

03 November 2010

Initial Report

Transportation Legacies Survey

Vancouver Board of Trade

Ideas for Smarter Transportation Symposium
November 3, 2010

The Vancouver Board of Trade conducted the Transportation Legacies Survey to understand travel behaviour of residents during the 2010 Winter Olympic Games

Objectives of the survey were to capture insights into:

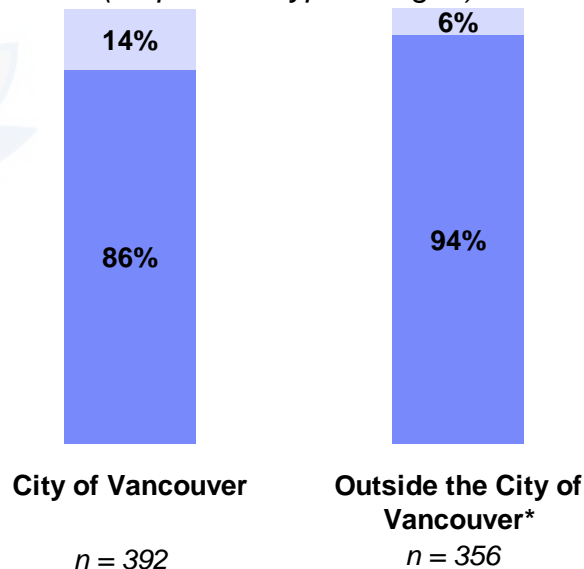
1. *what individual residents and businesses did and what most affected / influenced the change in behaviour*
2. *what the experience was like*
3. *was the behaviour change sustained and what would it take to achieve such behaviour change again in the future*

- Conducted between July and September, 2010
- Promoted by *Vancouver Sun*, *The Province* and the Vancouver Board of Trade
- Hosted on Vancouver Board of Trade website
- Prepared by IBM Institute for Business Value

- Individuals
- Businesses

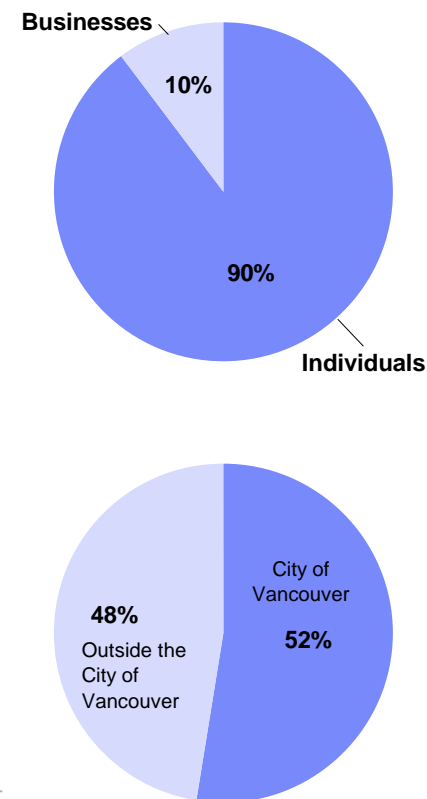
GEOGRAPHIC DISTRIBUTION

(respondent type and geo)



TOTAL DISTRIBUTION

(n = 748)

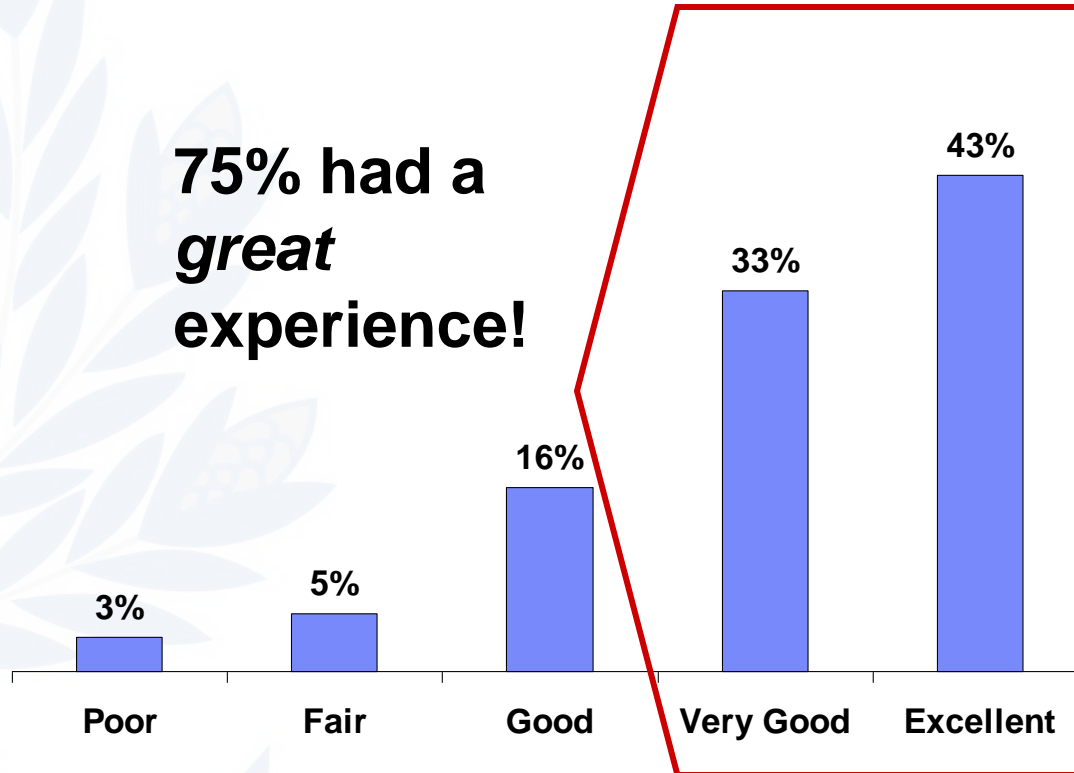


* Outside of the city centre includes: Abbotsford, Burnaby, Coquitiam, Delta, Langley City, Langley Township, Maple Ridge, Metro Vancouver, New Westminister, North Vancouver City, North Vancouver District, Pitt Meadows, Port Coquitiam, Port Moody, Richmond, Surrey, West Vancouver, White Rock

75% of respondents indicated that measures put in place for the Winter Games resulted in a great experience

OVERALL: Transit experience during the Games
(all respondents, n = 748)

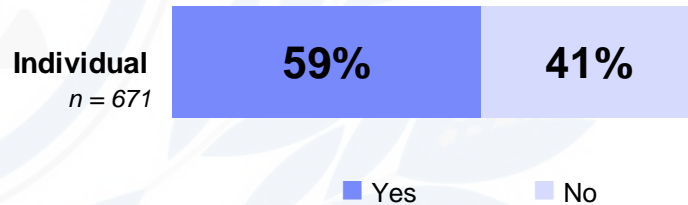
**75% had a
great
experience!**



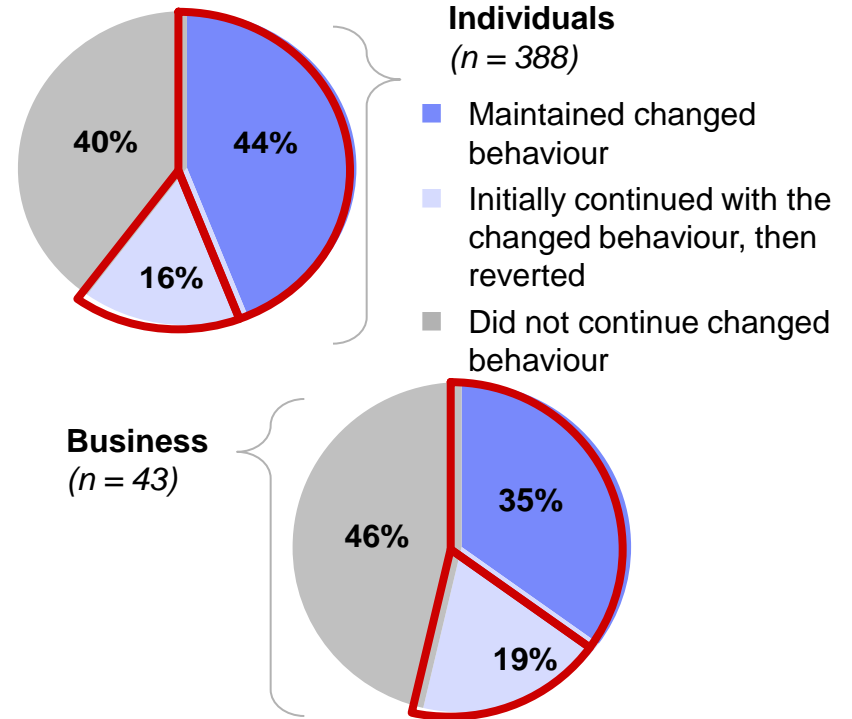
A third of respondents maintained their changed behaviour post-games, suggesting an opportunity exists to *sustain* that behaviour beyond an event

At least a third of the respondents who changed their behaviour during the games maintained it afterwards

Respondents who changed their transit behaviour during the Games (respondent type and geo)



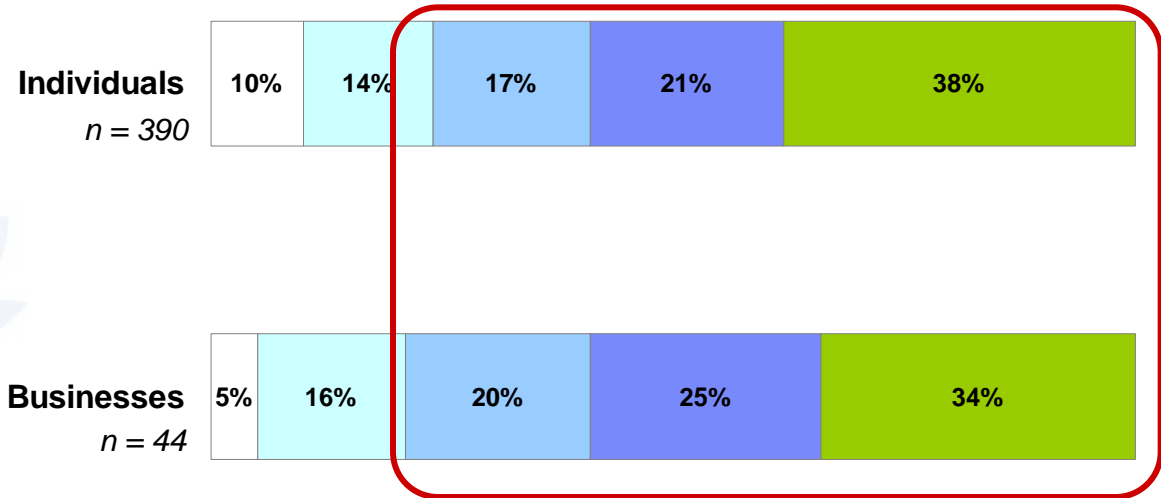
Continued behaviour post-Games (Of those who changed their behaviour during the Games, by respondent type and geo)



Main reason for changed behaviour was the *will to support reduced traffic congestion in general*

The event of the 2010 Olympic Games may have served as the catalyst to change behaviour that was already a “public goal”

Reasons for changing transit behaviour patterns
(Percentage of those who changed their behaviour during the games)



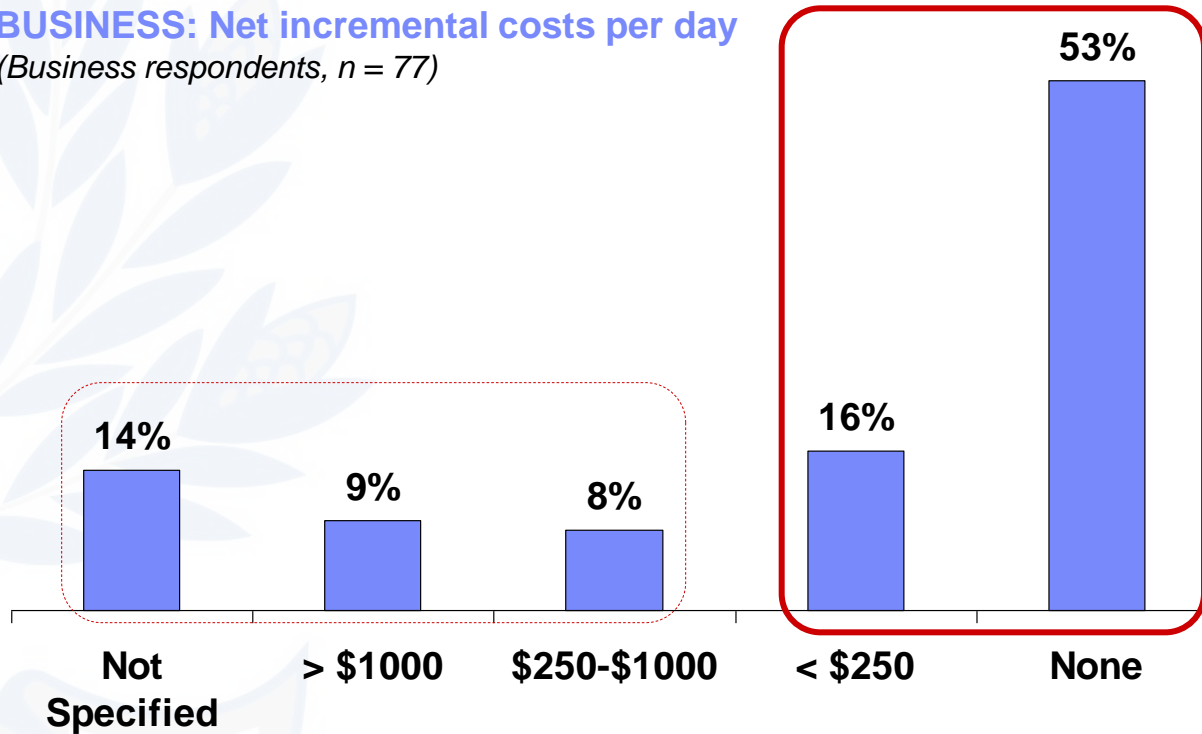
- A catalyst + measures to sustain desired behaviour should be explored further

- Supported the goal of reduced traffic congestion in general
- Wanted to support the 2010 Winter Games
- Had no choice but to change
- Good opportunity to test out other modes of transportation
- Other

For businesses, 70% had no (or minimal) change in incremental costs occurred

The 31% of those who did experience a daily increase in incremental costs is also something to keep a mindful eye on in the future

BUSINESS: Net incremental costs per day
(Business respondents, n = 77)

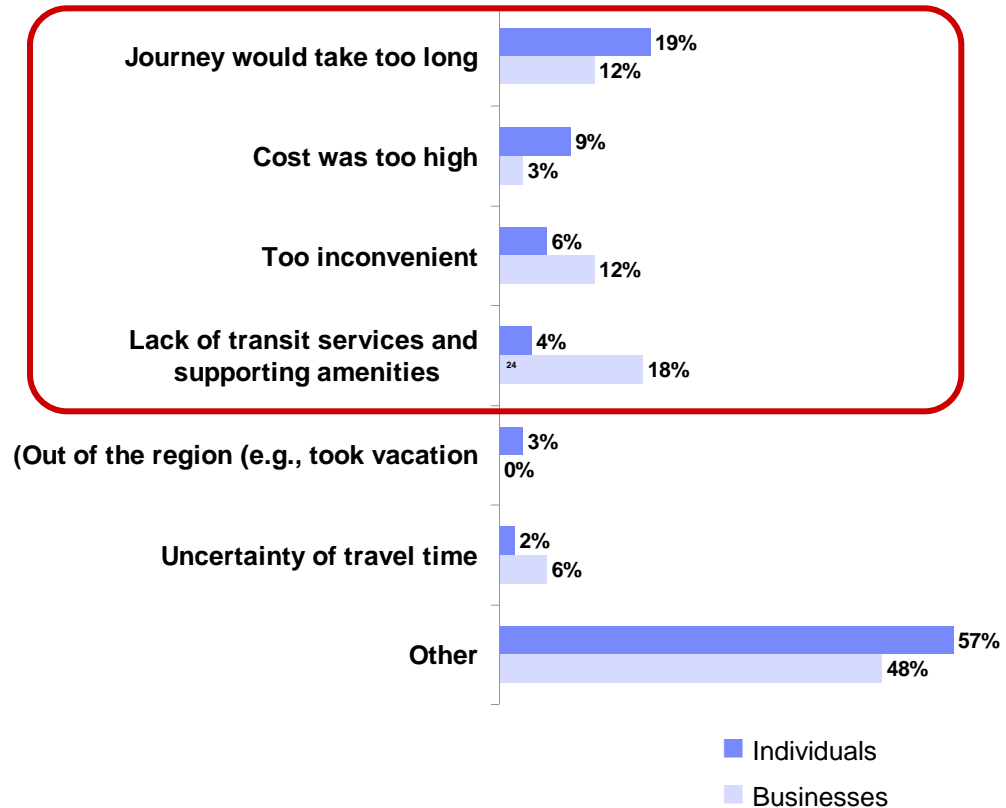


Predictable reasons for maintaining status quo behaviour were less of an inhibitor than anticipated

- **Of the total sample, approximately two-fifths did NOT change their behaviour**
 - Individuals (41%)
 - Businesses (43%)
- **“Other” reasons were #1 for maintaining the status quo need to be better understood**
 - Both individual & business respondents agreed that ‘an expanded cycling network’ could be an incentive
 - Another potential incentive, as indicated by individual respondents, was ‘additional park & ride facilities’
- **Remaining reasons for *not* changing behaviour were more traditional measures**

Reasons for NOT changing transit behaviour patterns

(Respondents² checked all that applied)



¹ Vancouverites = All respondents, or, City of Vancouver + Outside the City of Vancouver

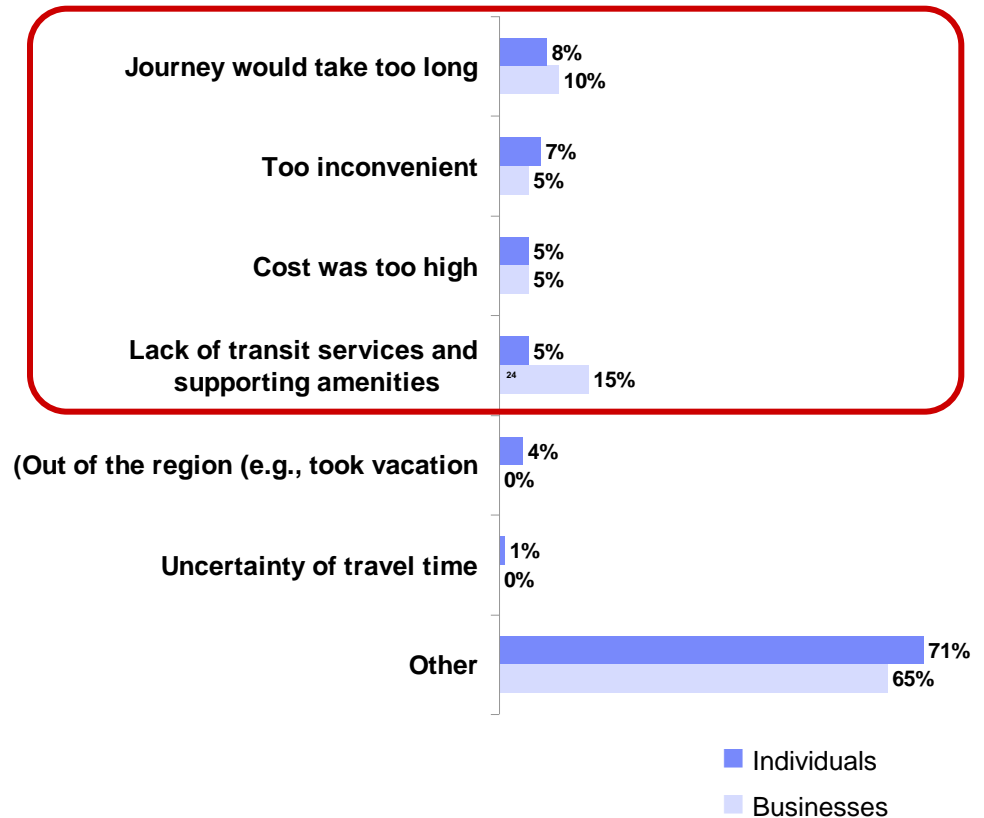
² n = 278 (Individual respondents); n = 33 (Business respondents)

Vancouver: Predictable reasons for maintaining status quo behaviour were less of an inhibitor than anticipated

- **Of the total sample from the City of Vancouver, approximately two-fifths did NOT change their behaviour**
 - Individuals (39%)
 - Businesses (37%)
- **“Other” reasons were #1 for maintaining the status quo need to be better understood**
 - Both individual & business respondents agreed that ‘an expanded cycling network’ could be an incentive
- **Remaining reasons for *not* changing behaviour were more traditional measures**

Reasons for NOT changing transit behaviour patterns

(Respondents² checked all that applied)

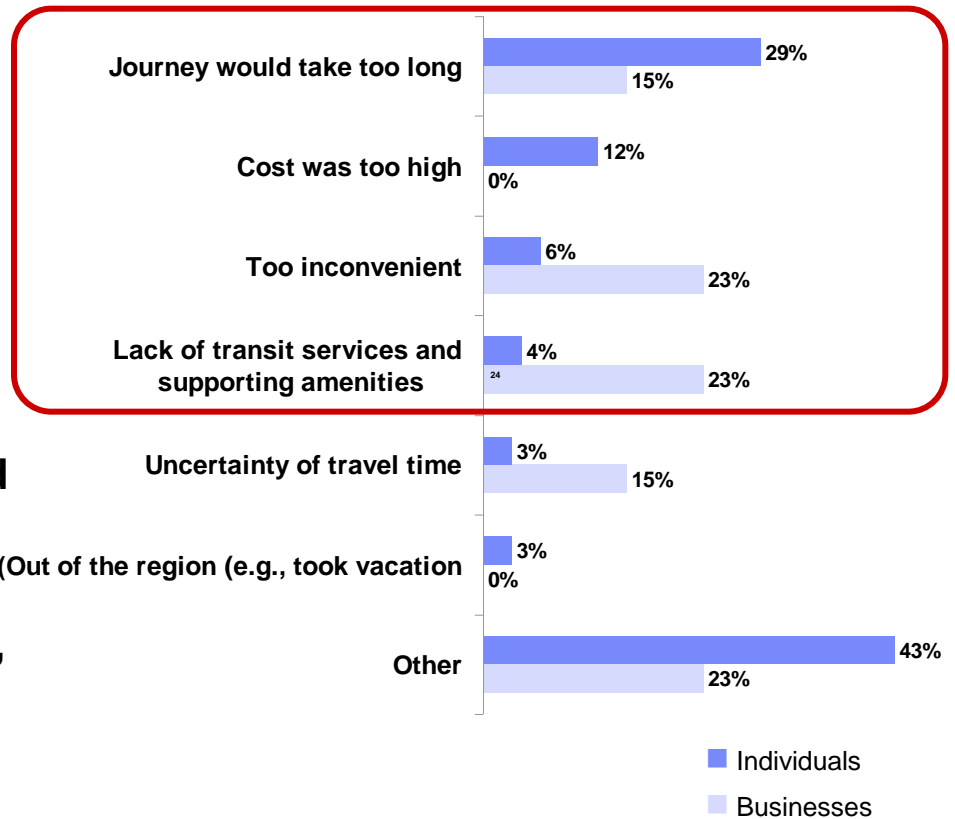


Non-Vancouver: Predictable reasons for maintaining status quo behaviour were less of an inhibitor than anticipated

- Of the total sample outside the city of Vancouver, approximately two-fifths of individuals and three-fifths of businesses did NOT change their behaviour
 - Individuals (44%)
 - Businesses (57%)
- “Other” reasons were #1 for maintaining the status quo need to be better understood
 - Individual respondents outside the City of Vancouver too agreed that ‘an expanded cycling network’ could be an incentive
 - Another potential incentive, as indicated by individual respondents, was ‘additional park & ride facilities’
- Remaining reasons for *not* changing behaviour were more traditional measures

Reasons for NOT changing transit behaviour patterns

(Respondents² checked all that applied)



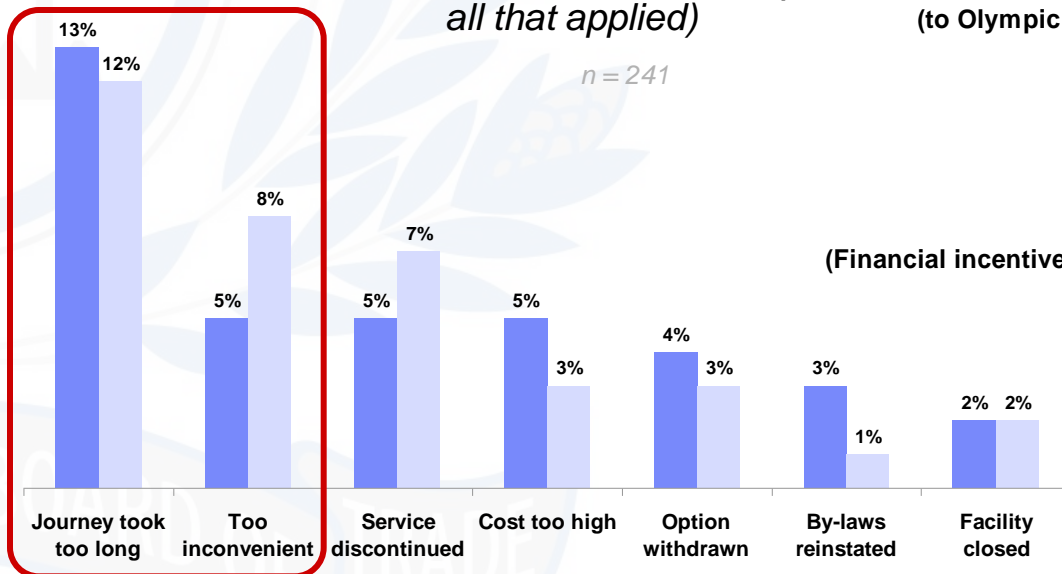
n = 145 (Individual respondents); n = 13 (Business respondents)

Travelers' primary residence or main place of business impacts relative importance of transit and support alternatives when evaluating if they are going to sustain their changed behaviour

- For those who changed their behaviour during the Games, "home base" of respondents influence the drivers for maintaining and discontinuing change afterwards

Reasons for discontinuing changed transit behaviour

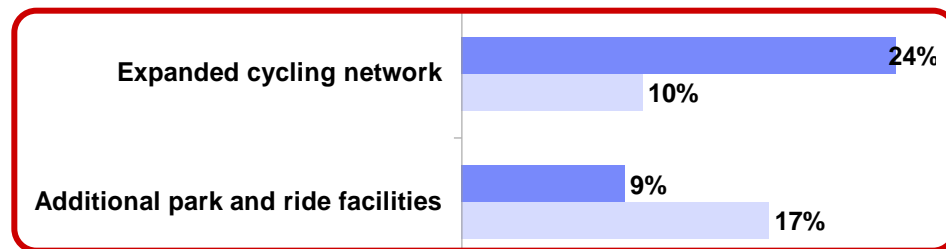
(by "home base"; respondents* checked all that applied)



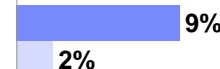
Incentives for ongoing transit behaviour, post-Games

(by "home base"; respondents* checked all that applied)

n = 411



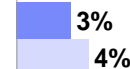
Expanded street car network (e.g. extension to Olympic Line)



None of the above



(Financial incentives (e.g. lower costs))

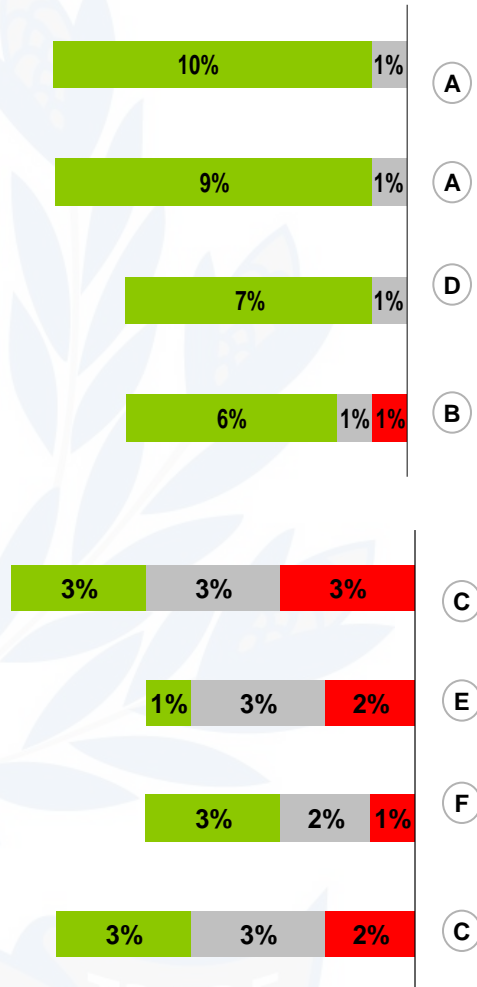


■ City of Vancouver
 ■ Outside the City of Vancouver*

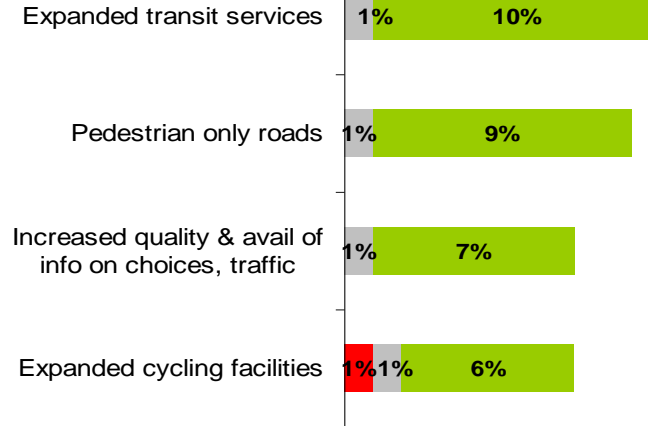
* Outside of the city centre includes: Abbotsford, Burnaby, Coquitiam, Delta, Langley City, Langley Township, Maple Ridge, Metro Vancouver, New Westminister, North Vancouver City, North Vancouver District, Pitt Meadows, Port Coquitiam, Port Moody, Richmond, Surrey, West Vancouver, White Rock

Acceptability of measures to reduce congestion

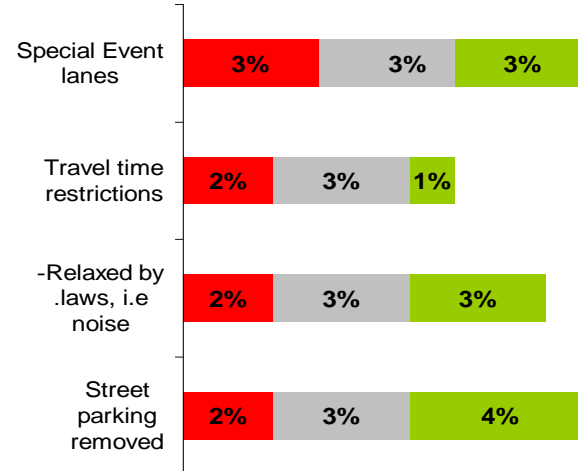
Outside the city of Vancouver



Top Likes



Top Dislikes

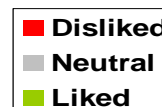


City of Vancouver

Types of Measures

- A Transit modes
- B Mechanisms that directly support public transit use
- C Logistics changes (e.g. routes, access roads, lanes)

- D Information
- E Schedules
- F Rules changes

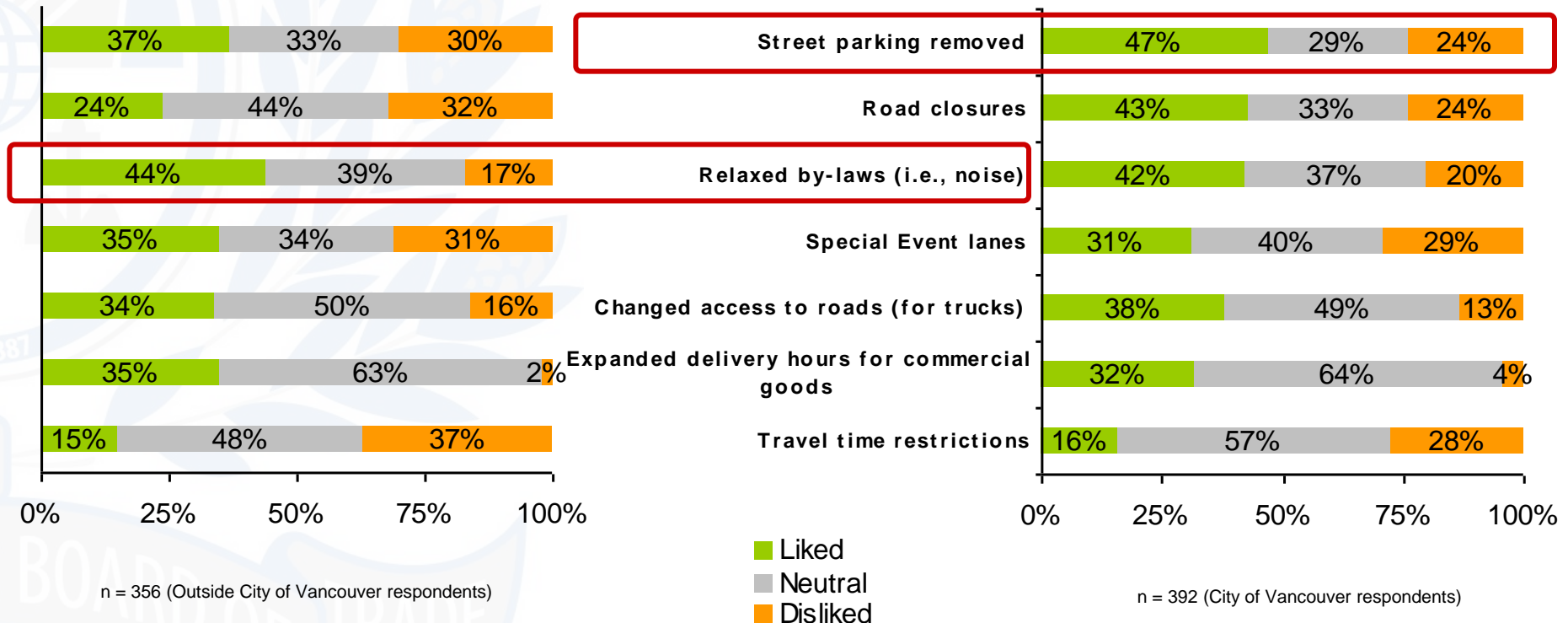


n = 392 (City of Vancouver respondents)
n = 356 (Outside City of Vancouver respondents)

Acceptability of measures to reduce congestion remained highest for 'street parking removal' for the respondents from the city of Vancouver and for 'relaxation of by-laws' for those outside the city of Vancouver

Respondents, based on their experience of transit modes, especially liked the removal of street parking while particularly disliked travel time restrictions

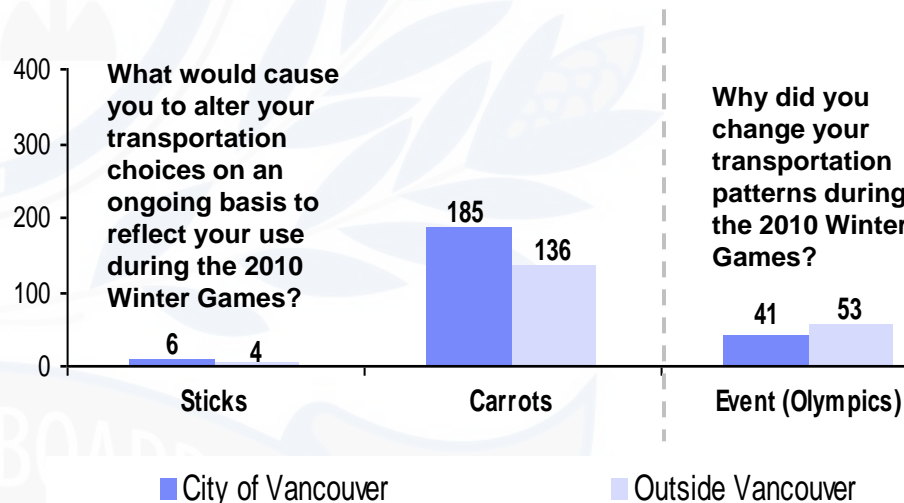
The reaction to road closures was more positive amongst the people in the City of Vancouver than amongst the people outside the city



Data did not support the hypothesis *'The immediate event of the Games was a greater motivator of alternate commuter behaviour than sticks and carrots'*

- **22% of the responses to the question *'Why did you change your transportation patterns during the 2010 Winter Games?'* pointed towards the event of Games as the motivator of change**
- **However, close to 90% responses to the question *'What would cause you to alter your transportation choices on an ongoing basis to reflect your use during the 2010 Winter Games?'* clearly indicates the importance of carrots in insinuating a permanent change**

Fig26: Motivators of Alternate Commuter behaviour



Sticks

- Financial barriers [higher fees]
- Road closures reintroduced on a permanent basis

Carrots

- Additional park & Ride Facilities
- Expanded cycling network
- Expanded street car network [extension to Olympic Line]
- Financial incentives [lower costs]

Events

- Wanted to support the Games

n = 239 (City of Vancouver respondents)

n = 198 (Outside City of Vancouver respondents)

Additional findings. . .

- The continued behaviour – despite withdrawal of key adjustments – also suggests travelers from the City of Vancouver are “ready” for change
- Most travelers from outside City of Vancouver went back to the same behaviours as from before Games, but some increased awareness of new and/or different options may have occurred
- For respondents from outside the city, most changes in traffic regulations and practices were cancelled and commuters stopped their altered behavior as well

Summary

- **People from the City of Vancouver, and outside the city, indicated willingness to change transportation behaviours and consider alternate modes of transportation**
- **More work is required to understand how to keep the automotive community who have changed using alternate modes of transportation**
- **People and businesses found alternative forms of transport to be a good experience**
- **A significant number are continuing their changed behavior**
- **They have opinions on what kind of improvements are needed as the region looks to enhance mobility**
- **The City has the opportunity to continue changing people's behaviour**

Recommendations

- **Seize the moment:**
 - **There is an opportunity still to seize the moment of the Winter Games to capture continued interest of the public**

- **Build/Validate a plan:**
 - **Ensure there is a comprehensive plan for how the region is going to optimize across all modes of transportation**
 - **Engage the citizens in the process of shaping the future plan and helping to implement**

- **Leverage what other cities are doing today:**
 - **Western Europe (Germany, France, Netherlands, Sweden, Demark)**
 - **South America (Chile)**
 - **Asia (Singapore)**
 - **US (Portland, Boulder, Denver)**

Initial Report

Thank You!

