



7-734 Wilson St  
Victoria BC V9A 3H2  
250-885-0289  
www.agencyresearch.ca

## Backgrounder

Local Issues Survey #2  
July - November, 2007

### Local Issues in Transportation

#### Executive Summary

- ▶ Agency Research Consultants' second local issues survey about transportation issues in the CRD attracted 214 survey participants.
- ▶ Over half of all survey participants (53%) indicated they travelled 10 kilometres or less to work. Only 10% indicated that they traveled a distance greater than 20 kilometres.
- ▶ When asked about their primary or usual method of transportation over half (54%) stated that they drove to work in a personal vehicle.
- ▶ Out of a range of transportation issues presented, increases to BC Ferries fares received the highest level of concern, while increases to BC Transit fares received the lowest level.
- ▶ When asked about a variety of recently proposed transportation initiatives, the development of light rapid transit received the highest level of support with 67% indicating this was 8 out of 10 or higher in terms of feasibility, 89% indicating they either strongly or moderately support this initiative, and 71% indicating that they would use LRT.
- ▶ The lowest rating was given to designated bus-only lanes on Douglas Street. This initiative received a feasibility rating of 8 out of 10 or higher by only 30% of participants, 47% indicated they supported this plan, and 37% indicated that they would be likely to use dedicated transit lanes.
- ▶ A total of 65% of survey participants indicated they would either strongly or moderately support an increase to property taxes to cover the costs of LRT, whereas 29% indicated a similar level of support for a tax increase to pay for designated bus-only lanes.

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For further information, contact:

**Kim Nuernberger, MA**  
Principal Researcher  
Agency Research Consultants

 250-885-0289

 [Kim@agencyresearch.ca](mailto:Kim@agencyresearch.ca)

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Victoria BC V9A 3H2

## Introduction

Agency Research Consultants' second online Local Issues Survey explored issues surrounding transportation in the CRD. Participants were asked to discuss their transportation usage patterns and provide their opinions on the feasibility, level of support and likelihood of use of several transportation initiatives that have received recent attention. Additionally, participants were asked to indicate their preferred method of funding for these initiatives.

The survey was administered online via the Agency Research Consultants website at [www.agencyresearch.ca](http://www.agencyresearch.ca) and collected opinions from residents and business owners from July through November 2007. A total of 214 persons responded to the survey. Invitations to participate in the survey were distributed through our own list of past survey participants, posted online at several local community boards (i.e. KidsinVictoria.com, Craigslist Victoria), and supported by advertising in local print media. As this survey was conducted online and respondents self-selected to participate (a non-random sample), no claims can be made on the ability to extrapolate to the population. However, all efforts were made to distribute the invitations through various methods and to as wide a group of individuals as possible to best ensure the validity of the results. The discussion and tables presented in this report are from a select number of the questions included on the survey. The full survey report is currently in production and will be offered for sale shortly. For more information about this report, please contact Agency Research Consultants at [info@agencyresearch.ca](mailto:info@agencyresearch.ca).

## Transportation Usage

Survey participants were asked to indicate the approximate distance they travelled to their primary place of employment. Over half of all survey participants (53%) indicated they travelled 10 kilometres or less to work. An additional 19% did not travel any distance to work as they either telecommuted (9%) or were not employed (10%). Only 10% indicated that they traveled a distance greater than 20 kilometres. (See Table 1, below). When asked how long it took them to get to work the largest number (42%) reported that it took them 15 minutes or less.

**Table 1: Distance travelled to primary place of employment**

	N	%
Less than 5 kms	67	31%
5-10 kms	47	22%
11-15 kms	22	10%
16-20 kms	15	7%
More than 20 kms	21	10%
Telecommute / Work from home	20	9%
Unemployed	22	10%
<b>Total</b>	<b>214</b>	<b>100%</b>

Survey participants were asked to indicate which methods they used to travel to work in the past month. Their responses showed a number of different methods. The most frequently cited was personal vehicle (71%), but 32% indicated they had walked to work in the past

month and 29% took the bus. When asked about their primary or usual method of transportation over half (54%) stated that they drove to work in a personal vehicle, while only 16% mentioned walking or the bus (for each category). (See Table 2, below).

**Table 2: Methods of transportation used**

	All methods used		Usual Method	
	N	%	N	%
Personal Vehicle	120	71%	89	54%
Walk	53	32%	27	16%
Bus	48	29%	26	16%
Car pool or ride share	23	14%	6	4%
Bike	35	21%	16	10%
<b>Total<sup>1</sup></b>	<b>168</b>	<b>100%</b>	<b>164</b>	<b>100%</b>

### Transportation Concerns

Participants were asked to rate a number of possible transportation issues on a scale of 1 to 10, with 1 meaning of no concern and 10 being the highest level of concern. The item that received the highest level of concern was increases to BC Ferries fares which was cited as 8 out of 10 or higher by 65%. On the opposite end were increases to BC Transit fares which was rated 8 out of 10 by only 39% of survey participants.

**Table 3: Transportation concerns**

	Average	8/10 or Higher (N)	8/10 or Higher (%)	10/10 (%)
Length of time to travel to destinations within the CRD	6.7	90	44%	16%
Increases to traffic volume on primary streets and roadways	7.5	120	59%	23%
Increases to traffic volume on local highways (Pat Bay, Trans Canada)	7.5	121	60%	28%
Increases to BC Ferries fares	7.8	131	65%	37%
Increases to BC Transit fares	6.1	79	39%	19%
Limited public transportation to outlying areas (Sooke, airport, etc)	6.7	104	51%	22%

### Transportation Initiatives

Survey participants were then presented with a series of recently proposed transportation initiatives. These included the development of Light Rapid Transit (LRT) between downtown Victoria and the Western Communities, the creation of designated bus-only lanes on Douglas Street, an expansion of the non-vehicle trail system into Victoria's downtown core, and an improved commuter system between Victoria and other Island communities. Survey participants rated each of these proposed transportation initiatives on a scale of 1 to 10 in terms of their level of feasibility.

<sup>1</sup> Total does not sum as question permitted multiple responses.

As seen in Table 4, below, survey participants rated light rapid transit as the most feasible solution with 67% indicating this was 8 out of 10 or higher. The lowest rating was given to designated bus-only lanes on Douglas Street. This initiative received a feasibility rating of 8 out of 10 or higher by only 30% of participants. The ratings on this initiative were extremely mixed with 41% indicating a rating of 3 out of 10 or lower.

**Table 4: Feasibility of transportation initiatives**

	Average	8/10 or Higher (N)	8/10 or Higher (%)	10/10 (%)
LRT	8.1	132	67%	42%
Bus only lane	5.1	60	30%	16%
Non-vehicle trails	7.3	106	54%	31%
Commuter system	7.4	111	56%	29%

Similar to the results seen above, there was a substantial degree of support for LRT with 89% indicating they either strongly or moderately support this initiative. Only 5% indicated that they opposed the development of light rapid transit. In terms of designated bus lanes on Douglas Street, however, reviews were again mixed with 47% indicating they supported this, while 35% were opposed to this initiative. When asked if they would be likely to use these initiatives, 71% indicated they would be likely to use LRT, while only 37% indicated that they would be likely to use dedicated transit lanes. A total of 65% of survey participants indicated that they would either strongly or moderately support an increase to property taxes to cover the costs of LRT, whereas 29% indicated a similar level of support for a tax increase to pay for designated bus-only lanes. (See Tables 5-7 for complete information.)

**Table 5: Level of support for transportation initiatives (%)**

	Strongly support	Moderately Support	Not sure	Moderately oppose	Strongly oppose
LRT	70%	19%	7%	3%	2%
Bus only lane	26%	21%	18%	16%	19%
Non-vehicle trails	58%	23%	12%	2%	5%
Commuter system	50%	30%	15%	3%	2%

**Table 6: Likelihood of use of transportation initiatives**

	I would definitely use this	I would likely use this	I am not sure about this	I would likely not use this	I would definitely not use this
LRT	45%	26%	10%	12%	6%
Bus only lane	18%	19%	19%	24%	18%
Non-vehicle trails	34%	25%	16%	14%	10%
Commuter system	22%	26%	27%	13%	11%

Table 7: Level of support for an increase to property and business taxes

	Strongly support	Moderately support	Not sure	Moderately oppose	Strongly oppose
LRT	27%	38%	9%	9%	16%
Bus only lane	9%	20%	15%	15%	41%
Non-vehicle trails	24%	29%	16%	9%	21%
Commuter system	17%	29%	22%	12%	19%

## Demographics

A total of 68 of the survey participants indicated they were business owners or managers. The majority of these businesses were small businesses with 58% having 5 or fewer employees. Table 8, below presents select demographic breakdowns for survey participants among both residents and business owners.

Table 8: Demographics

Gender	N	%
Man	83	46%
Woman	96	54%
Age	N	%
Under 24	9	5%
25-34	43	23%
35-44	48	26%
45-54	44	24%
55-64	31	17%
65 or over	8	4%

## Conclusion

Agency Research Consultants' local issues survey on transportation issues in the CRD has provided unique insight on the opinions of residents and business owners about important infrastructure issues that will become more significant over time and with increasing development and population changes in the region. This report has summarized our findings on this issue. The full survey report, which will include a more complete analysis and a comparison to other research on this topic is currently in production and will be offered for sale shortly. For more information about this report, please contact Agency Research Consultants at [info@agencyresearch.ca](mailto:info@agencyresearch.ca).

Agency Research Consultants is dedicated to providing information on important local issues. Watch for our January survey on current local labour market issues at [www.agencyresearch.ca](http://www.agencyresearch.ca).

For more information about the survey results contained in this report, or about our upcoming surveys, please contact us at [info@agencyresearch.ca](mailto:info@agencyresearch.ca) or by calling 885-0289.