that less than a majority of the 31% respondents (49%) would “strongly or somewhat agree” that they would use the GO transit train or bus service to travel to or from the Toronto/Hamilton area if service was provided.

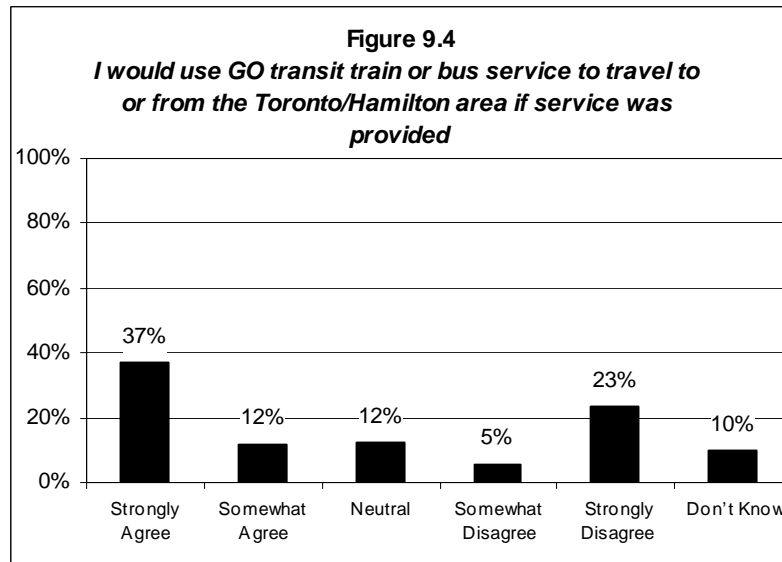


Figure 9.5 shows that 80% of the 31% of respondents would “strongly or somewhat agree” that they would carpool if they would find someone to ride with.

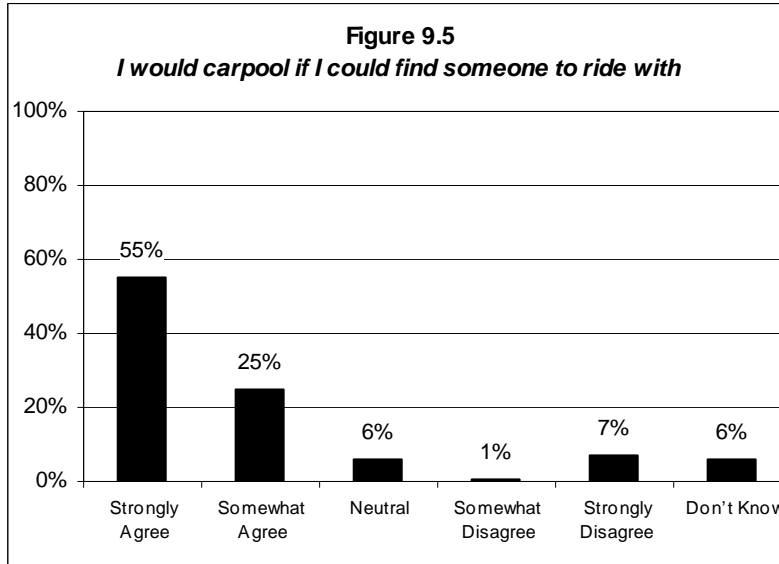


Figure 9.6 shows that 81% of the 31% of respondents would “strongly or somewhat agree” that they would carpool if they could find a ride home in case of emergency.

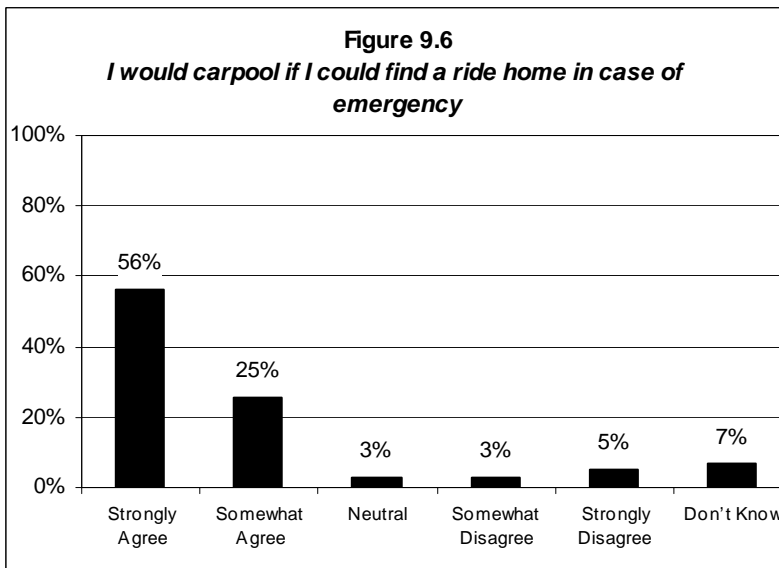


Figure 9.7 shows that 78% of the 31% of respondents would “somewhat or strongly disagree” that they would cycle to work if the city provided more separate bike lanes or trails.

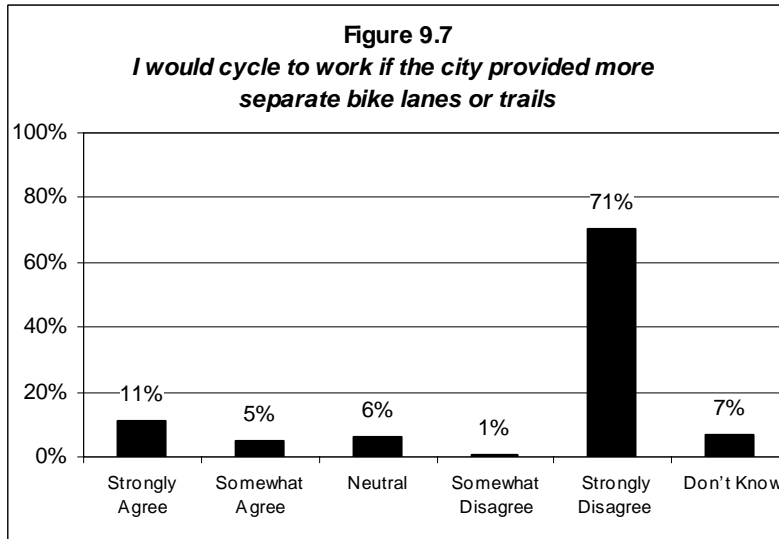
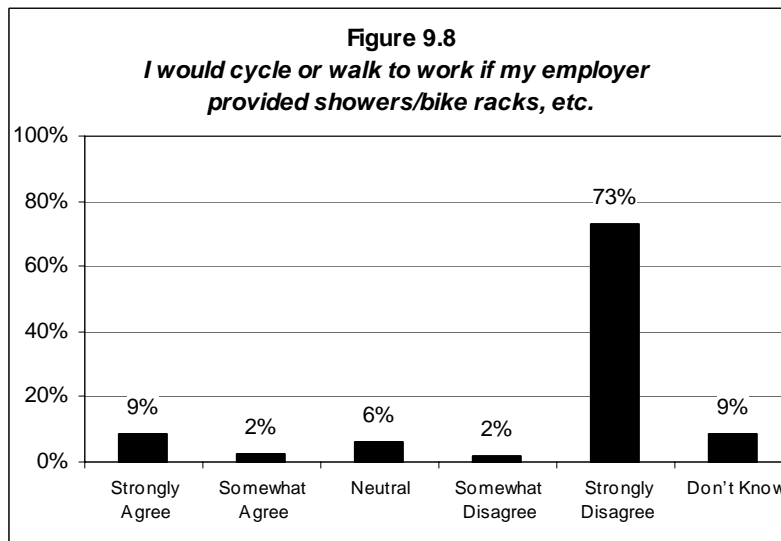
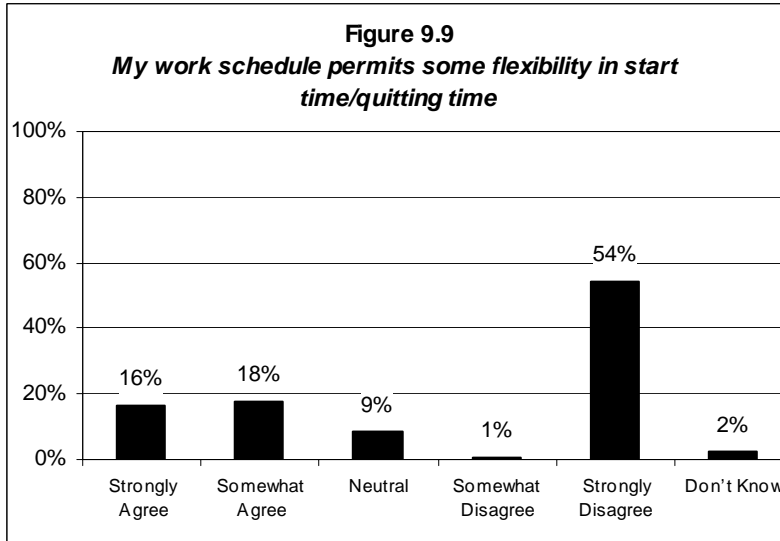


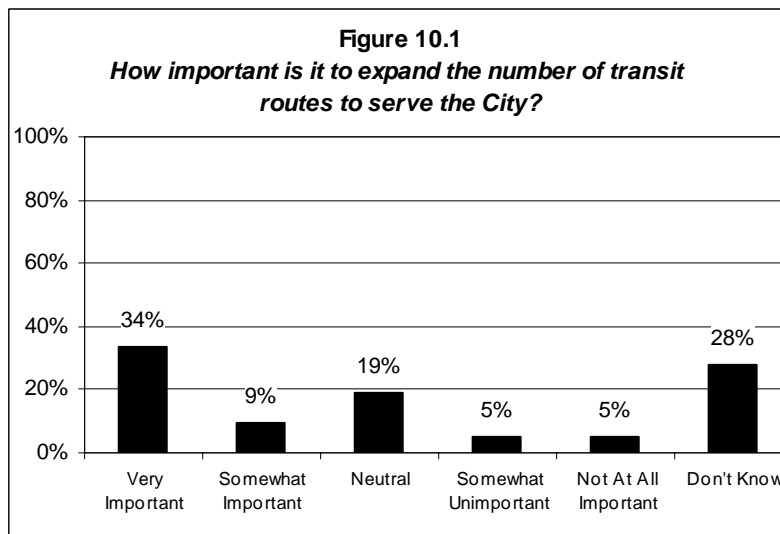
Figure 9.8 shows that 75% of the 31% of respondents would “somewhat or strongly disagree” that they would walk or cycle to work if their employer provided showers/bike racks, etc.



Finally, Figure 9.9 shows that 55% of the 31% of respondents suggest they do not have flexibility in the start time and quitting time at their current employment.



Question 10 was the last formal question regarding the specific transportation uses as posed in this survey. Respondents were asked to indicate where they would like to see City of Brantford invest taxpayer’s money by indicating their perceived level of importance for a number of projects.



Question 10.2 asked respondents to consider how important it was to provide longer hours of service for existing transit routes. Figure 10.2 shows that 51% of respondents noted it was “very or somewhat important” to have longer hours of service for the transit system. 19% of respondents were actually “neutral” on the issue.

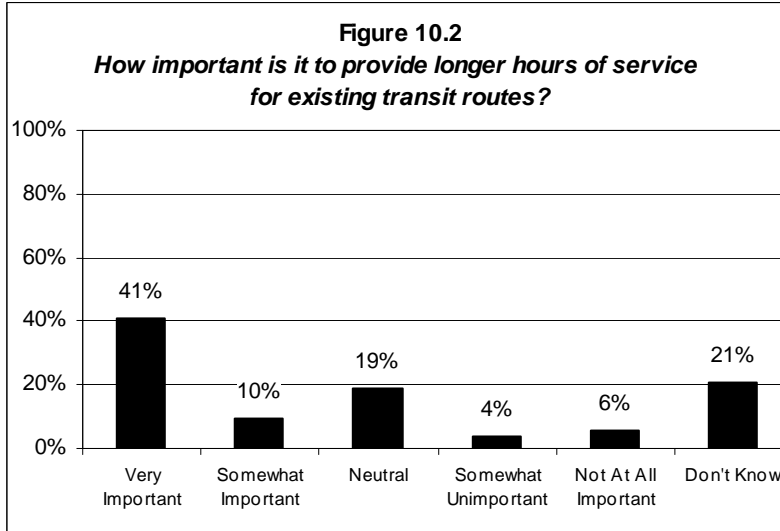


Figure 10.3 notes that only 38% of respondents felt it was important (“very or somewhat”) to increase the frequency of transit service on existing routes.

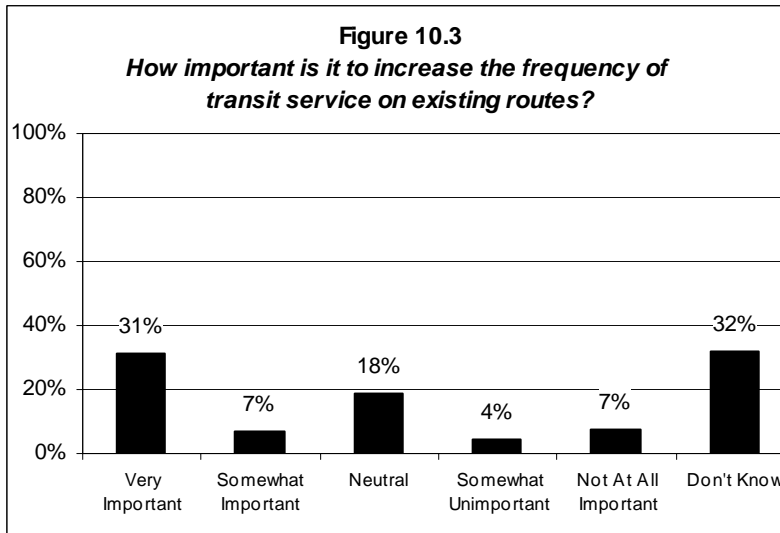
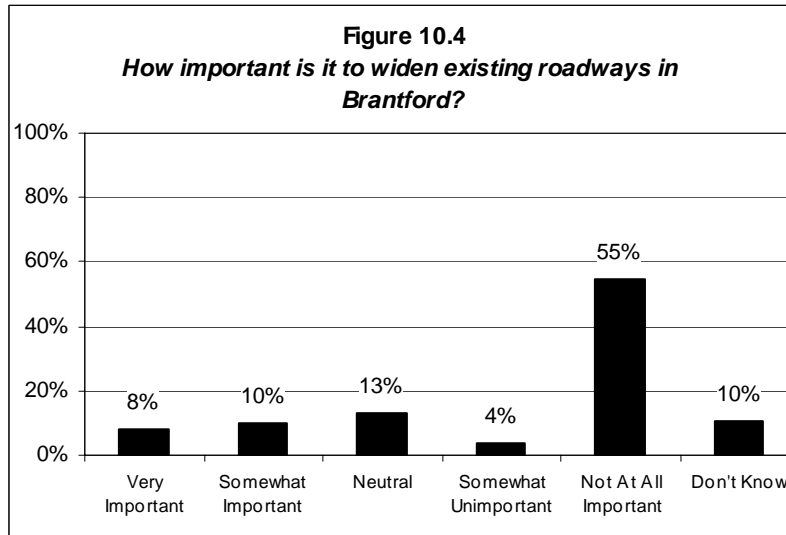


Figure 10.4 shows that 59% of respondents felt it was either “somewhat unimportant or not at all important” to widen existing roadways in Brantford.



Respondents were quite undecided with regard to whether the City should connect missing parts of Brantford streets to make them continuous. 36% noted it was “very or somewhat important”, however 18% were neutral on the issue.

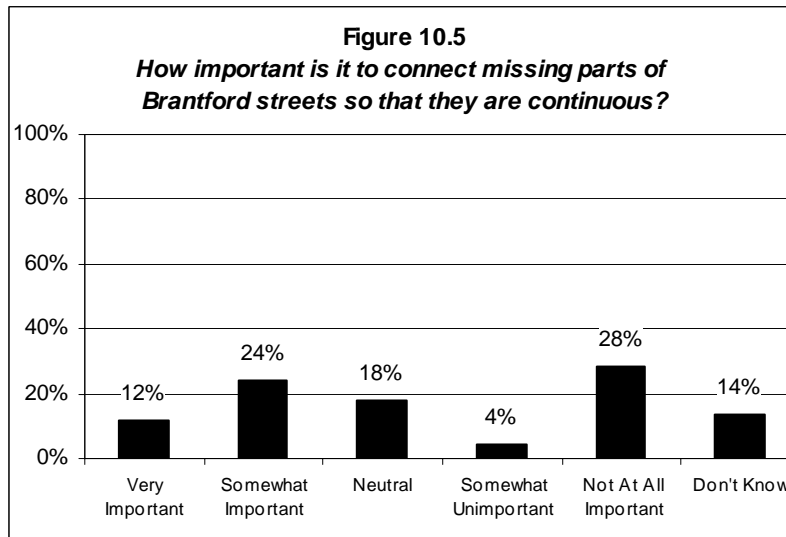
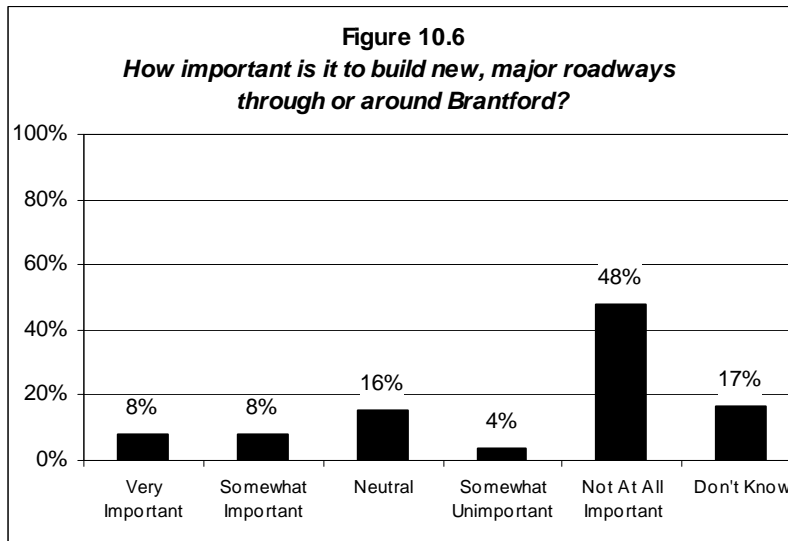


Figure 10.6 shows that respondents are not in favour of building new, major roadways through or around the City of Brantford. 52% suggested it was either “somewhat unimportant or not at all important”.



Once again, respondents were quite divided over whether to construct carpool lots and/or “carpool only lanes” on key arteries in the city. 30% of respondents noted it was either “very or somewhat important” to them. However 17% reported being “neutral” on the issue, and 26% suggested they “didn’t know.”

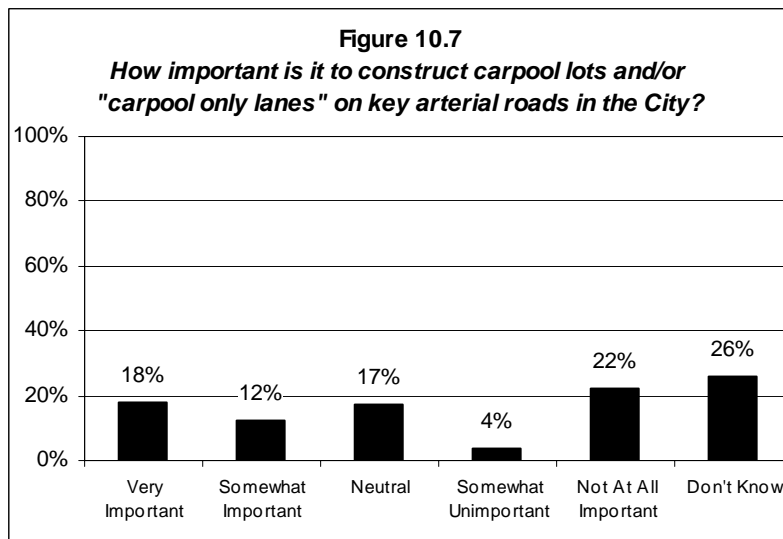


Figure 10.8 reports that a majority of respondents (61%) feel it is “very or somewhat important” to provide the downtown with a two way street system.

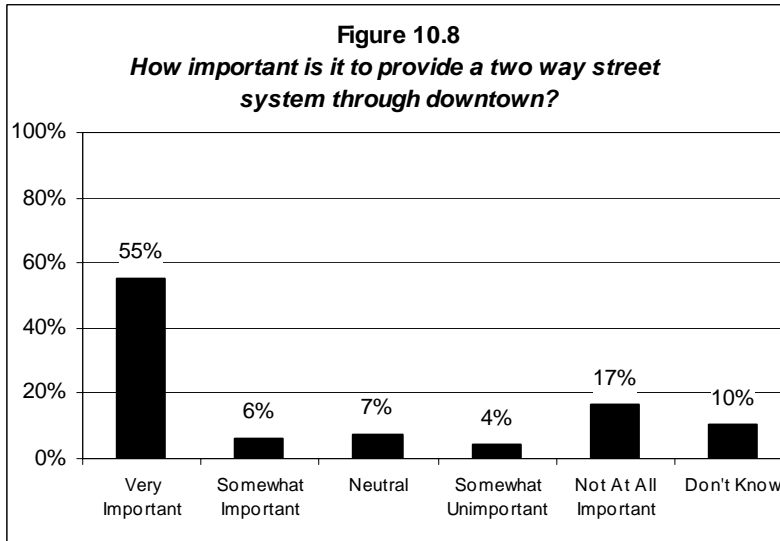


Figure 10.9 shows that only 43% of respondents note it is “very or somewhat important” to provide financial incentives to encourage more transit usage. 23% suggested they “didn’t know.”

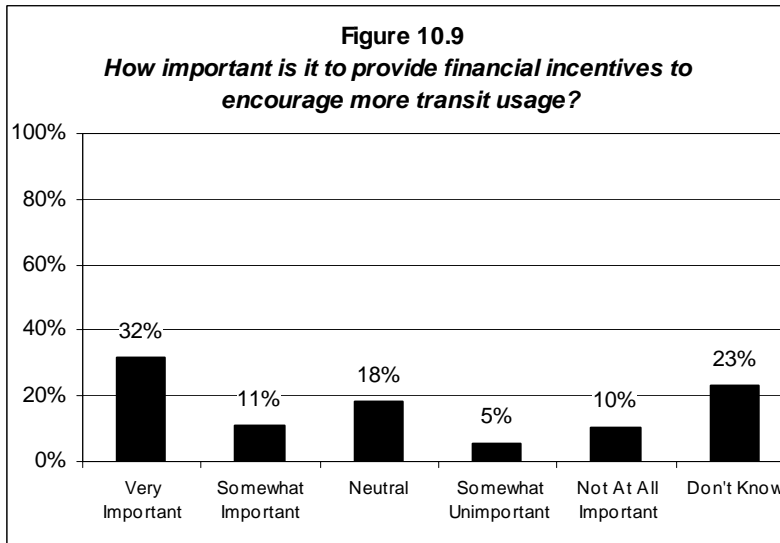
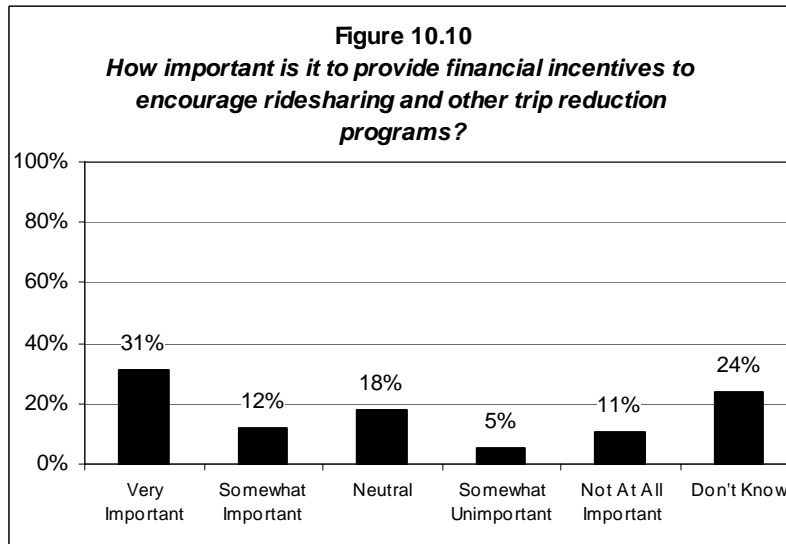
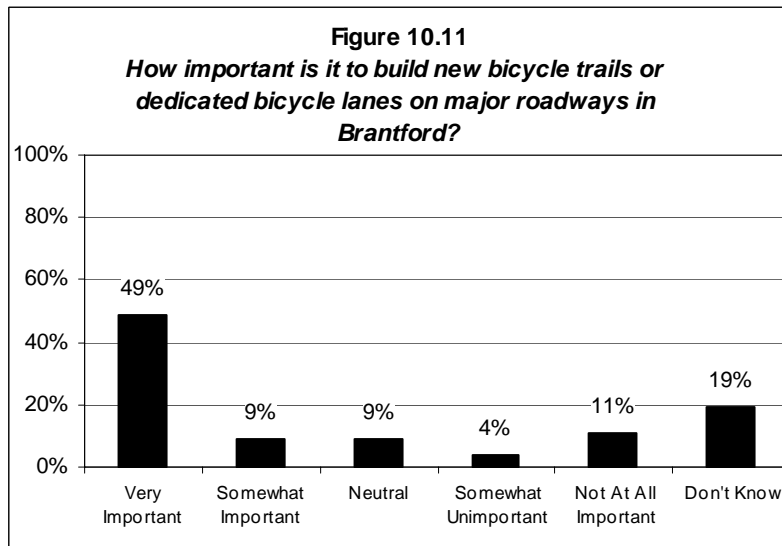


Figure 10.10 shows that again only 43% of respondents suggest it is “very or somewhat important” to provide financial incentives to encourage ridesharing and other trip reduction programs.



Finally, Figure 10.11 shows that 58% of respondents suggest it is either “very or somewhat important” to build new bicycle trails or dedicated bicycle lanes on major roadways in Brantford.



Question 11.0 allowed respondents the opportunity to express what they felt were the major issues in the City of Brantford at this point in time. Many of the responses reflect issues identified throughout the survey. Table 11.0 shows the results and their frequency of occurrence.

Table 11.0 Major Issues Facing the City of Brantford		
Comments	Frequency	Percent
Better bus systems/hours/transit/Sunday Bus	35	33%
Coordinating lights	10	9%
Construction	5	5%
Too many cars/traffic at problem hours	5	5%
Better water pressure	4	4%
Condition of roads	4	4%
Not wide enough roads	3	3%
One way streets	3	3%
Scooters and bikes traveling with cars/need bike trails	3	3%
Cut taxes	3	3%
Pollution from cars	3	3%
Get rid of casino	2	2%
City is not a grid pattern	2	2%
Speeding	2	2%
You have to go way out of your way to get anywhere	2	2%
By-pass south to north	1	1%
Better parking	1	1%
Cell phones	1	1%
Big trucks/SUV's	1	1%
Brant Ave	1	1%
Completion of b5 AR	1	1%
Connection to Hamilton	1	1%
Constitution	1	1%
Hwy 2 signage	1	1%
Elderly drivers	1	1%
Four way stop at Flanders and Edith	1	1%
More car pools	1	1%
City is not available enough	1	1%
Not having GO service to Toronto	1	1%
Parking on major routes	1	1%
Safer streets	1	1%
Sidewalks are hard in winter	1	1%
Air pollution	1	1%
Steps on bus too high	1	1%
Trucks double parking	1	1%
Total	106	100%



DEMOGRAPHICS

Figure 12.0 through 16.0 report the demographic breakdown of respondents.

Figure 12.0 shows a good distribution of respondents by level of education. This sample represents a good cross section of the community in question.

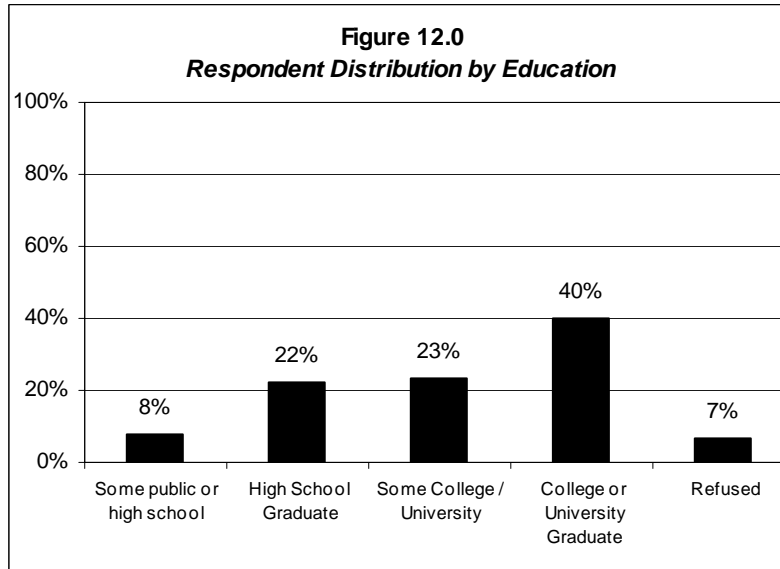


Figure 13.0 represents the respondent distribution by age. The age grouping 55 years and older is slightly underrepresented in this sample showing a minor variation from the reported age distribution for the area. However, this sample represents a good cross section of the community in question.

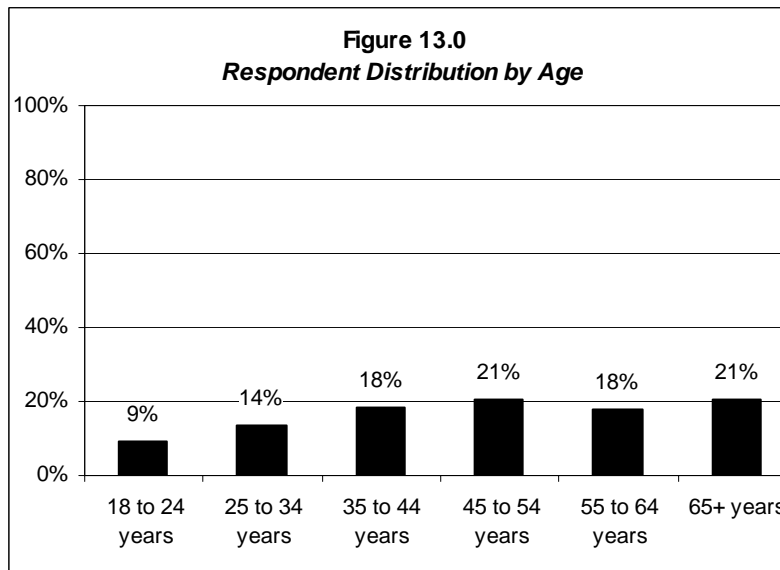


Figure 14.0 represents the respondent distribution by income. Generally this demographic is difficult to quantify due to the higher percentage of refusals in this category. However, this sample represents a good cross section of the community in question.

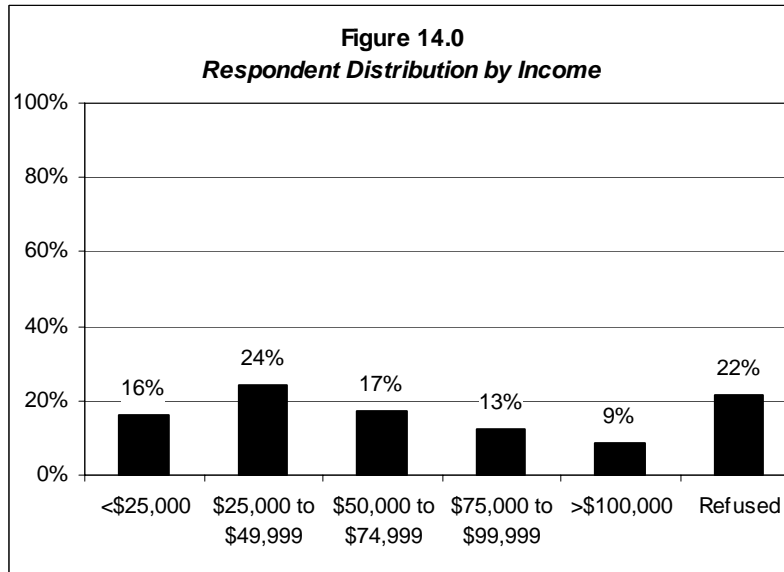
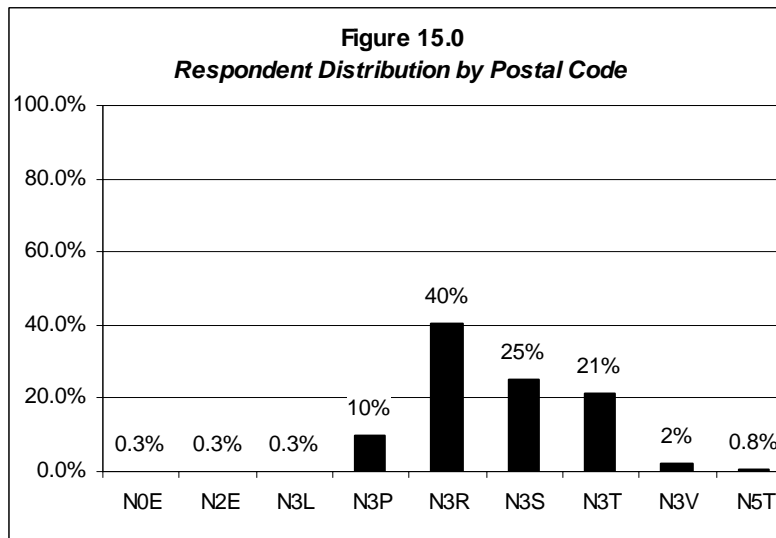


Figure 15.0 shows the respondent distribution by the first three digits of their postal code. Responses are noted as they are provided by respondents.



Finally, Figure 16.0 shows the respondent distribution by Gender. There is a slightly higher proportion of female respondents in this survey.

