



# Transportation Master Plan Public Opinion Survey Results

Planning and Economic  
Development Committee

October 1, 2008

# A Statistically Valid Survey on Transportation Issues and Solutions

## Background

- ❑ Survey to gauge York Region residents' opinions on transportation issues and solutions
- ❑ EKOS Research Associates conducted the survey in June/July '08
- ❑ Telephone survey of 1,011 randomly selected residents (18 years or older)
- ❑ Approx. 250 interviews for each of: Markham, Vaughan, Richmond Hill and the six remaining municipalities



# Most Surveyed Believe York Region is Moving in the Right Direction

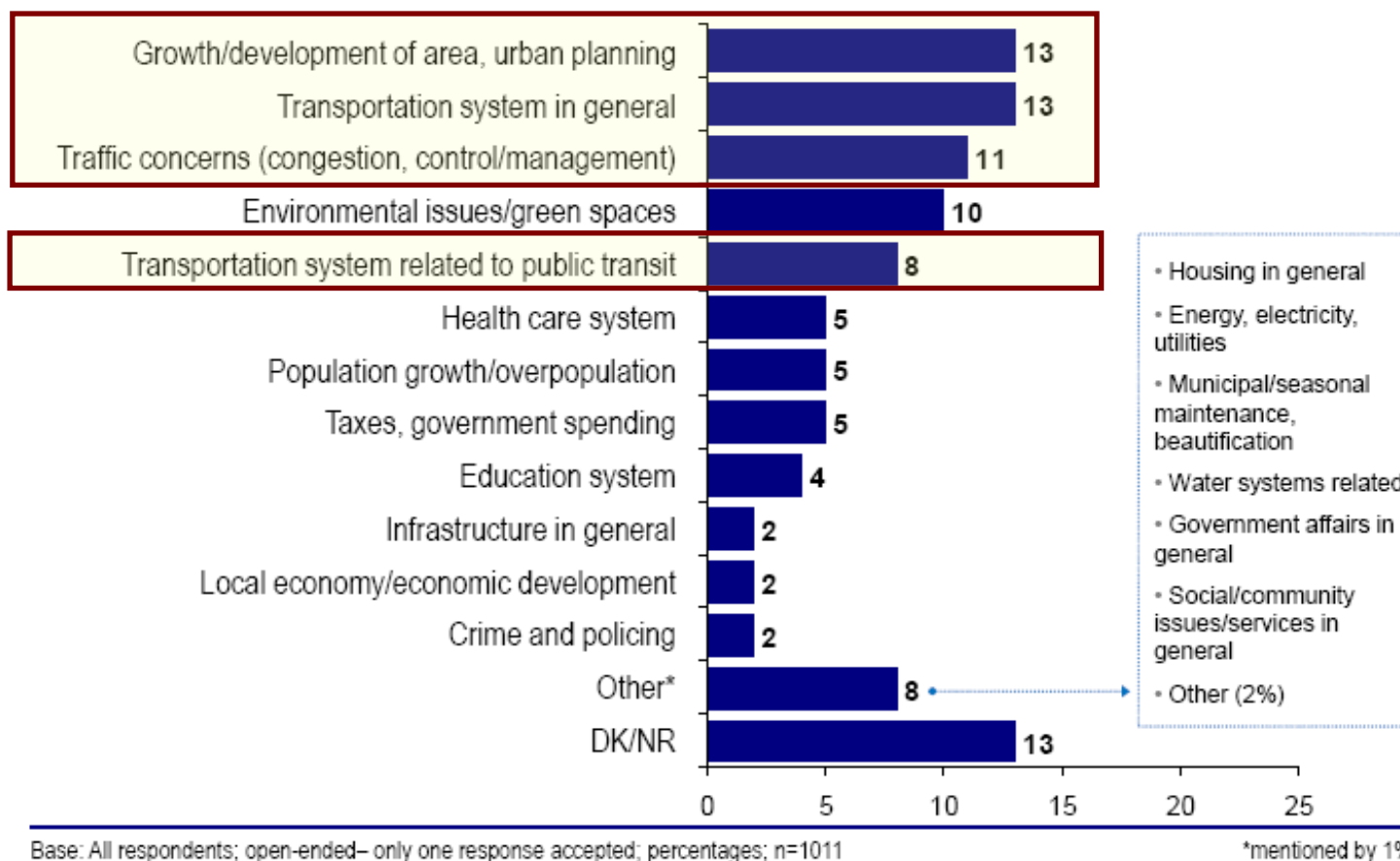
## York Region's Direction

- ❑ Almost 70% of residents say York Region is moving in the right direction
- ❑ Markham residents are slightly more positive (73%) than other municipalities that York Region is headed in the right direction
- ❑ Younger residents are more likely to think that York Region is headed in the right direction
- ❑ Those who have lived in the Region 10+ years are less positive than new residents



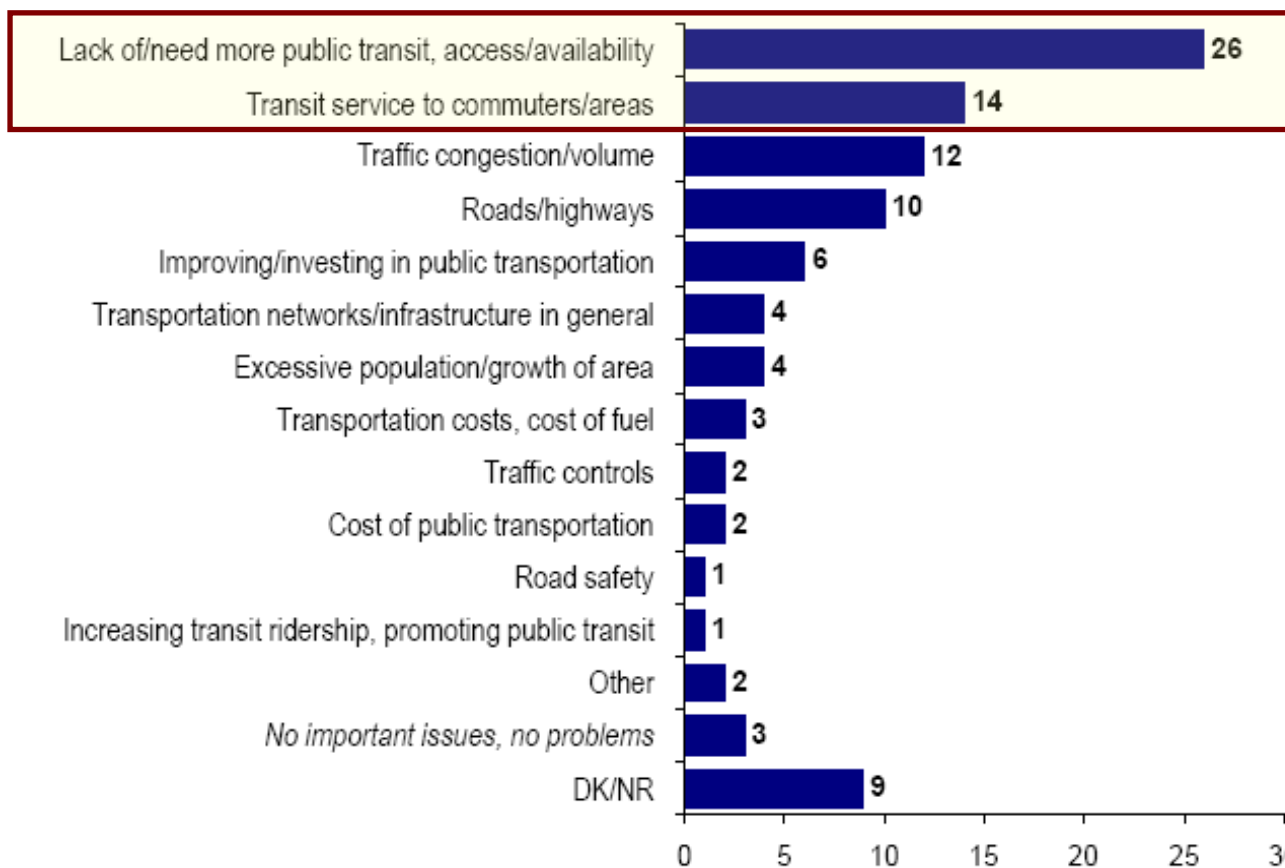
# Transportation Related Issues Identified as the Most Important Issues Facing the Region

Q. In your opinion, what is the most important issue currently facing York Region?



# Public Transit Accessibility And Service Identified As The Most Important Transportation Issue

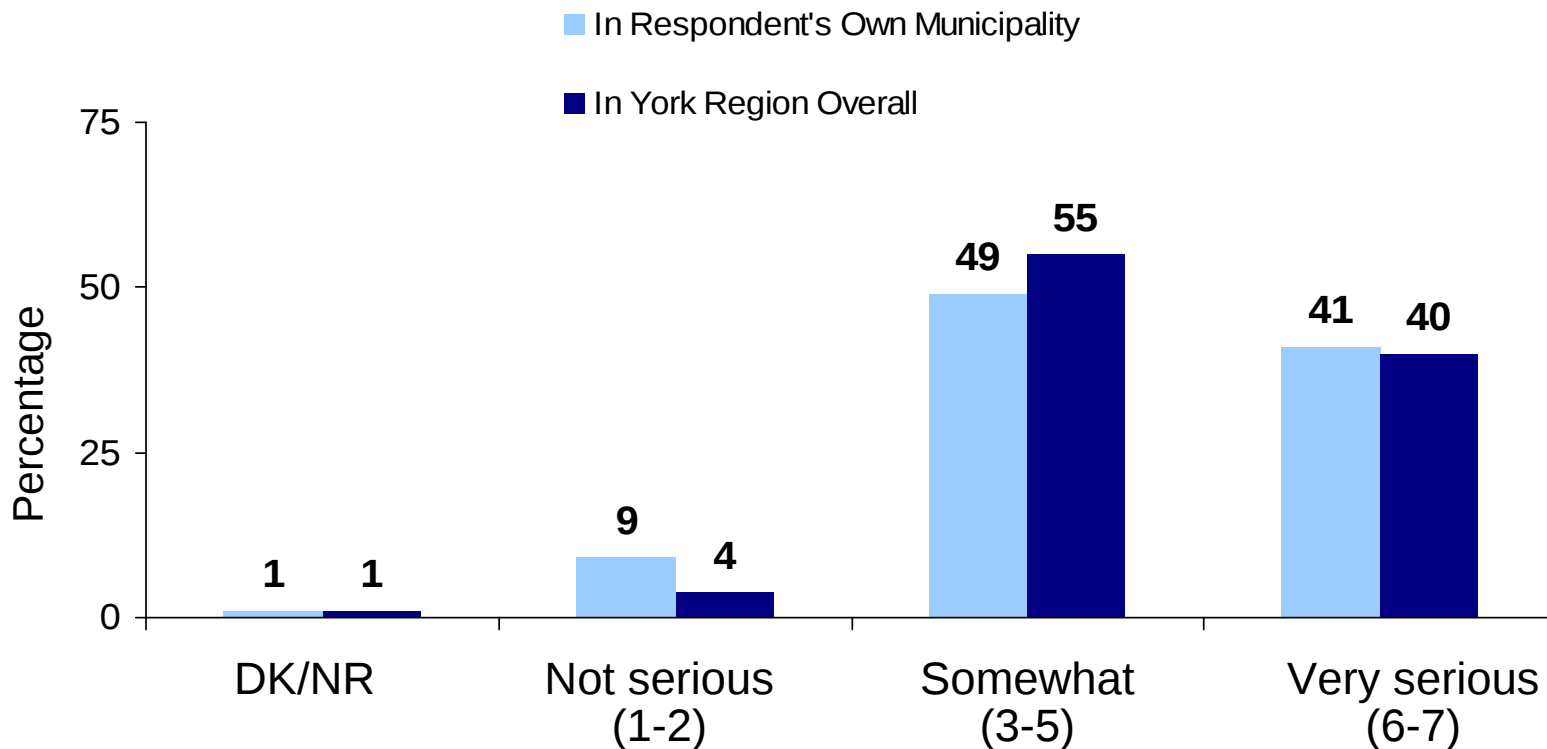
Q. What do you think is the most important issue relating to transportation in York Region?



Base: All respondents; open-ended- only one response accepted; percentages; n=1011

# About 95% Consider Traffic Congestion to be Somewhat or Very Serious in the Region

**Q. How serious is traffic congestion in York Region and your municipality?**

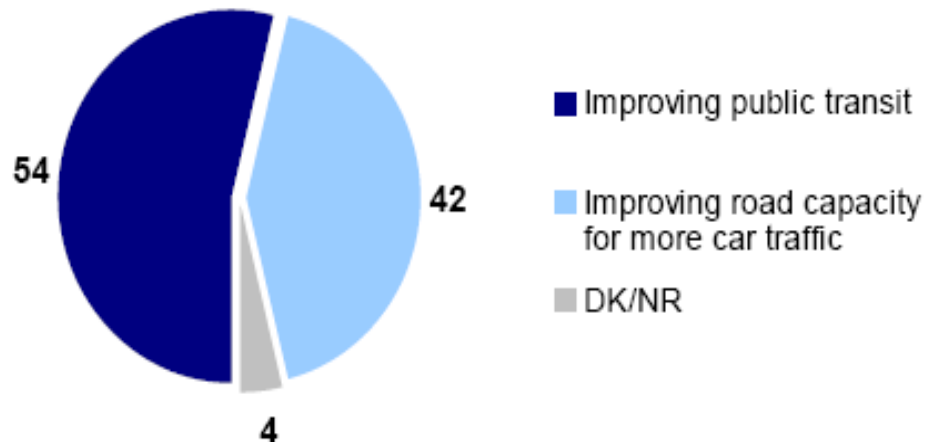


# More People Favour Improving Public Transit Over Improving Road Capacity



**Q. In your opinion, what should be the primary strategy in reducing traffic congestion in York Region?**

**Overall York Region  
(percentages)**



# Most Residents Prefer Higher Order Transit To Deal With Traffic Congestion

■ DK/NR ■ Against (1-3) ■ Neither (4) ■ (5) ■ (6) ■ Strongly in favour (7)

Building *subways* to accommodate growth.\*\*



Improving and expanding public transit services.



Designing communities that make it easier for people to walk and bike.



Providing a standard fare system on all transit services across York region.



Improving traffic flow through a more efficient traffic signal control system.



Building a *light rail transit* to accommodate growth.\*\*



Building a regional and local network of bike paths and trails.



# Most Residents Prefer Higher Order Transit To Deal With Traffic Congestion (cont'd)

Building *bus rapid transit* to accommodate growth.\*\*



Requiring large businesses in the area to encourage employees to use alternative modes such as transit, car pooling, walking and cycling.



Widening major roads to provide a designated bus and car pool lane.



Banning truck deliveries during the morning and evening rush hours



Building more park and ride facilities.



Widening major roads to accommodate more cars.



Building more sidewalks.



Building more new roads and highways.



Using tolls or user pay methods to reduce traffic congestion.



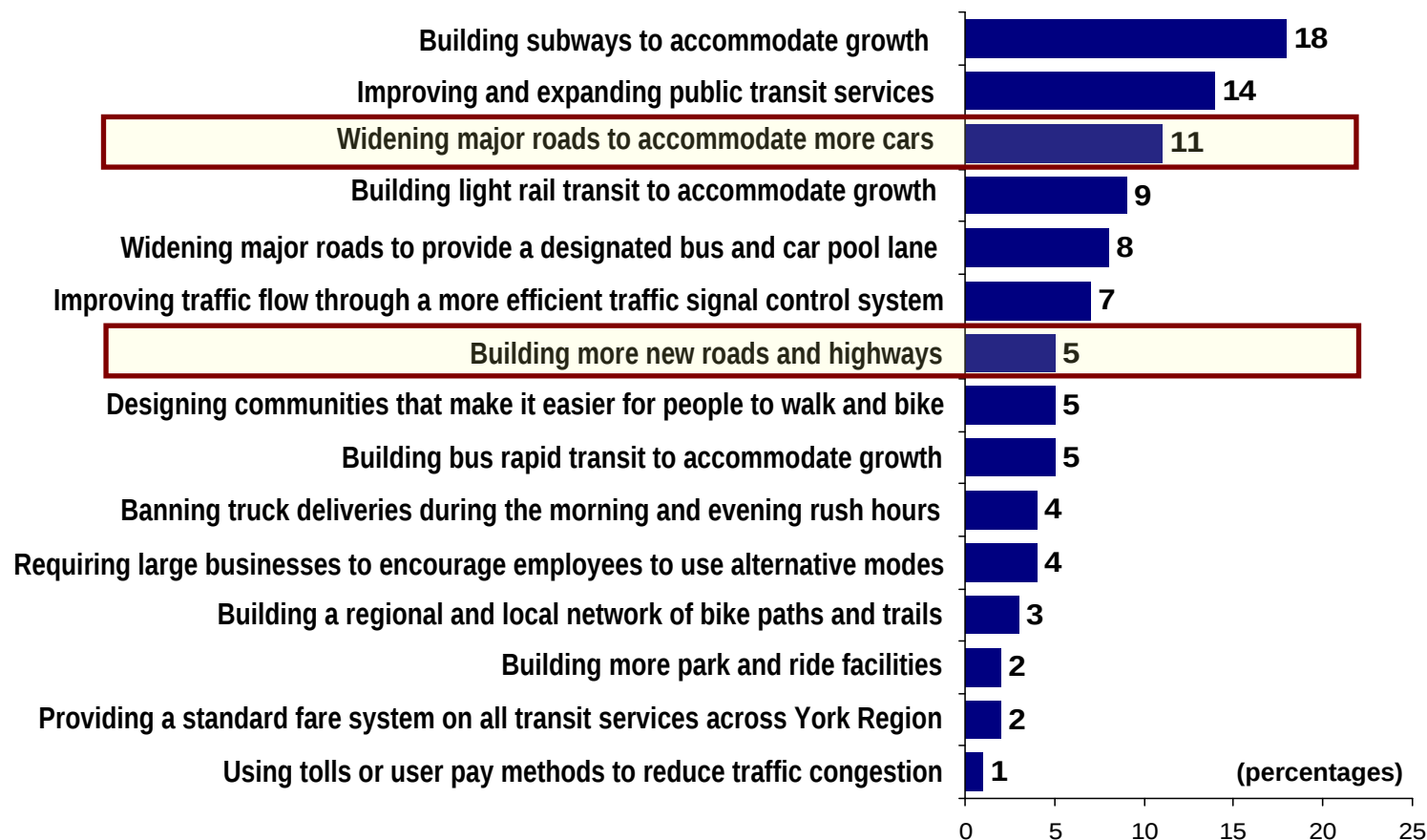
0% 25% 50% 75% 100%

All respondents: percentages: n=1011

\*\*stacked of only 1/3 of respon

# Widening Major Roads and Building More Roads are also Favoured by Some

Q. Which do you think would be the single most effective way of reducing traffic congestion?



# Survey provides some direction on transportation issues

## Summary

- ❑ Transportation and traffic congestion are most important issues in York Region
- ❑ Public transit solutions are favoured
- ❑ Support for road network expansion
- ❑ Other solutions (HOV, TDM, ped-cycling) also supported



# Survey provides input to TMP Update

## Conclusions

- ❑ Validates “transit-first” approach to transportation network planning
- ❑ Validates need to continue expansion of road network for economic vitality of York Region
- ❑ Prompts expansion of final round of public consultation centres (Fall 2008)



