

Appendix B

Public Attitude Survey

Date: July, 2008





PUBLIC OPINION POLL REGARDING TRANSPORTATION AND FUTURE GROWTH

COUNTY OF SIMCOE

Presented to

EARTHTECH

OCTOBER 24, 2007

METHODOLOGY

- To survey an adequate proportion of the population of the County of Simcoe to identify the general levels of satisfaction and interest in the current and future County transportation systems.
- Veri/Fact Research undertook a telephone survey of a statistically valid sample of the residents of the County of Simcoe, ON. 609 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 14 questions. A copy of the survey is provided at the end of the report.
- > This survey was conducted between September 27, 2007 and October 15, 2007

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 County of Simcoe. Given that 609 surveys were completed, based on a confidence level of 95% the confidence interval is +/- 3.97%.



EXECUTIVE SUMMARY

- So When asked how the County should accommodate future growth:
 - 73% of respondents "strongly or somewhat agreed" they should provide lands for future growth in each community.
 - 60% of respondents "strongly or somewhat agreed" they should concentrate future growth in communities along the Hwy. 400 corridor.
 - 48% of respondents "strongly or somewhat agreed" they should provide more high density (apartments/semi detached, multiple family housing) residential and commercial development along major county roadways.
 - 79% of respondents "strongly or somewhat agreed" the County should accommodate future growth by implementing policies that allow for a better mix of land uses, such as local stores, basement apartments, and home based businesses in residential areas.
 - 47% of respondents "strongly or somewhat agreed" they should expand outwards into undeveloped areas.
 - And finally, 64% of respondents "strongly or somewhat agreed" to restricting growth in undeveloped areas and focus on intensification within existing communities.
- So When asked which initiatives the County should consider regarding future transportation:
 - 67% of respondents suggested it was "very or somewhat important" to construct new roads or widen existing roads.
 - 78% of respondents suggested it was "very or somewhat important" to reduce the demand for auto travel during peak periods.
 - 95% of respondents suggested it was "very or somewhat important" to reduce Greenhouse Gas Emissions and Improve Air Quality.
 - 72% of respondents suggested it was "very or somewhat important" to increase the use of public transit for travel within municipalities that have transit services.
 - 89 % of respondents suggested it was "very or somewhat important" to increase transportation choices for travel between municipalities such as buses, trains, cycling, etc.
 - 88% of respondents suggested it was "very or somewhat important" to limit the impact of road construction on natural areas such as woodlots and wetlands.
- 63% and 67% of respondents suggested they drive alone to work/school and shopping/social activities.
- 9 29% of respondents suggested they work in Barrie. 15% work in Toronto.
- ∞ 52% of respondents suggested they work more than 15km from home.
- 69% of respondents state "convenience" influences their decision most regarding transportation to and from work or school.



- Only 22% of respondents suggested they would consider an alternate mode of transportation to and from work.
- 70% of respondents "strongly or somewhat agreed" that they would carpool more if more carpool lots were location in their area.
- 87% of respondents "strongly or somewhat agreed" that they would carpool if they could find someone to ride with.
- 84% of respondents "strongly or somewhat agreed" that they would carpool if they could find a ride home in case of emergency.
- 73% of respondents "strongly or somewhat disagreed" that they would cycle to work if the County provided more separate bike lanes or trails.
- 82% of respondents "strongly or somewhat disagreed" that their type of job could be done from home.
- 63% of respondents "strongly or somewhat disagreed" that they would work from home more often if their employer allowed them to.
- 60% respondents "strongly or somewhat agreed" that their work schedule permits some flexibility in start time / quitting time.
- 52% of respondents "strongly or somewhat disagreed" that they would take local transit if they knew the routes and schedules better.
- 55% of respondents "strongly or somewhat agreed" that they would use transit to travel to work or school if a County wide service was provided.
- 61% of respondents "strongly or somewhat agreed" that they plan to use GO Transit train service to travel to or from the Toronto area once train service is extended to Barrie.
- 64% of respondents "strongly or somewhat agreed" that they would take GO Transit train service to commute to the Greater Toronto Area if it went to more locations.
- When asked how important is it for the County of Simcoe to invest taxpayer's money toward specific projects:
 - 61% of respondents suggested it was "very or somewhat important" to widen existing roadways.
 - 52% of respondents suggested it was "very or somewhat important" to Build new, major County roadways.
 - 86% of respondents suggested it was "very or somewhat important" to work with the provincial government to complete new highways such as the Hwy 427 Extension or the Bradford By-Pass.



- 95% of respondents suggested it was "very or somewhat important" to work with the provincial government to improve existing provincial highways (Hwy 11, 12, 26, 89, 93, 400).
- 91% of respondents suggested it was "very or somewhat important" to work with municipalities to improve inter-municipal road connections.
- 61% of respondents suggested it was "very or somewhat important" to construct carpool lots and / or "carpool only lanes" on key County roads.
- 56% of respondents suggested it was "very or somewhat important" to provide financial incentives to encourage ridesharing and other trip reduction programs.
- 88% of respondents suggested it was "very or somewhat important" to build new off road walking / bicycle trails throughout the County.
- 72% of respondents suggested it was "very or somewhat important" to build dedicated bicycle lanes along major County Roads.
- 88% of respondents suggested it was "very or somewhat important" to provide transit service between municipalities in the County.
- 64% of respondents suggested it was "very or somewhat important" to provide financial incentives to encourage transit in local municipalities.
- 44% of respondents suggested the most pressing transportation issue facing the County of Simcoe is the lack of public transit.



SURVEY RESULTS

The survey began by asking respondents how they felt the County of Simcoe should accommodate future growth in the area. Six statements were posed to respondents who were asked to rate their level of agreement with each statement using a scale of 1 to 5. Option 6 as shown on the Figure (Don't Know/No Response) was not read as an option. Figure 1.0 shows the combined percentages suggest respondents were "somewhat or strongly" in agreement with the statements presented. It is important to take note of the combined rates of the neutral voice and those who chose not to respond. Together they outweigh the combined rates of those who "strongly or somewhat disagreed". n=609

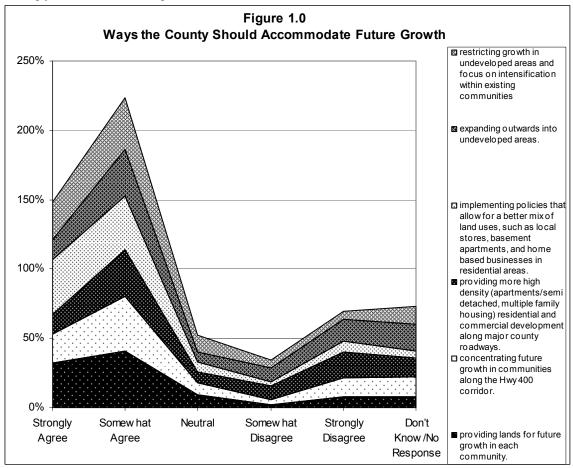
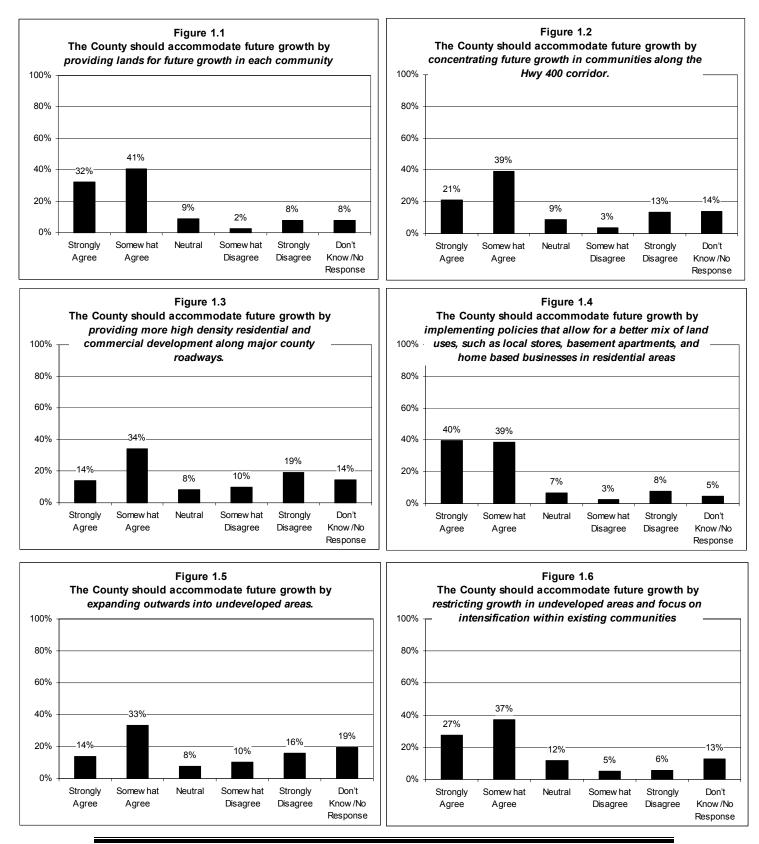


Figure 1.1 through 1.6 addresses each question individually with each figure showing the results by their level of agreement. Although all questions garnered agreement from a majority of respondents in almost every case, Figure 1.3 (*providing more high density (apartments/semi detached, multiple family housing) residential and commercial development along major county roadways*) and Figure 1.5 (*expanding outwards into undeveloped areas*) show 29% and 26% respectively "Somewhat or Strongly *Disagree*" with each suggestion. Figure 1.4 (*implementing policies that allow for a better mix of land uses, such as local stores, basement apartments, and home based businesses in residential areas.*) received the highest positive rates of response with 79% suggesting they "strongly or somewhat agreed".





VERUFACT

EARTH TECH CANADA

In question 2, respondents were asked to consider a number of different options regarding future of transportation in the County of Simcoe. Overall, the collective rates suggest respondents were very positive in their feedback regarding each suggestion made in the survey. Very few respondents chose a "neutral" response or refrained from responding. N=609

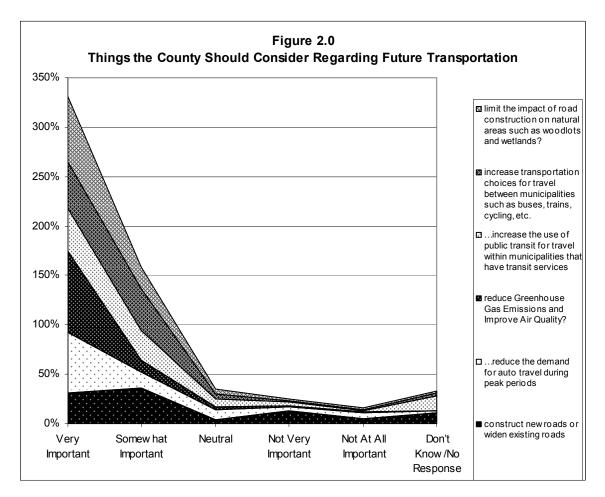


Figure 2.1 through 2.6 show the specific responses for each statement posed. Figure 2.3 (reduce Greenhouse Gas Emissions and Improve Air Quality?) was noted by 95% of respondents as an issue that is "very or somewhat important" to them. This was closely followed by Figure 2.5 (increase transportation choices for travel between municipalities such as buses, trains, cycling, etc.) with 89% of respondents and Figure 2.6 (limit the impact of road construction on natural areas such as woodlots and wetlands?) with 88% also suggesting they are either "very or somewhat important" issues. In figure 2.1, 18% of respondents suggested "construct new roads or widen existing roads" was "not very or not at all important". This option received the highest frequency of "not important" responses for this question.



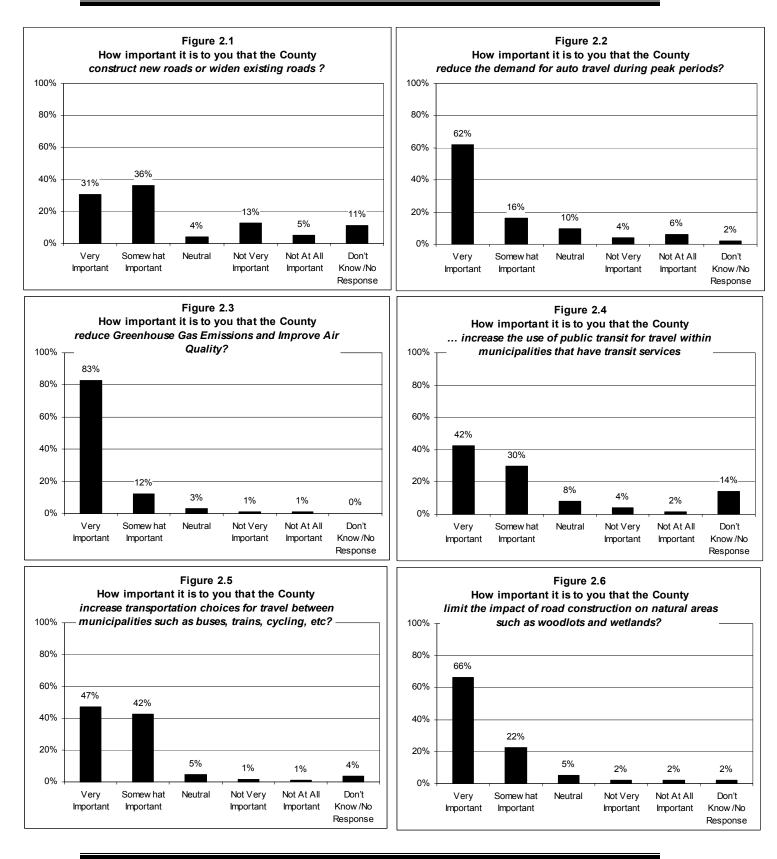
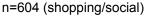
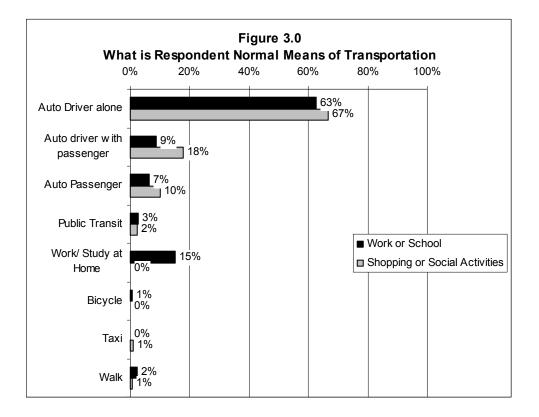




Figure 3.1 shows respondents normal means of transportation to their work/school or shopping/social activities. In both cases respondents are very consistent in their habits. A strong majority of respondents noted they travel as a single auto driver in both work and social situations.

n=461 (work/school)



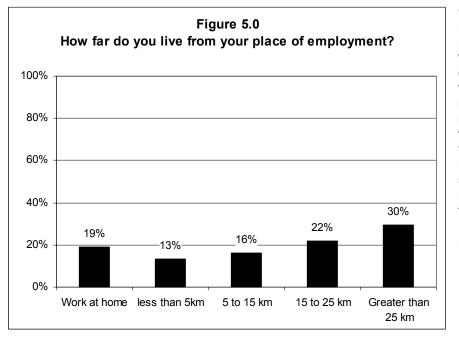




Question 4 asked respondents to indicate where their place of employment was located. We asked respondents to specify a town site in their response. Table 4.0 shows those responses. The highest frequency of responses from those who would specify where they worked, suggested they worked in Barrie and Toronto.

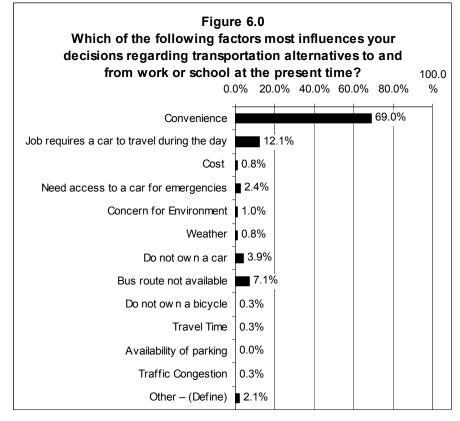
Table 4.0 Where Place of Emple	oyment is Located				
Town	Frequency	Percent	Town	Frequency	Percent
Barrie	100	29%	Severn Bridge	2	0.6%
Toronto	50	15%	100 Radius	1	0.3%
Collingwood	28	8%	20 Minutes Away	1	0.3%
Retired	22	6%	Angus	1	0.3%
Midland	21	6%	Aurora	1	0.3%
Penetanguishene	13	4%	Brechin	1	0.3%
Wasaga Beach	13	4%	Burlington	1	0.3%
Stayner	11	3%	Coldwater	1	0.3%
Home	7	2%	Creemore	1	0.3%
Newmarket	5	1.5%	Georgian Town	1	0.3%
Orillia	5	1.5%	Gillford	1	0.3%
Alliston	4	1.2%	Horseshoe Valley	1	0.3%
Blue Mountain	4	1.2%	Huntsville	1	0.3%
Innisfil	4	1.2%	Lafontaine	1	0.3%
Elmvale	3	0.9%	Markham	1	0.3%
Owen Sound	3	0.9%	Mississauga	1	0.3%
Peterborough	3	0.9%	New Lowell	1	0.3%
Port Severn	3	0.9%	Province Of Ontario	1	0.3%
Scarborough	3	0.9%	T. Lake	1	0.3%
All Over	2	0.6%	Thornbury	1	0.3%
Borden	2	0.6%	Thornton	1	0.3%
Bradford	2	0.6%	Tiny Township	1	0.3%
Honey Harbour	2	0.6%	Vaughan	1	0.3%
Moonstone	2	0.6%	Village Of Taranova	1	0.3%
North York	2	0.6%	Woodbridge	1	0.3%
Oro-Medonte	2	0.6%	Wyville	1	0.3%
			Total	342	100%





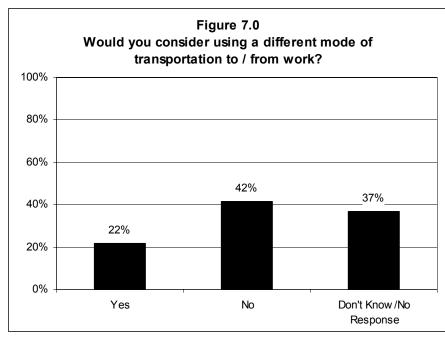
Question 5 asked respondents to indicate how far from work they lived. The distance groupings were provided to respondents. Overall, responses were very well distributed over the options presented. Not surprisingly, 52% of respondents noted they work more than 15 km from their home. n=420

Knowing the distances that people travel to get to and from work, respondents were asked to indicate what most influenced their decisions regarding their transportation choices. Figure 6.0 indicates that a majority of respondents (69%) suggest convenience is the highest priority when considering their work/school transportation. The second most frequently reported response was that their "job required a car during the day." (12%) "Other" responses noted suggested that cost of gas was an issue. the number of hours worked, and exercise also played a part. n=381.





Question 7 asked respondents if they would consider changing their method of getting to and from work. This simple Yes/No response showed that only 22% were interested in considering a change.



n=609

If respondents answered "yes" to this question, they were asked to go on and answer a series of questions related to alternative methods of travel for work/school. These are noted in Figure 8.0.



EARTH TECH CANADA

Figure 8.0 shows the combined responses to different options of transportation that were presented. Overall, respondents showed a higher combined rate of disagreement with the options presented. It is important to realize that this question was only answered by those respondents who suggested they may be interested in an alternative method of transportation to and from work/school. This means that only 22% of respondent's who answered "yes" to question 7, were asked these specific questions. n=131

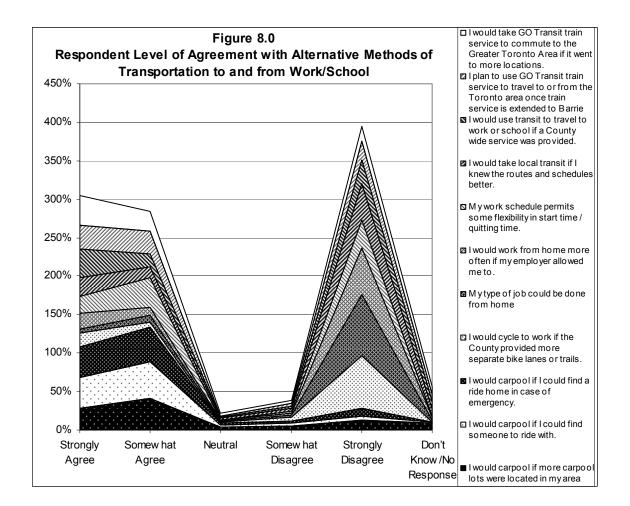
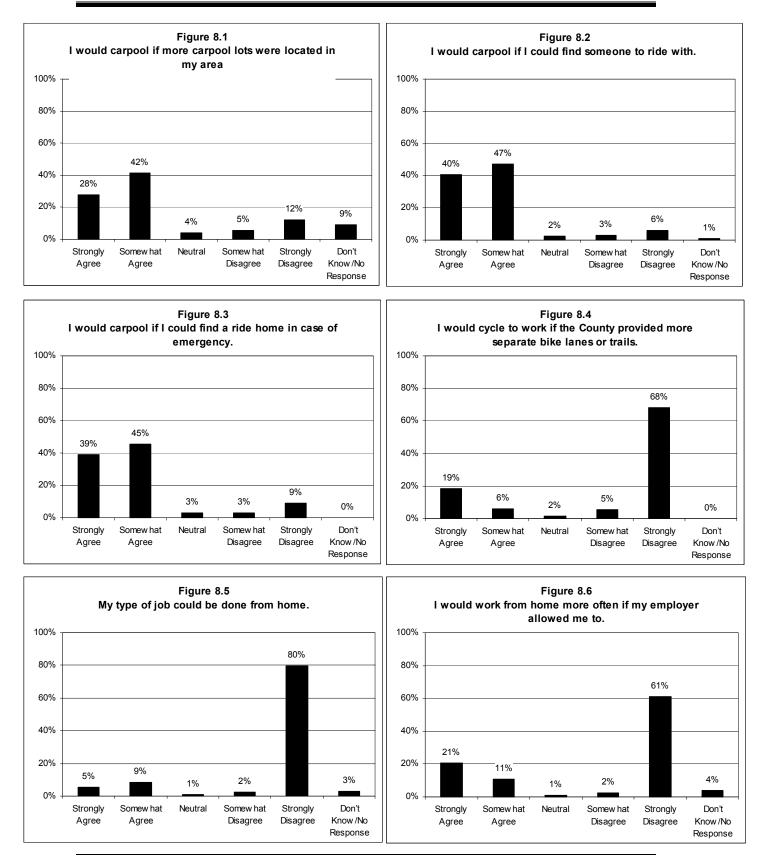


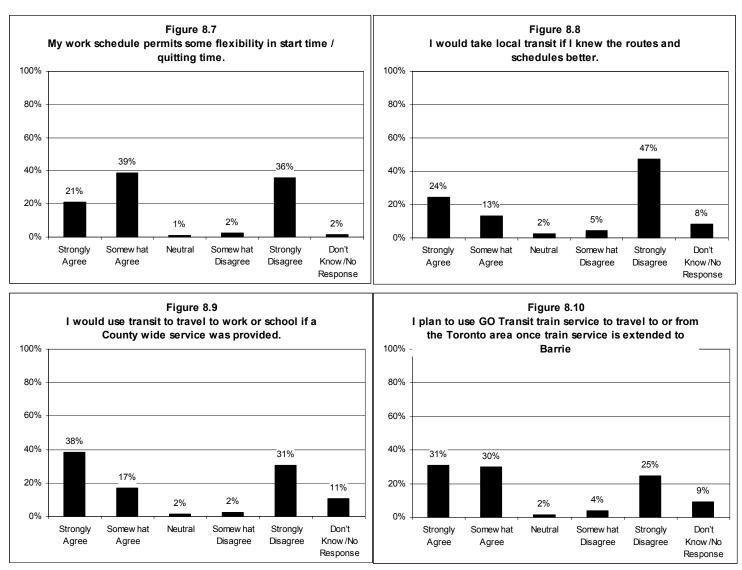
Figure 8.1 through 8.11 represent the results to the specific suggestions made to respondents. As these responses demonstrate, respondents were either very much in favour or very opposed to each suggested option. The two options presented relating to "working at home" (Figure 8.5 and 8.6) and the "cycling to work" (Figure 8.4) were all strongly refused by a majority of these respondents. Carpool options (Figure 8.1, 8.2 and 8.3), work hours (Figure 8.7) and GO Train (Figure 8.109 and 8.11) were all options considered favourably by these respondents.

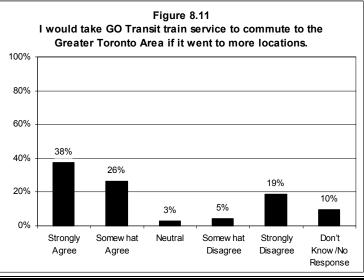






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EARTH TECH CANADA

Question 9 asked all respondents to consider how important it was for the County of Simcoe to invest taxpayer's money towards the following projects. The projects listed were predetermined and were administered by asking which projects respondents deemed important on a scale of 1 to 5. Figure 9.0 shows that all projects were generally considered important by a majority of respondents with little variation. n=609

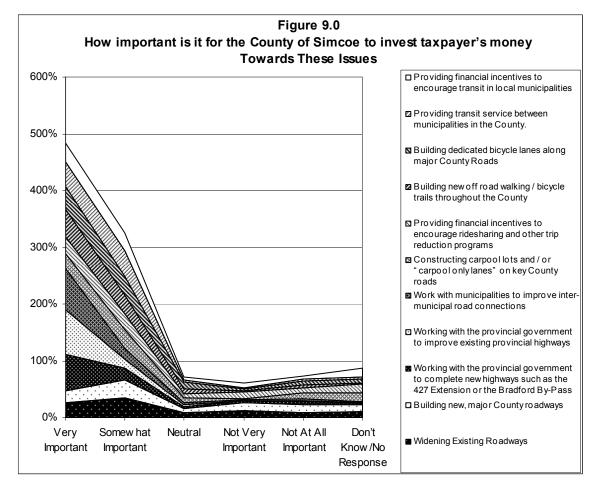
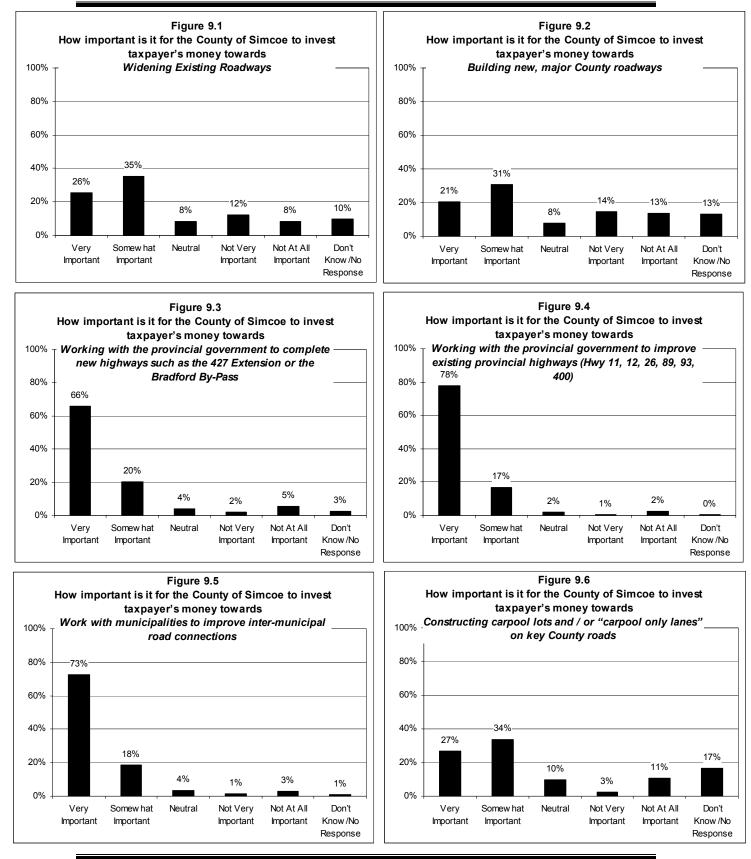
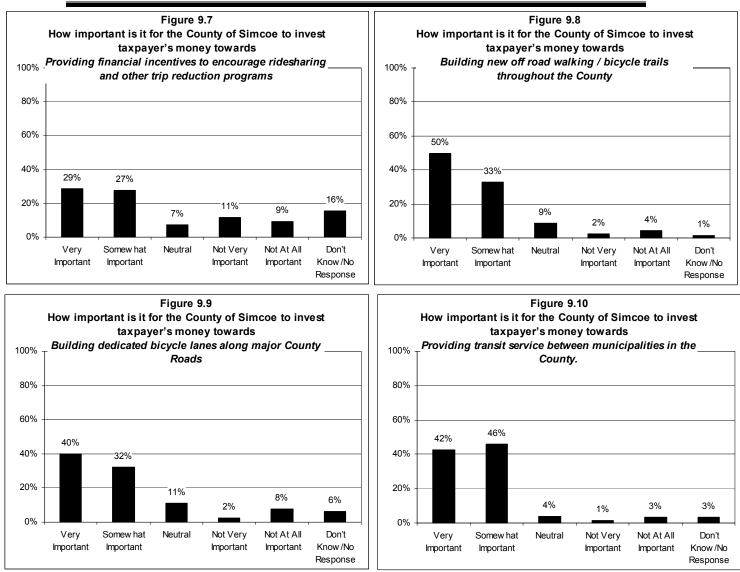


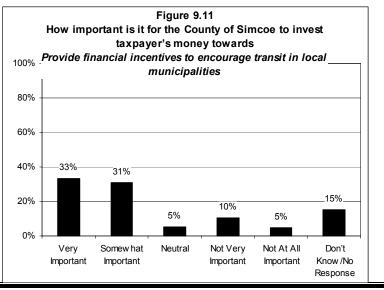
Figure 9.1 through 9.11 shows the responses by individual issue as listed on the survey tool. The issue noted most often as "very or somewhat important" is Figure 9.4 (*Working with the provincial government to improve existing provincial highways* (*Hwy 11, 12, 26, 89, 93, 400*) 95%, followed by Figure 9.5 (*Work with municipalities to improve inter-municipal road connections*) at 91%. Figure 9.10, 9.3, and 9.8 all show "very or somewhat important" combined responses of more than 83%. Figure 9.2 (*Building new, major County roadways*) shows the highest frequency of "not very or not at all important" with 27%

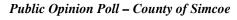




VERUFACT







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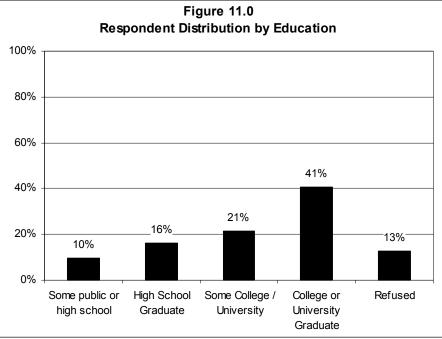
Question 10 asked respondents to indicate in an open-ended format, what they viewed to be the most pressing transportation issue facing the County of Simcoe. Table 10.1 shows these grouped responses. The most frequently reported open-ended response was "Lack of public transit" with 44% of responding noting such.

Table 10.0 Respondent Major Transportation Issue Facing County of Simco		
Issue	Frequency	Percent
Lack of public transit	118	44%
Hwy 400/conjestion grid-lock	30	11%
Expansion and traffic load/more lanes	26	10%
No go train	13	5%
Bad roads/condition of roads	12	5%
Growing population need better roads/better infrastructure	10	3.8%
Drivers' speed	7	2.6%
Expansion of hwy 26/not finished	7	2.6%
Air quality/cars/overuse of vehicles	6	2.3%
Maintaining roads/plow roads	4	1.5%
Too many transport	4	1.5%
Gas	3	1.1%
Crazy drivers	2	0.8%
Hwy 92 and 26 speeding	2	0.8%
More car pools/ride sharing	2	0.8%
Hwy 401	1	0.4%
Car damage	1	0.4%
Congestion in Collingwood	1	0.4%
Ethanol plants	1	0.4%
Finish Collingwood bypass	1	0.4%
Geographic size	1	0.4%
Getting from place to place	1	0.4%
Hwy 12	1	0.4%
l walk	1	0.4%
Inconvenienced	1	0.4%
Isolation	1	0.4%
Keep water area clean	1	0.4%
Localize jobs means less traffic	1	0.4%
More choices	1	0.4%
No handi-transit	1	0.4%
Pave dirt roads	1	0.4%
School bus gas	1	0.4%
Too many houses not enough roads	1	0.4%
Widen big bay point road	1	0.4%
Total	266	100%

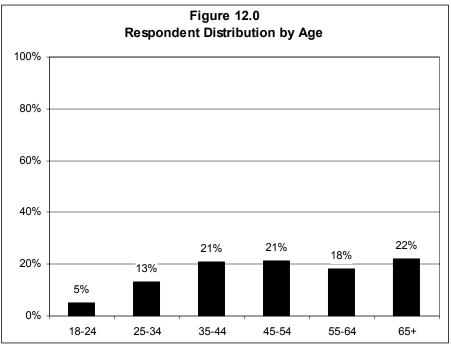


DEMOGRAPHICS

Question 11 asked respondents to indicate their highest level of education achieved. Respondent distribution by education shows a slightly higher level of College and University graduate than the Statistics Canada Census data for this area, which shows a 35% rate of college and university graduate. n=609

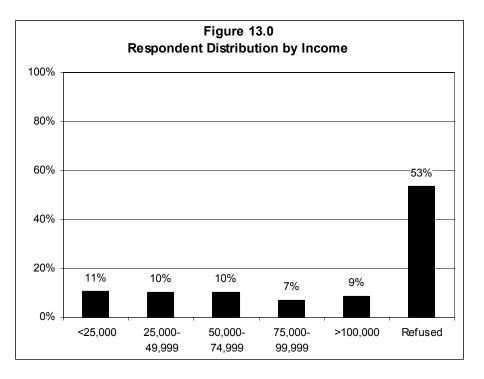


Respondent distribution by age is somewhat consistent with statistics Canada census data from 2006 with a slightly underrepresented 55+ population. n=609

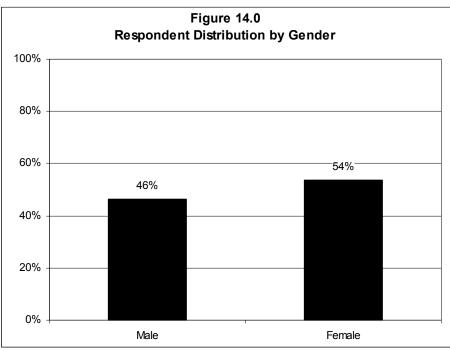




Question 13 asked respondents to indicate their family income, however more than half of the respondents chose not to participate in the question. The remaining 47% represent a good variation of family income. n=609



Respondent distribution by gender shows a slightly higher rate of female participation in that current representation by Census 2006 for this area is 51% female, 49% male. n=609







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PUBLIC ATTITUDE SURVEY

Questionnaire (Telephone Poll) 2007

Hello! My name is ______ and I am calling on behalf of Veri/Fact Research Inc., a northern Ontario based polling firm. Today we are conducting a survey for the County of Simcoe, asking residents about their travel habits and local transportation issues, and how they feel Simcoe County should manage future growth. This survey should only take few minutes, and will assist the County in prioritizing issues to be addressed in their Transportation Master Plan and Growth Management Study.

1) The County of Simcoe is forecast to grow significantly over the next 25 years. Please rate your agreement with the statements from 1 to 5, with 1 being Strongly Disagree and 5 being strongly agree.

	anding its population nousing)	Strongly Agree	Somewha t Agree	Neutra 1	Somewha t Disagree	Strongly Disagree	Don't Know/No Response
a	providing lands for future growth in each community.	1	2	3	4	5	Х
b	concentrating future growth in communities along the Hwy 400 corridor.	1	2	3	4	5	Х
с	providing more high density (apartments/semi detached, multiple family housing) residential and commercial development along major county roadways.	1	2	3	4	5	Х
d	implementing policies that allow for a better mix of land uses, such as local stores, basement apartments, and home based businesses in residential areas.	1	2	3	4	5	Х
e	expanding outwards into undeveloped areas.	1	2	3	4	5	Х
f	restricting growth in undeveloped areas and focus on intensification within existing communities (keep rural areas rural and town centres growing)	1	2	3	4	5	Х

The County should accommodate future growth by...(in what areas should their community look at expanding its population/housing)



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2) There are a number of opportunities to improve transportation in the County of Simcoe, however, decisions often require the County to balance a number of interests in coming up with the best plan. To assist the County in making decisions regarding future transportation in Simcoe, please rank the following statements in terms of their importance to you from 1 to 5, with 1 being very important and 5 being not at all important. **How important it is to you that the County ...**

		Very Important	Somewhat	Neutral	Not Very	Not at all Important	Don't Know/No Response
a	construct new roads or widen existing roads?	1	2	3	4	5	6
В	reduce the demand for auto travel during peak periods	1	2	3	4	5	6
с	reduce Greenhouse Gas Emissions and Improve Air Quality?	1	2	3	4	5	6
d	increase the use of public transit for travel within municipalities that have transit services	1	2	3	4	5	6
e	increase transportation choices for travel between municipalities such as buses, trains, cycling, etc.	1	2	3	4	5	6
f	limit the impact of road construction on natural areas such as woodlots and wetlands?	1	2	3	4	5	6

3) What is your normal means of transportation to: (read all options, but check only one)

		Auto Driver alone	Auto driver with passenger	Auto Passenger	Public Transit	Work/ Study at Home	Bicycle	Taxi	Walk
a	Work or School?	1	2	3	4	5	6	7	8
b	Shopping or Social Activities?	1	2	3	4	5	6	7	8

4) Where is your place of employment located? (specify a town name)

5) How far do you live from your place of employment?

- 1. Work at home
- 2. less than 5km
- 3. 5 to 15 km
- 4. 15 to 25 km
- 5. Greater than 25 km



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- 6) Which of the following factors most influences your decisions regarding transportation alternatives to and from work or school at the present time? (Read all, but check only one)
 - 1. Convenience
 - 2. Job requires a car to travel during the day
 - 3. Cost
 - 4. Need access to a car for emergencies
 - 5. Concern for Environment
 - 6. Weather
 - 7. Do not own a car
 - 8. Bus route not available
 - 9. Do not own a bicycle
 - 10. Travel Time
 - 11. Availability of parking
 - 12. Traffic Congestion
 - 13. Other (Define)

7) Would you consider using a different mode of transportation to / from work?

- 1. Yes
- 2. No
- 8) If answered yes to Q7.....Rate your agreement with the statements from 1 to 5, 1 being Strongly Agree and 5 being strongly Disagree.

		Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Don't Know/No Response
Α	I would carpool if more carpool lots were located in my area	1	2	3	4	5	6
В	I would carpool if I could find someone to ride with.	1	2	3	4	5	6
С	I would carpool if I could find a ride home in case of emergency.	1	2	3	4	5	6
D	I would cycle to work if the County provided more separate bike lanes or trails.	1	2	3	4	5	6
Е	My type of job could be done from home.	1	2	3	4	5	6
F	I would work from home more often if my employer allowed me to.	1	2	3	4	5	6
G	My work schedule permits some flexibility in start time / quitting time.	1	2	3	4	5	6
Н	I would take local transit if I knew the routes and schedules better.	1	2	3	4	5	6
Ι	I would use transit to travel to work or school if a County wide service was provided.	1	2	3	4	5	6
J	I plan to use GO Transit train service to travel to or from the Toronto area once train service is extended to Barrie	1	2	3	4	5	6

County of Simcoe - Public Attitude Survey

	RI/FACT SEARCH INC.			e-mail:	F	P Tel. 705 52 AX 1-866-30 e: 1-866-61	ury, ON 3G 1L2 22-6603 02-1339 11-3331
K	I would take GO Transit train service to commute to the Greater Toronto Area if it	1	2	3	4	5	6

9) In planning for a future transportation system to serve the County until 2031, a number of decisions need to be made on how to prioritize spending on transportation services. To assist the County in making these decisions, please rank the following statements in terms of their importance to you from 1 to 5, with 1

How important is it for the County of Simcoe to invest taxpayer's money towards...?

being very important and 5 being not at all important.

	important is it for the County of Sinicole to invo.	Very Important	Somewha t	Neutra 1	Not Very	Not at all Important	Don't Know/No Response
А	Widening Existing Roadways	1	2	3	4	5	6
В	Building new, major County roadways	1	2	3	4	5	6
С	Working with the provincial government to complete new highways such as the 427 Extension or the Bradford By-Pass	1	2	3	4	5	6
D	Working with the provincial government to improve existing provincial highways (Hwy 11, 12, 26, 89, 93, 400)	1	2	3	4	5	6
Е	Work with municipalities to improve inter- municipal road connections	1	2	3	4	5	6
F	Constructing carpool lots and / or "carpool only lanes" on key County roads	1	2	3	4	5	6
G	Providing financial incentives to encourage ridesharing and other trip reduction programs	1	2	3	4	5	6
Η	Building new off road walking / bicycle trails throughout the County	1	2	3	4	5	6
Ι	Building dedicated bicycle lanes along major County Roads	1	2	3	4	5	6
J	Providing transit service between municipalities in the County.	1	2	3	4	5	6
K	Providing financial incentives to encourage transit in local municipalities	1	2	3	4	5	6



10) In your opinion, what is the major transportation issue facing Simcoe County today?

Demographics

11) Which of the following represents the highest level of education which you yourself received?

Education	Some public or high school	High School Graduate	Some College / University	College or University Graduate	Refused
	1	2	3	4	5

12) We need to make sure we speak with adults of all ages. Which of the following describes your age?

Age	18-24	25-34	35-44	45-54	55-64	65+
	1	2	3	4	5	6

13) Finally, which of the following describes your total household income?

Income	<25,000	25,000-49,999	50,000- 74,999	75,000- 99,999	>100,000	Refused
	1	2	3	4	5	6

14) Gender

- 1) Male
- 2) Female

That is all my questions for today. On behalf of the County of Simcoe, I thank you for your cooperation.