2009 Transportation Improvements Survey Report
July 24, 2009
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This report presents the results of two online surveys.

- An Ipsos Reid online survey of Metro Vancouver residents.
- A TransLink Listens survey of panelists located in Metro Vancouver.

**Ipsos Reid Online Survey**

- This survey was fielded from June 16 to July 13, 2009.
- The main survey included 2,284 total interviews, distributed as follows:
  - Vancouver (539n), Burnaby/New Westminster (437n), South of Fraser (533n), the Northeast (519n) and the North Shore (256n).

- The final data has been weighted to reflect the Metro Vancouver population based on Census data for region, age and gender.
Methodology

TransLink Listens (TLL) Online Survey

- This survey was fielded from July 2 to July 8, 2009.
- The survey was identical to the modified version of the Ipsos survey. A total of 1,970 panelists completed the survey, broken out as follows:
  - Vancouver (663n), Burnaby/New Westminster (248n), South of Fraser (649n), the Northeast (264n) and the North Shore (146n).
- As with the Ipsos survey, the data was weighted to reflect the Metro Vancouver population based on Census data for region, age and gender. An additional weight was applied to ensure the sample accurately reflects the main mode of transportation in each region of Metro Vancouver. This additional weight is required because TransLink Listens significantly over-represents transit users and under-represents drivers.
Methodology

Survey Format

- Throughout both the Ipsos and TransLink Listens, respondents were presented with background information that would allow them to answer questions in an informed manner.

- Information presented to respondents included:
  - TransLink’s scope of responsibilities.
  - Transportation goals of Transport 2040.
  - TransLink’s past and soon to be completed projects.
  - Major projects in TransLink’s 10-Year Plan.
  - TransLink’s current sources of funding.
  - TransLink’s potential sources of funding.

- Survey respondents were asked to give their opinion on TransLink’s potential sources of funding in two different ways.
  - First, respondents were asked to rate their level of support/opposition to each individual funding source. The funding sources were presented in a random order to each respondent.
  - Next, respondents were shown all the potential funding sources and asked to indicate the single funding source they most support and most oppose. Again, the funding sources were presented in a random order to each respondent.
Methodology

- Each survey respondent was asked about five new potential funding source items.
  - All respondents were asked about an identical transit item, fuel tax item and property tax item.
  - In addition, each respondent was asked about one of two randomly selected parking sales tax items and one of six randomly selected transportation improvement fee (TIF) items. The six TIF items included three versions of a flat fee and three versions of a variable fee based on vehicle fuel efficiency.
  - Survey programming ensured that each of the randomly selected items was shown equally often to respondents in each Metro Vancouver region.
Summary of Key Findings
Summary of Key Findings

Perceptions of Traffic Congestion
- A strong majority of respondents to both surveys believe that traffic congestion is a serious problem in Metro Vancouver (Ipsos = 81%, TransLink Listens = 85%).
- Fewer respondents, but still a majority in both surveys, think traffic congestion is a serious problem in their local municipality (Ipsos = 52%, TransLink Listens = 59%).

Awareness of Transport 2040 and Public Consultation
- In the Ipsos poll, one-third (33%) of residents are aware of Transport 2040 and one-quarter (26%) are aware of TransLink’s public consultation on the 10-year plan.
- Awareness is higher among TransLink Listens panelists for both Transport 2040 (53%) and the public consultation (48%).

Transport 2040 Transportation Goals
- There is overwhelming approval in both surveys for each of the six transportation goals set out in Transport 2040.
Summary of Key Findings

Fairness of Current TransLink Funding

- Six-in-ten respondents to both surveys believe that TransLink’s current funding sources are fair (Ipsos = 58%, TransLink Listens = 60%).
- In contrast, about one-quarter in both surveys say the current funding is not fair (Ipsos = 26%, TransLink Listens = 26%).

Importance of Projects in 10-Year Plan

- The vast majority of respondents in both surveys rate the projects contained in TransLink’s 10-year plan as important for the Metro Vancouver region (Ipsos = 94%, TransLink Listens = 94%)
- Roughly eight-in-ten respondents in both surveys also rate the projects in the 10-year plan as important to their own local municipality (Ipsos = 83%, TransLink Listens = 79%).
Summary of Key Findings

Support for Individual Funding Options

- In the Ipsos survey, resident support for the individual funding options is as follows:
  - Property taxes (62%), transit (50%), parking tax (47%, average of two items), fuel tax (39%), transportation improvement fee (33%, average of six items).

- In the TransLink Listens survey, support for the individual funding options is as follows:
  - Property taxes (63%), parking tax (55%, average of two items), transit (49%), fuel tax (47%), transportation improvement fee (39%, average of six items).

- In both surveys, support is higher for the variable TIF options (Ipsos = 36%, TransLink Listens = 45%) than for the flat TIF options (Ipsos = 30%, TransLink Listens = 33%).

Impressions of TransLink

- At the end of both surveys, slightly more than six-in-ten respondents said they have a favourable impression of TransLink (Ipsos = 62%, TransLink Listens = 63%).
Detailed Results
Note on Reading This Report

Throughout this report, the typical format for presenting the results to each question is as follows:

- First, a text slide discusses the results from the Ipsos survey and then the TransLink Listens survey.
- Second, a slide displays the results for both surveys in two side-by-side graphic charts (bar or pie chart); Ipsos on the left and TransLink Listens on the right.
- Third, a slide shows the detailed numbers from the Ipsos survey in a table, including the results broken out by region, main transportation mode and by homeowners vs. renters. The Ipsos results can be distinguished by the use of a blue colour and by the addition of the Ipsos logo to the data table.
- Fourth, a slide shows the detailed numbers from the TransLink Listens panel in a table, with the same breakouts as in the Ipsos survey. The TransLink Listens results can be distinguished by the use of a green colour and by the addition of the TransLink Listens logo to the data table.

Please also note that some columns may not add to 100 percent. In addition, some summary statistics (e.g. Total Support) may not appear to have been added correctly (i.e. off by +/- 1 percent). These differences are due to rounding. The actual percentages shown are correct.
Perceptions of Traffic Congestion

Ipsos Reid Survey

- Most residents think traffic congestion is a serious problem for the Metro Vancouver region. Eight-in-ten (81%) say they would describe the traffic congestion in an average week as either “a very serious problem” (26%) or “a serious problem” (55%).

- Fewer residents, but still a slight majority (52%) think traffic congestion is either a “very serious problem” (12%) or a “serious problem” (40%) in their local municipality.
  - Northeast residents (63%) are the most likely to describe their local traffic congestion as “a very serious problem” or “a serious problem”.
  - North Shore residents (31%) are substantially less likely than residents of other regions to describe their local traffic congestion as “a very serious problem” or “a serious problem”.

TransLink Listens Survey

- The results among TransLink Listens panelists closely mirror the Ipsos results for both the Metro Vancouver region (85% “a very serious problem” or “a serious problem”) and for their local municipality (59% “a very serious problem” or “a serious problem”).
  - North Shore panelists (37%) are the least likely to rate their local traffic congestion as a “a very serious problem” or “a serious problem”.

Perceptions of Traffic Congestion

Q2. How would you describe traffic congestion in an average week in your local municipality? Would you say it is ...?

Q1. How would you describe traffic congestion in an average week in the Metro Vancouver region? Would you say it is ...?

In Local Municipality
- A very serious problem: 12%
- A serious problem: 40%
- Not a very serious problem: 41%
- No problem at all: 6%
- Don’t know: 1%

In Metro Vancouver Region
- A very serious problem: 26%
- A serious problem: 55%
- Not a very serious problem: 14%
- No problem at all: 1%
- Don’t know: 4%

Base: All respondents (n=2284)

In Local Municipality
- A very serious problem: 15%
- A serious problem: 44%
- Not a very serious problem: 34%
- No problem at all: 6%
- Don’t know: 1%

In Metro Vancouver Region
- A very serious problem: 26%
- A serious problem: 59%
- Not a very serious problem: 12%
- No problem at all: 1%
- Don’t know: 2%

Base: All respondents (n=1970)

2009 Transportation Improvements Survey
## Perceptions of Traffic Congestion

**Q2. How would you describe traffic congestion in an average week in your local municipality? Would you say it is ...?**

**Q1. How would you describe traffic congestion in an average week in the Metro Vancouver region? Would you say it is ...?**

<table>
<thead>
<tr>
<th></th>
<th>Total (n=2284)</th>
<th>Vancouver (n=539)</th>
<th>Burnaby/ New West (n=437)</th>
<th>South of Fraser (n=533)</th>
<th>Northeast (n=519)</th>
<th>North Shore (n=256)</th>
<th>Main Transport</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In Local Municipality:</strong></td>
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<tr>
<td>A very serious problem</td>
<td>12%</td>
<td>15%</td>
<td>11%</td>
<td>10%</td>
<td>16%</td>
<td>6%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>A serious problem</td>
<td>40%</td>
<td>41%</td>
<td>41%</td>
<td>40%</td>
<td>47%</td>
<td>26%</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>Not a very serious problem</td>
<td>41%</td>
<td>39%</td>
<td>41%</td>
<td>43%</td>
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<td>57%</td>
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<td>41%</td>
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<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>4%</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t know</td>
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<td>2%</td>
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<td>1%</td>
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<td><strong>Total Serious Problem</strong></td>
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<td><strong>56%</strong></td>
<td><strong>52%</strong></td>
<td><strong>49%</strong></td>
<td><strong>63%</strong></td>
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<td><strong>53%</strong></td>
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<td></td>
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<tr>
<td>A very serious problem</td>
<td>26%</td>
<td>20%</td>
<td>25%</td>
<td>29%</td>
<td>33%</td>
<td>20%</td>
<td>18%</td>
<td>30%</td>
</tr>
<tr>
<td>A serious problem</td>
<td>55%</td>
<td>54%</td>
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<td>63%</td>
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<td>9%</td>
<td>15%</td>
<td>19%</td>
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</tr>
<tr>
<td>No problem at all</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
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<td>0%</td>
<td>0%</td>
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<td>3%</td>
<td>6%</td>
<td>3%</td>
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<tr>
<td><strong>Total Serious Problem</strong></td>
<td><strong>81%</strong></td>
<td><strong>74%</strong></td>
<td><strong>76%</strong></td>
<td><strong>85%</strong></td>
<td><strong>87%</strong></td>
<td><strong>82%</strong></td>
<td><strong>74%</strong></td>
<td><strong>84%</strong></td>
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</tbody>
</table>

**Base:** All respondents
## Perceptions of Traffic Congestion

**Q2. How would you describe traffic congestion in an average week in your local municipality? Would you say it is ...?**

**Q1. How would you describe traffic congestion in an average week in the Metro Vancouver region? Would you say it is ...?**

<table>
<thead>
<tr>
<th>Region</th>
<th>Total (n=1970)</th>
<th>Vancouver (n=663)</th>
<th>Burnaby/ New West (n=248)</th>
<th>South of Fraser (n=649)</th>
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</thead>
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<td>15%</td>
<td>17%</td>
<td>13%</td>
<td>15%</td>
<td>18%</td>
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<td>15%</td>
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<tr>
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<td>44%</td>
<td>49%</td>
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<td>28%</td>
<td>46%</td>
<td>44%</td>
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<td>18%</td>
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<tr>
<td><strong>Total Serious Problem</strong></td>
<td><strong>59%</strong></td>
<td><strong>66%</strong></td>
<td><strong>65%</strong></td>
<td><strong>55%</strong></td>
<td><strong>68%</strong></td>
<td><strong>37%</strong></td>
<td><strong>61%</strong></td>
<td><strong>59%</strong></td>
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<thead>
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<th>Region</th>
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<th>Burnaby/ New West (n=248)</th>
<th>South of Fraser (n=649)</th>
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</thead>
<tbody>
<tr>
<td>A very serious problem</td>
<td>26%</td>
<td>21%</td>
<td>25%</td>
<td>30%</td>
<td>31%</td>
<td>17%</td>
<td>22%</td>
<td>27%</td>
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<tr>
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<td>67%</td>
<td>58%</td>
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<td><strong>87%</strong></td>
<td><strong>88%</strong></td>
<td><strong>84%</strong></td>
<td><strong>79%</strong></td>
<td><strong>87%</strong></td>
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</table>

**Base: All respondents**
Ipsos Reid Survey

- One-in-three Metro Vancouver residents (33%) say they have read, seen or heard something recently about TransLink’s Transport 2040 strategy.
- Slightly fewer residents, about one-quarter (26%), say they have heard that TransLink is consulting with the public on a 10-year plan.

TransLink Listens Survey

- Past studies have shown that TransLink Listens panelists are more engaged and better informed when it comes to transportation issues and planning. It’s not surprising, therefore, that TransLink Listens panelists are much more likely than the general public to be aware of both Transport 2040 (53%) and that TransLink is consulting on a 10-year plan (48%).
Q3a. Have you recently seen, read or heard anything about TransLink's Transport 2040, an aggressive transportation strategy for the next thirty years for the Metro Vancouver region (formerly the Greater Vancouver regional District)?

Q5. TransLink, the regional transportation authority, is consulting with local residents about the plan for the first 10 years of the Transport 2040 strategy. Prior to this survey, had you heard that TransLink is consulting on a 10-year plan?
### Awareness of Transport 2040 and Public Consultation

<table>
<thead>
<tr>
<th>Ipsos Reid</th>
<th>Total (n=2284)</th>
<th>Region</th>
<th>Main Transport</th>
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<td></td>
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<td>Vancouver (n=539)</td>
<td>Burnaby/ New West (n=437)</td>
<td>South of Fraser (n=533)</td>
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<td>Aware of Transport 2040:</td>
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<tr>
<td>Yes</td>
<td>33%</td>
<td>34%</td>
<td>31%</td>
<td>32%</td>
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<tr>
<td>Aware of 10-Year Plan Consultation:</td>
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<tr>
<td>Yes</td>
<td>26%</td>
<td>26%</td>
<td>27%</td>
<td>23%</td>
</tr>
</tbody>
</table>

**Base:** All respondents

Q3a. *Have you recently seen, read or heard anything about TransLink’s Transport 2040, an aggressive transportation strategy for the next thirty years for the Metro Vancouver region (formerly the Greater Vancouver regional District)?*

Q5. *TransLink, the regional transportation authority, is consulting with local residents about the plan for the first 10 years of the Transport 2040 strategy. Prior to this survey, had you heard that TransLink is consulting on a 10-year plan?*
# Awareness of Transport 2040 and Public Consultation

<table>
<thead>
<tr>
<th></th>
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<th>Vancouver (n=663)</th>
<th>Burnaby/ New West (n=248)</th>
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<td><strong>Aware of Transport 2040:</strong></td>
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<td><strong>Aware of 10-Year Plan Consultation:</strong></td>
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<td>50%</td>
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<td>52%</td>
<td>50%</td>
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<td>46%</td>
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</tbody>
</table>

**Base:** All respondents

Q3a. Have you recently seen, read or heard anything about TransLink’s Transport 2040, an aggressive transportation strategy for the next thirty years for the Metro Vancouver region (formerly the Greater Vancouver regional District)?

Q5. TransLink, the regional transportation authority, is consulting with local residents about the plan for the first 10 years of the Transport 2040 strategy. Prior to this survey, had you heard that TransLink is consulting on a 10-year plan?
Top Sources of Transport 2040 Awareness

Ipsos Reid Survey

- Among those residents aware of Transport 2040, the top sources of awareness include The Vancouver Sun (32%), Global Evening News (26%) and The Province (21%).

TransLink Listens Survey

- Among panelists aware of Transport 2040, the top source of awareness is email (28%). The next three top sources of awareness are the same as the top three among the general public; The Vancouver Sun (25%), Global Evening News (20%) and The Province (19%).
Top Sources of Transport 2040 Awareness

<table>
<thead>
<tr>
<th>Source</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Vancouver Sun</td>
<td>32%</td>
</tr>
<tr>
<td>Global Evening News</td>
<td>26%</td>
</tr>
<tr>
<td>The Province</td>
<td>21%</td>
</tr>
<tr>
<td>Word-of-Mouth (friends, family)</td>
<td>17%</td>
</tr>
<tr>
<td>CTV Evening News</td>
<td>16%</td>
</tr>
<tr>
<td>24 Hours</td>
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<tr>
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</tr>
<tr>
<td>CKNW AM 990</td>
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<tr>
<td>CKWX News 1130</td>
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<tr>
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<tr>
<td>Community Newspaper</td>
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<tr>
<td>Metro Vancouver</td>
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</tr>
<tr>
<td>CBC Radio One</td>
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</tr>
<tr>
<td>e-mail</td>
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<tr>
<td>Breakfast Television</td>
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<td>Georgia Straight</td>
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</tr>
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<tr>
<td>Facebook</td>
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</tr>
</tbody>
</table>

Mentions under 4% not shown

Q3b. Where do you recall seeing, reading or hearing about Transport 2040?

Base: Aware of Transport 2040

(n=729)

E-mail 28%

The Vancouver Sun 25%

Global Evening News 20%

The Province 19%

Community Newspaper 13%

Word-of-Mouth (friends, family) 12%

CTV Evening News 12%

24 Hours 11%

CKNW AM 990 11%

Global Morning News 10%

CBC Radio One 9%

CKWX News 1130 8%

Georgia Straight 7%

Metro Vancouver 6%

CBC News 5%

Breakfast Television 4%

Facebook 3%

The Globe and Mail 3%

(n=1070)

Mentions under 3% not shown
Importance of Transport 2040 Transportation Goals

Ipsos Reid Survey

- A clear majority of residents say that all six Transport 2040 are important (“very important” or “somewhat important”) for the Metro Vancouver region.
  - 96% say it is important that “Travelling in the region is safe, secure and accessible for everyone.”
  - 92% say it is important that “Economic growth and efficient goods movement are facilitated through effective management of the transportation network.”
  - 91% say it is important that “Greenhouse gas emissions from transportation are aggressively reduced, in support of federal, provincial and regional targets”.
  - 89% say it is important that “Funding for TransLink is stable, sufficient, appropriate and influences transportation choices.”
  - 82% say it is important that “The majority of jobs and housing in the region are located along the Frequent Transit Network.”
  - 80% say it is important that “Most trips are by transit, walking and cycling.”

- There is some differentiation in support for the goal of having most trips by transit, walking and cycling.
  - This goal tends to be supported more by transit users (93% vs. 73% of vehicle users) and by City of Vancouver residents (87%).
Importance of Transport 2040 Transportation Goals

TransLink Listens Survey

- A clear majority of panelists also rate each goal as important (“very important’ or “somewhat important”) for the Metro Vancouver region.
  - 96% say it is important that “Travelling in the region is safe, secure and accessible for everyone.”
  - 92% say it is important that “Economic growth and efficient goods movement are facilitated through effective management of the transportation network.”
  - 89% say it is important that “Funding for TransLink is stable, sufficient, appropriate and influences transportation choices.”
  - 88% say it is important that “Greenhouse gas emissions from transportation are aggressively reduced, in support of federal, provincial and regional targets”.
  - 83% say it is important that “The majority of jobs and housing in the region are located along the Frequent Transit Network.”
  - 80% say it is important that “Most trips are by transit, walking and cycling.”

- As with the general public survey, there is some differentiation among panelists in support for having most trips by transit, walking and cycling.
  - This goal tends to be supported more by transit users (94% vs. 75% of vehicle users) and by renters (88% vs. 75% of homeowners).
Q4. Over the next 30 years, Metro Vancouver is predicted to grow by more than one million residents. To preserve the liveability of the region, Transport 2040 has set transportation goals to be achieved over the next 30 years. Beside each goal, please check the appropriate box indicating how important you think that goal is for the Metro Vancouver region.
Q4. Over the next 30 years, Metro Vancouver is predicted to grow by more than one million residents. To preserve the liveability of the region, Transport 2040 has set transportation goals to be achieved over the next 30 years. Beside each goal, please check the appropriate box indicating how important you think that goal is for the Metro Vancouver region.
## Importance of Transport 2040 Transportation Goals

### TOTAL IMPORTANCE (VERY, SOMEWHAT IMPORTANT)

<table>
<thead>
<tr>
<th>Goal Description</th>
<th>Total (n=1970)</th>
<th>Region</th>
<th>Main Transport</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 1: Greenhouse gas emissions from transportation are aggressively reduced, in support of federal, provincial and regional targets</td>
<td>88%</td>
<td>93% Vancouver (n=663)</td>
<td>94% Transit (n=692)</td>
<td>94% Own (n=1202)</td>
</tr>
<tr>
<td>Goal 2: The majority of jobs and housing in the region are located along the Frequent Transit Network</td>
<td>83%</td>
<td>84% Burnaby/ New West (n=248)</td>
<td>83% North Shore (n=146)</td>
<td>80% Rent (n=768)</td>
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<tr>
<td>Goal 3: Most trips are by transit, walking and cycling</td>
<td>80%</td>
<td>86% South of Fraser (n=649)</td>
<td>75% North Shore (n=146)</td>
<td>75% Rent (n=768)</td>
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<td>Goal 4: Travelling in the region is safe, secure and accessible for everyone</td>
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<td>98% Vancouver (n=663)</td>
<td>97% Transit (n=692)</td>
<td>96% Own (n=1202)</td>
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<tr>
<td>Goal 5: Economic growth and efficient goods movement are facilitated through effective management of the transportation network</td>
<td>92%</td>
<td>92% Burnaby/ New West (n=248)</td>
<td>89% North Shore (n=146)</td>
<td>89% Rent (n=768)</td>
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<tr>
<td>Goal 6: Funding for TransLink is stable, sufficient, appropriate and influences transportation choices</td>
<td>89%</td>
<td>91% South of Fraser (n=649)</td>
<td>84% Transit (n=692)</td>
<td>87% Rent (n=768)</td>
</tr>
</tbody>
</table>

**Base: All respondents**

**Q4.** Over the next 30 years, Metro Vancouver is predicted to grow by more than one million residents. To preserve the livability of the region, Transport 2040 has set transportation goals to be achieved over the next 30 years. Beside each goal, please check the appropriate box indicating how important you think that goal is for the Metro Vancouver region.
Awareness of TransLink’s Responsibilities

Ipsos Reid Survey

- Following a description of TransLink’s responsibilities (see bottom of next slide for details), fewer than two-in-ten (17%) residents say they are aware of ALL of TransLink’s responsibilities. Most (65%) say they are aware of only SOME of the responsibilities, while 17% say they are not aware of any of the responsibilities.

TransLink Listens Survey

- As should be expected, panelists have greater awareness than the general public of TransLink’s responsibilities. Three-in-ten (30%) say they are aware of ALL of the described responsibilities, six-in-ten (60%) say they are aware of SOME of the responsibilities and one-in-ten (9%) say they are not aware of any of the responsibilities.
Q6. TransLink is responsible for the local transportation network, including AirCare, Albion Ferry, Transit Buses, SeaBus, SkyTrain, West Coast Express, cycling programs, HandyDART, carpool and vanpool ride-share programs, and 2,300 lane kilometres of major roads and bridges. Prior to this survey, were you aware that TransLink is responsible for planning, funding and managing not only local transit but the total transportation network locally?
## Awareness of TransLink’s Responsibilities

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<tr>
<td>Yes, I was aware of ALL of TransLink’s responsibilities</td>
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<tr>
<td></td>
<td>Vancouver (n=539)</td>
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<tr>
<td></td>
<td>Burnaby/ New West (n=437)</td>
<td>15%</td>
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<td>South of Fraser (n=533)</td>
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<td>Northeast (n=519)</td>
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<td>North Shore (n=256)</td>
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<td>Transit (n=520)</td>
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<td></td>
<td>Vehicle (n=1471)</td>
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<tr>
<td></td>
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<td></td>
<td>Rent (n=843)</td>
<td>62%</td>
<td>62%</td>
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<td>North Shore (n=256)</td>
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<td>Transit (n=520)</td>
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<td></td>
<td>Rent (n=843)</td>
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<tr>
<td>No, I was not aware of any of these TransLink responsibilities</td>
<td>Total (n=2284)</td>
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<td>Vancouver (n=539)</td>
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<td>Own (n=1441)</td>
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</tr>
<tr>
<td></td>
<td>Rent (n=843)</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

**Base:** All respondents

**Q6.** TransLink is responsible for the local transportation network, including AirCare, Albion Ferry, Transit Buses, SeaBus, SkyTrain, West Coast Express, cycling programs, HandyDART, carpool and vanpool ride-share programs, and 2,300 lane kilometres of major roads and bridges. Prior to this survey, were you aware that TransLink is responsible for planning, funding and managing not only local transit but the total transportation network locally?
### Awareness of TransLink’s Responsibilities

<table>
<thead>
<tr>
<th></th>
<th>Total (n=1970)</th>
<th>Region</th>
<th>Main Transport</th>
<th>Home</th>
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</thead>
<tbody>
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<td></td>
<td></td>
<td>Vancouver (n=663)</td>
<td>Burnaby/New West (n=248)</td>
<td>South of Fraser (n=649)</td>
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<tr>
<td>Yes, I was aware of ALL of TransLink’s responsibilities</td>
<td>30%</td>
<td>32%</td>
<td>29%</td>
<td>30%</td>
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<tr>
<td>Yes, I was aware of SOME of TransLink’s responsibilities</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
<td>58%</td>
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<tr>
<td>No, I was not aware of any of these TransLink responsibilities</td>
<td>9%</td>
<td>8%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
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</tbody>
</table>

**Base:** All respondents

Q6. TransLink is responsible for the local transportation network, including AirCare, Albion Ferry, Transit Buses, SeaBus, SkyTrain, West Coast Express, cycling programs, HandyDART, carpool and vanpool ride-share programs, and 2,300 lane kilometres of major roads and bridges. Prior to this survey, were you aware that TransLink is responsible for planning, funding and managing not only local transit but the total transportation network locally?
For the next question, all respondents were presented with the following background information.

- You may be interested to know about a few of TransLink’s past projects, and some of what TransLink will complete in 2009 and 2010:
  - Since it was formed in 1999, TransLink has added 39 km of additional SkyTrain service; bus service has increased by 43%; and 225 new road improvement projects have been completed. Large investments have been made in cycling programs, carpool and vanpool ride-share programs and HandyDART.
  - On June 16, 2009, the Golden Ears tolled bridge connecting Langley and Surrey with Maple Ridge and Pitt Meadows will be open to vehicles, as well as cyclist and pedestrian traffic.
  - A third SeaBus will go into service in September, 2009.
  - In 2009, $20 million will be spent on major road and bridge improvements.
  - In 2010, 48 SkyTrain cars and 85 buses will be added to the network to meet Olympic demand.
Importance of Past Transportation Projects to Metro Vancouver

Ipsos Reid Survey

- Residents strongly value the transportation projects completed by TransLink. Nearly all (96%) rate the projects as either “very important” (69%) or “somewhat important” (26%) for the region.

TransLink Listens Survey

- The findings are equally strong among TransLink Listens panelists, with 95% rating the projects completed by TransLink as either “very important” (68%) or “somewhat important” (27%) for the region.
Importance of Past Transportation Projects to Metro Vancouver

**Q7. How do you personally feel about the transportation projects completed by TransLink? Do you think they are ...?**

- **Very important for region:** 69% (n=2284)
- **Somewhat important:** 26%
- **Not very important:** 2%
- **Not at all important:** 1%
- **Don’t know:** 2%

**Total Important 96%**

- **Very important for region:** 68% (n=1970)
- **Somewhat important:** 27%
- **Not very important:** 3%
- **Not at all important:** 1%
- **Don’t know:** 1%

**Total Important 95%**

Base: All respondents
## Importance of Past Transportation Projects to Metro Vancouver

<table>
<thead>
<tr>
<th>Ipsos Reid</th>
<th>Total (n=2284)</th>
<th>Region</th>
<th>Main Transport</th>
<th>Home</th>
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</thead>
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<td>Vancouver (n=539)</td>
<td>Burnaby/ New West (n=437)</td>
<td>South of Fraser (n=533)</td>
</tr>
<tr>
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<td>69%</td>
<td>71%</td>
<td>70%</td>
<td>67%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>26%</td>
<td>25%</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>Not very important</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2%</td>
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<tr>
<td><strong>Total Important</strong></td>
<td><strong>96%</strong></td>
<td><strong>96%</strong></td>
<td><strong>96%</strong></td>
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**Base:** All respondents

**Q7. How do you personally feel about the transportation projects completed by TransLink? Do you think they are ...?**
## Importance of Past Transportation Projects to Metro Vancouver

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<th>Vancouver (n=663)</th>
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<th>South of Fraser (n=649)</th>
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<td>66%</td>
<td>70%</td>
<td>74%</td>
<td>67%</td>
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<td>25%</td>
<td>27%</td>
<td>29%</td>
<td>27%</td>
<td>24%</td>
<td>23%</td>
<td>28%</td>
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<tr>
<td><strong>Not very important</strong></td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
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<td>4%</td>
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<tr>
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<tr>
<td><strong>Don’t know</strong></td>
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<td>95%</td>
<td>97%</td>
<td>95%</td>
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</table>

*Base: All respondents*

Q7. **How do you personally feel about the transportation projects completed by TransLink? Do you think they are ...?**
Fairness of TransLink's Current Funding: Information Presented About TransLink’s Current Funding

For the next question, all respondents were presented with the following background information.

- **Next is some information on how we currently pay for local transportation improvements.**
  - The federal and provincial governments contribute to building, but not operating some local transportation projects.
  - TransLink, on the other hand, pays about 80 cents out of every dollar to operate the system, in addition to its contribution to building projects, using the following sources of funds:
    - A parking sales tax of 7 percent on off-street pay parking in the region.
    - Cash transit fares are $2.50 to $5, with large discounts for people who buy pre-paid tickets and monthly passes.
    - TransLink’s portion of the 2009 property tax is 33 dollars per one hundred thousand dollars of property value.
    - One dollar and 90 cents ($1.90) per monthly Hydro bill goes to transportation improvements.
    - 12 cents of every litre of vehicle fuel purchased in Metro Vancouver goes to regional transit, cycling paths, HandyDART, car and vanpool rideshare programs, and to major roads and bridges.

- **These funding sources mean that approximately 70 percent of TransLink’s funding is paid for by users of the transportation network.**
Fairness of TransLink's Current Funding

Ipsos Reid Survey

- Nearly six-in-ten (58%) residents believe that TransLink's current funding is a fair way to pay for transportation projects (18% “very fair”, 40% “somewhat fair”).
- About one-quarter (26%) of residents rate the funding as either “not very fair” (17%) or “not at all fair” (9%).

TransLink Listens Survey

- Panelists have a similar perspective as the general public regarding the fairness of TransLink’s current funding. Six-in-ten (60%) rate the funding as fair (20% “very fair”, 41% “somewhat fair”) and one-quarter rate it as unfair (17% “not very fair”, 9% “not at all fair”).
Q8. How do you personally feel about the way TransLink is currently funded? Do you think it is a ...

Base: All respondents

(n=2284) (n=1970)
## Fairness of TransLink's Current Funding

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<td></td>
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<td>Vehicle (n=1471)</td>
<td>Own (n=1441)</td>
<td>Rent (n=843)</td>
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<tr>
<td>Very fair way</td>
<td>18%</td>
<td>21%</td>
<td>17%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>22%</td>
<td>15%</td>
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<tr>
<td>Somewhat fair</td>
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<td>41%</td>
<td>43%</td>
<td>39%</td>
<td>41%</td>
<td>38%</td>
<td>41%</td>
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</table>

| Total Fair | 58% | 62% | 60% | 55% | 57% | 54% | 63% | 55% | 58% | 57% |
| Total Not Fair | 26% | 19% | 25% | 30% | 28% | 29% | 19% | 29% | 27% | 24% |

**Base:** All respondents

**Q8. How do you personally feel about the way TransLink is currently funded? Do you think it is a …?**
## Fairness of TransLink’s Current Funding

<table>
<thead>
<tr>
<th>Region</th>
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<th>Vancouver (n=663)</th>
<th>Burnaby/New West (n=248)</th>
<th>South of Fraser (n=649)</th>
<th>Northeast (n=264)</th>
<th>North Shore (n=146)</th>
<th>Main Transport</th>
<th>Home</th>
<th>Rent</th>
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</thead>
<tbody>
<tr>
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<td>20%</td>
<td>24%</td>
<td>20%</td>
<td>16%</td>
<td>21%</td>
<td>20%</td>
<td>26%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Somewhat fair</td>
<td>41%</td>
<td>44%</td>
<td>42%</td>
<td>37%</td>
<td>41%</td>
<td>42%</td>
<td>45%</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>Neither fair nor unfair</td>
<td>12%</td>
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<td>12%</td>
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<tr>
<td>Not very fair</td>
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</tr>
<tr>
<td>Not at all fair</td>
<td>9%</td>
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<td>7%</td>
<td>12%</td>
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<tr>
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</tr>
</tbody>
</table>

**Total Fair** 60% 68%↑ 61% 53%↓ 62% 61% 70%↑ 57%↓ 56%↓ 68%↑

**Total Not Fair** 26% 20% 26% 31% 22% 26% 16% 29% 30% 18%

**Base:** All respondents

**Q8. How do you personally feel about the way TransLink is currently funded? Do you think it is a …?**
Importance of Improvements in 10-Year Plan: Information Presented About Projects in 10-Year Plan

For the next questions, all respondents were presented with the following background information.

- Next is some information about what regional transportation projects have been identified for the next 10 years, to work toward the Transport 2040 strategy in order to aggressively protect and enhance the region’s liveability for generations to come.

Funding the Evergreen SkyTrain Line between Lougheed Town Centre and Coquitlam Town Centre

Increasing the capacity and updating SkyTrain Expo Line stations to accommodate more passengers and make it easier to use the stations

Increasing the capacity of West Coast Express on its existing route between Mission and downtown Vancouver

More than doubling rapid rail and rapid bus transit in corridors like Broadway or in Surrey

Expanding the Frequent Transit Network, which is an interconnected network of corridors where transit service is provided every 15 minutes or better from early morning and into the evenings every day of the week

A 20 percent increase in bus service, including 400 new buses to open up new routes region-wide, and 250 buses used to improve existing service

Road improvements across the region increased to $75 million per year

Bridge rehabilitation increased to $12 million annually

$7 million annually for transit priority and safety on roads across the region

A new Pattullo bridge

Expanded carpool and vanpool ride-share programs for the region

Cycling programs increased to $23 million per year for new commuter greenways and upgrades to the cycling BC Parkway, and for safety and access improvements

Improved communications technology on buses and trains

Improved transit accessibility for the disabled

Improved wayfinding signage on transit across the region
Importance of Improvements in 10-Year Plan

Ipsos Reid Survey

- The vast majority of residents (94%) view the projects in the 10-year plan as being important for the Metro Vancouver region (66% “very important”, 29% “somewhat important”).

- Most residents (83%) also think the projects in the 10-year plan are important for their local municipality (42% “very important”, 41% “somewhat important”).
  - North Shore residents (61%) are the least likely to view the projects as important for their municipality.

TransLink Listens Survey

- An overwhelming majority of panelists (94%) rate the projects in the 10-year plan as important for the Metro Vancouver region (65% “very important”, 28% “somewhat important”).
  - Transit users are more likely to rate the projects as being “very important” to the region (76% vs. 62% of vehicle users).

- Eight-in-ten (79%) panelists also rate the projects as being important to their local municipality (43% “very important”, 37% “somewhat important”).
  - Similar to the Ipsos survey, North Shore residents (56%) are the least likely to view the projects as important for their municipality.
  - The projects are rated as more important by transit users (88% vs. 76% of vehicle users).
Importance of Improvements in 10-Year Plan

Q9. How important would you say the transportation improvements proposed for the next 10 years are to your local municipality?

- Very important: 42%
- Somewhat important: 41%
- Not very important: 10%
- Not at all important: 5%
- Don't know: 2%

Total Important: 83%

In Local Municipality (n=2284)

Q10. How important would you say the transportation improvements proposed for the next 10 years are to the Metro Vancouver region?

- Very important: 66%
- Somewhat important: 29%
- Not very important: 3%
- Not at all important: 1%
- Don't know: 2%

Total Important: 94%

In Metro Vancouver Region (n=1970)

Q9. How important would you say the transportation improvements proposed for the next 10 years are to your local municipality?
Q10. How important would you say the transportation improvements proposed for the next 10 years are to the Metro Vancouver region?
# Importance of Improvements in 10-Year Plan

## Ipsos Reid

<table>
<thead>
<tr>
<th>Ipsos Reid</th>
<th>Total (n=2284)</th>
<th>Region</th>
<th>Main Transport</th>
<th>Home</th>
</tr>
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<tbody>
<tr>
<td>To Local Municipality:</td>
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</tr>
<tr>
<td>Very important</td>
<td>42%</td>
<td>48%</td>
<td>44%</td>
<td>39%</td>
</tr>
<tr>
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</table>

**Base:** All respondents

Q9. How important would you say the transportation improvements proposed for the next 10 years are to your local municipality?  
Q10. How important would you say the transportation improvements proposed for the next 10 years are to the Metro Vancouver region?
## Importance of Improvements in 10-Year Plan

<table>
<thead>
<tr>
<th></th>
<th>Total (n=1970)</th>
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<tr>
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<td><strong>Total Important</strong></td>
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</table>

Base: All respondents

Q9. How important would you say the transportation improvements proposed for the next 10 years are to your local municipality?
Q10. How important would you say the transportation improvements proposed for the next 10 years are to the Metro Vancouver region?
Support for Individual Funding Sources: Full Descriptions Provided for Funding Options

For the next question, all respondents were presented with the following background information on five different funding options.

- **Parking Sales Tax** – Each respondent was randomly shown one of the two following items:
  - Increase parking sales tax on off-street pay parking from the current 7% to 14%.
  - Increase parking sales tax on off-street pay parking from the current 7% to 21%.

- **Transportation Improvement Fee** - Each respondent was randomly shown one of the six following items:
  - **Three Flat Fees**
    - Introduce a Transportation Improvement Fee for every vehicle in the region at a flat fee of $100 per vehicle per year.
    - Introduce a Transportation Improvement Fee for every vehicle in the region at a flat rate of $120 per vehicle per year.
    - Introduce a Transportation Improvement Fee for every vehicle in the region at a flat fee of $165 per vehicle per year.
  - **Three Variable Fees**
    - Every vehicle would pay a Transportation Improvement Fee of between $45 and $145 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $145 with the average fee being $102 per year.
    - Every vehicle would pay a Transportation Improvement Fee of between $65 and $165 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $165 with the average fee being $122.
    - Every vehicle would pay a Transportation Improvement Fee of between $100 and $200 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $200 with the average fee being $167 per year.
Support for Individual Funding Sources: Full Descriptions Provided for Funding Options (continued)

- **Transit Increase**
  - In 2010, cash transit fares would be kept at current rates and the cost of FareSaver tickets and monthly passes would increase by approximately 11-12%.

- **Property Tax Increase**
  - TransLink’s portion of property taxes is currently $33 per $100,000 in property value. This would increase by approximately $6 per $100,000 in property value in 2010.

- **Fuel Tax Increase**
  - Increase the tax of 12 cents per litre of vehicle fuel purchased in Metro Vancouver to 15 cents per litre.
Support for Individual Funding Sources

Ipsos Reid Survey

- Survey respondents were asked to indicate whether they support or oppose a number of new sources of funding needed to pay for the transportation projects in the 10-year plan (see full descriptions of all funding items in two previous slides).
  - All respondents were asked about a transit increase, a fuel tax increase and a property tax increase.
  - In addition, respondents were also asked about one of two randomly selected parking sales tax increases and one of six randomly selected transportation improvement fee (TIF) items. The six TIF items included three versions of a flat fee and three versions of a variable fee based on vehicle fuel efficiency.

- The property tax increase has the highest level of support, with more than six-in-ten (62%) residents saying they support using this funding source.
  - The property tax increase is supported most by City of Vancouver residents (72%), transit users (75% vs. 55% of vehicle users) and renters (72% vs. 56% of homeowners).
  - South of Fraser residents (54%) are the least supportive of a property tax increase.

- Next best is the transit increase with the support of half (50%) of residents.
  - This funding item is most supported by Northeast residents (58%), vehicle users (59% vs. 31% of transit users) and homeowners (55% vs. 41% of renters).
  - City of Vancouver residents (42%) are the least supportive of a transit increase.
Support for Individual Funding Sources

Ipsos Reid Survey (continued)

- On average, the two parking tax items are supported by just less than half (47%) of residents, with support higher for the 7%-14% increase (52%) than for the larger 7%-21% increase (44%).
  - Average support for the two parking tax items is higher among transit users (60%) than among vehicle users (42%).
  - North Shore residents (37%) are the least supportive of this funding method.

- Four-in-ten (39%) residents say they support the fuel tax increase.
  - Support for a fuel tax increase is higher among City of Vancouver residents (52%), and transit users (58% vs. 28% of vehicle users).
  - South of Fraser residents (30%) are the least supportive of a fuel tax increase.

- On average, the six transportation improvement fee items are supported by one-third (33%) of residents. Support is slightly stronger for the variable fee items based on vehicle efficiency (36% average) than for the flat fee items (30% average).
  - Average support for the six TIF items is higher among City of Vancouver residents (45%), transit users (54% vs. 23% of vehicle users) and renters (41% vs. 29% of homeowners).
  - South of Fraser residents (23%) are the least supportive of the TIF items.

- Interestingly, support for the various TIF items didn’t vary widely based on the size of the fee. This suggests that residents were reacting more to the TIF concepts than to the actual fee amounts.
Support for Individual Funding Sources

TransLink Listens Survey

- Compared to the Ipsos survey, TransLink Listens panelists are more likely to support the parking tax items (8 points higher support than in Ipsos survey), the fuel tax increase (8 points higher support) and the TIF items (6 points higher support).

- TransLink Listens panelists, like the general public, give their highest level of support to a property tax increase. Slightly more than six-in-ten (63%) panelists say they support using a property tax increase.
  - The property tax increase is supported most by transit users (72% vs. 59% of vehicle users) and renters (75% vs. 56% of homeowners).

- A majority (55% average) of panelists also support the two parking sales tax items, with support slightly higher for the 7%-14% increase (57%) than for the 7%-21% increase (52%).
  - Average support for the two parking tax items is higher among City of Vancouver panelists (66%) and transit users (73% vs. 47% among vehicle users).
  - South of Fraser panelists (46%) are the least supportive of this funding method.

- Roughly one-half (50%) of panelists say they support the transit increase item.
  - This funding item is most supported by Northeast panelists (59%), vehicle users (56% vs. 27% of transit users) and homeowners (54% vs. 40% of renters).
  - City of Vancouver panelists (40%) are the least supportive of a transit increase.
Support for Individual Funding Sources

TransLink Listens Survey (continued)

- Nearly half (47%) of panelists say they support the fuel tax increase.
  - Support for a fuel tax increase is higher among City of Vancouver panelists (64%), transit users (71% vs. 36% of vehicle users) and renters (56% vs. 41% of homeowners).

- On average, the six transportation improvement fee items are supported by four-in-ten (39%) panelists, with support much higher for the variable fee items (45% average) than for the flat fee items (33% average).
  - Average support for the six TIF items is higher among City of Vancouver panelists (52%), transit users (62% vs. 30% of vehicle users) and renters (48% vs. 34% of homeowners).
  - South of Fraser panelists (30%) and Northeast panelists (31%) are the least supportive of the TIF items.
### Support for Individual Funding Sources

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<tr>
<th>Funding Source</th>
<th>Strongly Support</th>
<th>Somewhat Support</th>
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<tbody>
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</tr>
<tr>
<td>Transit increase</td>
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<tr>
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<td>27%</td>
<td>57%</td>
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<td>TIF flat + variable (average)</td>
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<td>39%</td>
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</tbody>
</table>

Base: All respondents, † asked of 1/2 of respondents, †† asked of 1/6 of respondents, ††† asked of 1715 respondents

**Q11.** To pay for all of the regional transportation projects for the next 10 years and work toward the Transport 2040 strategy, all of the following new sources of funds will be needed. The funding sources would be introduced between 2010 and 2011. After each of the following possible new source of funds, please indicate whether you: strongly support, somewhat support, somewhat oppose or strongly oppose the funding source.
### Support for Individual Funding Sources

#### TOTAL SUPPORT (VERY, SOMEWHAT SUPPORT)

<table>
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<tr>
<th>Ipsos Reid</th>
<th>Total (n=2284)</th>
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<td>Property tax increase$^{†††}$</td>
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<td>72%</td>
<td>65%</td>
<td>54%</td>
</tr>
<tr>
<td>Transit increase</td>
<td>50%</td>
<td>42%</td>
<td>48%</td>
<td>54%</td>
</tr>
<tr>
<td>Parking tax (7%–14%)$^{†}$</td>
<td>52%</td>
<td>54%</td>
<td>53%</td>
<td>49%</td>
</tr>
<tr>
<td>Parking tax (7%–21%)$^{†}$</td>
<td>44%</td>
<td>49%</td>
<td>46%</td>
<td>42%</td>
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<tr>
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<td>47%</td>
<td>52%</td>
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<td>45%</td>
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<td>30%</td>
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<tr>
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<td>36%</td>
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</tr>
<tr>
<td>TIF variable $122$</td>
<td>38%</td>
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<td>41%</td>
<td>31%</td>
</tr>
<tr>
<td>TIF variable $167$</td>
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<td>27%</td>
</tr>
<tr>
<td>TIF variable (average)</td>
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<td>30%</td>
</tr>
<tr>
<td>TIF flat rate $100$</td>
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<td>41%</td>
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<tr>
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<td>37%</td>
<td>10%</td>
</tr>
<tr>
<td>TIF flat rate $165$</td>
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<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>TIF flat (average)</td>
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<tr>
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<td>33%</td>
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<td>23%</td>
</tr>
</tbody>
</table>

* Sample size <50

Base: All respondents, † asked of 1/2 of respondents, †† asked of 1/6 of respondents, ††† asked of 1715 respondents

Q11. **To pay for all of the regional transportation projects for the next 10 years and work toward the Transport 2040 strategy, all of the following new sources of funds will be needed. The funding sources would be introduced between 2010 and 2011. After each of the following possible new source of funds, please indicate whether you: strongly support, somewhat support, somewhat oppose or strongly oppose the funding source.**
## Support for Individual Funding Sources

### TOTAL SUPPORT (VERY, SOMEWHAT SUPPORT)

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Total (n=1970)</th>
<th>Region</th>
<th>Main Transport</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Vancouver (n=663)</td>
<td>Burnaby/ New West (n=248)</td>
<td>South of Fraser (n=649)</td>
</tr>
<tr>
<td>Property tax increase</td>
<td>63%</td>
<td>65%</td>
<td>69%</td>
<td>58%</td>
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<tr>
<td>Parking tax (7%–14%)†</td>
<td>57%</td>
<td>71%</td>
<td>70%</td>
<td>43%</td>
</tr>
<tr>
<td>Parking tax (7%–21%)†</td>
<td>52%</td>
<td>61%</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>Parking tax (average)</strong></td>
<td>55%</td>
<td>66%</td>
<td>60%</td>
<td>46%</td>
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<td>Transit increase</td>
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<td>45%</td>
<td>53%</td>
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<tr>
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<td>TIF variable $122††</td>
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<td>46%</td>
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<td>43%</td>
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<tr>
<td>TIF variable $167††</td>
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<td>58%</td>
<td>*</td>
<td>24%</td>
</tr>
<tr>
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<td>45%</td>
<td>56%</td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td>TIF flat rate $100††</td>
<td>38%</td>
<td>52%</td>
<td>*</td>
<td>26%</td>
</tr>
<tr>
<td>TIF flat rate $120††</td>
<td>31%</td>
<td>48%</td>
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<td>19%</td>
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<tr>
<td>TIF flat rate $165††</td>
<td>29%</td>
<td>47%</td>
<td>*</td>
<td>22%</td>
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<tr>
<td><strong>TIF flat (average)</strong></td>
<td>33%</td>
<td>49%</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>TIF flat + variable (average)</strong></td>
<td>39%</td>
<td>52%</td>
<td>38%</td>
<td>30%</td>
</tr>
</tbody>
</table>

* Sample size < 50

Base: All respondents, 1 asked of 1/2 of respondents, 2 asked of 1/6 of respondents

**Q11.** To pay for all of the regional transportation projects for the next 10 years and work toward the Transport 2040 strategy, all of the following new sources of funds will be needed. The funding sources would be introduced between 2010 and 2011. After each of the following possible new source of funds, please indicate whether you: strongly support, somewhat support, somewhat oppose or strongly oppose the funding source.
Most Supported and Most Opposed Funding Source

Ipsos Reid Survey

- After stating their support/opposition to each individual funding item, respondents were next asked to indicate the single funding option they most support and most oppose.

- The most supported list is as follows, with a property tax increase at the top and the TIF items at the bottom:
  - Property tax increase (selected by 24% of residents as most supported)
  - Transit increase (17%)
  - Fuel tax increase (11%)
  - Parking tax increase (11%)
  - TIF (9%)
  - Other respondents said “None” (23%) or “Don’t know” (5%).

- The most opposed list has the TIF items leading the way, with the parking tax items at the bottom:
  - TIF (selected by 32% of residents as most opposed)
  - Transit increase (24%)
  - Fuel tax increase (20%)
  - Property tax increase (8%)
  - Parking tax increase (3%)
  - Other respondents said “None” (9%) or “Don’t know” (5%).
Most Supported and Most Opposed Funding Source

TransLink Listens Survey

- The results were very consistent between TransLink Listens panelists and the general public. In fact, the rank order of all items below is identical in both surveys.

- The most supported list is as follows, with a property tax increase at the top and the TIF items at the bottom:
  - Property tax increase (selected by 22% of panelists as most supported)
  - Transit increase (15%)
  - Fuel tax increase (14%)
  - Parking tax increase (13%)
  - TIF (12%)
  - Other respondents said “None” (21%) or “Don’t know” (3%).

- The most opposed list has the TIF items leading the way, with the parking tax items at the bottom:
  - TIF (selected by 34% of residents as most opposed)
  - Transit increase (26%)
  - Fuel tax increase (13%)
  - Property tax increase (10%)
  - Parking tax increase (4%)
  - Other respondents said “None” (8%) or “Don’t know” (4%).
## Most Supported and Most Opposed Funding Source

### Most Supported Source
- **Property tax increase**: 24%
- **Transit increase**: 17%
- **Fuel tax increase**: 11%
- **Parking tax increase** (average of two options): 11%
- **TIF (average of six options)**: 9%
- **None**: 23%
- **Don’t know**: 5%

### Most Opposed Source
- **TIF (average of six options)**: 32%
- **Transit increase**: 24%
- **Fuel tax increase**: 20%
- **Property tax increase** (average of two options): 8%
- **Parking tax increase** (average of two options): 3%
- **None**: 9%
- **Don’t know**: 5%

Base: All respondents  (n=1715)

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Q12. Is there any one of the new sources of funds that you support the most?
Q13. Is there any one of the new sources of funds that you oppose the most?
### Most Supported and Most Opposed Funding Source

<table>
<thead>
<tr>
<th>Ipsos Reid</th>
<th>Total (n=1715)</th>
<th>Region</th>
<th>Main Transport</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Vancouver (n=406)</td>
<td>Burnaby/ New West (n=319)</td>
<td>South of Fraser (n=413)</td>
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<tr>
<td><strong>Most Supported Source:</strong></td>
<td></td>
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<tr>
<td>Property tax increase</td>
<td>24%</td>
<td>25%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Transit increase</td>
<td>17%</td>
<td>11%</td>
<td>21%</td>
<td>19%</td>
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<tr>
<td>Fuel tax increase</td>
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<td>Parking tax increase (average of two options)</td>
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<td>None</td>
<td>23%</td>
<td>17%</td>
<td>21%</td>
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<tr>
<td>Don’t know</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Most Opposed Source:</strong></td>
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<tr>
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<td>Property tax increase</td>
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</table>

**Base:** All respondents

**Q12.** Is there any one of the new sources of funds that you support the most?  
**Q13.** Is there any one of the new sources of funds that you oppose the most?
## Most Supported and Most Opposed Funding Source

<table>
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<th>Source</th>
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<th>Vancouver (n=663)</th>
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<th>South of Fraser (n=649)</th>
<th>Northeast (n=264)</th>
<th>North Shore (n=146)</th>
<th>Main Transport (n=692)</th>
<th>Vehicle (n=993)</th>
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<tr>
<td>Property tax increase</td>
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<td>11%</td>
<td>14%</td>
<td>12%</td>
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<tr>
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<tr>
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<td>3%</td>
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<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
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</tr>
</tbody>
</table>

**Base:** All respondents

**Q12. Is there any one of the new sources of funds that you support the most?**

**Q13. Is there any one of the new sources of funds that you oppose the most?**
Overall Impressions of TransLink

Ipsos Reid Survey

- At the end of the survey, more than six-in-ten (62%) respondents said that their overall impression of TransLink is favourable (10% “very favourable”, 52% “somewhat favourable”).
  - Favourable impressions are higher among City of Vancouver residents (74%) and transit users (76% vs. 55% of vehicle users).
  - South of Fraser (54%) and Northeast (56%) residents are less likely to have a favourable impression of TransLink.

- These favourability ratings should not be compared to other surveys conducted over the past few years that have shown TransLink’s favourability as high as 77% among the general public. The reason is that previous surveys always asked the favourability question at the start of the survey. In the current survey, however, the favourability question was asked at the end of the survey immediately after asking respondents about their willingness to pay extra for as many as five different funding sources.
Overall Impressions of TransLink

TransLink Listens Survey

- Panelists matched the general public in terms of their impressions of TransLink at the end of the survey. Six-in-ten (63%) panelists say they have a favourable overall impression of TransLink (12% “very favourable”, 51% “somewhat favourable”).
  - Favourable impressions are higher among City of Vancouver panelists (71%) and transit users (73% vs. 58% of vehicle users).
  - South of Fraser panelists (55%) are the least likely to have a favourable impression of TransLink.
Overall Impressions of TransLink

Q14. Overall, is your impression of TransLink very favourable, somewhat favourable, not very favourable or not at all favourable?

Base: All respondents

Very favourable: 12%
Somewhat favourable: 51%
Not very favourable: 24%
Not at all favourable: 10%
Don't know: 3%

Total Favourable: 62%

Total Favourable: 63%

Base: All respondents

(n=1715) (n=1970)
## Overall Impressions of TransLink

### Q14. Overall, is your impression of TransLink very favourable, somewhat favourable, not very favourable or not at all favourable?

<table>
<thead>
<tr>
<th>Ipsos Reid</th>
<th>Total (n=1715)</th>
<th>Region</th>
<th>Main Transport</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Vancouver (n=406)</td>
<td>Burnaby/ New West (n=319)</td>
<td>South of Fraser (n=413)</td>
</tr>
<tr>
<td>Very favourable</td>
<td>10%</td>
<td>16%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Somewhat favourable</td>
<td>52%</td>
<td>58%</td>
<td>54%</td>
<td>47%</td>
</tr>
<tr>
<td>Not very favourable</td>
<td>22%</td>
<td>17%</td>
<td>19%</td>
<td>27%</td>
</tr>
<tr>
<td>Not at all favourable</td>
<td>13%</td>
<td>7%</td>
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<td>17%</td>
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<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total Favourable</strong></td>
<td><strong>62%</strong></td>
<td><strong>74%</strong></td>
<td><strong>65%</strong></td>
<td><strong>54%</strong></td>
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</tbody>
</table>

Base: All respondents
## Overall Impressions of TransLink

<table>
<thead>
<tr>
<th>Region</th>
<th>Main Transport</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Transit (n=692)</td>
<td>Vehicle (n=993)</td>
</tr>
<tr>
<td>Very favourable</td>
<td>12%</td>
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<td>Somewhat favourable</td>
<td>51%</td>
<td>55%</td>
</tr>
<tr>
<td>Not very favourable</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Not at all favourable</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total Favourable</strong></td>
<td><strong>63%</strong></td>
<td><strong>71%</strong></td>
</tr>
</tbody>
</table>

Base: All respondents

Q14. Overall, is your impression of TransLink very favourable, somewhat favourable, not very favourable or not at all favourable?
Coded Open-Ended Responses:
Reasons for Impressions of TransLink
Reasons for Impressions of TransLink

As a follow-up to the question about the impressions of TransLink, respondents were asked to provide an open-ended rationale for their viewpoint. These open-ended responses have been coded into categories and are presented in this section of the report.

Favourable Impressions (Very/Somewhat Favourable) of TransLink

- **Ipsos Survey**: The main reasons given for having a favourable impression of TransLink include “they are doing a good job/ provide a good service” (17%), “they are trying/ trying to improve the system” (13%), “positive experience using the system” (10%) and “they are doing the best they can” (10%).

- **TransLink Listens Survey**: The top reasons for favourable impressions include “they are doing a good job/ provide a good service (23%), “they are making progress/ getting things done” (16%) and “they are trying/ trying to improve the system” (10%).

Unfavourable Impressions (Not Very/Not at All Favourable) of TransLink

- **Ipsos Survey**: Reasons for an unfavourable impression of TransLink include “high salaries/ overpaid staff” (15%), “lack of public accountability” (13%) “poor transit service (general)” (12%) and “poor service in some regions” (12%).

- **TransLink Listens Survey**: Among panelists with an unfavourable impression, the main reasons include “poor service in some regions” (17%), “poor transit service (general) (13%), “mismanagement of funds/ wasteful” (10%) and “high salaries/ overpaid staff” (10%).
# Reasons Some Residents Have a Favourable Impression of TransLink

### Q15a. Why do you have a mostly favourable impression of TransLink? [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>They are doing a good job/provide a good service</td>
<td>23%</td>
</tr>
<tr>
<td>They are making progress/getting things done</td>
<td>16%</td>
</tr>
<tr>
<td>They are trying/trying to improve the system</td>
<td>10%</td>
</tr>
<tr>
<td>I use the transit system/gets me where I need to go</td>
<td>9%</td>
</tr>
<tr>
<td>Doing the best they can/trying their best</td>
<td>8%</td>
</tr>
<tr>
<td>Good service (Friendly, helpful, courteous, etc)</td>
<td>4%</td>
</tr>
<tr>
<td>Forward thinking/thinking of the future</td>
<td>4%</td>
</tr>
<tr>
<td>I use the transit system/gets me where I need to go</td>
<td>4%</td>
</tr>
<tr>
<td>They are listening to the public/taking public opinion into account</td>
<td>4%</td>
</tr>
<tr>
<td>Limited resources/funding</td>
<td>4%</td>
</tr>
<tr>
<td>Efficient/fast service</td>
<td>4%</td>
</tr>
<tr>
<td>Good service (Friendly, helpful, courteous)</td>
<td>4%</td>
</tr>
<tr>
<td>Doing the best they can/trying their best</td>
<td>4%</td>
</tr>
<tr>
<td>Like the Skytrain</td>
<td>4%</td>
</tr>
<tr>
<td>Do a good job given the huge responsibility</td>
<td>4%</td>
</tr>
</tbody>
</table>

Base: Have a very/somewhat favourable impression of TransLink

(n=1047) (n=1266)
Reasons Some Residents Have an Unfavourable Impression of TransLink

**Base:** Have a not very/not at all favourable impression of TransLink

**Q15b. Why do you have a mostly unfavourable impression of TransLink? [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]**

- Lack of/ poor service in some areas: 17%
- Transit service is poor: 13%
- Mismanagement of funds/ wasteful: 10%
- High salaries/ overpaid staff: 10%
- Political bureaucracy/ too much power: 9%
- Unelected/ TransLink board is not elected: 9%
- Expensive/ fares are too high: 8%
- No accountability to the public: 8%
- Already pay enough taxes: 7%
- Poor management/ poorly run: 7%
- Inefficient: 6%
- Asking for more money from the public: 5%
- Paying for services we don't get: 5%
- Not enough transit/ lack of buses: 5%
- Closed doors/ meetings/ not open to the public: 6% (n=615)
Coded Open-Ended Responses:
Reasons for Most Supported Funding Sources
Reasons for Most Supported Funding Sources

As a follow-up to the question about the single funding item they most support, respondents were asked to provide an open-ended rationale for their selection. These open-ended responses have been coded into categories and are presented in this section of the report.

In the final section of this report, some illustrative examples of actual panelist comments are provided from the TransLink Listens survey.

Parking Tax Increase

- **Ipsos Survey**: Among those residents who most support the parking tax increase, the top reasons given include “it encourages transit use” (29%), “vehicle owners should/can pay it” (14%), “it’s fair” (14%) and “it encourages people to drive less” (14%).

- **TransLink Listens Survey**: Among panelists who most support the parking tax increase, the main reasons are “it encourages transit use” (22%), “car owners/drivers should pay/ can afford it” (20%) and “it’s a fair/better option” (15%).
Reasons for Most Supported Funding Sources

Transportation Improvement Fee (TIF)

- **Ipsos Survey:**
  - Reasons for selecting a flat TIF include “it encourages people to drive less” (26%), “it’s a good idea” (16%), “vehicle users should pay more (general)” (16%) and “vehicle users should pay more for pollution/environment” (16%).
  - Reasons for selecting a variable TIF include “it encourages transit use” (23%), “it encourages people to drive less” (18%), “it’s fair” (15%) and “it encourages fuel efficiency” (13%).

- **TransLink Listens Survey:**
  - Reasons for selecting a flat TIF include “it encourages people to drive less” (24%), “would make vehicle users pay for using the roads” (21%) and “it encourages use of transit” (18%).
  - Reasons for selecting a variable TIF include “it encourages transit use” (23%), “it encourages people to drive less” (14%) and “it’s a good funding source” (12%).
Reasons for Most Supported Funding Sources

Transit Increase

- **Ipsos Survey**: Reasons for selecting the transit increase item as their most supported option include “it’s user pay” (70%), “drivers/homeowners already pay enough” (24%) and “not wanting to pay for something I don’t use” (16%).

- **TransLink Listens Survey**: Among panelists, the top reasons for most supporting the transit increase item is “it’s user pay” (61%), “drivers/homeowners already pay enough (23%) and “not wanting to pay for something I don’t use” (20%).

Property Tax Increase

- **Ipsos Survey**: The top reasons for selecting the property tax increase as the most supported option include “funding will be shared by everyone” (21%), “it’s fair” (15%), “it’s a reasonable amount” (11%) and “it affects me the least” (11%).

- **TransLink Listens Survey**: The top reasons for selecting the property tax increase include “funding will be shared by everyone” (18%), “it’s a reasonable amount” (18%) and “it doesn’t raise fuel or vehicle costs” (17%).
Reasons for Most Supported Funding Sources

Fuel Tax Increase

- Ipsos Survey: Reasons for selecting a fuel tax increase as most supported include “it’s user pay” (31%), “it encourages people to drive less” (28%) and “it encourages the use of public transit” (25%).

- TransLink Listens Survey: Among panelists who selected the fuel tax increase, top reasons include “it’s user pay” (32%), “it encourages the use of public transit” (19%), “it’s the fairest option” (17%) and “it gets cars off the road” (17%).
## Parking Tax Increase (two items combined): Reasons Some Residents are Most Supportive of this Source

<table>
<thead>
<tr>
<th>Reason</th>
<th>Support Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourages transit use</td>
<td>29%</td>
</tr>
<tr>
<td>Car owners/ drivers should pay/can afford it</td>
<td>22%</td>
</tr>
<tr>
<td>It's a fair/better option</td>
<td>14%</td>
</tr>
<tr>
<td>Encourages people to reduce car use</td>
<td>14%</td>
</tr>
<tr>
<td>User based policy</td>
<td>11%</td>
</tr>
<tr>
<td>Reduce pollution/good for environment</td>
<td>5%</td>
</tr>
<tr>
<td>I don't use pay parking</td>
<td>4%</td>
</tr>
<tr>
<td>No effect on me</td>
<td>4%</td>
</tr>
<tr>
<td>Helps improving transit system</td>
<td>4%</td>
</tr>
<tr>
<td>Good source of revenue</td>
<td>3%</td>
</tr>
<tr>
<td>Gives option/choice to the driver</td>
<td>3%</td>
</tr>
<tr>
<td>Reduce driving/parking downtown</td>
<td>3%</td>
</tr>
</tbody>
</table>

- **Base:** Most support this funding source

**Q12a. Please explain fully why you most support [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]**
### Flat TIF (three items combined):
### Reasons Some Residents are Most Supportive of this Source

<table>
<thead>
<tr>
<th>Reason</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourages less driving/ fewer cars on road</td>
<td>26%</td>
</tr>
<tr>
<td>Good source of revenue/ funding</td>
<td>16%</td>
</tr>
<tr>
<td>Car users should contribute more</td>
<td>16%</td>
</tr>
<tr>
<td>Would tax vehicle users who pollute/ harm the environment</td>
<td>16%</td>
</tr>
<tr>
<td>Encourages use of transit</td>
<td>15%</td>
</tr>
<tr>
<td>Would make vehicle users pay for the luxury/ for using the roads</td>
<td>14%</td>
</tr>
<tr>
<td>It's fair</td>
<td>9%</td>
</tr>
<tr>
<td>Small/ reasonable amount of increase</td>
<td>9%</td>
</tr>
<tr>
<td>One time fee/ once in a year</td>
<td>8%</td>
</tr>
<tr>
<td>Cars use the roads the most/ a lot</td>
<td>5%</td>
</tr>
<tr>
<td>Congestion</td>
<td>4%</td>
</tr>
</tbody>
</table>

Base: Most support this funding source (n=66)

Q12a. Please explain fully why you most support [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]
### Variable TIF (three items combined):
**Reasons Some Residents are Most Supportive of this Source**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Support (% of n=89)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourages transit use</td>
<td>23%</td>
</tr>
<tr>
<td>Encourages limited use of vehicles</td>
<td>18%</td>
</tr>
<tr>
<td>It's fair</td>
<td>15%</td>
</tr>
<tr>
<td>Encourages fuel efficiency</td>
<td>13%</td>
</tr>
<tr>
<td>It's a good funding source</td>
<td>12%</td>
</tr>
<tr>
<td>Helps to improve roads/ transit/ air quality</td>
<td>12%</td>
</tr>
<tr>
<td>Fee will be charged based on distance traveled/ pollution created</td>
<td>7%</td>
</tr>
<tr>
<td>Discourages car ownership</td>
<td>7%</td>
</tr>
<tr>
<td>Saves space/ reduces congestion</td>
<td>7%</td>
</tr>
<tr>
<td>Discourages use of gas guzzlers/ bigger vehicles</td>
<td>6%</td>
</tr>
<tr>
<td>Environment friendly</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Base:** Most support this funding source (n=89)

Q12a. Please explain fully why you most support [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]
It will be paid by the user only/ will not affect everyone
Drivers/ homeowners already pay enough in taxes
I don't want to pay for something I don't/cannot use
Using transit is already cheap
Sounds good/ makes sense
Reasonable amount of increase
Gov't/ Transit should be forced to pay more/ account
Support this idea
Improvements are important/ the system needs it
Offers discounts/ free rides
It's a good way to raise the money

It will be paid by the user only/ will not affect everyone
Drivers/ homeowners already pay enough in taxes
I don't want to pay for something I don't/cannot use
Improvements are important/ the system needs it
Transit fares will remain affordable
Gov't/ Transit should be forced to pay more
Transit shouldn't be subsidized
Using transit is already cheaper
It's a good way to raise the money
It will benefit everyone/ community

Base: Most support this funding source

Q12a. Please explain fully why you most support [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]
Property Tax Increase: Reasons Some Residents are Most Supportive of this Source

**Ipsos Reid**

- Funding will be shared/ everyone contributes: 21%
- It’s fair/ makes sense: 15%
- It’s reasonable/ small price to pay: 11%
- Affects me/ the general public the least: 11%
- No raise in fuel/ vehicle taxes: 10%
- No raise in transit fares: 10%
- Would not affect poor/ low income people: 7%
- House owners have money to pay for it: 7%
- Applicable to property owners: 5%
- Improves transportation: 5%
- Reasonable rate: 4%
- One-time (annual) payment: 4%

**Reasons Some Residents are Most Supportive of this Source**

- Funding will be shared/ everyone contributes: 18%
- It’s reasonable/ small price to pay: 18%
- No raise in fuel/ vehicle taxes: 17%
- It’s fair/ makes sense: 12%
- Affects me/ the general public the least: 12%
- House owners have money to pay for it: 11%
- No raise in transit fares: 11%
- Would not affect poor/ low income people: 10%
- Depends on value of house/ property: 5%
- Applicable to property owners: 5%
- One-time (annual) payment: 4%
- Encourages use of transit: 4%

Base: Most support this funding source

Q12a. Please explain fully why you most support [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]
## Fuel Tax Increase: Reasons Some Residents are Most Supportive of this Source

<table>
<thead>
<tr>
<th>Reason</th>
<th>Support (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It will be paid by the user/ will affect the user only</td>
<td>31%</td>
</tr>
<tr>
<td>It gets cars off the road/ stops people from driving</td>
<td>28%</td>
</tr>
<tr>
<td>Encourages use of public transit</td>
<td>25%</td>
</tr>
<tr>
<td>It will be good for the environment/ reduce pollution</td>
<td>13%</td>
</tr>
<tr>
<td>Fairest option/ Best option</td>
<td>12%</td>
</tr>
<tr>
<td>Helps get better infrastructure</td>
<td>10%</td>
</tr>
<tr>
<td>Increase is small/ reasonable</td>
<td>10%</td>
</tr>
<tr>
<td>Encourages alternate forms of transportation</td>
<td>9%</td>
</tr>
<tr>
<td>Good source of funding</td>
<td>9%</td>
</tr>
<tr>
<td>It will reduce traffic volumes/ congestion</td>
<td>6%</td>
</tr>
<tr>
<td>It will make transit more affordable/ easier for low</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Base:</strong> Most support this funding source</td>
<td><strong>(n=186)</strong></td>
</tr>
</tbody>
</table>

Mentions under 6% not shown

<table>
<thead>
<tr>
<th>Reason</th>
<th>Support (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It will be paid by the user/ will affect the user only</td>
<td>32%</td>
</tr>
<tr>
<td>Encourages use of public transit</td>
<td>19%</td>
</tr>
<tr>
<td>Fairest option/ Best option</td>
<td>17%</td>
</tr>
<tr>
<td>It gets cars off the road/ stops people from driving</td>
<td>17%</td>
</tr>
<tr>
<td>Inefficient/ polluting vehicles are taxed</td>
<td>15%</td>
</tr>
<tr>
<td>Punishes people who use cars</td>
<td>9%</td>
</tr>
<tr>
<td>Better than implementing vehicle tax</td>
<td>9%</td>
</tr>
<tr>
<td>Helps get better infrastructure</td>
<td>8%</td>
</tr>
<tr>
<td>Makes people weigh benefits/ options</td>
<td>8%</td>
</tr>
<tr>
<td>Encourages more fuel efficient cars</td>
<td>7%</td>
</tr>
<tr>
<td>Good source of funding</td>
<td>7%</td>
</tr>
<tr>
<td>Increase is small/ reasonable</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Base:</strong> Most support this funding source</td>
<td><strong>(n=324)</strong></td>
</tr>
</tbody>
</table>

Mentions under 7% not shown

---

**Q12a. Please explain fully why you most support [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]**

2009 Transportation Improvements Survey
Coded Open-Ended Responses: Reasons for Most Opposed Funding Sources
Reasons for Most Opposed Funding Sources

As a follow-up to the question about the single funding item they most oppose, respondents were asked to provide an open-ended rationale for their selection. These open-ended responses have been coded into categories and are presented in this section of the report.

Parking Tax Increase

- **Ipsos Survey**: Among those residents who most oppose the parking tax increase, the top reasons given include “parking is already too expensive” (30%) and “the increase is too expensive” (28%).

- **TransLink Listens Survey**: Panelist reasons for most opposing the parking tax increase include “parking is already too expensive” (31%), “the penalty/ burden on business/ mall owners” (23%) and “the increase is too expensive” (21%).
Reasons for Most Opposed Funding Sources

Transportation Improvement Fee (TIF)

- **Ipsos Survey:**
  - Reasons for most opposing a flat TIF include “it’s too expensive” (18%), “the transit alternative is not acceptable” (18%), “already pay a lot for vehicle insurance” (16%) and “it’s not fair to non-transit users” (15%).
  - Reasons for most opposing a variable TIF include “it’s unfair to people who don’t drive their vehicle a lot” (13%), “vehicle use is a need” (12%) and “fuel is already expensive” (12%).

- **TransLink Listens Survey:**
  - Reasons for most opposing a flat TIF include “transit service is poor/impractical” (25%), “already pay too many fees/charges” (15%), “it penalizes those who don’t drive a lot” (12%) and “already pay enough taxes” (12%).
  - Reasons for most opposing a variable TIF include “transit service is poor/impractical” (18%), “vehicle use is a need” (10%), “everyone should pay for the service in their own region” (9%) and “vehicle is already too expensive” (9%).
Reasons for Most Opposed Funding Sources

Transit Increase

- **Ipsos Survey**: Reasons for selecting the transit increase item as their most opposed option include “it discourages transit use” (30%), “transit users should not be penalized” (20%) and “transit fares are already too high” (19%).

- **TransLink Listens Survey**: Panelist reasons for most opposing the transit item include “transit fares are already too high” (24%), “need to encourage/ give incentives to use transit” (21%) and “it discourages transit use” (20%).

Property Tax Increase

- **Ipsos Survey**: Reasons given by those who most oppose the property tax increase include “generally disagree with idea” (19%), “property taxes already too high” (18%), “property ownership is not related to transit” (17%) and “unfair to make infrequent transit/vehicle users pay more” (15%).

- **TransLink Listens Survey**: The top panelist reasons for selecting the property tax increase as most opposed include “property ownership is not related to transit” (19%), “unfair to make infrequent transit/vehicle users pay more” (17%) and “property taxes already too high” (14%).
Reasons for Most Opposed Funding Sources

Fuel Tax Increase

- **Ipsos Survey**: Reasons for selecting a fuel tax increase as the most opposed option include “fuel prices are already too high” (42%), “fuel taxes are already too high” (20%), and “vehicle use is a need” (18%).

- **TransLink Listens Survey**: Top panelist reasons for selecting a fuel tax increase as the most opposed option include “fuel prices are already too high” (35%), “fuel taxes are already too high” (22%), and “should not penalize people using their vehicles” (14%).
Parking Tax Increase (two items combined): Reasons Some Residents are Most Opposed to this Source

- Parking is already too expensive: 31%
- Penalty/ burden on business/ mall owners: 23%
- Too expensive: 21%
- Lack of parking space: 8%
- Unfair/ don't agree with an increase in parking fees: 8%
- Make transit users pay: 3%
- More burden on consumers: 3%
- Poor transit services: 3%
- Provide free parking: 2%
- Effect on economy/ tourism: 2%

Base: Most oppose this funding source

Q12a. Please explain fully why you most oppose [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]
Flat TIF (three items combined): Reasons Some Residents are Most Opposed to this Source

Q12a. Please explain fully why you most oppose [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]
Variable TIF (three items combined):
Reasons Some Residents are Most Opposed to this Source

Q12a. Please explain fully why you most oppose [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Base: Most oppose this funding source

(n=280)
### Transit Increase:
**Reasons Some Residents are Most Opposed to this Source**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discourages use of transit</td>
<td>30%</td>
</tr>
<tr>
<td>Transit users should not be penalized</td>
<td>20%</td>
</tr>
<tr>
<td>Transit fares are too high</td>
<td>19%</td>
</tr>
<tr>
<td>Transit should be affordable</td>
<td>15%</td>
</tr>
<tr>
<td>Taxing on poor/ lower income/ seniors/ students</td>
<td>13%</td>
</tr>
<tr>
<td>Regular users should be given reward/ incentive</td>
<td>8%</td>
</tr>
<tr>
<td>Fare saver tickets/ monthly pass should not increase</td>
<td>7%</td>
</tr>
<tr>
<td>Supports the environment/ less pollution</td>
<td>6%</td>
</tr>
<tr>
<td>Transit service is poor (overcrowded, late, etc)</td>
<td>5%</td>
</tr>
<tr>
<td>Would rather drive/ cheaper to drive</td>
<td>3%</td>
</tr>
<tr>
<td>Not a good value/ not cost effective</td>
<td>2%</td>
</tr>
<tr>
<td>Make it efficient</td>
<td>2%</td>
</tr>
<tr>
<td>Find alternative sources of funding</td>
<td>2%</td>
</tr>
<tr>
<td>Make it free</td>
<td>2%</td>
</tr>
<tr>
<td>Make it attractive</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Mentions under 2% not shown**

**Mentions under 5% not shown**

- Transit fares are too high                                        24%
- Need to encourage/ give incentives to use transit                  21%
- Discourages use of transit                                        20%
- Transit users should not be penalized                              16%
- Taxing on poor/ lower income/ seniors/ students                   14%
- Make it affordable                                                 12%
- Fare saver tickets/ monthly pass should not increase               8%
- Regular users should be given reward/ incentive                    7%
- Would rather drive/ cheaper to drive                               7%
- Transit service is poor (overcrowded, late, etc)                   5%
- Fare saver tickets/monthly passes should be lower                 5%

Base: Most oppose this funding source

Q12a. Please explain fully why you most oppose [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]
### Property Tax Increase: Reasons Some Residents are Most Opposed to this Source

<table>
<thead>
<tr>
<th>Reason</th>
<th>Mention Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property ownership is not related to transit</td>
<td>19%</td>
</tr>
<tr>
<td>Not fair to make people that seldom use transit/drive pay more</td>
<td>17%</td>
</tr>
<tr>
<td>Property taxes are already high enough/ too high</td>
<td>14%</td>
</tr>
<tr>
<td>Its an unfair burden on property/ home owners</td>
<td>11%</td>
</tr>
<tr>
<td>Don't agree with an increase in property taxes (general)</td>
<td>10%</td>
</tr>
<tr>
<td>Government/ TransLink should spend money more efficiently</td>
<td>8%</td>
</tr>
<tr>
<td>We already pay enough taxes</td>
<td>7%</td>
</tr>
<tr>
<td>It's becoming too expensive to buy/ own property</td>
<td>7%</td>
</tr>
<tr>
<td>Users should pay</td>
<td>6%</td>
</tr>
<tr>
<td>It doesn't do anything to discourage driving</td>
<td>5%</td>
</tr>
<tr>
<td>Target vehicle usage/ gas purchases/ transportation related items</td>
<td>11%</td>
</tr>
<tr>
<td>Don't agree with an increase in property taxes (general)</td>
<td>9%</td>
</tr>
<tr>
<td>Property ownership is not related to transit</td>
<td>6%</td>
</tr>
<tr>
<td>Not fair to make people that seldom use transit/drive pay more</td>
<td>5%</td>
</tr>
</tbody>
</table>

Base: Most oppose this funding source

**Q12a. Please explain fully why you most oppose [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]**

(n=136) (n=200)
**Fuel Tax Increase: Reasons Some Residents are Most Opposed to this Source**

- Fuel prices are too high already: 42%
- Fuel taxes are too high already: 20%
- Should not penalize people using cars: 18%
- Not always practical to use transit: 13%
- It’s another tax/ a tax grab: 12%
- Not affordable for people on a low/ limited income: 8%
- Government/ TransLink should spend money efficiently: 6%
- Not fair/ don’t support this: 6%
- Transit users should pay/ people who don’t use the: 4%
- Should gather funds from other sources: 3%
- Will increase cost of other commodities: 3%
- Added carbon tax: 2%
- Provide sufficient/ efficient transit system: 2%
- Will encourage people to buy fuel outside/ out of state: 2%

**Base:** Most oppose this funding source

(n=327)

- Fuel prices are too high already: 35%
- Fuel taxes are too high already: 22%
- Should not penalize people using cars: 14%
- Transit users should pay: 10%
- Not always practical to use transit: 9%
- Will increase cost of other commodities: 8%
- Government/ TransLink should spend money efficiently: 7%
- Not fair/ don’t support this: 5%
- Provide sufficient/ efficient transit system: 5%
- Vancouver gas prices are higher than other place: 5%
- It’s another tax/ a tax grab: 5%
- Not affordable for people on a low/ limited income: 5%
- Cost of living already too high/ can’t afford: 3%
- Should gather funds from other sources: 3%

(n=226)

Q12a. Please explain fully why you most oppose [INSERT ITEM]. [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]
TransLink Listens Verbatims:
Most Supported Funding Sources
TransLink Listens Verbatims: Most Supported Funding Sources

This section of the report presents some illustrative examples of actual panelist comments explaining why they most support a particular funding option.
Parking Tax (7%-14%): Reasons Some Panelists are Most Supportive of this Source

“People drive then park. If they park all day most do not need to drive to work.
I drive for my work. Don’t tax me as I need my car to work.”

“It attaches to those who are likely most able to afford it, those contributing most to our environmental and quality of life decline, is not a significant increase in cost, and may even encourage these drivers to consider alternate forms of transportation.”

“It most directly reduces the number of personal vehicles on the road without penalizing people who don’t drive.”

“At some point, there has to be a car-free downtown zone in Vancouver. Increased parking rates (both on and off-street) could discourage car-owners from driving downtown.”

“Since the general revenue of governments (my favoured source) is not mentioned as a funding source for this strategically very important service like transportation, I have chosen what I have considered the least overall damaging alternative. I think the unwanted side-effects of other alternatives are much greater.”

“From my understanding, the best way to get people out of their cars and into more sustainable modes of transportation is to make parking unaffordable.
In comparison, making driving unaffordable (i.e. road user’s take, gas tax, carbon tax or tax on vehicles) don’t work quite as well.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?
Parking Tax (7%–21%): Reasons Some Panelists are Most Supportive of this Source

“Current parking rates in Vancouver are incredibly cheap compared to other large cities.”

“Least punitive for those who are forced by shiftwork and work location to drive to and from work. For instance, I live in Surrey and work at the airport. It is not possible for me to use Transit from door to door in less than 2 hours - on top of an 11-hour shift.”

“This plan raises money from people who use the roadways the most, not the ones who do very little be collected from very vehicle, even if it is driven out of the area.”

“I support this method because it makes car users pay for the privilege of parking in the city.”

“I support any user fees that would help deter people from using their cars. I chose this one in particular because it was the biggest increase. I think overall I support a higher gas tax, but the increase isn't enough to really much of an impact.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?
$100 Flat TIF: Reasons Some Panelists are Most Supportive of this Source

$100 Flat TIF

“Because cars pollute, most of them are used by one person only, and new roads and bridges use too much of the funding available while encouraging people to use cars MORE, not less. The $ spend on the Golden Ears bridge would have paid for the Evergreen line and a tram (LRT) to UBC.”

“All road users would equitably pay for the transit system. Could there by a way though that people taking transit or walking/cycling a certain % a year get a break?”

“Those who use the roads should pay to use them. there needs to be consequences to driving cars considering climate change.”

“Flat-rate fee is easy to budget and comprehend. Also, it does not affect those who do not own vehicles. Furthermore, $100/a is pretty affordable.”

“Too many multi car families, time that people pay extra for having so many vehicles...most of which are parked most of the day.”

“If the goal is to get people to use cars less, then it makes sense to have those with cars pay extra. However if this were implemented, public transit has to be available 24 hours a day plus many more bus routes in the region. Many people have to drive to get to work because the bus times aren’t in since with work hours.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?

2009 Transportation Improvements Survey
$120 Flat TIF: Reasons Some Panelists are Most Supportive of this Source

“Must get people out of their cars....and that can only be done through legislation/increased costs, obviously...and cars/roads, etc. have been subsidized by the taxpayers for many years in the past....so time this was reversed....and it is very important that the cost of transit should not go so high that it is not conducive to individual/family use and thus social change. If transit is too high people will just grit their teeth and pay the extra costs of driving as usual.”

“Encourages people to use transit instead of purchasing new cars, but minimizing the effect on commercial vehicles that regularly use a lot of gas.”

“$120 dollars a year is like $10 dollars a month and like 3 cents a day. Most people can budget this. The positives of this is a, TransLink gets more money, b, the environment isn’t as polluted anymore with less cars if people choice to only keep one car and thus take transit more often.”

“Transit fares are already very high, and property taxes are high as well. A fee on cars seems like a logical step, although a congestion toll would be a better idea.”

“Cars represent a huge cost to society at large and the environment, while only the car owners benefit from driving (and in the short run anyways). Those who want to drive should have to pay the full cost of their choice, and therefore the tax is more than fair. It’s probably not even high enough at $120 per year.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?
$165 Flat TIF: Reasons Some Panelists are Most Supportive of this Source

“Disincentive for driving and associated low density housing, which costs more per household to service than high density housing (more lane-kilometres per household).”

“Driving a car is a privilege not a right. Cars increase pollution and noise in every neighbourhood. Vehicle owners benefit most from road improvements, bridge improvements.”

“The transportation network for cars is currently heavily subsidized. Having each car owner pay a flat rate per year will reduce this subsidy and reflect more of the true cost of driving.”

“Like the Airport Improvement fee a Transit improvement fee sounds like the best deal for improvement purposes. So that TransLink can increase trains, fix roads, etc However, it should not be used for operating expenses.”

“Vehicles are the biggest source of pollution. There could be reductions for those who require a vehicle such as disabled persons.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?
$102 Variable TIF:
Reasons Some Panelists are Most Supportive of this Source

“Get people out of cars. Roads are for trade and cargo. People can be moved more efficiently (i.e., quicker, in greater numbers and with less resources) on mass transit. Get cars off our roads. Free our Trade!”

“I believe that in order to sustain life on our planet we need to get serious about getting people away from driving cars and using public transit and cycling, and also using car co-ops. I think also there should be incentives to use car co-ops and carpool.”

“I think people need to start thinking differently about using cars - from an assumed and expected means of travel, to a once-in-a-while type of transportation, with other means (walking, cycling, transit) being the usual means. It also shifts the focus to fuel efficiency, with people choosing gas hogs having to pay more than those choosing fuel efficient vehicles.”

“Under this way, people may choose to buy or drive lower gas-consuming vehicles, such as hybrid cars. By doing so, our not only local transportation will get benefits, but also our environment will benefit.”

“I feel that sources of transportation funding should be strongly linked to people’s transportation habits and act as incentives/disincentives. By varying the fee depending on type of vehicle, car users will be more encouraged to buy cleaner, more fuel efficient vehicles.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?
$122 Variable TIF: Reasons Some Panelists are Most Supportive of this Source

“I realize that taxing car drivers can be a mixed blessing as a source of funding because it causes people to drive less, which reduces the amount they contribute to TransLink. But this would be a bigger problem with taxing gas, where people can chose to drive less which decreases funding. But people are highly unlikely to actually sell their cars, so this source of funding should be more stable.”

“It’s not a lot of money given what it costs to own/maintain/operate a motor vehicle; it directly targets the transportation itself; it offers an incentive to make your transportation more sustainable.”

“Owning a vehicle is relatively cheap in Vancouver and there should be a system where the more polluting cars are paying more than the more efficient cars. The Transportation Improvement Fee addresses this concern. Also, since we have very little tolls on the roads, car owners should pay for the road use in some way. This fee would address this purpose.”

“It looks like the majority of TransLink’s user-paid income is paid by transit users. This seems unfair given that drivers also use services that TransLink maintains.”

“100 years of growth in car use is why we have a transportation problem in Metro Vancouver. Car drivers need to help fund the plan, and understand the true cost of inefficient transportation on our environment, economy and social fabric.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?
$167 Variable TIF:
Reasons Some Panelists are Most Supportive of this Source

“Drivers (and I am one) benefit most from the new bridges and roads so we should pay for them. I think that fares on transit should be kept to a minimum and that this should be a very small part of the fund raising needed for TransLink. I use transit frequently when I am in London and other major cities so I am in favour of increasing bus and train service in the region so that it becomes a viable option for me. It is not at the moment for where I live in Surrey.”

“I think it most appropriately taxes the cause of congestion and would motivate commuters to either use their car less or purchase a more fuel efficient one.”

“Car and truck infrastructure has been so heavily subsidized and the real cost hidden so deeply that it is time to use incentives to get people out of their cars. Unfortunately, that will hit the lower income brackets hard. Why not have monthly passes available at different rates for different income groups? I have a UPASS but would find it a real hardship to pay for the bus without it.”

“Car and truck users should be paying more toward upkeep of infrastructure. TransLink should put more emphasis on rail for goods movement within the region - not just for moving goods through to the Ports.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?
Transit Increase: Reasons Some Panelists are Most Supportive of this Source

“Frequent Transit riders should bear a fair share of the cost for the entire transit and transportation system. As there is a real lack of transit efficiency and number of routes many are forced to travel by car as transit simply is not a reasonable option, charging more to a driver who doesn't have an option is unfair will not get them "out of there car" because transit doesn't provide a system that works for them.”

“The user should contribute more to the cost for using public transportation system. The current transportation fees are to low compared to other cities in Europe and US.”

“I do not really support any of the offered suggestions, but transit fares are a bit fairer than the other ideas. The cost of living in Vancouver is enormous and unless the minimum wage is increased, nobody except the rich can afford any more increases, whether it be from TransLink, ICBC, cellphone bills etc...”

“Because the people who can use transit can pay for it. They also get a tax credit for the fare price. Living in Langley, the other sources of funding penalize me (esp. property tax, car charge and extra gas tax) without offering me the same level of service. I can drive to work in 10 minutes even if there is a train to wait for. With transfers, the bus from my place to work takes 45 minutes to an hour.”

“It's important that the people who have the most access to the system, and therefore are able to use it the most, pay more of the costs.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?
Property Tax Increase: Reasons Some Panelists are Most Supportive of this Source

Q12a. Please explain fully why you most support that way to pay for local transportation?

“Property Tax Increase

“My total amount would be a manageable and the increase would be 18% of what I currently pay. An 18% change is a big % but if you want to make changes you have to spend some money.”

“Going from $33 to $39 per $100,000 seems a lot easier to swallow as apposed to paying even more to have a car on the road or increase fares.”

“Allows for a financial base from a large number of British Columbians - those with more expensive homes pay accordingly - and the amount added to home taxes is not a great increase - it does not hurt low income people for the most part - does not impact ridership by increasing fares - the $120 per vehicle does not take different levels of income and wealth ($120 may mean everything to one person and coffee money to another).”

“The entire transportation system (whether roads and bridges for cars or bikes, or public transportation, such as buses) is the responsibility of the public at large. Even if a person did not have a car, they would depend on vehicles for transporting the items in the stores where they purchase any item. I think that taxes would be the best way of charging the population as equally as possible.”

“The Provincial Government needs to get involved with day to day expenses. How about using the carbon tax for local improvements, instead of it going to the Gang in Victoria.”

Base: Most support this funding source
Fuel Tax Increase: Reasons Some Panelists are Most Supportive of this Source

“I am a car commuter who would prefer to use transit, if transit were more frequent and convenient. I believe that using private cars to commute is a luxury - as well as a source of inefficiency and urban sprawl. Because of that, I would like to see funding initiatives targeting car commuters - even if that means I personally may have to pay more.”

“Fuel taxes tie transportation funding to usage by private vehicles the most closely. The annual fee penalizes infrequent drivers like myself (once every week or two because of work) who already pay nearly $2/km to operate a car.”

“If fuelling cars is more expensive, less people will do it. Punishing frequent transit users, those who buy monthly passes, is counter-productive.”

“Paying an extra 3 cents/litre for gas helps remind me to keep my trips shorter and fewer. And I don’t mind supporting those who don’t have cars.”

“The increase is negligible compared to how much gas goes up just from the free market especially as it relates to peal oil in the coming years.”

“It directly penalizes car users, encouraging transit use. While car users often have no alternative transit choice, hopefully the extra money taken from them would facilitate future choices.”

Base: Most support this funding source

Q12a. Please explain fully why you most support that way to pay for local transportation?
TransLink Listens Verbatims:
Most Opposed Funding Sources
TransLink Listens Verbatims: Most Oppose Funding Sources

This section of the report presents some illustrative examples of actual panelist comments explaining why they most oppose a particular funding option.
Parking Tax (7%–14%):
Reasons Some Panelists are Most Opposed to this Source

“Raising parking would have a negative effect on local businesses.”

“It is too narrow in its focus affecting only cars. Everyone ought to bear the cost of TransLink regardless of one’s method of transportation. Also, it is too blunt a tool as it ignores fuel efficiency of the chosen vehicle and the frequency of use. If I choose to walk or bus to the store I would still be paying for the parking stall tax.”

“Parking has nothing to do with transit other than a cursory use of road which is paid through other means. This is a triple grab on cars and should never be used to fund transit.”

“Raising parking would have a negative effect on local businesses.”

“The act of “parking” doesn’t necessarily correlate well with use of roadways. In addition, it can have significant unintended and potentially unfair effects on local businesses.”

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that source of funds?
Parking Tax (7%–21%): Reasons Some Panelists are Most Opposed to this Source

“I travel with and as a disabled person. We do not use HandyDART due to the excessive long wait times and unpredictability of our schedule. I feel that a 21% increase in parking tax is punitive and excessive. I do not see any revenue generated from cyclists and as they are benefiting from this roadway and transportation system, they should be part of the tax base who pay for it through licensing.”

“Off street parking is largely owned by private corporations. The existence of their facilities is not something created through TransLink, rather private enterprise being able to deliver a solution to a need at a price that the end user can afford. I would rather see TransLink funding coming from revenue generated from user-pay scenarios of TransLink’s infrastructure (e.g., bridge tolls) rather than it being confiscated from non-TransLink related things. [property tax is another example of sourcing money from non-TransLink related things.]”

“This is not a fair tax. It singles out a relatively select group and ignores the vast majority of shopping centres, suburban office buildings and industrial parks that do not charge for parking. It also will impact hospitals and universities that earn revenues for pay parking.”

“If one has off street parking and decided not to drive they would be penalized. Parking in Metro Vancouver is expensive already. And who would benefit Impark. One of North America’s leading parking providers, Imperial Parking (Impark) maintains some 425,000 parking spaces in Canada and the US. Impark would get a raise too for collecting your taxes. How much do they charge you for collecting our money?”

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?
$100 Flat TIF: Reasons Some Panelists are Most Opposed to this Source

“I own a car and drive it approximately twice a month. I rarely use transit; I do not feel safe on it. My insurance does not give me a break for my low carbon footprint and I certainly oppose TransLink gouging me as well. I do not agree with your forecast of population growth. It will not be in Vancouver; it will be out in the valley. The train to Mission targets a narrow population and it is expensive. TransLink has mismanaged its plans. We did not need a SkyTrain to Richmond, least of all the airport. Aging population is not going to hop the SkyTrain, hauling their luggage along and then be accosted by some hoodlum who preys on the SkyTrain passengers, because of poor security.”

“We are taxed to death in B.C. I am a pensioner and have paid taxes ever since I came here in 1967. We are paying enough in taxes. I will not be here to see a decent train to Chilliwack from Vancouver. There were no buses in North Delta then I had to get to New West and go Greyhound to get to the doctors in the 1970’s. You must get funding from the Feds. You can thank the Auto makers for buying up rail tracks and destroying them to make people buy cars for the lack of decent transit. Lets get trains moving.”

“It’s not fair that someone driving a Smart Car has to pay the same as someone driving a Hummer. Nor it is fair that someone earning $9 an hour would have to pay the same as someone earning $40 an hour.”

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?
$120 Flat TIF: Reasons Some Panelists are Most Opposed to this Source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?

- "It's just an easy way out to get money. If service was actually improved to the point where it didn't take twice as long and cost just as much to drive, TransLink wouldn't be needing to tax everything."

- "There needs to be a huge increase in Provincial and Federal contributions for transit. You can't keep milking every struggling taxpayer!!"

- "I disagree with paying the same rate for my scooter as for my pick-up truck. Also - what about fees on larger, more environmentally damaging vehicles (transport trucks, older vehicles)?"

- "I have a car that I drive to and from work daily, at about 20,000 KMs per year on Metro Vancouver roads. My wife has a car that she drives occasionally, about 9,000 KMs per year. She drives on our streets considerably less than I do, there's no way that we should pay the same amount."

- "Because there are a lot of people who live like we do and have no way of getting to public transit without a car. the nearest bus line is 4 km away from our home."

Base: Most oppose this funding source
$165 Flat TIF: Reasons Some Panelists are Most Opposed to this Source

“Drivers look at the cost of gas daily and some low income earners can not afford any extra.”

“$165 per vehicle is a huge amount for some people who are the working poor and need a car for work, etc. Not all places in the GVRD are easily accessible by transit.”

“Very unfair to older people”

“We are already gouged at the pump. Get Ottawa and Victoria to return all of the tax they collect at the pump for your funding.”

“I already pay enough to drive my car and the $165 fee feels like a punishment from TransLink for owning a car. TransLink is Vancouver’s big black hole of finances. Who knows how much money TransLink really gets, it’s hard to know because TransLink accesses so many sources for income. Many people resent this as it makes it difficult to know how much the public actually funds TransLink. The only consistent, and reliable action from TransLink is the never ending request for more funding.”

“Business will have to add to their cost of distribution onto to the consumer. So now the consumer is paying even more in the short and long term if infrastructure is to improve and reduce the cost of transporting goods around the GVA.”

$100 Flat TIF

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?
$102 Variable TIF: Reasons Some Panelists are Most Opposed to this Source

“This method, as well as pretty much all the sources TransLink utilizes has no bearing on whether the payee has the ability to pay these fees. The funding should be based on income earned, and therefore through our income taxes.”

“We are retired and cannot afford to pay such a ridiculous charge to drive our car less than 10,000K per year. We walk whenever we can but need to use a car for some outings.”

“Because I already pay 50% of the money I make to the government through income taxes, GST, PST, fuel tax, liquor tax and so on - use some of that money to provide me with essential municipal services instead of charging me some more.”

“Until Transit becomes a truly effective alternative to cars (which it certainly is NOT in my municipality) I totally object to paying car tax.”

“Transit is not available at the time of day I commute; therefore, I have to use my vehicle. With all the levies and taxes I have to pay already (including more than 30% of every dollar spent on fuel) why should I pay more? Ninety percent of all the arterial roads we use today existed forty years ago. We toll for new bridges and are reluctant to charge closer to the true cost for transit and expect everyone to subsidize it. The majority of our transit system focuses on getting people downtown whereas most commuters aren’t going downtown. If getting cars out of downtown is a problem, then deal with it. Put a time restriction on off street parking.”

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?
$122 Variable TIF: Reasons Some Panelists are Most Opposed to this Source

“Too much, too often! Although greater Vancouver transit services are much better than once past, they are by no means convenient or even practical if you live or work away from major routes. Those that drive cannot always be the first hammered on simply because they're driving a vehicle. It's not always a luxury to drive a vehicle but perhaps an absolute necessity.”

“We are already taxed to the limit; the majority of people are paying too much tax. A lot of people are out of work at present and the minimum pay is too small. Try something like a lottery or some form of entertainment to raise funds give us a break. I use the Port Mann Bridge and now you are talking about a toll; why do people in the Fraser Valley have a toll? Put the toll on Whistler and North Vancouver...I have 3 people in my family who are unemployed.”

“We have 2 cars so it could be $240 a year more, for improvements we don't get the real benefit of. At least in Aldergrove where we live the buses have been increased to one every half hour, instead of every hour. Yeah!”

“It would penalize poorer people who cannot afford new, more fuel efficient vehicles.”

“Owning a car is a necessary expense that we get penalized for everyday through buying gas and other things. I would rather not be penalized for just having a car. I can see paying for use of the roads and parking.”

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?
$167 Variable TIF: Reasons Some Panelists are Most Opposed to this Source

"Because living on a farm, I require a truck. I cannot afford to own two vehicles, therefore I drive my truck to work, and frequently use it FOR work. I also don't think people who drive for a living should be dinged with extra taxes. It's bad enough that bridges are now being tolled."

"Double hit - operators of fuel inefficient vehicles pay more fuel tax because they use more fuel, to then charge them again for operating a fuel inefficient vehicle seems to be hitting them twice - not as easy to collect as a fuel tax - fuel tax avoids disputes over the fuel efficiency of a vehicle."

"Raising taxes for vehicle usage is the most despicable of a list of objectionable taxes. Now the debate is not about how much transit costs, but about who pays for someone’s ride. When the ride cannot be free, it should be paid for by the rider. My objection is just as strong regarding fuel taxes, and nearly as strong for property tax increases. Like most of our governments, TransLink just does not get it. We, the citizens, are running out of money, and getting poorer by the day. These taxes have me looking to move somewhere else. A sad commentary on the state of this region. A person who has lived prudently, gone to school, worked in a skilled trade, and paid taxes here for 40 years can no longer afford to live here."

"Another tax on our already highly expensive cost of living - some of us need cars and cannot use the bus, with our insurance rates being double what it is in Washington or Alberta, this just seems like another cash grab."

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?
Transit Increase: Reasons Some Panelists are Most Opposed to this Source

“To increase the revenue from public transport fees, just install "smart" turnstiles at all SkyTrain stations and lessen the riding privileges of TransLink employee family members. Do not penalize loyal passengers who contribute to the steadiest stream of revenue that keeps the system alive.”

“The people who buy passes are it's biggest supporters and you want to penalize them?”

“This would not encourage people to pre-pay for their fares as much since there would be less savings, causing TransLink’s cash-flow to shrink. Also, why punish those who give you money without receiving anything immediately? Why punish the most loyal users?”

“I'd be willing to pay an even $75 for my monthly one-zone fare card, but $80? Especially when I see so many people sneaking on the back of the bus or asking for free rides.”

“I generally oppose any increase in transit fares because I think that it affects lower income people the most, and also is a disincentive to taking transit. Three zones fares, for example, are so high that I feel most people would be more inclined to drive instead. However, if there must be a fare increase, I support it being an increase to monthly passes and tickets, rather than regular cash fares. This is because: (a) monthly passes can be deducted on taxes, so you get some of the money back, (b) lower income people are more likely to pay cash (can’t afford monthly pass) so they will not see an increase, (c) last few times there has been fare increase, cash fares went up more than passes and tickets.”

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?
“If property taxes are considered as a more important source of revenue then they must be applied with respect to the density of the community: the greater the sprawl (and more reliance on the automobile) the greater the property tax.”

“Municipalities have the lowest take of taxes of all governments-8%. Just as provincial taxpayers pay for BC Transit, so should the province and feds use the transportation taxes raised to support the provincial engine. We do not get our fair share of federal tax revenue.”

“Because currently I am being hosed by you on all fronts. Monthly passes have been raised. I have to pay the same amount to ride the train to Royal Oak from Metrotown as I do to get to New Westminster. I pay a fee on my monthly power bill that goes to you and my taxes have gone up significantly each year before you get your claws on my money. Enough taxes. Why am I punished for choosing to live in a town centre close to transit?”

“TransLink is an unelected body. No taxation without representation, it is as simple as that.”

“Home value has no correlation with ability to pay or use of the roads and transit.”

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?
Fuel Tax Increase: Reasons Some Panelists are Most Opposed to this Source

“Adding a further fuel tax encourages drivers to fuel their vehicles in the USA or outside the GVRD (e.g. Sea to Sky Corridor, Fraser Valley), thus depriving TransLink of not only the extra 3 cents per liter, but also the 12 cents per litre.”

“During these recessionary times many companies are struggling to keep afloat. Until the economy gets on firm ground this way of funding is unproductive as it restricts the source of transportation that is needed for commerce to get us back on our feet.”

“If the tax has to be paid by the trucks delivering the goods to the stores we would all pay more (and a lot more) for each item as most stores will increase ALL prices not necessarily enough to cover the cost they just hike all their prices so not only do we then pay the surcharge we also pay more for the goods so it is a double whammy.”

“This penalizes most those with the longest commutes. I don’t think these people choose to have long commutes. They do it because they can’t afford any other lifestyle, thus they are the ones that can least afford more taxes.”

“Because it is fundamentality wrong to make people who DON’T use public transit pay for it. The parking fees, fuel tax, and vehicle surcharges should go to street and highway improvements, NOT to public transportation.”

“If the tax has to be paid by the trucks delivering the goods to the stores we would all pay more (and a lot more) for each item as most stores will increase ALL prices not necessarily enough to cover the cost they just hike all their prices so not only do we then pay the surcharge we also pay more for the goods so it is a double whammy.”

Base: Most oppose this funding source

Q13a. Please explain fully why you most oppose that way to pay for local transportation?
Survey Questionnaire
TransLink – Metro Vancouver Transportation Improvements Survey

[ALLOW FORWARD PROGRESSION ONLY UNLESS OTHERWISE INDICATED]

[INSERT STANDARD PANEL INTRODUCTION]

PQ1 Do you or does anyone in your household work for…

Please select all that apply.

TransLink
West Vancouver Transit
Coast Mountain Bus Company
SkyTrain
SeaBus
West Coast Express
Albion Ferry
Jack Bell Foundation
HandyDART
A marketing research company
An advertising company
The media
A public relations firm
None of the above

[IF NONE OF THE ABOVE CONTINUE, ELSE THANK & TERMINATE]

PQ2 In which municipality do you live?

Please select one response only.

[DROP DOWN BOX]

Anmore
Belcarra
Bowen Island
Burnaby
Coquitlam
Delta (including Ladner/Tsawwassen)
Langley City
Langley Township
Lions Bay
Maple Ridge
New Westminster
North Vancouver – City
North Vancouver – District
Pitt Meadows
Port Coquitlam
Port Moody
Richmond
Surrey
Vancouver
West Vancouver (including Horseshoe Bay)
White Rock
None of the above

[IF NONE OF THE ABOVE THANK & TERMINATE, ELSE CONTINUE]

[Q1 AND Q2 TO BE DISPLAYED ON THE SAME SCREEN]

Q1 How would you describe traffic congestion in an average week in the Metro Vancouver region?

Would you say it is…

*Please select one response only.*

- A very serious problem
- A serious problem
- Not a very serious problem
- No problem at all
- Don’t know

Q2 How would you describe traffic congestion in an average week in your local municipality?

Would you say it is…

*Please select one response only.*

- A very serious problem
- A serious problem
- Not a very serious problem
- No problem at all
- Don’t know

Q3a Have you recently seen, read or heard anything about TransLink’s Transport 2040, an aggressive transportation strategy for the next thirty years for the Metro Vancouver region (formerly the Greater Vancouver Regional District)?

This strategy will protect and enhance the liveability of the region for generations to come.

*Please select one response only.*

- Yes
- No
- Don’t know

[IF YES, CONTINUE, ELSE SKIP TO Q4]
Q3b. Where do you recall seeing, reading or hearing about Transport 2040?

*Please select all that apply.*

**TV**
- Breakfast Television
- CTV Evening News
- CBC News
- Community Cable Stations (Shaw, Delta)
- Global Morning News
- Global Evening News
- MuchMusic
- MTV Canada – Vancouver Bureau
- Specialty Canadian Cable Channels
- The Hour
- The Express
- The National
- Urban Rush
- Other TV *(Please specify)*

**RADIO**
- CKNW AM 990
- CKWX News 1130
- 730 AM
- 650 CISL
- CBC Radio One
- CBC Radio Two
- JR COUNTRY 94.5 FM
- Virgin Radio 95.3 FM
- JACK FM 96.9
- CFOX 99.3 FM
- ROCK 101.9 FM
- QMFM 103.5
- Team 1040
- Clear FM 194.9
- Other Radio *(Please specify)*

**NEWSPAPER**
- Business in Vancouver
- Georgia Straight
- Metro Vancouver
- Vancouver Courier
- Westender
- The Vancouver Sun
- The Province
- The Globe and Mail
- The National Post
- 24 Hours
- Community Newspaper
- Other Specialty Magazine *(Please specify)*
- Other Newspaper *(Please specify)*
NON-TRADITIONAL MEDIA
  e-mail
  Podcast
  Mobile text message
  Facebook
  LinkedIn
  Twitter
  Other Media (Please specify)

OTHER NON-MEDIA
  Word-of-Mouth (friends, family)
  Other (Please specify)
  Don't know

Q4 Over the next 30 years, Metro Vancouver is predicted to grow by more than one million residents. To preserve the liveability of the region, Transport 2040 has set transportation goals to be achieved over the next 30 years.

Beside each goal, please check the appropriate box indicating how important you think that goal is for the Metro Vancouver region.

Please select one response for each item.

[ROWS]
  Goal 1: Greenhouse gas emissions from transportation are aggressively reduced, in support of federal, provincial and regional targets.
  Goal 2: Most trips are by transit, walking and cycling.
  Goal 3: The majority of jobs and housing in the region are located along the Frequent Transit Network.
  Goal 4: Travelling in the region is safe, secure and accessible for everyone.
  Goal 5: Economic growth and efficient goods movement are facilitated through effective management of the transportation network.
  Goal 6: Funding for TransLink is stable, sufficient, appropriate and influences transportation choices.

[COLUMNS]
  Very Important for Metro Vancouver region
  Somewhat Important for Metro Vancouver region
  Not Very Important for Metro Vancouver region
  Not at all Important for Metro Vancouver region
  Don’t know
Q5  TransLink, the regional transportation authority, is consulting with local residents about the plan for the first 10 years of the Transport 2040 strategy.

Prior to this survey, had you heard that TransLink is consulting on a 10-year plan?

Please select one response only.

Yes  
No  
Don't know

Q6  TransLink is responsible for the local transportation network, including AirCare, Albion Ferry, Transit Buses, SeaBus, SkyTrain, West Coast Express, cycling programs, HandyDART, carpool and vanpool ride-share programs, and 2,300 lane kilometres of major roads and bridges.

Prior to this survey, were you aware that TransLink is responsible for planning, funding and managing not only local transit but the total transportation network locally?

Please select one response only.

Yes, I was aware of SOME of TransLink’s responsibilities
Yes, I was aware of ALL of TransLink’s responsibilities
No, I was not aware of any of these TransLink responsibilities
Don't know

Q7  You may be interested to know about a few of TransLink’s past projects, and some of what TransLink will complete in 2009 and 2010:

- Since it was formed in 1999, TransLink has added 39 km of additional SkyTrain service; bus service has increased by 43%; and 225 new road improvement projects have been completed. Large investments have been made in cycling programs, carpool and vanpool ride-share programs and HandyDART.

- On June 16, 2009, the Golden Ears tolled bridge connecting Langley and Surrey with Maple Ridge and Pitt Meadows opened to vehicles, as well as cyclist and pedestrian traffic.


- A third SeaBus will go into service in September, 2009.

- In 2009, $20 million will be spent on major road and bridge improvements.

- In 2010, 48 SkyTrain cars and 85 buses will be added to the network to meet Olympic demand.
How do you personally feel about these transportation projects completed by TransLink?

Do you think they are...

Please select one response only.

  Very important for the region
  Somewhat important
  Not very important
  Not at all important for the region
  Don’t know

[ALLOW FORWARD AND BACKWARD MOVEMENT]

Q8 Next is some information on how we currently pay for local transportation improvements.

The federal and provincial governments contribute to building, but not operating some local transportation projects.

TransLink, on the other hand, pays about 80 cents out of every dollar to operate the system, in addition to its contribution to building projects, using the following sources of funds:

  • A parking sales tax of 7 percent on off-street pay parking in the region.
  • Cash transit fares are $2.50 to $5, with large discounts for people who buy pre-paid tickets and monthly passes.
  • TransLink’s portion of the 2009 property tax is 33 dollars per one hundred thousand dollars of property value.
  • One dollar and 90 cents ($1.90) per monthly Hydro bill goes to transportation improvements.
  • 12 cents of every litre of vehicle fuel purchased in Metro Vancouver goes to regional transit, cycling paths, HandyDART, car and vanpool rideshare programs, and to major roads and bridges.

These funding sources mean that approximately 70 percent of TransLink’s funding is paid for by users of the transportation network.

How do you personally feel about the way TransLink is currently funded?

Do you think it is a…

Please select one response only.

  Very fair way to pay for local transportation
  Somewhat fair
  Neither fair nor unfair
  Not very fair
  Not at all fair way to pay for local transportation
  Don’t know

[ALLOW FORWARD AND BACKWARD MOVEMENT]
Q9 Next is some information about what regional transportation projects have been identified for the next 10 years, to work toward the Transport 2040 strategy in order to aggressively protect and enhance the region’s liveability for generations to come. First review the projects, and then we’ll ask you about your willingness to pay for them.

- Funding the Evergreen SkyTrain Line between Lougheed Town Centre and Coquitlam Town Centre
- Increasing the capacity and updating SkyTrain Expo Line stations to accommodate more passengers and make it easier to use the stations
- Increasing the capacity of West Coast Express on its existing route between Mission and downtown Vancouver
- More than doubling rapid rail and rapid bus transit in corridors like Broadway or in Surrey
- Expanding the Frequent Transit Network, which is an interconnected network of corridors where transit service is provided every 15 minutes or better from early morning and into the evenings every day of the week
- A 20 percent increase in bus service, including 400 new buses to open up new routes region-wide, and 250 buses used to improve existing service
- Road improvements across the region increased to $75 million per year
- Bridge rehabilitation increased to $12 million annually
- $7 million annually for transit priority and safety on roads across the region
- A new Pattullo bridge
- Expanded carpool and vanpool ride-share programs for the region
- Cycling programs increased to $23 million per year for new commuter greenways and upgrades to the cycling BC Parkway, and for safety and access improvements
- Improved communications technology on buses and trains
- Improved transit accessibility for the disabled
- Improved wayfinding signage on transit across the region

How important would you say the transportation improvements proposed for the next 10 years are to your local municipality?

Please select one response only.

Very important for your local municipality
Somewhat important
Not very important
Not at all important your local municipality
[INCLUDE Q10 ON SAME SCREEN AS Q9]

Q10 How important would you say the transportation improvements proposed for the next 10 years are to the Metro Vancouver region?

Please select one response only.

- Very important for the Metro Vancouver region
- Somewhat important
- Not very important
- Not at all important for the Metro Vancouver region
- Don’t know

[ALLOW FORWARD AND BACKWARD MOVEMENT]

Q11 To pay for all of the regional transportation projects for the next 10 years and work toward the Transport 2040 strategy, all of the following new sources of funds will be needed. The funding sources would be introduced between 2010 and 2011.

After each of the following possible new source of funds, please indicate whether you: strongly support, somewhat support, somewhat oppose or strongly oppose the funding source.

Please select one response for each item.

[RANDOMLY ASSIGN 6 VERSIONS (TWO VERSIONS OF PARKING SALES TAX AND 3 VERSIONS OF TRANSPORTATION IMPROVEMENT FEE); ENSURE THAT EACH OF THE 5 REGIONS, GENDER AND MODE SEES EACH OPTION THE SAME NUMBER OF TIMES]

[ROWS – RANDOMIZE]

Increase parking sales tax on off-street pay parking from the current [SPLIT SAMPLE] [7% to 14%] [7% to 21%].

[SPLIT SAMPLE– 3 flat fee options and 3 variable fee options]

[Introduce a Transportation Improvement Fee for every vehicle in the region at a flat rate of $120 per vehicle per year.]

[Every vehicle would pay a Transportation Improvement Fee of between $65 and $165 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $165 with the average fee being $122.]

[Introduce a Transportation Improvement Fee for every vehicle in the region at a flat fee of $165 per vehicle per year.]

[Every vehicle would pay a Transportation Improvement Fee of between $100 and $200 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $200 with the average fee being $167 per year]
[Introduce a Transportation Improvement Fee for every vehicle in the region at a flat fee of $100 per vehicle per year].

[Every vehicle would pay a Transportation Improvement Fee of between $45 and $145 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $145 with the average fee being $102 per year].

In 2010, cash transit fares would be kept at current rates and the cost of FareSaver tickets and monthly passes would increase by approximately 11-12%.

TransLink’s portion of property taxes is currently $33 per $100,000 in property value. This would increase by approximately $6 per $100,000 of property value in 2010.

Increase the tax of 12 cents per litre of vehicle fuel purchased in Metro Vancouver to 15 cents per litre.

[COLUMNS]
| Strongly Support the funding source |
| Somewhat Support the funding source |
| Somewhat Oppose the funding source  |
| Strongly Oppose the funding source  |
| Don’t know                           |

[ALLOW FORWARD AND BACKWARD MOVEMENT]

12. Is there any one of the new sources of funds that you support the most?

*Please select one response only.*

[DUPLICATE Q11 RANDOM ASSIGNMENT OF TRANSPORTATION IMPROVEMENT FLAT FEE AND TWO VERSIONS OF PARKING SALES TAX]

[RANDOMIZE]

Increase parking sales tax on off-street pay parking from the current [SPLIT SAMPLE] [7% to 14%] [7% to 21%].

[SPLIT SAMPLE – 2 flat fee options and 2 variable fee options]

[Introduce a Transportation Improvement Fee for every vehicle in the region at a flat rate of $120 per vehicle per year.]

[Every vehicle would pay a Transportation Improvement Fee of between $65 and $165 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $165 with the average fee being $122.]

[Introduce a Transportation Improvement Fee for every vehicle in the region at a flat fee of $165 per vehicle per year].
[Every vehicle would pay a Transportation Improvement Fee of between $100 and $200 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $200 with the average fee being $167 per year]

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TransLink’s portion of property taxes is currently $33 per $100,000 in property value. This would increase by approximately $6 per $100,000 of property value in 2010.

Increase the tax of 12 cents per litre of vehicle fuel purchased in Metro Vancouver to 15 cents per litre.

Don’t support any funding source the most [ALWAYS SECOND TO LAST] [SKIP TO Q13]

Don’t know [ALWAYS LAST] [SKIP TO Q13]

[ALLOW FORWARD AND BACKWARD MOVEMENT]

Q12a Please explain fully why you most support that way to pay for local transportation.

*Please be as specific as possible.*

[OPEN END]

[ALLOW FORWARD AND BACKWARD MOVEMENT]

Q13 Is there any one of the new sources of funds that you oppose the most?

*Please select one response only.*

[DUPLICATE Q11 RANDOM ASSIGNMENT OF TRANSPORTATION IMPROVEMENT FLAT FEE AND TWO VERSIONS OF PARKING SALES TAX]

[RANDOMIZE]

[REMOVE SUPPORT MOST FROM Q13]

Increase parking sales tax on off-street pay parking from the current [SPLIT SAMPLE] [7% to 14%] [7% to 21%].
[SPLIT SAMPLE- 2 flat fee options and 2 variable fee options]

[Introduce a Transportation Improvement Fee for every vehicle in the region at a flat rate of $120 per vehicle per year.]

[Every vehicle would pay a Transportation Improvement Fee of between $65 and $165 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $165 with the average fee being $122.]

[Introduce a Transportation Improvement Fee for every vehicle in the region at a flat fee of $165 per vehicle per year.]

[Every vehicle would pay a Transportation Improvement Fee of between $100 and $200 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $200 with the average fee being $167 per year.]

[Introduce a Transportation Improvement Fee for every vehicle in the region at a flat fee of $100 per vehicle per year.]

[Every vehicle would pay a Transportation Improvement Fee of between $45 and $145 depending on the vehicle’s fuel efficiency; about 8 in 10 vehicles would qualify for a rate below $145 with the average fee being $102 per year.]

In 2010, cash transit fares would be kept at current rates and the cost of FareSaver tickets and monthly passes would increase by approximately 11-12%.

TransLink’s portion of property taxes is currently $33 per $100,000 in property value. This would increase by approximately $6 per $100,000 of property value in 2010.

Increase the tax of 12 cents per litre of vehicle fuel purchased in Metro Vancouver to 15 cents per litre.

Don’t oppose any funding source the most [ALWAYS SECOND TO LAST] [SKIP TO Q14]

Don’t know [ALWAYS LAST] [SKIP TO Q14]

[ALLOW FORWARD AND BACKWARD MOVEMENT]

Q13a Please explain fully why you most oppose that source of funds.

Please be as specific as possible.

[OPEN END]

[ALLOW FORWARD AND BACKWARD MOVEMENT]
Q14. Overall, is your impression of TransLink very favourable, somewhat favourable, not very favourable or not at all favourable?

Please select one response only.

Very favourable [GO TO Q15a]
Somewhat favourable[GO TO Q15a]
Not very favourable[GO TO Q15b]
Not at all favourable[GO TO Q15b]
Don't know…..[SKIP TO DEMOGRAPHICS D1]

[ALLOW FORWARD AND BACKWARD MOVEMENT]

[IF VERY/SOMewhat FAVOURABLE CONTINUE, IF NOT VERY/NOT AT ALL FAVOURABLE, SKIP TO Q15B]

Q15a. Why do you have a mostly favourable impression of TransLink?

Please be as specific as possible.

[OPEN END]

[ALLOW FORWARD AND BACKWARD MOVEMENT]

[SKIP TO D1]

Q15b. Why do you have a mostly unfavourable impression of TransLink?

Please be as specific as possible.

[OPEN END]

[ALLOW FORWARD AND BACKWARD MOVEMENT]

D1 The remaining questions are for statistical purposes only and will be held in confidence.

In what year were you born?

Please enter numeric response only.

[NUMERIC TEXT BOX WITH RANGE OF 1900 TO 1992]

[ALLOW FORWARD AND BACKWARD MOVEMENT]

D2 Do you own or rent your current residence?

Please select one response only.

Own
Rent
D3 What is your present employment status?

Please select one response only.

- Employed less than 30 hours per week
- Employed 30 hours per week or more
- A student
- A homemaker
- Retired
- Not employed

D4 Do you have regular access to a car, van or truck, either as a passenger or a driver?

Please select one response only.

- Yes
- No

D5 What mode of transportation do you use most often to travel to work, school or your other frequent trips?

Please select one response only.

- Car/truck – driven alone
- Car/truck – more than one person/carpool or vanpool (vehicle with driver and one or more passenger)
- Bicycle
- Walk
- Transit (Bus, SeaBus, SkyTrain, West Coast Express)
- Motorcycle, scooter
- Other (please specify)

D6 What are the first three letters of your postal code?

Please be as specific as possible (e.g. V9X).

[OPEN END TEXT BOX – ALLOW 3 CHARACTERS]
And finally, which of the following broad categories best describes your household income?

That is the combined total income before taxes of all persons in your household.

*Please select one response only.*

- Under $30,000
- $30,000 to just less than $50,000
- $50,000 to just less than $60,000
- $60,000 to just less than $75,000
- $75,000 to just less than $100,000
- $100,000 or more
- Don't know/Prefer not to answer

[ALLOW FORWARD AND BACKWARD MOVEMENT]

Q16 Please let TransLink Listens know how you feel about the proposed 10-year plan, and possible ways to pay it.

*Please be as specific as possible.*

[OPEN END]

[ALLOW FORWARD AND BACKWARD MOVEMENT]

You may wish to view the following video of Tom Prendergast, CEO of TransLink providing further information on Transport 2040.

The bepartoftheplan.ca website will also allow you to provide further comments about Transport 2040 and the first 10 years.

Be-Part-of-the-Plan.ca [INSERT LINK TO VIDEO]

Thank you very much for your time.

Please click the finish button below to go directly to the TransLink website, or simply close this window.

Sincerely
TransLink Listens

[GO TO http://www.translink.ca/]