



# Transportation Plan

## Public Engagement

Data Analysis and Summary Sept. 22, 2017

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# Go Bold Burlington Surveys

Through online surveys and hardcopy workbooks, respondents were asked to watch the Go Bold video and answer ten (10) questions about the future of transportation in Burlington.

A total of 424 online surveys and 14 workbooks were submitted. The workbooks were completed by a combination of both individuals and groups during various public and committee meetings (BHAC, ITAC, Burlington Green, Millennial Advisory Committee etc). All workbook submissions indicated that the respondent(s) either lived, worked or have a business in Burlington. Note that this question was not asked of the online survey respondents.

# Workbooks completed by individuals	7
# Group workbooks completed by 2- 4 people	1
# Group workbooks completed by 5- 7 people	6
Approximate total number of people engaged throughworkbooks	40 - 50

Respondents were asked to select their responses from pre-populated lists, but the majority of the questions were open-ended in nature. These verbatim responses were tabulated by theme and summarized by the Data Analysis Team. In instances where respondents commented on multiple themes within their responses, these were counted in as many of the thematic groups as required. A summary of the results for each question is provided below. For each question, the ten most common responses (and their percentages) are provided, with a brief synopsis of the top themes identified by the data analysis team.

Both the online survey data and workbook data were amalgamated and they are summarized below in sections one and two of this document. Section three pertains to other engagement feedback collected at various public meetings and events during the summer of 2017.

## Section One

### Redesigning Streets as People Places

The first four questions within the survey asked for responses to renderings of an Intensification Corridor and a Neighbourhood Plaza. Respondents were asked to select their top choices from both lists of positive and negative responses to the renderings. Respondents were also given an option to select “other” and provide their own comments for each rendering.

## Section Two

### Transforming the way we get around

The last six (6) questions were entirely open-ended. Respondents were asked to provide their input on what would make walking, cycling, and transit each more attractive or enjoyable.

Respondents were also asked to provide their opinion on enhancing transportation within the rural areas of Burlington. Next, they were asked to provide any other feedback about getting around, in general, in Burlington.

Lastly, respondents were asked to provide comments on what they hope transportation looks like in Burlington in 20 years.

## Section Three

### Feedback Frames and Talk Bubbles

City of Burlington staff attended various festivals, events and community attractions in order to raise awareness of the Go Bold process and engage members of the public. People were encouraged to provide their responses to various transportation issues and provide responses to questions similarly asked in the surveys via Feedback Frames. Lastly, members of the public were encouraged to complete a Talk Bubble, allowing them to communicate their opinions, values and hopes for transportation within Burlington.

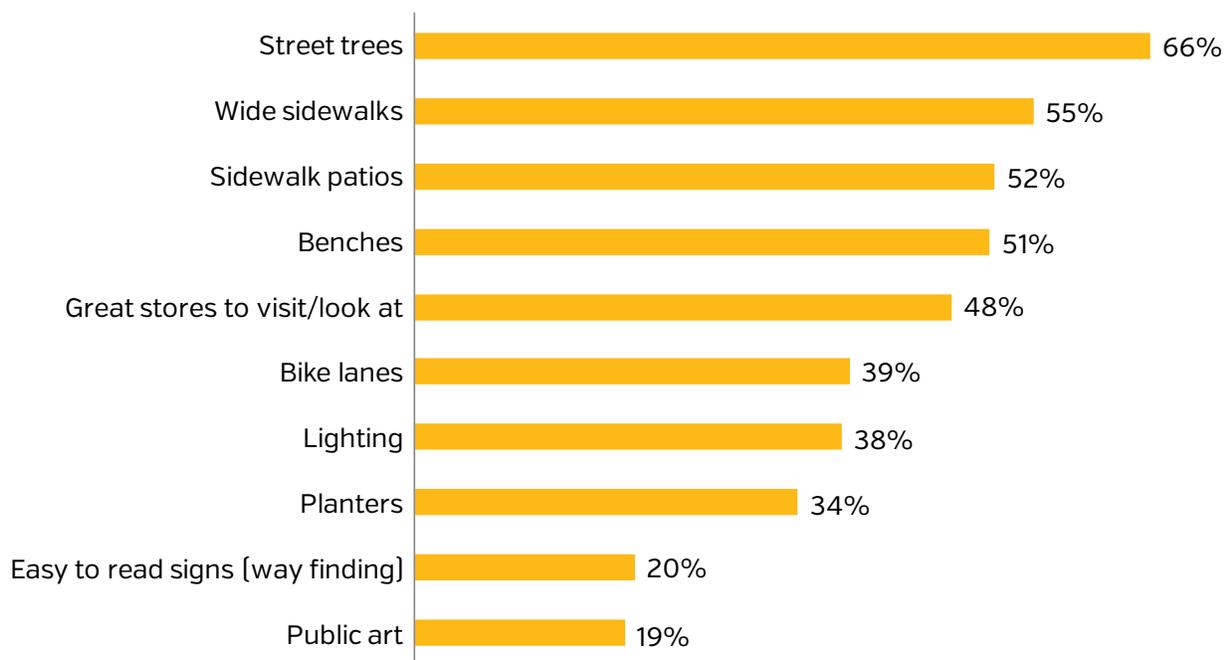
# Section One

## Redesigning streets as people places

### Question 1

#### Intensification Corridor – what would make it interesting?

“Looking at the artist rendering, think about Burlington in the future. What, in your opinion would help to make streets interesting ‘people places’ that are great public destinations?”



### Top Themes

**Street trees 66%**

**Wide sidewalks 55%**

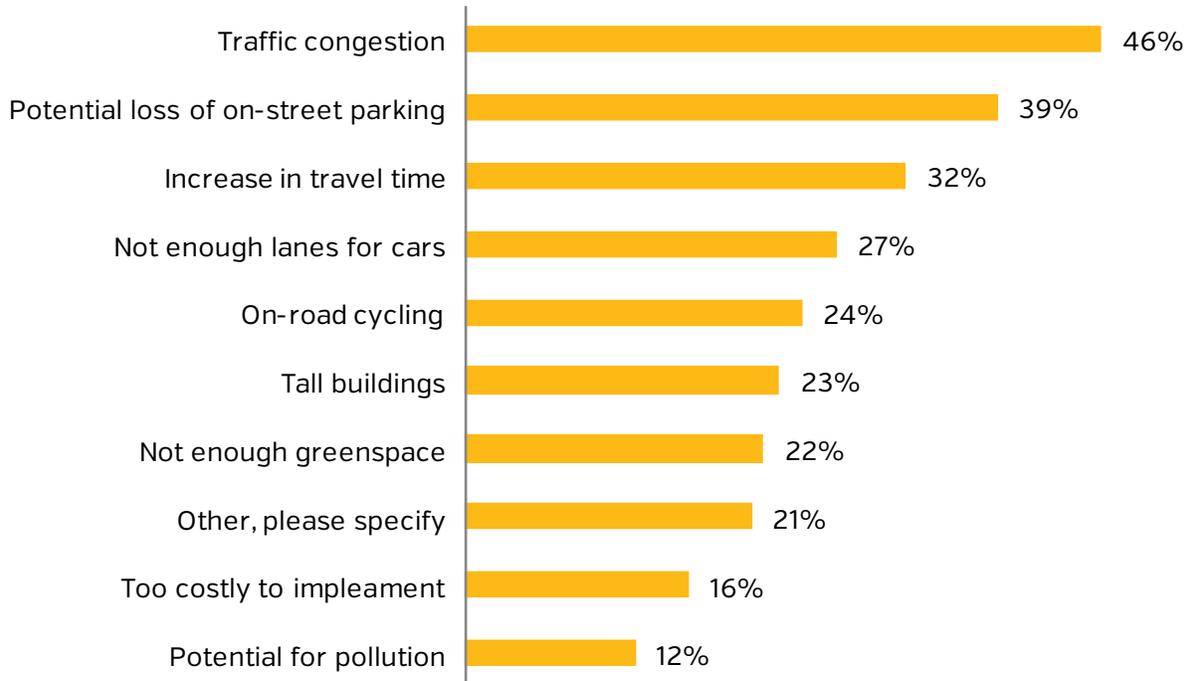
**Sidewalk patios 52%**

A small group of respondents [13%] provided additional thoughts on this question. These open-ended responses either fell into one of the existing categories above, or identified a new theme of what they thought would make Intensification Corridors better people places. The majority of these [13 responses] indicated a desire for more car infrastructure such as more lanes on roadways and more parking. Another frequently cited new theme was a desire for a focus on safety, such as keeping cyclists on a dedicated lane separated from car and pedestrian traffic by physical barriers [10 responses]. Seven [7] respondents expressed a positive reaction to all aspects of the rendering. Other repeated themes were a desire for Intensification Corridors to remain unchanged [6 responses], and restrictions on building height [3 responses].

## Question 2

### Intensification Corridor – what don't you like?

*"Looking at the artist rendering, think about Burlington in the future. What don't you like, if anything?"*



## Top Themes

**Traffic congestion 46%**

**Potential loss of on-street parking 39%**

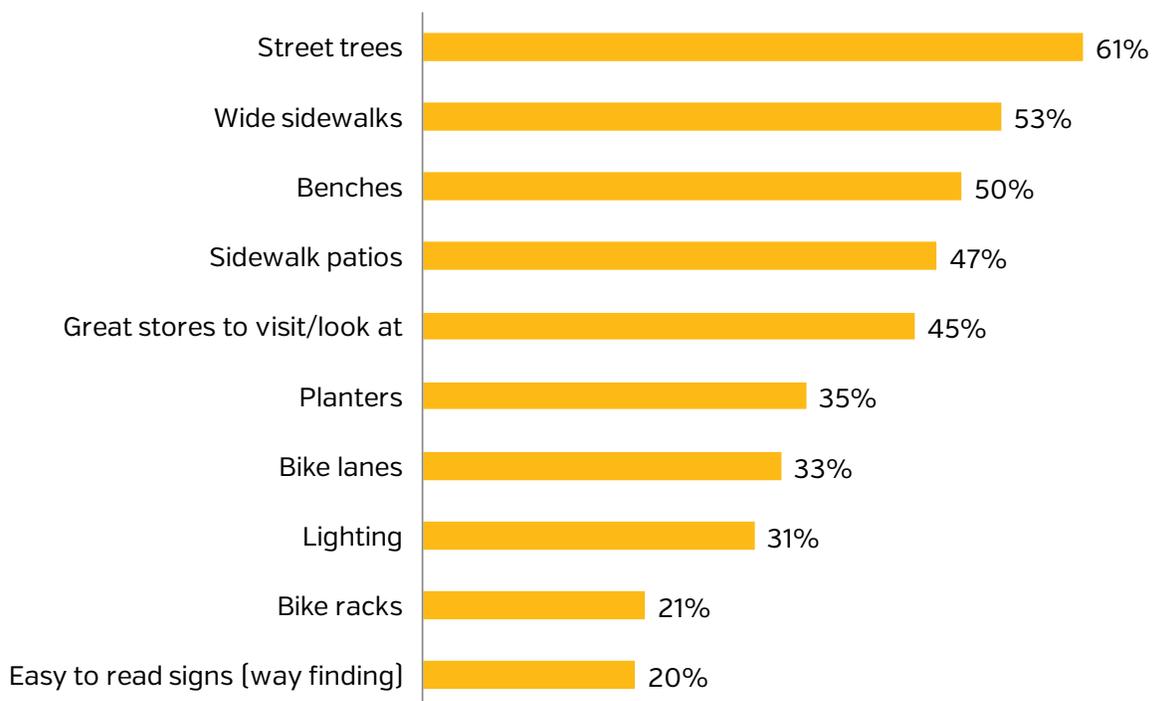
**Increase in travel time 32%**

There were a large number of respondents [27%] who provided additional thoughts on this question. These open-ended responses either fell into one of the existing categories above, or identified a new theme of what they didn't like about the rendering. Of those who provided additional comments, the most frequently noted comment [22 responses] was a dislike for the continued use of on-road cycling lanes and a preference for a physically separated space for cyclists. Two other frequently cited new themes were the need for more pedestrian amenities including pedestrian crossings, shelter, and benches [13 responses], and the rendering was not realistic for the transportation needs in this area [12 responses].

### Question 3

#### Neighbourhood Plaza – what would make it interesting?

“Looking at the artist rendering, think about Burlington in the future. What, in your opinion would help to make streets interesting ‘people places’ that are great public destinations?”



### Top Themes

**Street trees 61%**

**Wide sidewalks 53%**

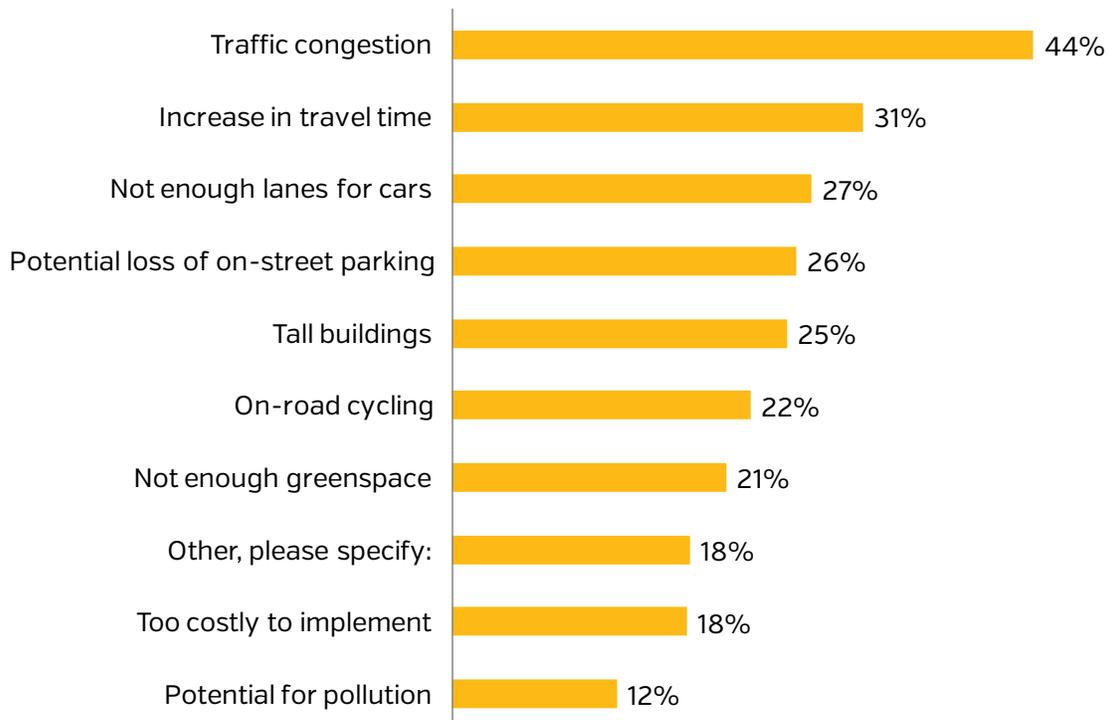
**Sidewalk patios 50%**

A small group of respondents [11%] provided additional thoughts on this question. These open-ended responses either fell into one of the existing categories above, or identified a new theme of what they thought would make Intensification Corridors better people places. The majority of these [8 responses] had a positive reaction to all aspects of the Neighbourhood Plaza rendering. Another 8 responses indicated a desire for more car infrastructure such as more lanes on roadways and more parking. Some residents indicated their desire to see restrictions on the height of new buildings [6 responses]. Other themes mentioned were desire for safety of cyclists and pedestrians [5 responses], for no changes to be made to Neighbourhood Plazas [4 responses], and for overhead powerlines to be moved underground [4 responses].

## Question 4

### Neighbourhood Plazas – what don't you like?

"Looking at the artist rendering, think about Burlington in the future. What don't you like, if anything?"



## Top Themes

### Traffic Congestion 44%

### Increase in Travel Time 31%

### Not Enough Lanes for Cars 27%

There were a large number of respondents [18%] who provided additional comments on this question. These open-ended responses either fell into one of the existing categories above, or were classified as "other". They identified new themes of what they did not like about the rendering, such as:

- Overhead Lines: unattractive and should be buried and removed from view
- Separated Bike Lanes: need to be safe and have a physical barrier from traffic view
- Not Realistic: Plan is impractical and misleading, rendering does not show current businesses
- Not a Pedestrian-Friendly Design : lack of crosswalks, not enough street lights, benches and shelters

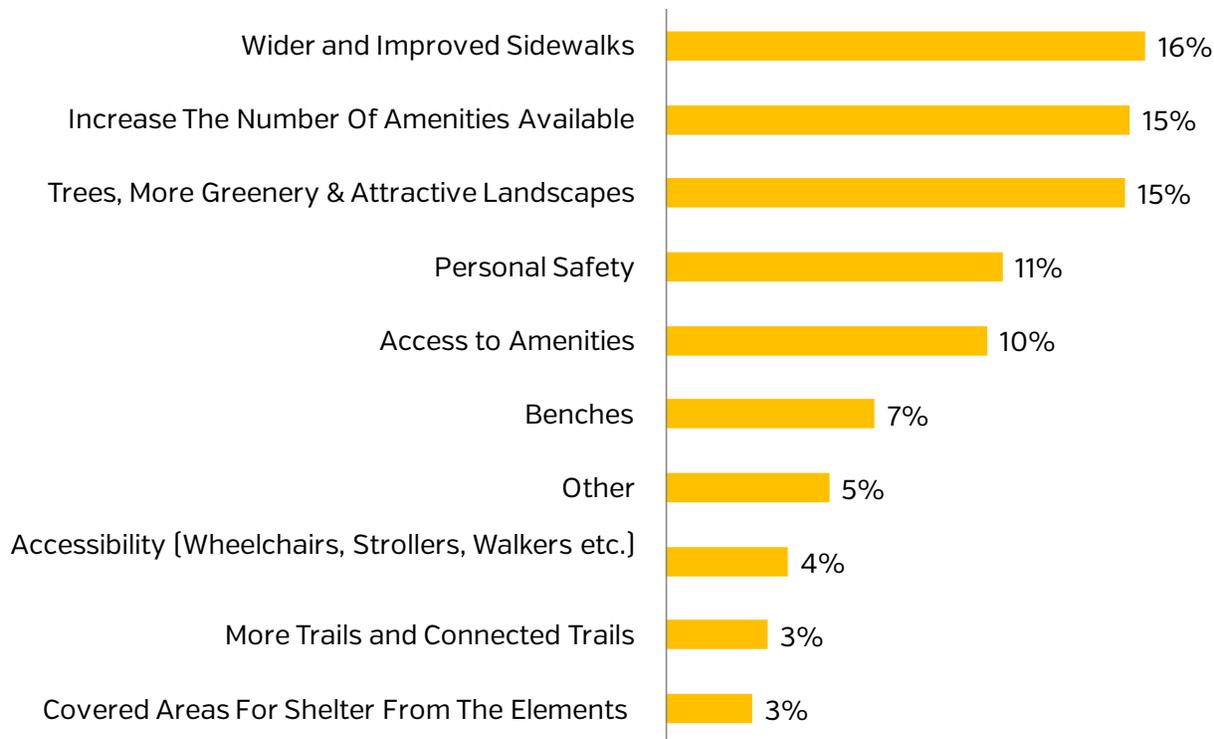
# Section Two

## Transforming the way we get around

### Question 5

#### Walking

"In your opinion, what would make walking in Burlington a more attractive or enjoyable option?"



### Top Themes

#### Wider and Improved Sidewalks 16%

- Well maintained for all seasons
- Well separated from vehicle traffic

#### Increase the Number of Amenities Available 15%

- Food trucks, outdoor patios, cafes and interesting shops
- Public washrooms

#### Trees, More Greenery and Attractive Landscapes 15%

- More trees, planters and flowers to increase appeal
- Green space with parks and trails

#### Personal Safety 11%

- Better lighting and more signage
- Protection from cyclists, coyotes and traffic rule enforcement

#### Access to Amenities 10%

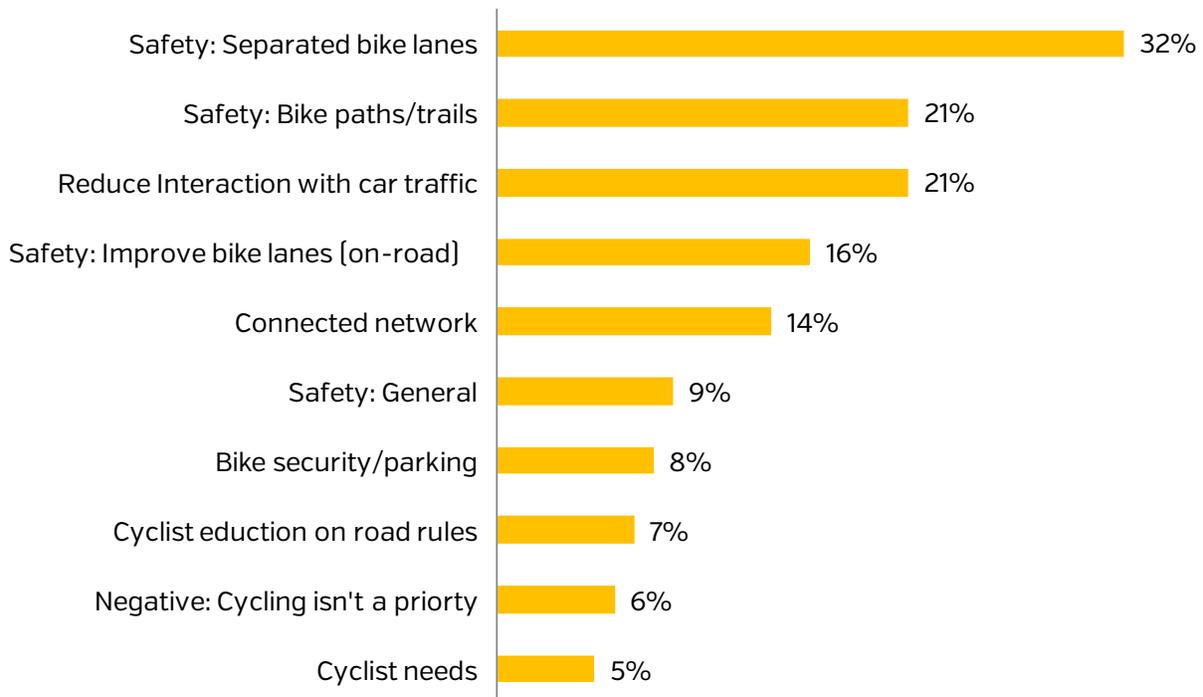
- Easy access including parking at closer intervals to walk and shop

In addition to the top five items that would make walking better, people mentioned having benches to sit, rest and socialize at. The Other category was generally negative about walking. Also mentioned was better accessibility for wheelchairs, strollers and scooters. A desire for more trails, connected trails, and covered shelter areas from the elements was also expressed.

## Question 6

### Cycling

"In your opinion, what would make cycling in Burlington a more attractive or enjoyable option?"



## Top Themes

### Safety: Separated Bike Lanes 32%

- bike lanes separated by a physical barrier from traffic [cycle track]
- beyond painted lines on the road

### Safety: Bike Paths/Trails 21%

- more trails and multi-use paths throughout the city to make cycling safer

### Reduce Interaction with Car Traffic 21%

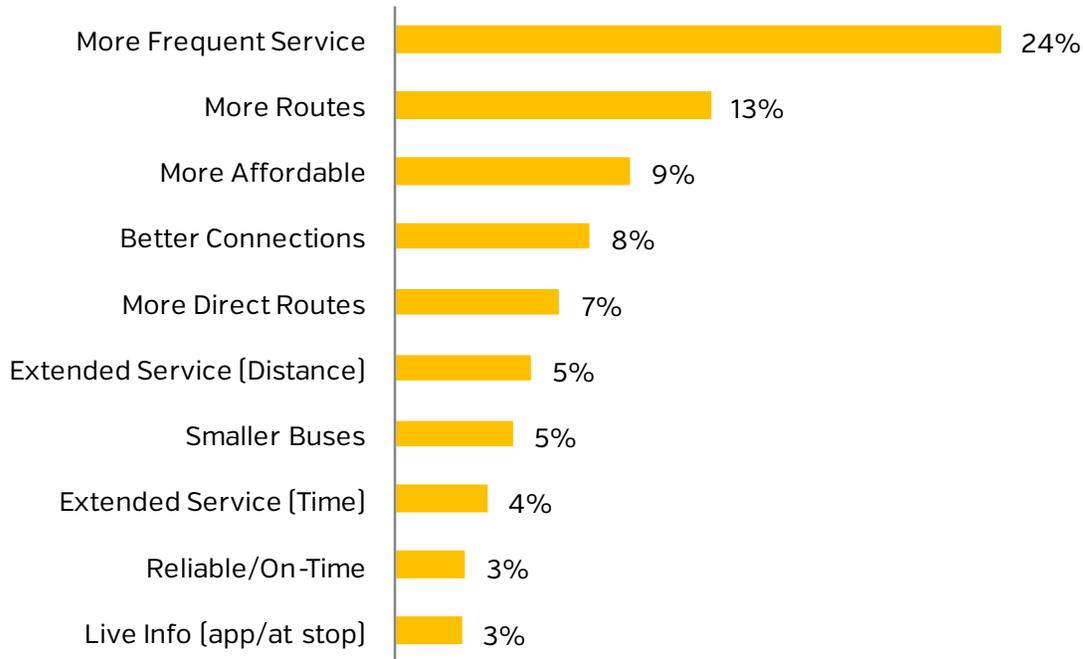
- fear of safety from aggressive drivers on the road
- dedicated intersection crossings and limited car turning through bike lanes

The theme of safety was noted in many of the responses submitted for this question. The majority of responses indicated that car traffic made them feel unsafe biking on-road in the city, and that there needs to be more physical separation through barriers to prevent interaction with car traffic. Respondents also noted the need for improving the existing on-road bike lanes by enhancing markings/visibility and maintaining smoother road surfaces, and also indicated a preference for a more-connected network of cycling infrastructure throughout the city.

## Question 7

### Transit

*"In your opinion, what would make transit in Burlington a more attractive or enjoyable option?"*



## Top Themes

### More Frequent Service 24%

- Shorter intervals
- More frequent runs (e.g. every 10 minutes)

### More Routes 13%

- Buses traveling along more routes (e.g. buses running along all major streets, grid-like layout)

### More Affordable 9%

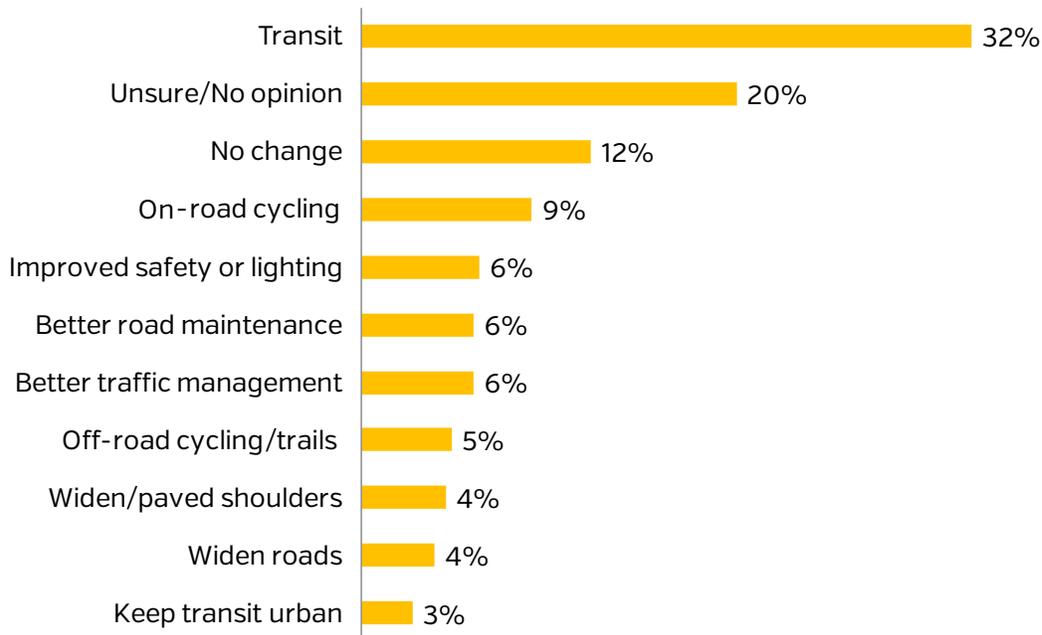
- Lower fares
- Fares that reflect distance travelled
- Special rates or no-cost times for different populations (e.g. students, seniors)

One other notable theme includes a desire for extended service. This would include routes that travel farther distances, such as transit going to Milton, and routes that start earlier in the morning and run later into the night. Additionally, respondents expressed a desire for more routes that travel directly to key destinations across the city, and for on-board amenities such as Wi-Fi access.

## Question 8

### Rural

*"In your opinion, what would enhance transportation within the rural areas of Burlington?"*



## Top Themes

### Transit 32%

- On-demand transit, smaller buses
- Provide routes for rural communities to urban areas and parks (Lowville, Killbride)

### Unsure/No opinion 20%

### No Change 12%

- Do not make changes to transportation in rural Burlington
- Change will create congestion and loss of greenspace

### On-road cycling 9%

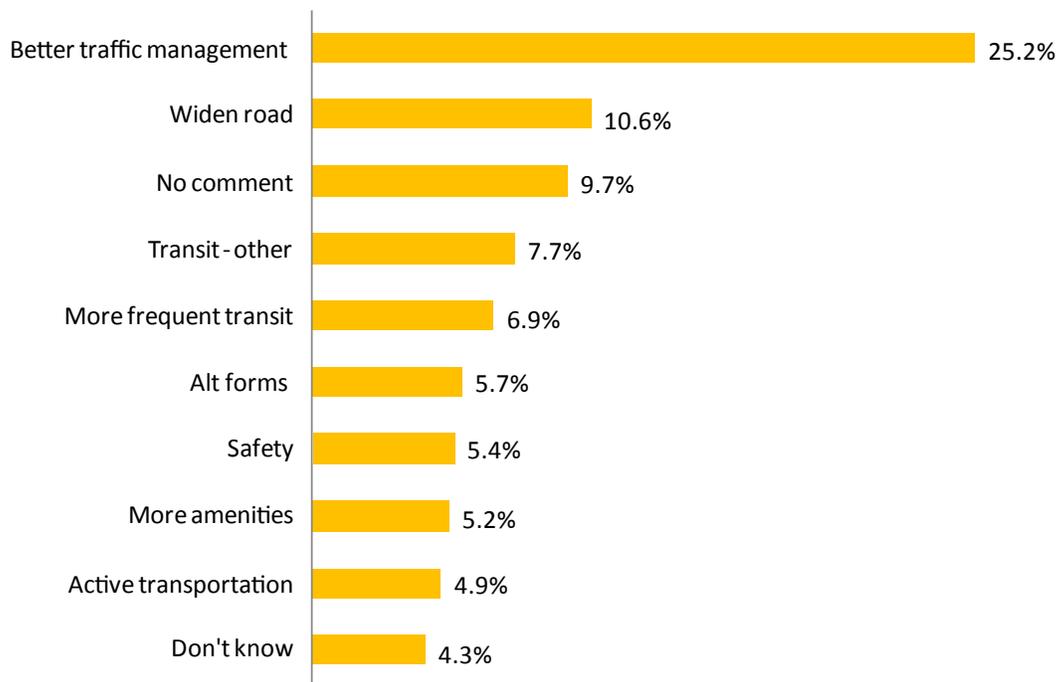
- widen shoulders for safer cycling
- Bike lanes to encourage active transportation, should be dedicated or separated

It is important to point out that survey respondents were not asked to indicate if they live or work in rural Burlington, so we cannot substantiate the degree to which these values are held by rural residents. Note that off-road cycling was also identified and differentiated from on-road cycling.

## Question 9

### Other feedback

“Do you have any other feedback about getting around in Burlington?”



## Top Themes

### Better traffic management 25.2%

- Synchronized traffic lights
- Relieving congestion

### Widen road 10.6%

- References to New Street road diet
- Removing bike lanes

### No comment 9.7%

### Transit- other 7.7%

- Smaller buses
- More affordable
- Accessible transit

### More frequent transit 6.9%

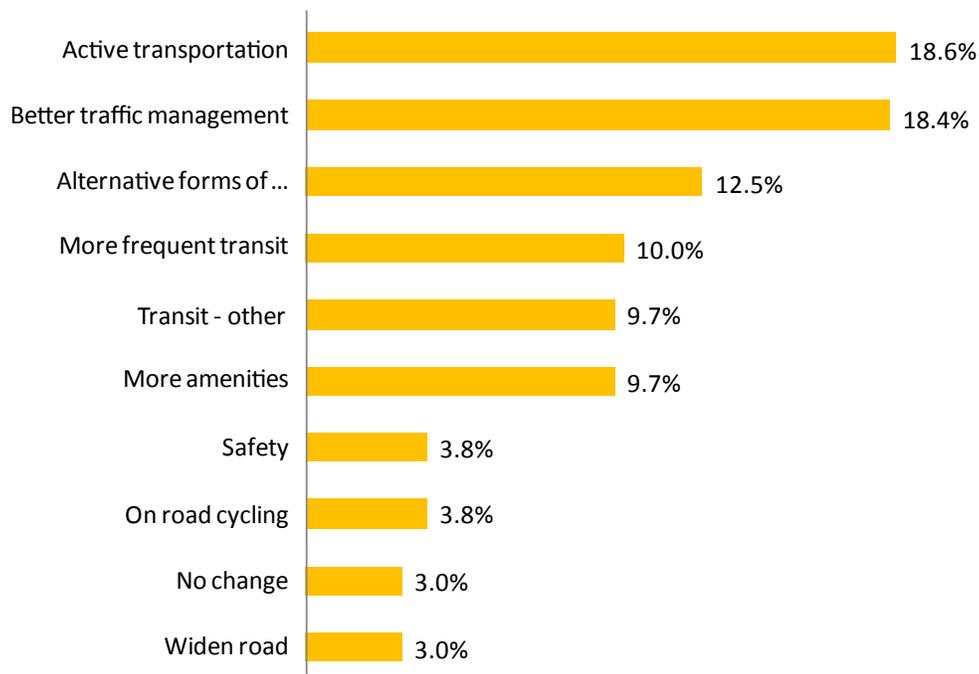
- Respondents in this category would like more frequent service.

Other themes included alternate forms of transportation which frequently referenced electric vehicles and autonomous vehicles. Safety is of concern to respondents and included such comments as, “More stringent policing of drivers who speed/drive aggressively. Better markings at pedestrian crossings.” Respondents would also like to see more amenities such as benches and green spaces. Walkable communities also rated in the top ten comments for respondents.

## Question 10

### Hope

“What do you hope getting around in Burlington looks like in 20 years?”



## Top Themes

### Active transportation 18.6%

- hope for a transportation system that encourages walking and cycling in the future
- walkable communities

### Better traffic management 18.4%

- relieve congestion
- synchronizing traffic lights

### Alternative forms of transportation 12.5%

- comments included future of electric vehicles and autonomous cars.

### More frequent transit 10.0%

- increase in frequency in transit schedules

### Transit - other 9.7%

- smaller buses
- more targeted service to employment areas

It is important to note that public transit was referenced in 19.7% of responses, but was broken down into two sub-categories for reporting [“more frequent transit” and “transit – other”].

Among other themes that respondents would like addressed in the future is the request for more amenities. These include more interesting streetscapes and more public art. Responses captured here often referenced European cities with their sidewalk cafes and destination areas. Safety is also important to respondents and included more lighting and signage. This goes hand in hand with on road cycling which frequently referenced safer bike lanes.



6 HEADON TO 407 CARPOOL



70 5



RIDE WITH US

# Section Three

## Feedback frames and talk bubbles

Additional methods were used for gathering public input during various community events such as the Burlington Kite Festival, Love My Hood, BOMBA, Let's Live Green Burlington, and the Sound of Music festival, among others. These tools primarily provided an opportunity for Grow Bold Ambassadors to engage with residents at public consultation events and raise awareness of the Go Bold initiative. Depending on the event, either the Intensification Corridor rendering or the Neighbourhood Plaza rendering was shown with the Feedback Frame toolset.

Feedback Frames allowed respondents at public events to address any particular statement by indicating their level of agreement on a scale ranging from “strong agreement” to “strong disagreement”.

Not every statement was presented at each public engagement opportunity, and therefore, the number of responses for each statement varies. The stacked bar graphs on the following pages represent the range of agreement-disagreement responses for each question.

Lastly, Talk Bubbles were utilized as a means of engaging the public to communicate their values and opinions of transportation within Burlington; specifically regarding walking, cycling and transit.



*Feedback Frames*

## Intensification Corridors

Feedback Frames were used at three public events (Canada Day, Sound of Music Festival and Kite Fest) to allow the public to provide feedback on the Brant Street rendering of an intensification corridor in the future. Close to seven-hundred (700) responses were provided to the following statements:

### Intensification Corridors

*“After learning about and looking at the artist rendering, this is what I LIKE:”*

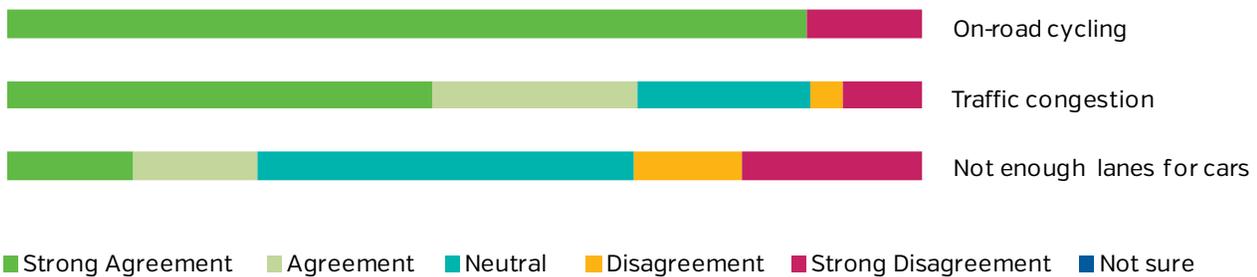


*Depending on the event, either the Intensification Corridor rendering or the Neighbourhood Plaza rendering was shown with the Feedback Frame toolset.*



## Intensification Corridors

*“After learning about and looking at the artist rendering, this is what I DO NOT LIKE:”*



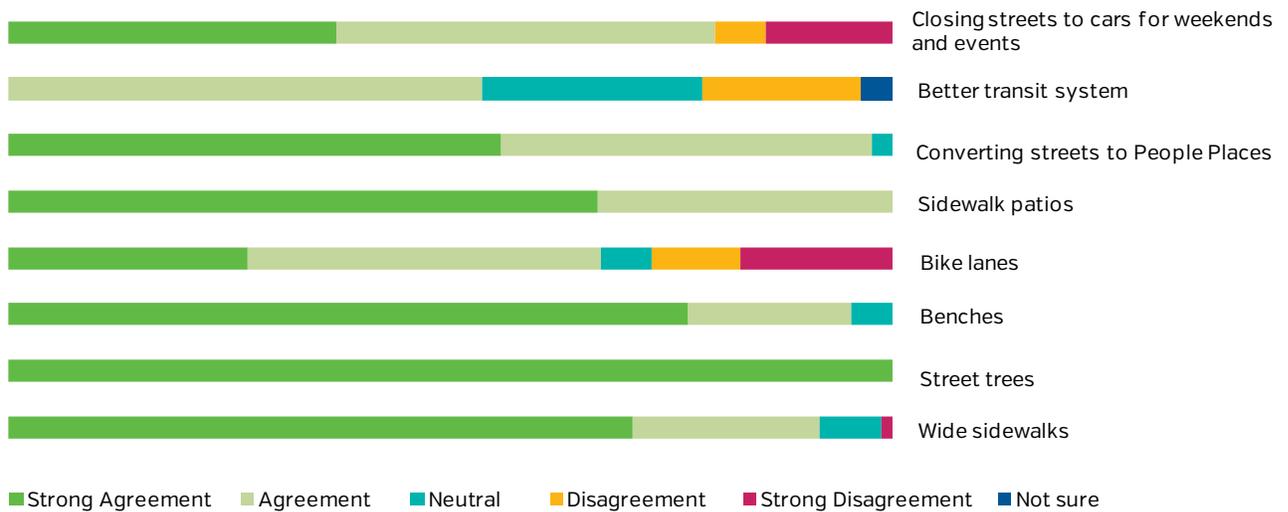
The range of participants that provided a response for each statement varied significantly, with only 4 responses for the statement opposed to “on-road cycling”, and 117 responses for the statement in favour of “bike lanes”. It is also worth noting that not every statement was available at each public event, so for this reason, no statistical analysis is provided for the Feedback Frame responses, however they further corroborate the general trends in public opinion regarding transportation in Burlington as demonstrated in the survey and workbook data summarized previously.



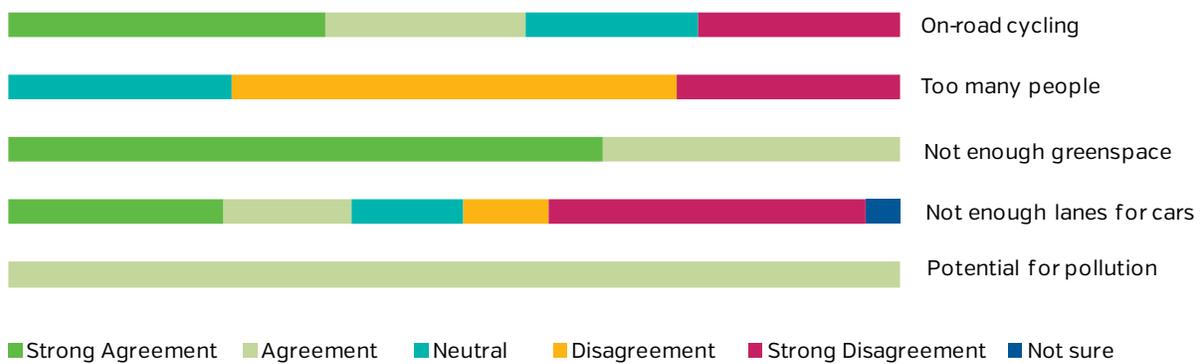
## Neighbourhood Plazas

Feedback Frames were used at five public locations and events (BOMBA, Burlington Mall, Farmer's Market, Love my Hood, and Let's Live Green) to allow the public to provide feedback on the Guelph Line rendering of a neighbourhood plaza in the future. Five-hundred [500] responses were provided to the following statements:

### Neighbourhood Plazas - "This is what I LIKE:"



### Neighbourhood Plazas - "This is what I DON'T LIKE:"



The range of participants that provided a response for each statement varied significantly, with only 4 responses for the "too many people" statement, and 104 responses for the "not enough space for cars" statement, so little emphasis should be made on the comparisons between statements, but rather the range of agreement for each statement. It is also worth noting that not every statement was available at each public event, and several statements were provided at more than one event. As with the intensification corridor responses, no statistical analysis is provided, however they further corroborate the general trends in public opinion regarding transportation in Burlington as demonstrated in the survey and workbook data summarized previously.

## Talk Bubbles

Citizens were encouraged to give their thoughts about what makes cycling, walking, and transit delightful in Burlington. The Talk Bubbles were used as a public engagement tool at various community events over the course of 2017, including the Sound of Music Festival, Canada Day, Burlington Kite Festival, Let's Live Green, Love My Hood, and at the Mayor's Inspire Series in 2016.

Participants completed the sentence on the Talk Bubble boards and then held them up while a Grow Bold Ambassador took their photo. Photo release forms were completed for each person who participated. Use of the Talk Bubbles was primarily a public engagement tool, rather than a data gathering method. However, the responses provided by participants were generally in keeping with themes about walking, cycling, and transit. Photos of sample responses are provided below.

### Cycling

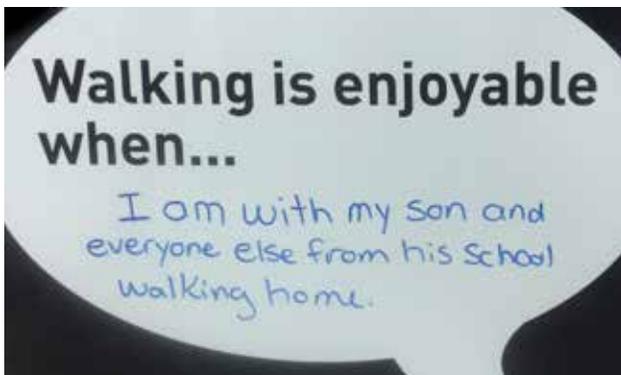
Eighteen (18) participants used the Talk Bubble to complete the sentence "Cycling is delightful when ...". A common theme to arise from the Talk Bubble engagement exercise with regard to Cycling was the theme of safety, sharing the road, and separating bikes from cars.



## Walking

Eleven [11] participants used the Talk Bubble to complete the sentence “Walking is enjoyable when ...”.

Talk Bubble responses about walking included reference to nice weather, walking with a friend, and having access to local shops. There was less of an identifiable common theme with the walking responses than with the cycling responses; however two participants noted the need for a pedestrian crossing bridge over the railway line in the Orchard community.



## Transit

Two [2] participants used the Talk Bubble to complete the sentence “Transit is enjoyable when ...”.

The two responses for transit included reference to transit being cost effective, and when the user is on their way home from work:





[burlington.ca/gobold](http://burlington.ca/gobold)

  
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