



Ipsos Reid



Final Report Metro Vancouver Transportation Improvements April 7, 2008



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Background and Methodology



Background and Methodology

This report presents the results of a survey conducted with two distinct populations.

- An Ipsos Reid telephone survey of Metro Vancouver residents
- A web survey of TransLink Listens panelists located in Metro Vancouver

The main research objectives of both surveys were to assess:

- Perceptions of the seriousness of traffic congestion
- Importance placed on the projects in the Provincial Transit Plan
- Willingness to pay for the Provincial Transit Plan
- Funding sources least and most opposed

The specific details of the Ipsos Reid telephone survey are as follows:

- A total of 1,800 telephone surveys were conducted with a random sample of Metro Vancouver residents (16+ years) from February 25 to March 19, 2008.
- The interviews were stratified across five main regions, including Vancouver (375n), Burnaby/New Westminster (375n), South of Fraser (375n), the Northeast (375n) and the North Shore (300n).
- The overall margin of error is +/-2.4%, 19 times out of 20. The regional margin of error is +/-5.1%, 19 times out of 20 for all regions except the North Shore. The North Shore margin of error is +/-5.7%, 19 times out of 20.



Background and Methodology (continued)

- The final data have been weighted to reflect the actual regional populations, as well as age and gender characteristics of the Metro Vancouver region according to the 2006 Census.

The specific details of the TransLink Listens web panel survey are as follows:

- The web panel survey questionnaire was designed to be as similar as possible to the telephone survey. Only slight revisions were made to reflect the difference in the two methodologies (i.e. telephone surveys are conducted by interviewers, while web surveys are self-completed by panelists).
- A total of 2,406 Metro Vancouver residents completed the online survey between February 26 and March 4, 2008.
 - The number of interviews by region broke out as follows: 804 in Vancouver, 307 in Burnaby/New Westminster, 743 in South of Fraser, 346 in Northeast and 206 in North Shore.
- The panel results have been weighted to ensure that, as much as possible, they reflect the views of the entire Metro Vancouver population.
 - While the panel is fairly representative of the basic demographic characteristics of Metro Vancouver (age, gender, region), it significantly over-represents transit users and under-represents drivers (38% of panelists use transit as main form of transportation vs. 21% of general public). Leaving the survey data unweighted could give research readers and users a biased perspective.



Background and Methodology (continued)

- The details of the weighting are as follows:
 - As with the general public telephone survey, the final panelist data have been weighted to reflect the actual regional populations, as well as age and gender characteristics of the Metro Vancouver region according to the 2006 Census.
 - In addition, the panel data has been weighted to reflect the proportion of vehicle users vs. transit users in the general public (based on data from the telephone survey).
- A margin of error is not calculated for the panel survey because it is not considered to be as representative of the Metro Vancouver population as the telephone survey. This is largely due to the self-selected nature of panel membership. Research industry (MRIA) guidelines do not allow specification of margins or error around panel samples as this would suggest the results can be projected to the population as a whole (i.e. Metro Vancouver).

A Note on Differences Between General Public and Panelist Survey Results

- This report shows some differences in the results between the Ipsos Reid general public survey and the TransLink Listens panel survey. These differences in survey results should not be alarming or concerning. They do not reveal a problem with either methodology. The two surveys are simply conducted with different populations.
- The Ipsos Reid survey is intended to be a representative sampling of the entire Metro Vancouver population. TransLink Listens was created to give people an opportunity to have their say regarding transportation issues, with panelists recruited from many different sources.



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Key Findings



Key Findings

Ipsos Reid Telephone Survey

- Most (79%) residents believe that traffic congestion is a serious problem in the Metro Vancouver region. Fewer residents, but still a slight majority (53%), think traffic congestion is a serious problem in their local municipality. The local numbers continue to trend downward (59% in 2007, 67% in 2006).
- Nearly all residents (95%) believe the transit projects included in the Provincial Transit Plan are important to the Metro Vancouver region. More than eight-in-ten (84%) also say the projects are important to their local municipality.
- Four-in-ten (39%) residents say they would be willing to pay an increase of 1% to 3% above the rate of inflation over the next 12 years to fund the projects contained in the Provincial Transit Plan. One-third (32%) say they would be willing to pay an increase held to the rate of inflation, while one-quarter (26%) say they will not pay any increase at all.
- Residents were asked to rate seven funding alternatives.
 - The two most preferred items are an **efficiency vehicle fee** and a **parking sales tax**. These are the only two items that residents select more often as “least opposed” than “most opposed”.
 - The three least preferred funding alternatives are a **flat vehicle fee**, **fuel taxes** and **property taxes**. All three of these items were selected more often as “most opposed” than “least opposed”.
 - Both **transit fares** and a **distance vehicle fee** receive mixed reviews.



Key Findings (continued)

TransLink Listens Web Panel

- Panelists are more likely than the general public to describe traffic congestion as a serious problem for both the Metro Vancouver region (94%) and their local municipality (72%).
- Panelists place the same level of importance as the general public on the projects included in the Provincial Transit Plan. Nearly all (96%) say the projects are important to the Metro Vancouver region and more than eight-in-ten (84%) say the projects are important to their local municipality.
- Panelists are less likely than the general public to be willing to pay an increase above the rate of inflation for the Provincial Transit Plan. Three-in-ten (30%) say they are willing to pay an increase above inflation, while four-in-ten (38%) would pay an increase at inflation and three-in-ten (31%) would not pay any increase at all.
- Panelists were asked to rate the same funding alternatives as the general public.
 - As with the general public, the two most preferred items are a **parking sales tax** and an **efficiency vehicle fee**. These are the only two items that residents select more often as “least opposed” than “most opposed”.
 - By far the two least preferred items are **transit fares** and a **flat vehicle fee**. Both of these items are selected much more often as “most opposed” than “least opposed”. A **distance vehicle fee** and **fuel taxes** are also selected slightly more often as “most opposed” than as “least opposed”.
 - **Property taxes** receive mixed reviews from panelists.



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Detailed Findings



Perceptions of Traffic Congestion

Ipsos Reid Telephone Survey

- Residents continue to believe that traffic congestion is a serious problem in the Metro Vancouver region. Eight-in-ten (79%) residents say they would describe traffic congestion in an average week as “a very serious problem” (30%) or “a serious problem” (49%). This is consistent with levels recorded in 2007 (81% total serious), 2006 (82%) and 2005 (82%).
 - South of Fraser (86%) and Northeast (84%) residents are the most likely to describe traffic congestion in Metro Vancouver as “a very serious problem” or “a serious problem”.
- Fewer residents, a slight majority (53%), view traffic congestion as either a “very serious problem” (14%) or a “serious problem” (39%) in their local municipality. This is a 6-point reduction from 2007 (59% total serious) and a 14-point reduction from 2006 (67%).
 - Northeast residents (62%) are the most likely to describe their local traffic congestion as “a very serious problem” or “a serious problem”.
 - North Shore residents (42%) are substantially less likely than residents of other regions to describe their local traffic congestion as “a very serious problem” or “a serious problem”.



Perceptions of Traffic Congestion (continued)

TransLink Listens Web Panel

- As in the 2007 survey, TransLink’s panelists are more likely than the general public to describe traffic congestion as a serious problem for both the Metro Vancouver region as a whole and their local municipality.
- When it comes to the Metro Vancouver region, nine-in-ten (94%) panelists say that traffic congestion is “a very serious problem” (40%) or “a serious problem” (53%). This is consistent with 2007 results (91% total serious)
- The numbers are lower when it comes to their local municipality. Seven-in-ten (72%) panelists describe their local traffic congestion as “a very serious problem” (21%) or “a serious problem” (51%). Again, this result is consistent with 2007 (70% total serious).
 - As with the general public, North Shore panelists (47%) are substantially less likely than panelists from other regions to describe their local traffic congestion as “a very serious problem” or “a serious problem”.



Importance of Provincial Transit Plan

Ipsos Reid Telephone Survey

- Survey respondents were read a list of 7 specific projects in the \$10 billion Provincial Transit plan.
- Nearly all residents (95%) believe the transit projects are important to the Metro Vancouver region (75% “very important”, 19% “somewhat important”).
- More than eight-in-ten (84%) residents say the projects are important to their local municipality (56% “very important”, 28% “somewhat important”).
 - Vancouver (94% total important) and Burnaby/New Westminster (89%) residents are most likely to rate the projects as important to their local municipality.
 - In contrast, North Shore (72% total important) and South of Fraser (77%) residents are less likely to view the projects as being important to their local municipality.



Importance of Provincial Transit Plan (continued)

TransLink Listens Web Panel

- TransLink panelists were also asked to review the list of projects contained in the Provincial Transit Plan.
- The importance of the projects to panelists is virtually identical to that of the general public respondents.
- The vast majority (96%) of TransLink's panelists rate the major regional improvements as important to the Metro Vancouver region (79% "very important", 17% "somewhat important").
- More than eight-in-ten (84%) panelists also say the projects are either "very important" (58%) or "somewhat important" (26%) to their local municipality.
 - North Shore panelists (59% total important) are the least likely to rate the transit projects as important to their local municipality.



Willingness to Pay for Provincial Transit Plan

Ipsos Reid Telephone Survey

- Roughly four-in-ten (39%) Metro Vancouver residents say they would be willing to pay an increase of 1% to 3% above the rate of inflation over the next 12 years to fund the projects contained in the Provincial Transit Plan.
 - A willingness to pay an increase above the rate of inflation is highest among Vancouver (46%) and North Shore (46%) residents. South of Fraser (32%) residents are the least willing to pay an increase over the rate of inflation.
 - Transit users (47%) are more willing than vehicle users (36%) to pay an increase above the rate of inflation.
- About one-third (32%) of residents say they would be willing to pay an increase held to the rate of inflation, while one-quarter (26%) say they would not pay any increase at all.



Willingness to Pay for Provincial Transit Plan (continued)

TransLink Listens Web Panel

- Panelists are slightly less likely than the general public to say they are willing to pay an increase of 1% to 3% above the rate of inflation over the next 12 years to fund the projects contained in the Provincial Transit Plan. Three-in-ten (30%) panelists say they would be willing to pay an increase above the rate of inflation.
 - A willingness to pay an increase above the rate of inflation is highest among Vancouver panelists (44%) and lower among South of Fraser (20%) and Northeast (26%) panelists.
 - Similar to the general public, transit users in the panel (40%) are more willing than vehicle users (26%) to pay an increase above the rate of inflation.
- Nearly four-in-ten (38%) panelists say they would be willing to pay an increase held to the rate of inflation, while three-in-ten (31%) say they would not be willing to pay any increase at all.



Funding Sources Least Opposed and Most Opposed

Ipsos Reid Telephone Survey

- Respondents were read a list of seven funding alternatives that TransLink could use to pay for its portion of the Provincial Transit Plan. Respondents were then asked to select the funding alternatives they oppose the least, followed by the funding alternatives they oppose the most.
- Most Preferred Alternatives:
 - The two most preferred items are an **efficiency vehicle fee** and a **parking sales tax**. These are the only two items that residents select more often as “least opposed” than “most opposed”.
 - Efficiency vehicle fee = 20% “least opposed” vs. 11% “most opposed”
 - Parking sales tax = 19% “least opposed” vs. 13% “most opposed”
- Least Preferred Alternatives:
 - The three least preferred items are a **flat vehicle fee**, **fuel taxes** and **property taxes**. All three of these items were selected more often as “most opposed” than “least opposed”.
 - Flat vehicle fee = 11% “least opposed” vs. 20% “most opposed”
 - Fuel taxes = 15% “least opposed” vs. 23% “most opposed”
 - Property taxes = 13% “least opposed” vs. 19% “most opposed”
- Mixed/Neutral Alternatives:
 - Both **transit fares** and a **distance vehicle fee** are selected about equally as “least opposed” and “most opposed”.
 - Transit fares = 22% “least opposed” vs. 23% “most opposed”
 - Distance vehicle fee = 12% “least opposed” vs. 13% “most opposed”



Funding Sources Least Opposed and Most Opposed (continued)

- Most Preferred and Least Preferred Alternatives by Region
 - The chart below summarizes the most preferred and least preferred alternatives by region.
 - This and subsequent charts are based on the following rules.
 - Most Preferred Items: “Least Opposed” at least 5% greater than “Most Opposed”
 - Least Preferred Items: “Most Opposed” at least 5% greater than “Least Opposed”
 - Mixed/Neutral Items: All other items
 - The greatest difference by region is in opinions of increasing transit fares. This option is one of the least preferred alternatives in Vancouver and Burnaby/New Westminster, and among the most preferred alternatives in the South of Fraser and Northeast regions

Funding Alternative	Overall	Vancouver	Burnaby/New Westminster	South of Fraser	Northeast	North Shore
Efficiency vehicle fee	Most Preferred	Most Preferred	Most Preferred	Mixed/Neutral	Most Preferred	Most Preferred
Parking sales tax	Most Preferred	Most Preferred	Mixed/Neutral	Mixed/Neutral	Most Preferred	Mixed/Neutral
Transit fares	Mixed/Neutral	Least Preferred	Least Preferred	Most Preferred	Most Preferred	Mixed/Neutral
Distance vehicle fee	Mixed/Neutral	Mixed/Neutral	Mixed/Neutral	Least Preferred	Mixed/Neutral	Most Preferred
Property tax	Least Preferred	Least Preferred	Mixed/Neutral	Least Preferred	Mixed/Neutral	Least Preferred
Fuel taxes	Least Preferred	Mixed/Neutral	Least Preferred	Least Preferred	Least Preferred	Least Preferred
Flat vehicle fee	Least Preferred	Least Preferred	Least Preferred	Least Preferred	Least Preferred	Mixed/Neutral



Funding Sources Least Opposed and Most Opposed (continued)

- Most Preferred and Least Preferred Alternatives by Main Travel Mode and Homeowners vs. Renters
 - The acceptability of increasing transit fares to pay for the Provincial Transit Plan varies by main mode of travel and homeowners vs. renters. Both vehicle drivers and homeowners rate transit fares as one of their most preferred alternatives. In contrast, transit users and renters rate increasing transit fares as one of their least preferred alternatives.

Funding Alternative	Overall	Vehicle	Transit	Homeowners	Renters
Efficiency vehicle fee	Most Preferred	Most Preferred	Most Preferred	Most Preferred	Most Preferred
Parking sales tax	Most Preferred	Most Preferred	Most Preferred	Most Preferred	Mixed/Neutral
Transit fares	Mixed/Neutral	Most Preferred	Least Preferred	Most Preferred	Least Preferred
Distance vehicle fee	Mixed/Neutral	Mixed/Neutral	Most Preferred	Mixed/Neutral	Mixed/Neutral
Property tax	Least Preferred	Least Preferred	Mixed/Neutral	Least Preferred	Mixed/Neutral
Fuel taxes	Least Preferred	Least Preferred	Mixed/Neutral	Least Preferred	Least Preferred
Flat vehicle fee	Least Preferred	Least Preferred	Mixed/Neutral	Least Preferred	Least Preferred



Funding Sources Least Opposed and Most Opposed (continued)

TransLink Listens Web Panel

- Panelists were also asked to select the funding alternatives they oppose the least, followed by the funding alternatives they oppose the most.
- Most Preferred Alternatives:
 - As with the general public, the two most preferred items are a **parking sales tax** and an **efficiency vehicle fee**. These are the only two items that residents select more often as “least opposed” than “most opposed”.
 - Parking sales tax = 35% “least opposed” vs. 23% “most opposed”
 - Efficiency vehicle fee = 34% “least opposed” vs. 26% “most opposed”
- Least Preferred Alternatives:
 - The two least preferred items are **transit fares** and a **flat vehicle fee**. Both of these items were selected much more often as “most opposed” than “least opposed”.
 - Transit fares = 25% “least opposed” vs. 50% “most opposed”
 - Flat vehicle fee = 17% “least opposed” vs. 40% “most opposed”
 - A **distance vehicle fee** and **fuel taxes** are also selected more often as “most opposed” than as “least opposed”.
 - Distance vehicle fee = 26% “least opposed” vs. 31% “most opposed”
 - Fuel taxes = 31% “least opposed” vs. 38% “most opposed”
- Mixed/Neutral Alternatives:
 - **Property taxes** is selected about equally as “least opposed” and “most opposed”.
 - Property taxes = 28% “least opposed” vs. 30% “most opposed”



Funding Sources Least Opposed and Most Opposed (continued)

- Most Preferred and Least Preferred Alternatives by Region
 - The chart below summarizes the most preferred and least preferred alternatives by region.
 - South of Fraser and Northeast panelists are the only region to rate the efficiency vehicle fee as one of the least preferred. All other regions rate this option as one of the most preferred.
 - Vancouver panelists rate five of the seven funding alternatives as most preferred. This is three more items than panelists from any other region. In contrast, South of Fraser panelists don't rate any items as most preferred.

Funding Alternative	Overall	Vancouver	Burnaby/New Westminster	South of Fraser	Northeast	North Shore
Parking sales tax	Most Preferred	Most Preferred	Most Preferred	Mixed/Neutral	Most Preferred	Most Preferred
Efficiency vehicle fee	Most Preferred	Most Preferred	Most Preferred	Least Preferred	Least Preferred	Most Preferred
Property tax	Mixed/Neutral	Most Preferred	Mixed/Neutral	Mixed/Neutral	Mixed/Neutral	Least Preferred
Distance vehicle fee	Least Preferred	Most Preferred	Mixed/Neutral	Least Preferred	Least Preferred	Mixed/Neutral
Fuel taxes	Least Preferred	Most Preferred	Mixed/Neutral	Least Preferred	Least Preferred	Least Preferred
Flat vehicle fee	Least Preferred	Least Preferred	Least Preferred	Least Preferred	Least Preferred	Least Preferred
Transit fares	Least Preferred	Least Preferred	Least Preferred	Least Preferred	Least Preferred	Least Preferred



Funding Sources Least Opposed and Most Opposed (continued)

- Most Preferred and Least Preferred Alternatives by Main Travel Mode and Homeowners vs. Renters
 - There are some substantial differences in funding preferences between transit users and vehicle drivers. Transit users rate the efficiency vehicle fee, the distance vehicle fee and fuel taxes as among their most preferred alternatives. Vehicle drivers rate all three of these options as least preferred.
 - Renters list property taxes and fuel taxes as two of their more preferred funding alternatives. Homeowners rate both of these funding alternatives among their least preferred.

Funding Alternative	Overall	Vehicle	Transit	Homeowners	Renters
Parking sales tax	Most Preferred	Most Preferred	Most Preferred	Most Preferred	Most Preferred
Efficiency vehicle fee	Most Preferred	Least Preferred	Most Preferred	Mixed/Neutral	Most Preferred
Property tax	Mixed/Neutral	Mixed/Neutral	Most Preferred	Least Preferred	Most Preferred
Distance vehicle fee	Least Preferred	Least Preferred	Most Preferred	Least Preferred	Mixed/Neutral
Fuel taxes	Least Preferred	Least Preferred	Most Preferred	Least Preferred	Most Preferred
Flat vehicle fee	Least Preferred	Least Preferred	Mixed/Neutral	Least Preferred	Least Preferred
Transit fares	Least Preferred	Least Preferred	Least Preferred	Least Preferred	Least Preferred



Reasons Least Opposed and Most Opposed to Funding Sources

Ipsos Reid Telephone Survey

- Listed in the table below are the top three open-ended reasons given for “least opposing” and “most opposing” each funding source.

Funding Alternative	Top 3 Reasons “Least Opposed”	Top 3 Reasons “Most Opposed”
Transit fares	User pay Improvements are important Reasonable amount of increase	Transit fares are too high Discourages use of transit Transit users should not be penalized
Efficiency vehicle fee	Discourages use of less efficient vehicles Polluters/emitters should pay more Encourages reduction in total emissions	Can't afford/ uninterested in fuel efficient vehicle Too much tax already Too expensive
Parking sales tax	Encourages transit use Drivers should pay/ can afford it No effect on me	Parking is already too expensive Too expensive/ 21% is very high Unfair (general)
Fuel taxes	Gets cars off the road/ stops people driving User pay Good for the environment	Fuel prices are too high Fuel taxes are too high Should not penalize drivers/ cars a necessity
Property tax	Makes sense Reasonable amount of increase Homeowners have money to pay for it	Property taxes are already high Property ownership is not related to transit Already pay enough taxes
Distance vehicle fee	Pay for what you use Makes sense Good for the environment	Unfair for people traveling for work/ business Unfair for people who can't use transit Unfair for vehicle owners
Flat vehicle fee	Makes drivers pay for using the roads Reasonable amount of increase Encourages use of transit	Should be usage based Unfair to non-transit users Already pay too many fees/ charges



Reasons Least Opposed and Most Opposed to Funding Sources (continued)

TransLink Listens Web Panel

- Listed in the table below are the top three open-ended reasons given for “least opposing” and “most opposing” each funding source.

Funding Alternative	Top 3 Reasons “Least Opposed”	Top 3 Reasons “Most Opposed”
Transit fares	User pay Proportionate to inflation Reasonable amount of increase	Transit fares are too high Discourages use of transit Transit users should not be penalized
Efficiency vehicle fee	Encourages fuel efficiency Polluters/ emitters should pay more Discourages use of less efficient vehicles	Can't afford/ uninterested in fuel efficient vehicle Already pay enough fees Already pay enough taxes
Parking sales tax	Encourages transit use Encourages people to reduce car use User pay	Parking is already too expensive Unfair (general) Penalty for people for using their cars
Fuel taxes	Gets cars off the road/ stops people from driving User pay Encourages use of public transit	Fuel prices are too high Fuel taxes are too high Should not penalize drivers/ cars a necessity
Property tax	Reasonable/ small price to pay Homeowners have money to pay for it Related to inflation	Users should pay Property taxes are already high Property ownership is not related to transit
Distance vehicle fee	Pay for what you use Gets cars off the road/ stops people from driving Make transit easier to use/ increase ridership	Unfair for people who can't use transit Unfair for people traveling for work/ business Unfair for people living in outlying areas
Flat vehicle fee	Make drivers pay for using the roads Encourages use of transit Taxes drivers who pollute/emit	Should be usage based Already pay too many fees/ charges Unfair to non-transit users



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Detailed Charts and Graphs



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Perceptions of Traffic Congestion

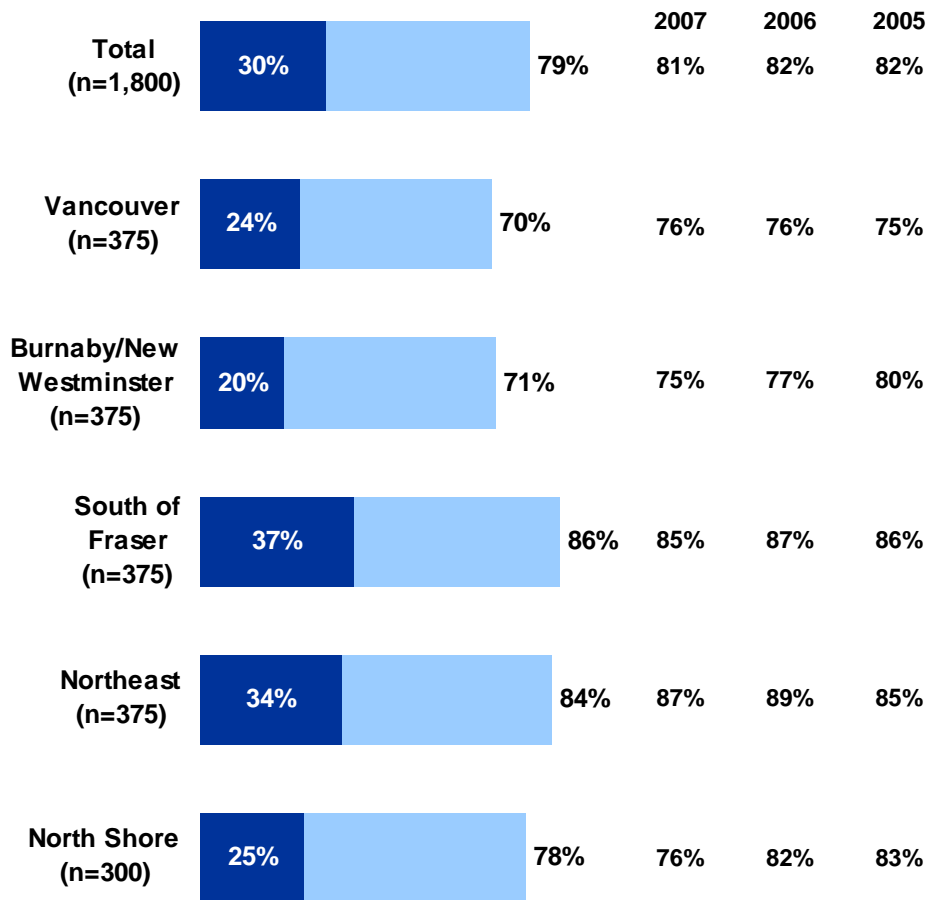


Perceptions of Traffic Congestion in Metro Vancouver Region

How would you describe traffic congestion in an average week in the Metro Vancouver region? Would you say it is a very serious problem, a serious problem, not a very serious problem or no problem at all?

Ipsos Reid Telephone Survey

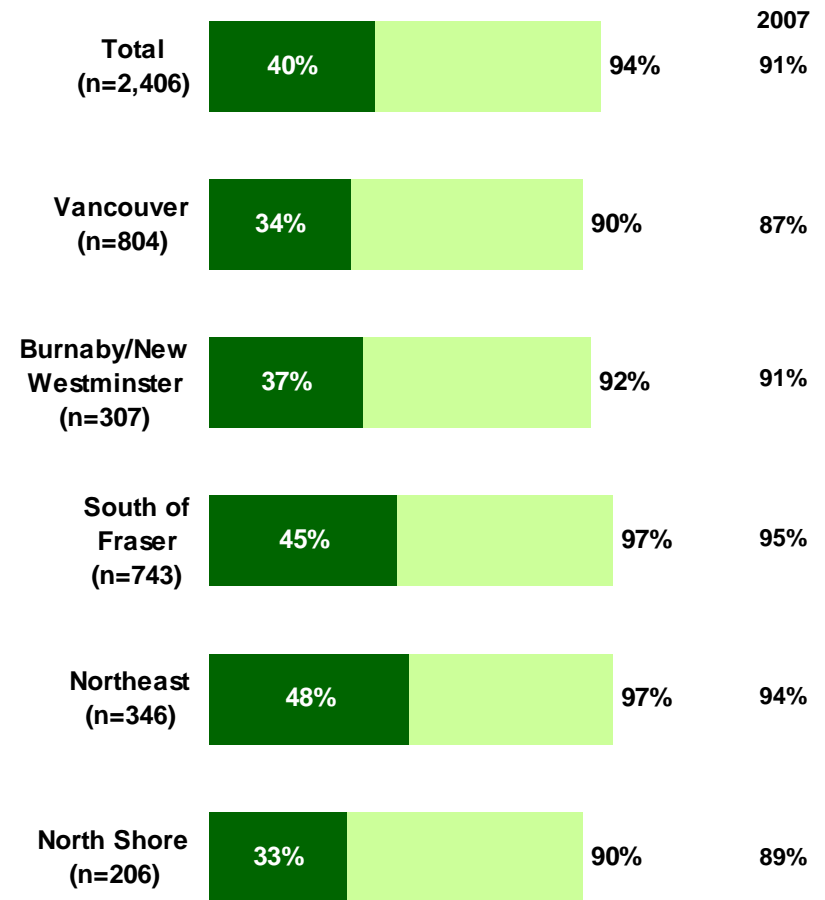
Serious Problem



■ Very serious problem ■ Serious problem

TransLink Listens Web Panel Survey

Serious Problem



■ Very serious problem ■ Serious problem

Base: All Respondents



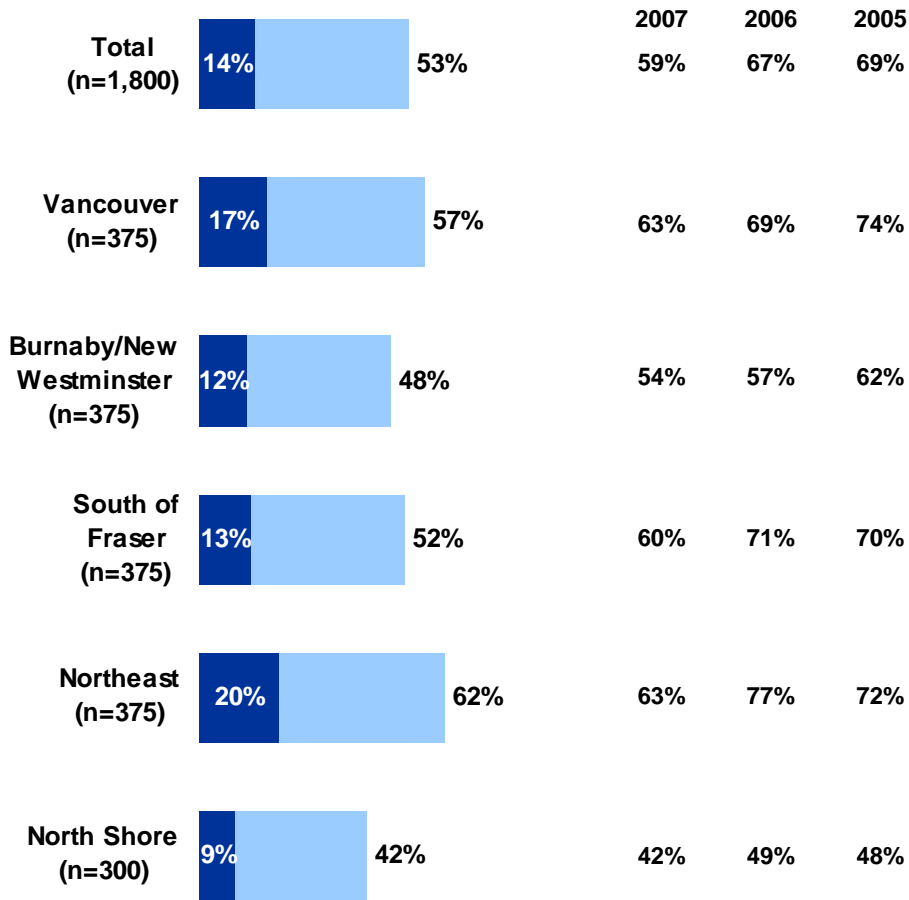


Perceptions of Traffic Congestion in Local Municipality

How would you describe traffic congestion in an average week in your local municipality? Would you say it is a very serious problem, a serious problem, not a very serious problem or no problem at all?

Ipsos Reid Telephone Survey

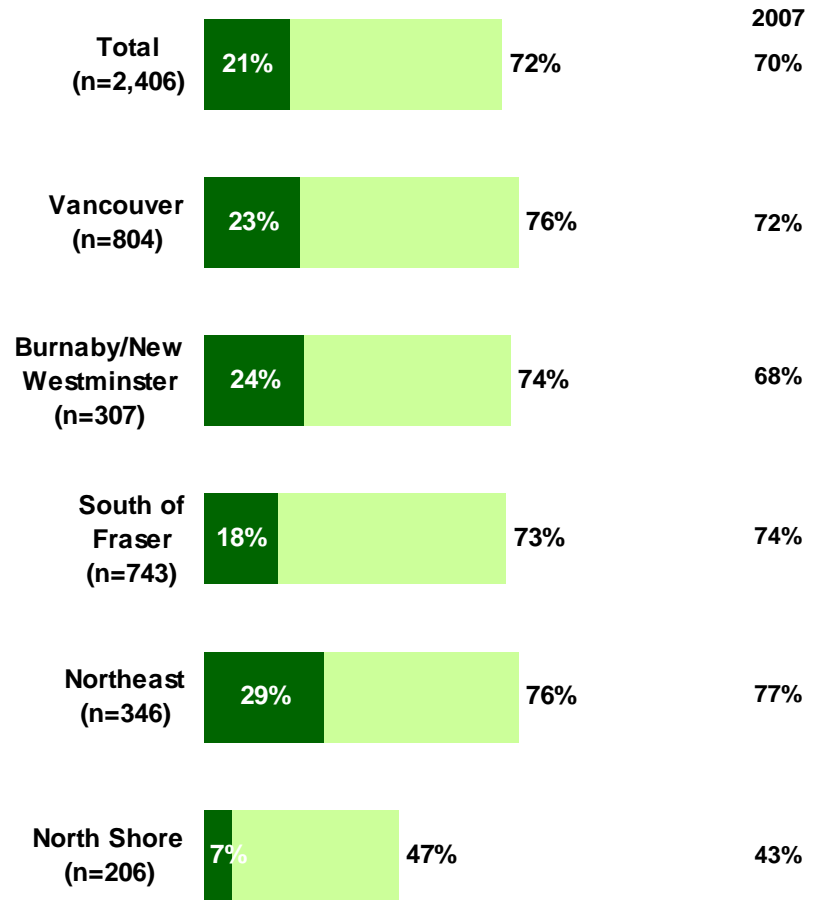
Serious Problem



■ Very serious problem ■ Serious problem

TransLink Listens Web Panel Survey

Serious Problem



■ Very serious problem ■ Serious problem



Base: All Respondents



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Importance of Provincial Transit Plan



Details of Provincial Transit Plan

The following description was read to respondents:

- As you may know, TransLink is responsible for AirCare, Albion Ferry, transit buses, SeaBus and SkyTrain, West Coast Express, West Vancouver Blue Buses, Jack Bell car and vanpool, HandyDART and cycling programs, as well as more than 2,200 kilometers of major roads and bridges.
- Now, I am going to read you some information about a recent provincial government announcement that impacts TransLink. It will take a minute or so to read the information, so please bear with me:
 - Recently the Provincial Government announced that \$10 billion dollars will be invested in transit projects between now and 2020, in order to help meet the target set by the Province of a 33 percent reduction in greenhouse gases by 2020.
 - This transit investment will double the number of transit trips taken and includes:
 - Building a new Rapid Transit Line on Broadway to UBC
 - Building the Evergreen SkyTrain Line between Lougheed Town Centre and Coquitlam Town Centre
 - Doubling the capacity on the Expo Line SkyTrain and extending the line in Surrey
 - Introduce 7 new Rapid Bus routes with dedicated lanes, limited stops, and bus priority in the region
 - A regional Frequent Transit Network with service a minimum of every 15 minutes all day every day
 - Purchasing about 1,000 new bike lockers at key transit locations
 - Funding security measures such as more security personnel in and around rapid transit stations and improved safety for bus drivers

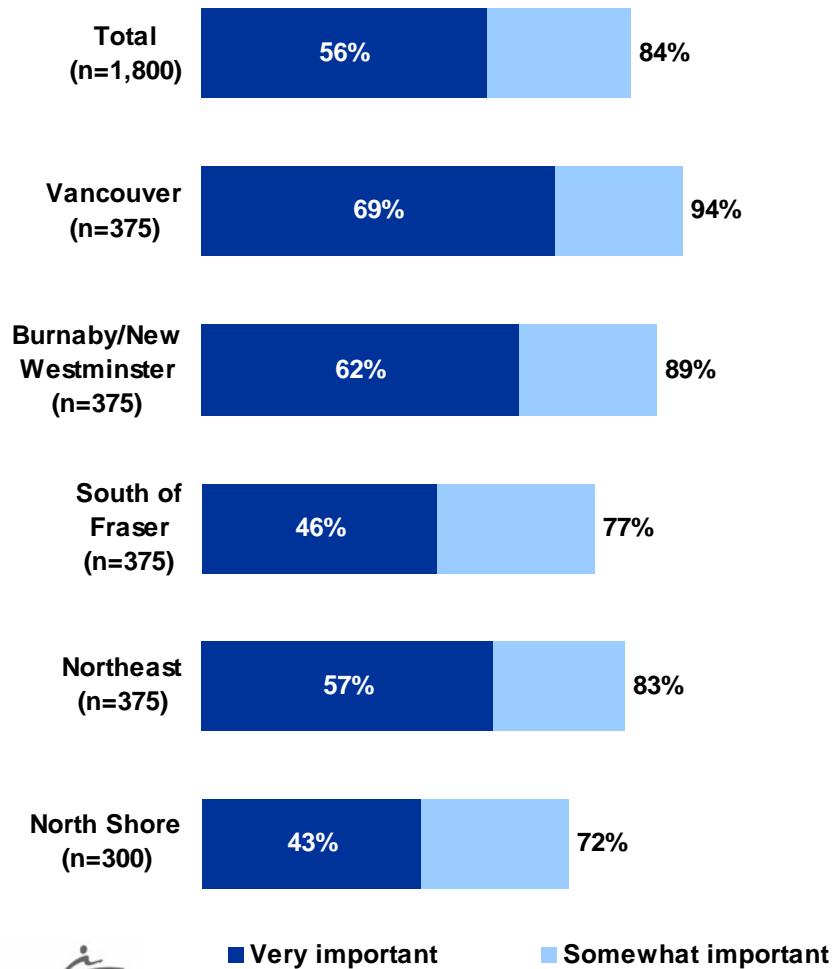


Importance of Provincial Transit Plan to Local Municipality

Now, how important would you say the transportation projects we have just read are to your local municipality? Would you say they are very important, somewhat important, not very important or not at all important?

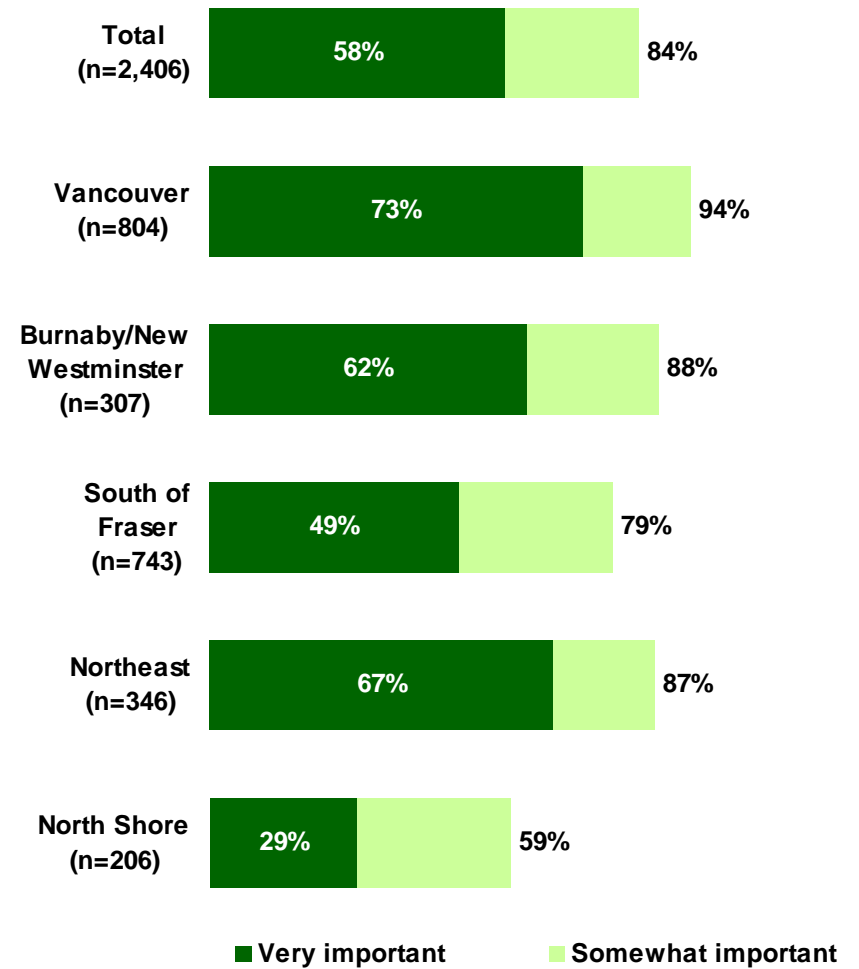
Ipsos Reid Telephone Survey

Important



TransLink Listens Web Panel Survey

Important



Base: All Respondents



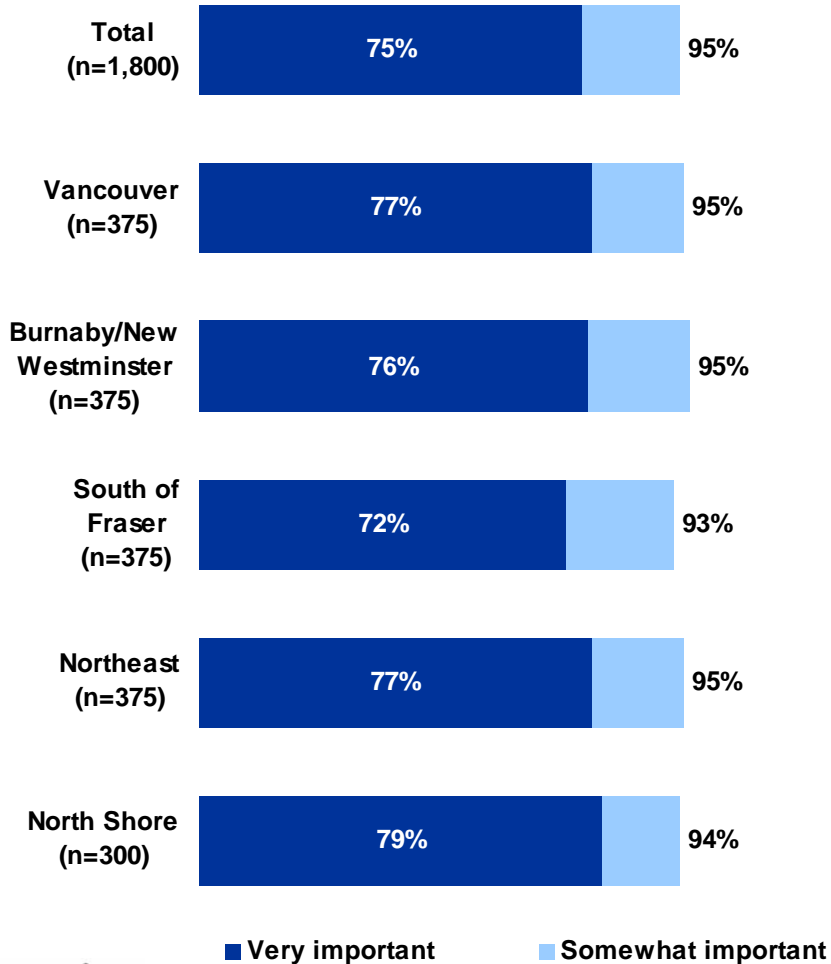


Importance of Provincial Transit Plan to Metro Vancouver Region

Now, how important would you say the transportation projects we have just read are to the Metro Vancouver region? Would you say they are very important, somewhat important, not very important or not at all important?

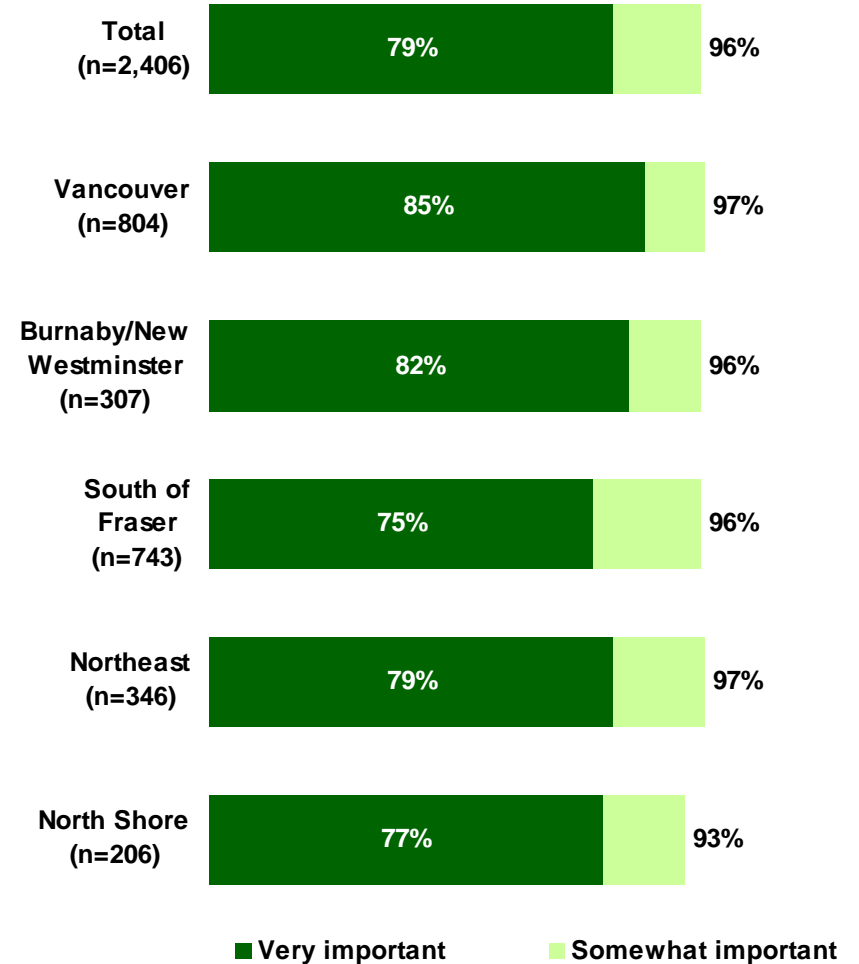
Ipsos Reid Telephone Survey

Important



TransLink Listens Web Panel Survey

Important



Base: All Respondents





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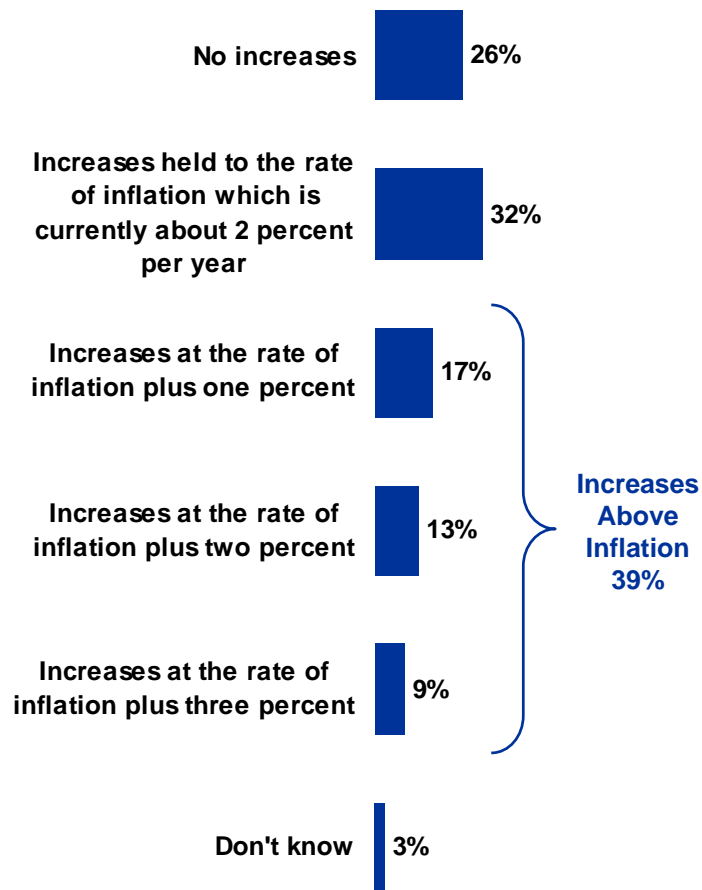
Willingness to Pay for Provincial Transit Plan



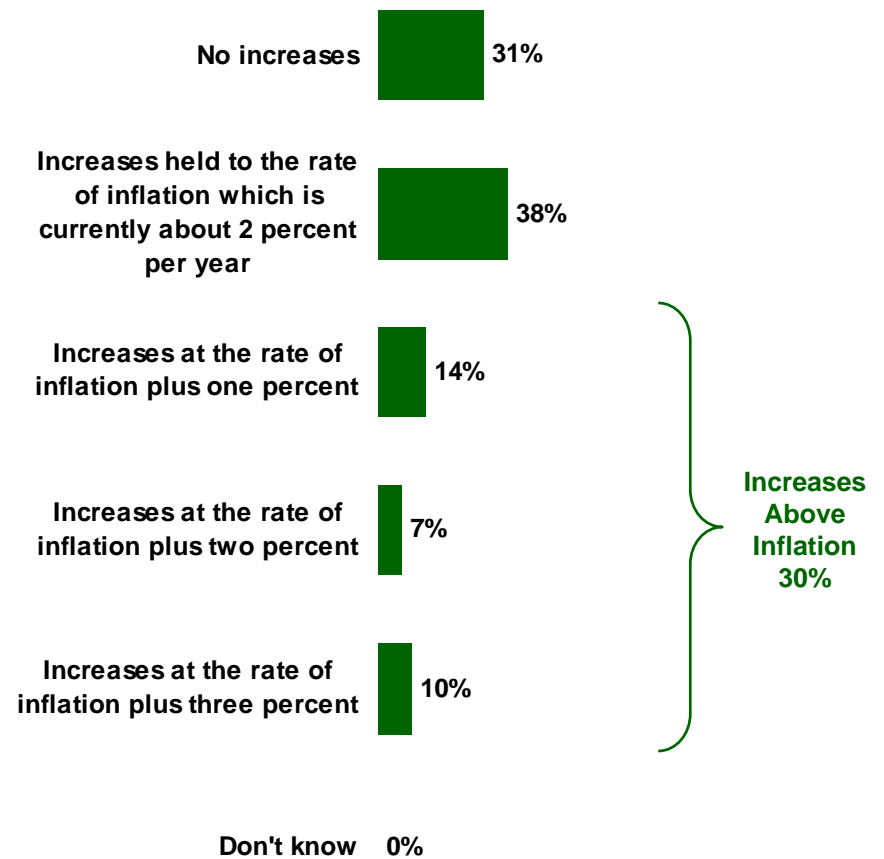
Acceptable Increases to Fund Provincial Transit Plan

Now, how much of an increase are you willing to pay over the next 12 years, knowing that all of these funds will be spent on the transit projects listed earlier to help meet the greenhouse gas reduction targets set by the Province. Would it be ... ?

Ipsos Reid Telephone Survey



TransLink Listens Web Panel Survey





Increases to Fund Provincial Transit Plan - By Region

Ipsos Reid Telephone Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
	1,800 %	375 %	375 %	375 %	375 %	300 %
Sample size (n=)						
No increases	26	18	25	32	30	24
Increases held to the rate of inflation which is currently about 2 percent per year	32	32	33	34	32	28
Increases at the rate of inflation plus one percent	17	16	17	16	19	20
Increases at the rate of inflation plus two percent	13	16	12	11	11	16
Increases at the rate of inflation plus three percent	9	15	10	6	6	10
Don't know	3	3	4	2	3	3
Total Above Inflation	39	47	38	32	36	46

TransLink Listens Web Panel Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
	2,406 %	804 %	307 %	743 %	346 %	206 %
Sample size (n=)						
No increases	31	24	32	36	32	30
Increases held to the rate of inflation which is currently about 2 percent per year	38	32	36	43	42	36
Increases at the rate of inflation plus one percent	14	17	15	11	12	19
Increases at the rate of inflation plus two percent	7	10	7	4	9	8
Increases at the rate of inflation plus three percent	10	17	10	5	6	7
Don't know	0	0	0	0	0	0
Total Above Inflation	30	44	32	20	26	34



Increases to Fund Provincial Transit Plan - By Travel Mode and Homeowners vs. Renters

Ipsos Reid Telephone Survey

Base: All Respondents	Total	Vehicle	Transit	Homeowners	Renters
Sample size (n=)	1,800 %	1,258 %	378 %	1,243 %	510 %
No increases	26	28	19	28	23
Increases held to the rate of inflation which is currently about 2 percent per year	32	34	31	32	33
Increases at the rate of inflation plus one percent	17	16	20	17	16
Increases at the rate of inflation plus two percent	13	11	17	11	15
Increases at the rate of inflation plus three percent	9	9	10	10	10
Don't know	3	2	4	2	3
Total Above Inflation	39	36	47	38	41

TransLink Listens Web Panel Survey

Base: All Respondents	Total	Vehicle	Transit	Homeowners	Renters
Sample size (n=)	2,406 %	1,221 %	921 %	1,518 %	888 %
No increases	31	34	24	32	29
Increases held to the rate of inflation which is currently about 2 percent per year	38	40	36	39	38
Increases at the rate of inflation plus one percent	14	12	19	14	14
Increases at the rate of inflation plus two percent	7	6	8	7	7
Increases at the rate of inflation plus three percent	10	7	14	9	11
Don't know	0	0	0	0	0
Total Above Inflation	30	26	40	29	33



Ipsos Reid



Funding Sources Least Opposed and Most Opposed



List of Alternative Funding Sources

The following description was read to respondents:

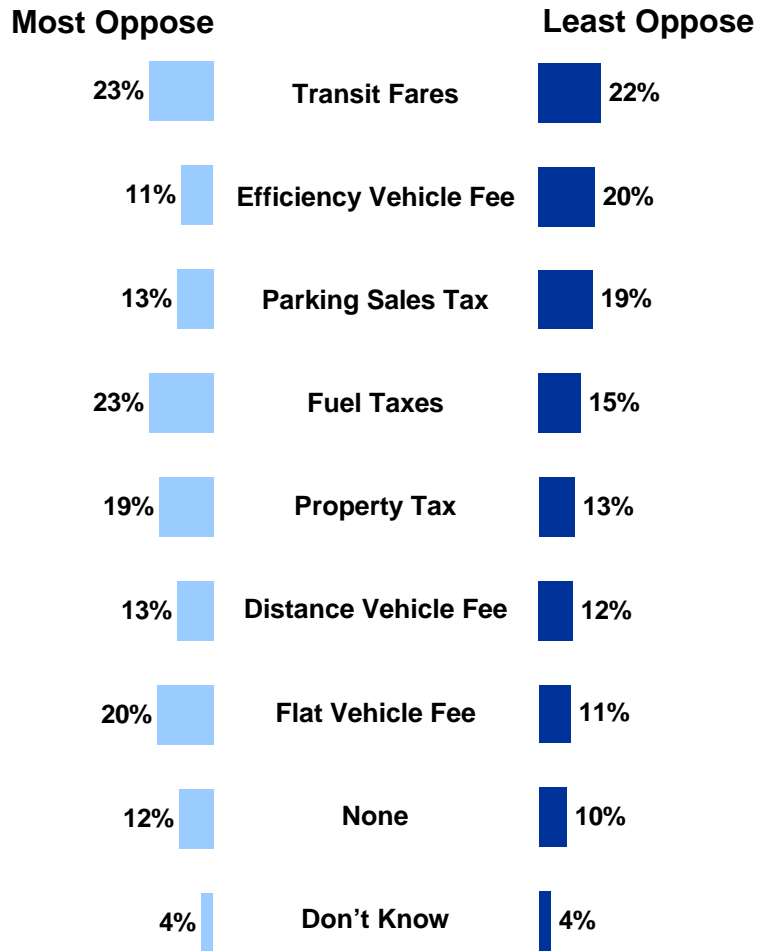
- Over the next 12 years, TransLink will have to pay for a portion of the \$10 billion in transit improvements recently announced by the Province to help meet greenhouse gas targets. In addition to increasing existing sources of funds, new sources of funds may be needed.
- I'd like to read you a list of alternative ways we could pay and then ask you which ways you oppose the least. Later on I'll re-read the entire list if you want me to and then I'll ask you which funding sources you oppose the most:
 - Over 12 years, gradually increase parking sales tax on non-metered pay parking from the current 7% to a maximum of 21%
 - Introduce a fee for every vehicle in the region at a flat rate of \$100 per vehicle per year
 - Cash transit fares are currently \$2.50 to \$5 with large discounts for pre-paid passes and tickets. Transit fares could increase by the rate of inflation or 2 percent each year
 - Introduce a fee for every vehicle averaging \$100 a year and have it vary depending on distance driven
 - TransLink's portion of property taxes is currently \$37 per \$100,000 in property value. This could increase by the rate of inflation or 2 percent each year
 - Introduce a fee for every vehicle averaging \$100 and have it vary by the vehicle's fuel efficiency
 - Increase the tax of 12 cents per litre of gas purchased in Metro Vancouver to 15 cents per litre



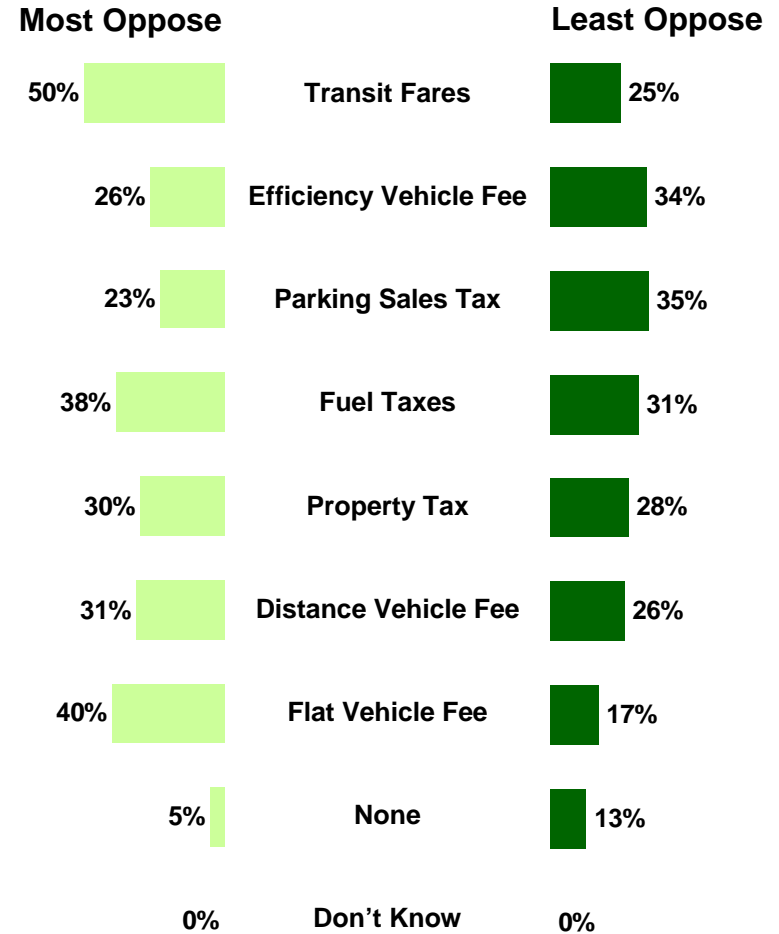
Funding Sources Least Opposed and Most Opposed

Now, are there any funding sources we have just described that you **oppose the least**? Now, are there any funding sources we have just described that you **oppose the most**? (NOTE: Multiple Responses Allowed)

Ipsos Reid Telephone Survey



TransLink Listens Web Panel Survey





Funding Sources Least Opposed and Most Opposed - By Region

Ipsos Reid Telephone Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
Sample size (n=)	1,800 %	375 %	375 %	375 %	375 %	300 %
Least Oppose						
Transit fares	22	16	20	27	25	21
Efficiency vehicle fee	20	23	21	17	17	22
Parking sales tax	19	20	18	17	23	18
Fuel taxes	15	18	15	12	15	15
Property tax	13	11	16	14	13	14
Distance vehicle fee	12	14	12	10	12	16
Flat vehicle fee	11	13	11	8	11	14
Most Oppose						
Transit fares	23	33	27	15	15	24
Efficiency vehicle fee	11	9	9	14	10	7
Parking sales tax	13	12	14	14	12	14
Fuel taxes	23	19	21	25	25	22
Property tax	19	17	19	22	15	19
Distance vehicle fee	13	12	13	15	15	10
Flat vehicle fee	20	19	18	21	21	17

TransLink Listens Web Panel Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
Sample size (n=)	2,406 %	804 %	307 %	743 %	346 %	206 %
Least Oppose						
Transit fares	25	17	19	31	30	26
Efficiency vehicle fee	34	43	39	26	23	40
Parking sales tax	35	47	34	28	31	35
Fuel taxes	31	43	35	22	25	32
Property tax	28	32	28	27	26	25
Distance vehicle fee	26	36	29	19	17	33
Flat vehicle fee	17	22	19	13	14	18
Most Oppose						
Transit fares	50	66	58	37	40	51
Efficiency vehicle fee	26	16	23	32	35	26
Parking sales tax	23	17	24	27	24	28
Fuel taxes	38	21	37	47	45	43
Property tax	30	27	27	31	30	37
Distance vehicle fee	31	18	29	40	39	30
Flat vehicle fee	40	31	36	46	42	42



Funding Sources Least Opposed and Most Opposed - By Travel Mode and Homeowners vs. Renters

Ipsos Reid Telephone Survey

Base: All Respondents	Total	Vehicle	Transit	Homeowners	Renters
	1,800 %	1,258 %	378 %	1,243 %	510 %
Sample size (n=)					
Least Oppose					
Transit fares	22	25	16	24	18
Efficiency vehicle fee	20	18	24	19	22
Parking sales tax	19	19	18	19	18
Fuel taxes	15	13	18	14	15
Property tax	13	14	12	14	12
Distance vehicle fee	12	12	14	12	13
Flat vehicle fee	11	11	12	10	12
Most Oppose					
Transit fares	23	17	39	18	32
Efficiency vehicle fee	11	13	5	11	12
Parking sales tax	13	14	11	12	14
Fuel taxes	23	25	15	23	22
Property tax	19	21	14	23	12
Distance vehicle fee	13	15	9	14	13
Flat vehicle fee	20	22	12	21	18

TransLink Listens Web Panel Survey

Base: All Respondents	Total	Vehicle	Transit	Homeowners	Renters
	2,406 %	1,221 %	921 %	1,518 %	888 %
Sample size (n=)					
Least Oppose					
Transit fares	25	30	12	28	19
Efficiency vehicle fee	34	27	50	31	38
Parking sales tax	35	32	41	34	37
Fuel taxes	31	25	43	28	36
Property tax	28	28	28	25	34
Distance vehicle fee	26	21	36	25	28
Flat vehicle fee	17	13	26	15	21
Most Oppose					
Transit fares	50	40	73	45	59
Efficiency vehicle fee	26	32	14	27	25
Parking sales tax	23	26	14	25	20
Fuel taxes	38	45	21	41	31
Property tax	30	32	23	35	18
Distance vehicle fee	31	37	18	33	27
Flat vehicle fee	40	46	24	41	36



Ipsos Reid



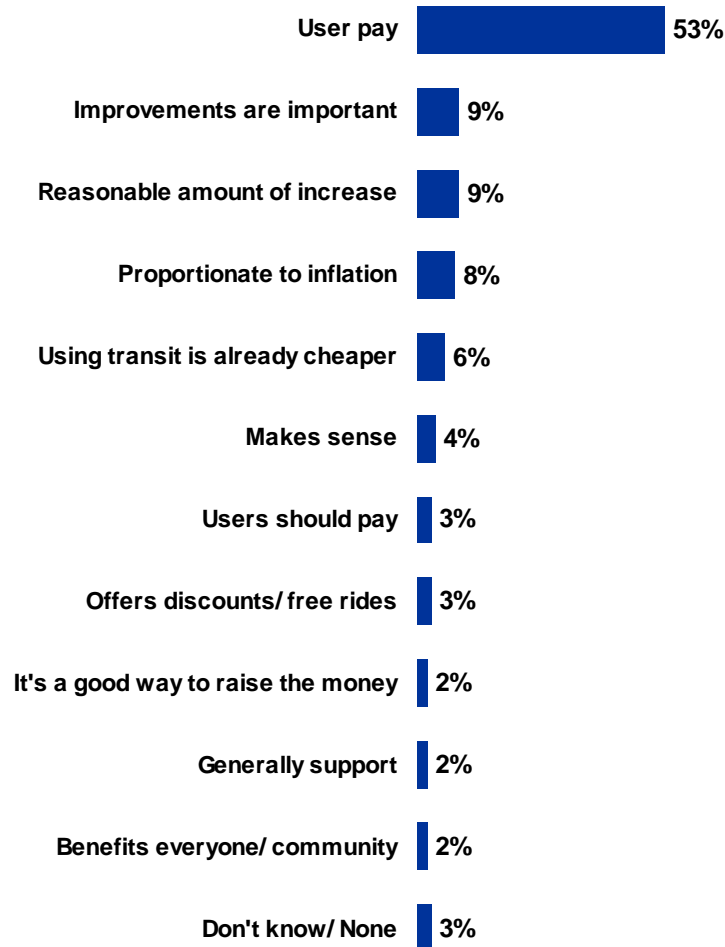
Reasons Least Opposed to Funding Sources



Reasons Least Opposed to Transit Fares

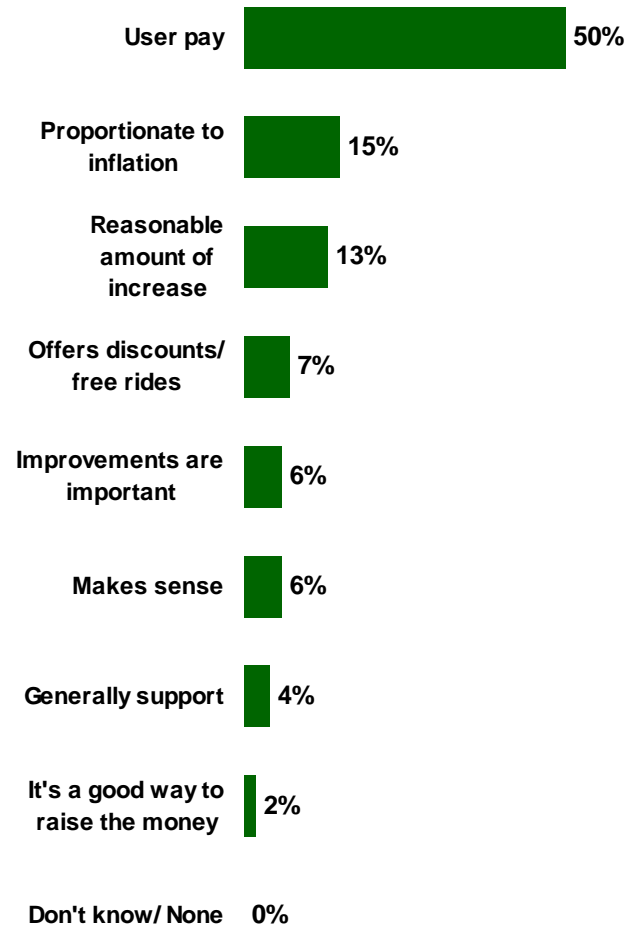
Why are you **least** opposed to increasing transit fares at the rate of inflation of 2%?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 2% not shown*

TransLink Listens Web Panel Survey



**Mentions under 1% not shown*

Base: Those Least Opposed to Transit Fares as a Funding Source (n=396); (n=548)





Panelists Speak: Reasons for Least Opposing Transit Fares

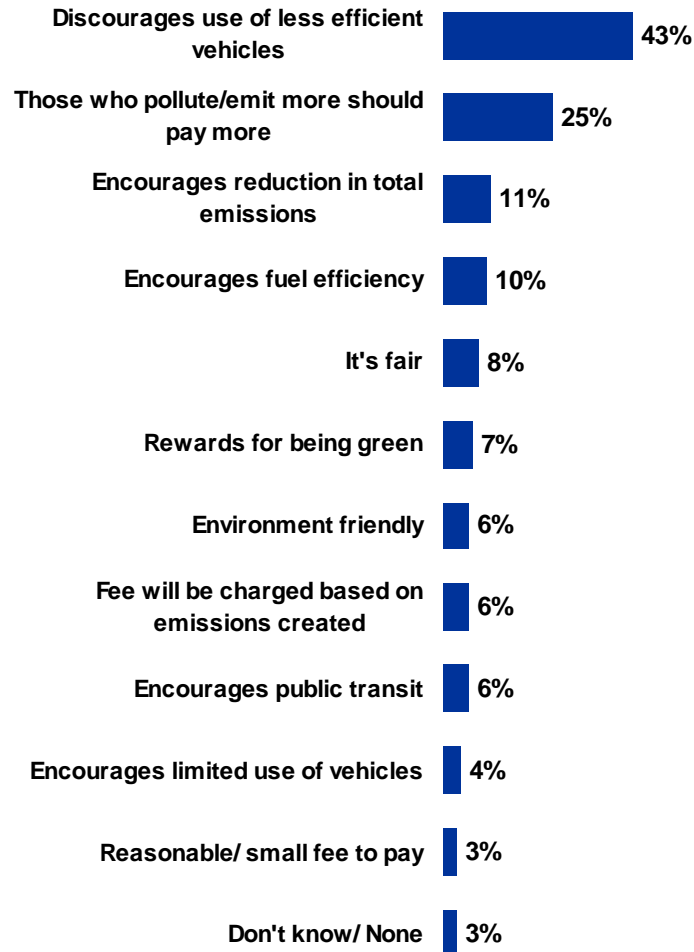
- ✓ *“Because people who take transit should be expected to pay for it - in fact, I dislike the fact that they only pay for 70% of the true cost while the taxpayer (home owner) is forced to pay for 30% of the cost of taking a bus or SkyTrain.”*
- ✓ *“Because most people have wages that increase at approximately 2% per year making this option somewhat more affordable than some of the others.”*
- ✓ *“If we want to have a high quality transit system with a cycling infrastructure leading to the stations we need to pay for the facilities. That means raising all forms of income sources and bringing in some new ones. This is one which should be increased the most. So let's go for it and go much beyond the current plan with more rapid, semi-rapid, streetcar, and bus transit based on electrical propulsion, not diesel, and bicycling infrastructure.”*
- ✓ *“Fares are already heavily subsidized. From a principled perspective, I have no trouble with user pay.”*
- ✓ *“A safe, efficient, clean transit system is worth paying more for. Frequent users get a break through reduced, pay in advance opportunities. I think that all transit costs should be tax deductible, not just monthly or yearly passes.”*



Reasons Least Opposed to Efficiency Vehicle Fee

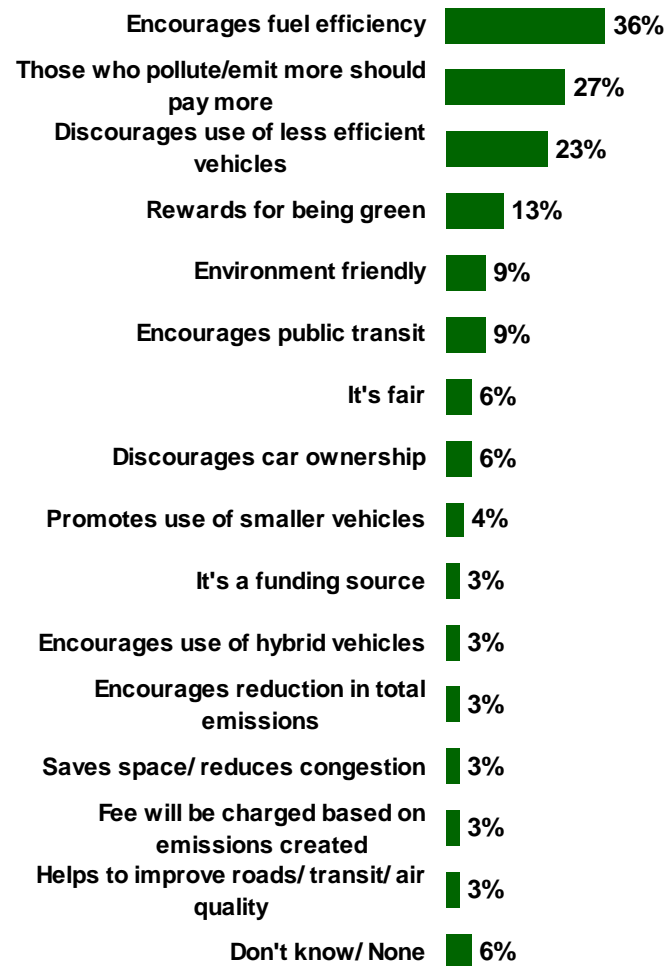
Why are you **least** opposed to introducing a vehicle fee (averaging \$100) related to fuel efficiency?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 3% not shown*

TransLink Listens Web Panel Survey



**Mentions under 3% not shown*

Base: Those Least Opposed to Efficiency Vehicle Fee as a Funding Source (n=347); (n=888)





Panelists Speak: Reasons for Least Opposing Efficiency Vehicle Fee

- ✓ *“Gas guzzlers need to be encouraged to pay for the damage they incur to our environment and to consider better choices.”*
- ✓ *“It would get people to think about using a more efficient vehicle. However, the cost is not significant enough to actually be a significant disincentive to vehicles with poor gas mileage. Again, it would contribute to people paying the true cost of car ownership.”*
- ✓ *“A small fee per year seems reasonable unlike a small increase in gas (tax) that will greatly affect the overall cost of owning and using a motor vehicle; the costs of goods may also increase due to the transportation costs involved.”*
- ✓ *“Encourages people to either switch to transit or buy more fuel efficient cars.”*
- ✓ *“This will bring in a large amount of money and will hopefully act as a strong incentive both to use transit and to buy more fuel efficient vehicles. Both of these are good for the environment and greenhouse gas reductions. Ideally I would see this vary both by fuel efficiency and distance traveled.”*
- ✓ *“Vehicle drivers should have to pay to reduce congestion, not transit users.”*



Reasons Least Opposed to Parking Sales Tax

Why are you **least** opposed to increasing parking sales tax on pay parking gradually to 21%?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 3% not shown*

TransLink Listens Web Panel Survey



**Mentions under 3% not shown*

Base: Those Least Opposed to Parking Sales Tax as a Funding Source (n=348); (n=912)





Panelists Speak: Reasons for Least Opposing Parking Sales Tax

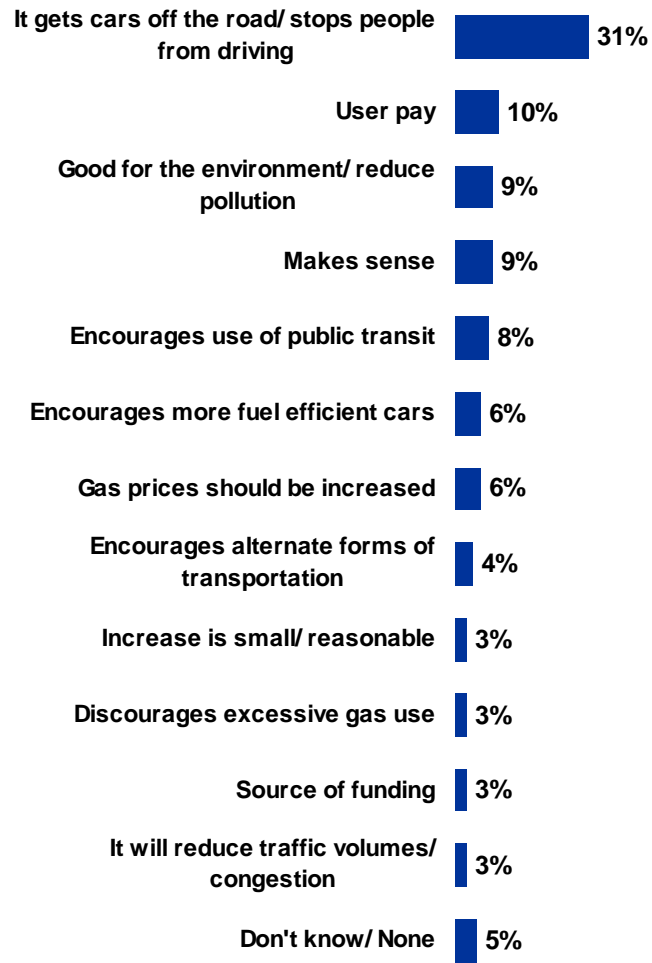
- ✓ *“Making the operation of a car more expensive will make people think about their car usage. Any fees that make owning a car more expensive are a good idea. Furthermore, in most municipalities the cost of parking is very minimal. Increasing parking costs, will make people think twice before taking their car somewhere with non-metered pay parking.”*
- ✓ *“Congestion is caused mostly by personal vehicles; parking tax is a tax on using personal vehicle. Taxing personal vehicle use will make transit more attractive, and single occupant vehicles less attractive as a commuting option.”*
- ✓ *“Low cost parking is a subsidy to the car user. This subsidy must be removed in order for people to choose alternate modes of transportation like transit, cycling or walking. This will encourage less car use and less need for parking infrastructure, so everybody wins.”*
- ✓ *“Fundamentally, this is one of the least expensive ways to increase the funding. There is an unfortunate balance that has to be struck between what the public can and will afford to pay and what monies you have to raise. This one is a) subtle and b) affordable.”*
- ✓ *“As a senior citizen this will affect me the least. If you introduce the taxes directly to my vehicle I will be forced to give up my car.”*



Reasons Least Opposed to Fuel Taxes

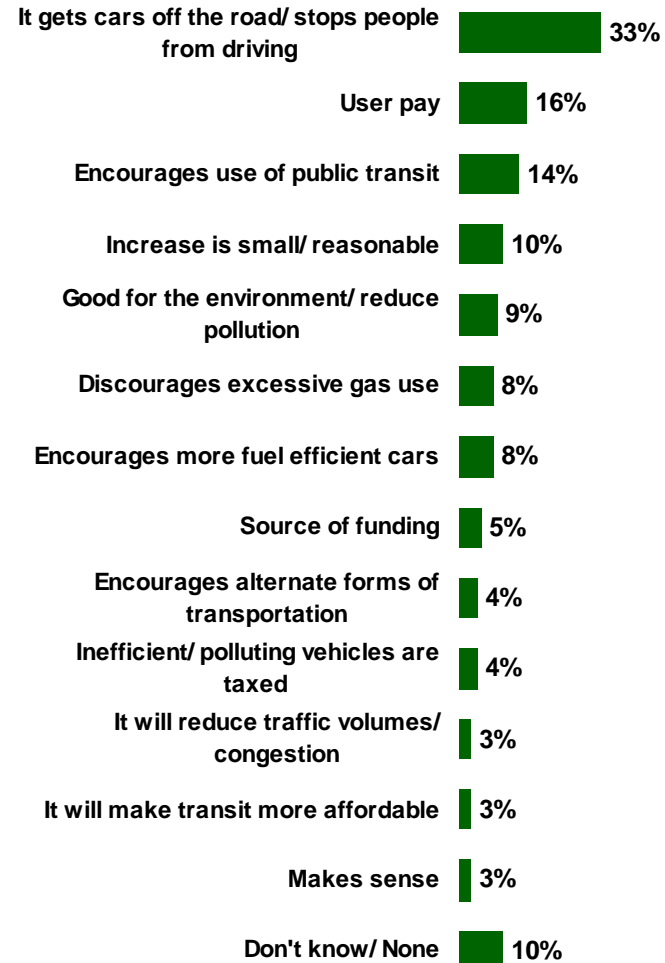
Why are you **least** opposed to increasing motor vehicle fuel taxes from 12 cents to 15 cents per litre?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 3% not shown*

TransLink Listens Web Panel Survey



**Mentions under 3% not shown*

Base: Those Least Opposed to Fuel Taxes as a Funding Source (n=271); (n=830)





Panelists Speak: Reasons for Least Opposing Fuel Taxes

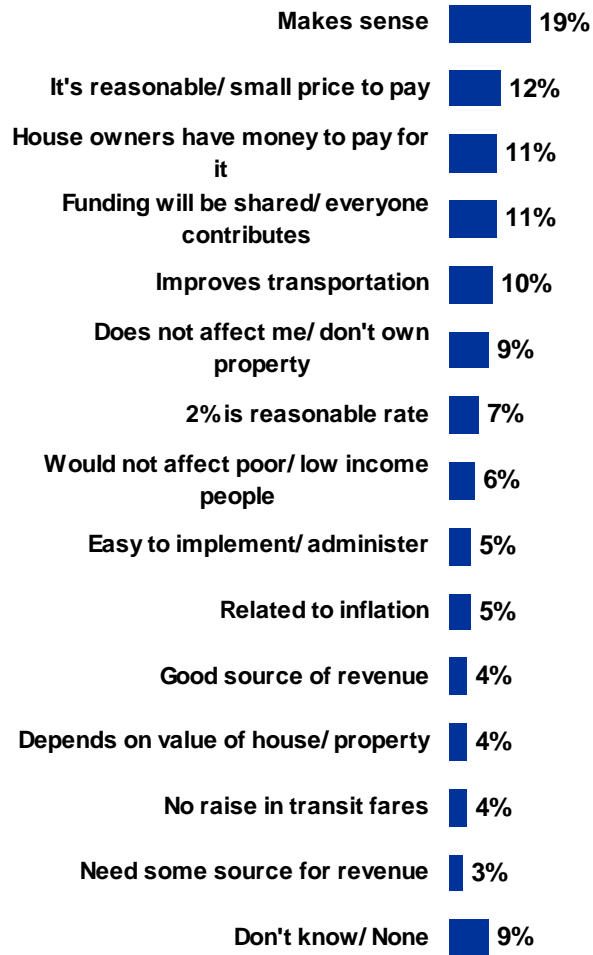
- ✓ *“Penalizes those who use the most gas. A good way of making people who drive the most pay more, but also a good way of making those with inefficient vehicles pay more.”*
- ✓ *“I think this will persuade people to use more fuel efficient vehicles or adopt public transit which will, in turn, fund the system with additional fare revenue. I think this idea is the closest to "pay for use" i.e. the more you drive, the more you use the TransLink (road) system.”*
- ✓ *“Gas taxes are the one of the most most visible ways to encourage fuel efficiency, transit use, carpooling, cycling, etc.”*
- ✓ *“This should be the dominant source of funding. We must stop CO2 or Vancouver's beachfront parks will be under water. The average GVRD (resident) generates 5 tons of CO2 per year, and a huge percentage of that is from gas/diesel for cars.”*
- ✓ *“User pay philosophy. If we start to get close to European prices we will see a massive increase in transit usage, and a significant reduction in the use of private vehicles.”*
- ✓ *“It is easy to administer and charges those who drive in Vancouver the most. ”*
- ✓ *“The best option yet! Keep the transit fees at their current price and more people will use transit when they see it is the cheaper option.”*



Reasons Least Opposed to Property Tax

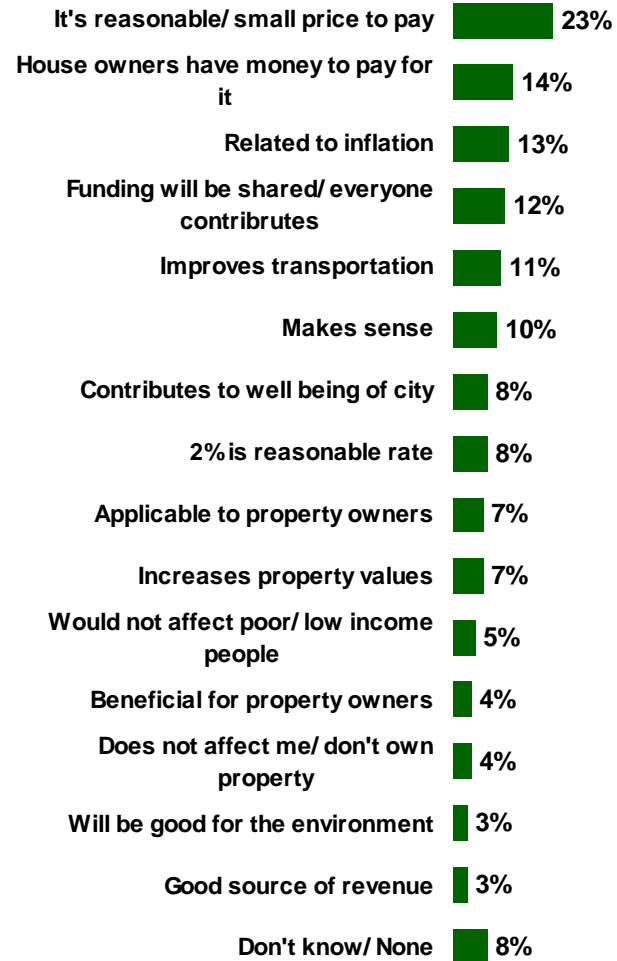
Why are you **least** opposed to increasing TransLink's portion of property tax at the rate of inflation of 2%?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 3% not shown*

TransLink Listens Web Panel Survey



**Mentions under 3% not shown*

Base: Those Least Opposed to Property Tax as a Funding Source (n=248); (n=678)





Panelists Speak: Reasons for Least Opposing Property Tax

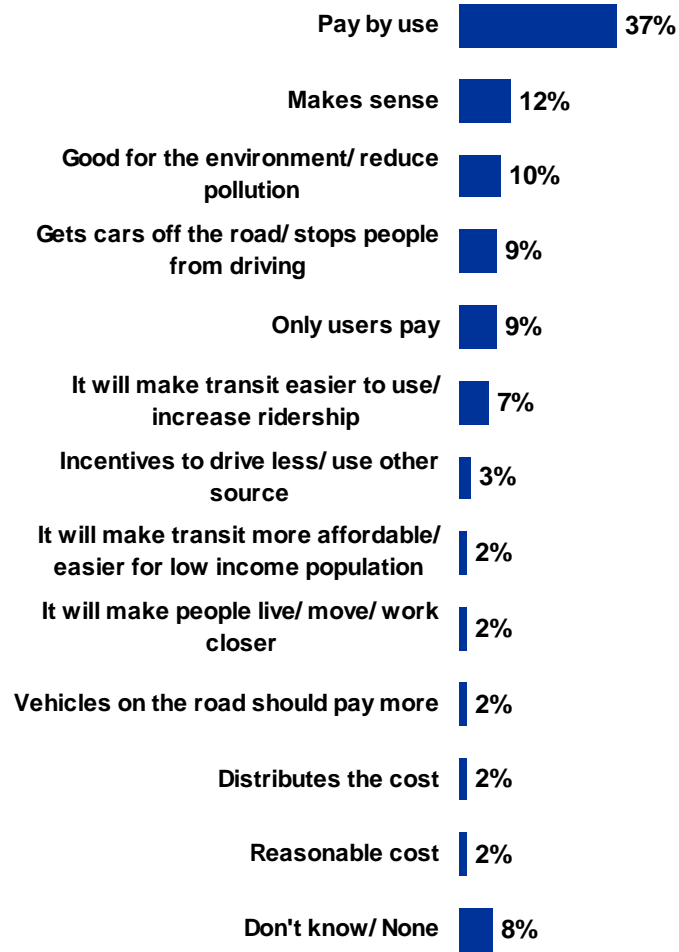
- ✓ *“Though a fairly small amount for each property, it would generate a lot of operating revenue.”*
- ✓ *“Because generally people who own property have more money than those who do not and I very strongly believe those more well-off should be contributing more to transit than those less well-off, given that the more well-off tend to use transit less and contribute more to congestion and pollution. The more well-off are therefore causing more congestion and pollution and should have to pay a high proportion of the costs of combating these problems.”*
- ✓ *“Our property taxes go to support road maintenance and road construction. It shouldn't be any different for transit.”*
- ✓ *“Transit should be more fully supported by taxpayers, as a way of funding greenhouse gas emission reductions. The road system receives more of a subsidy than transit, they should be equalized, thereby encouraging transit use.”*
- ✓ *“Housing and transportation needs are very closely linked. I oppose this more than the other options that I "oppose the least", as it does not differentiate on housing location, which should be a factor, i.e. low-density housing on fringe or suburban areas should bear more of a cost-increase, as they are the heavy users of road networks and regional transit systems.”*
- ✓ *“It's a fair tax, and not a very large increase overall. Good transportation – transit in particular benefits all.”*



Reasons Least Opposed to Distance Vehicle Fee

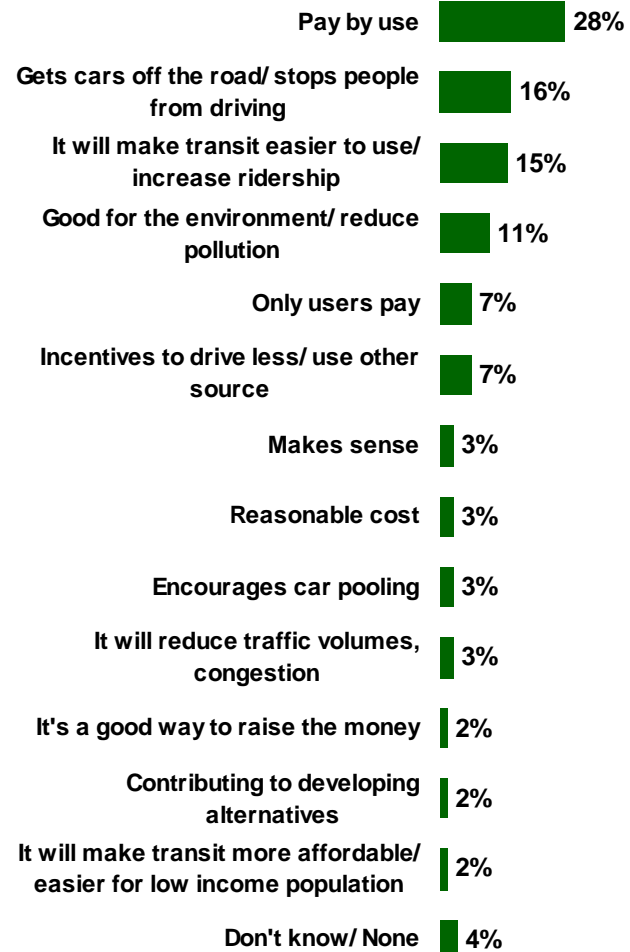
Why are you **least** opposed to introducing a vehicle fee (averaging \$100) related to distance driven?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 2% not shown*

TransLink Listens Web Panel Survey



**Mentions under 2% not shown*

Base: Those Least Opposed to Distance Vehicle Fee as a Funding Source (n=227); (n=701)





Panelists Speak: Reasons for Least Opposing Distance Vehicle Fee

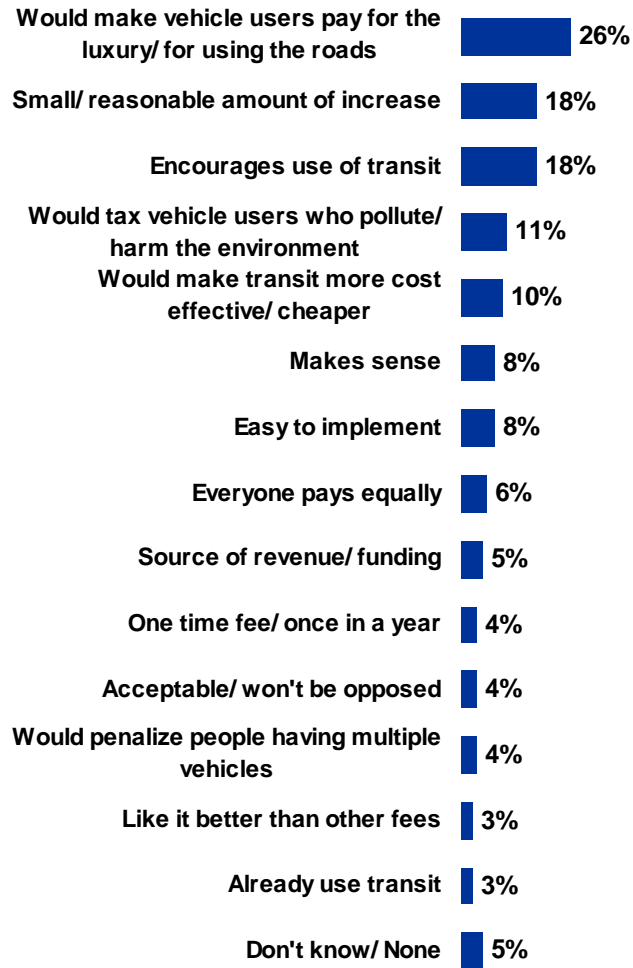
- ✓ *“Any fee that makes owning a car more expensive is a good idea. Having this fee vary depending on distance driven will make people think twice about whether they need to take their car somewhere. This fee may not reduce long distance trips, but it may encourage people to walk or cycle to areas that are close to their home because they will know that they are paying for every kilometer driven.”*
- ✓ *“People aren't going to give up their cars for a \$100/year fee, but if they could save money by driving less, that might motivate them without being so drastic. They might choose an alternate means of travel to use as well as the vehicle.”*
- ✓ *“I support measures that give people incentives to use their vehicles more mindfully, ie. using a private vehicle only when it is the most appropriate mode for a given trip, or when other alternatives are impractical.”*
- ✓ *“This is a funding source that is directly connected to vehicle use, and might encourage people to use transit instead of getting a second car.”*
- ✓ *“Because adding \$100 is small compared to the actual cost of automobile use. Those who drive automobiles need to pay the most for improvements to the roads/transit/etc... They have been getting subsidized by the rest of us for years.”*



Reasons Least Opposed to Flat Vehicle Fee

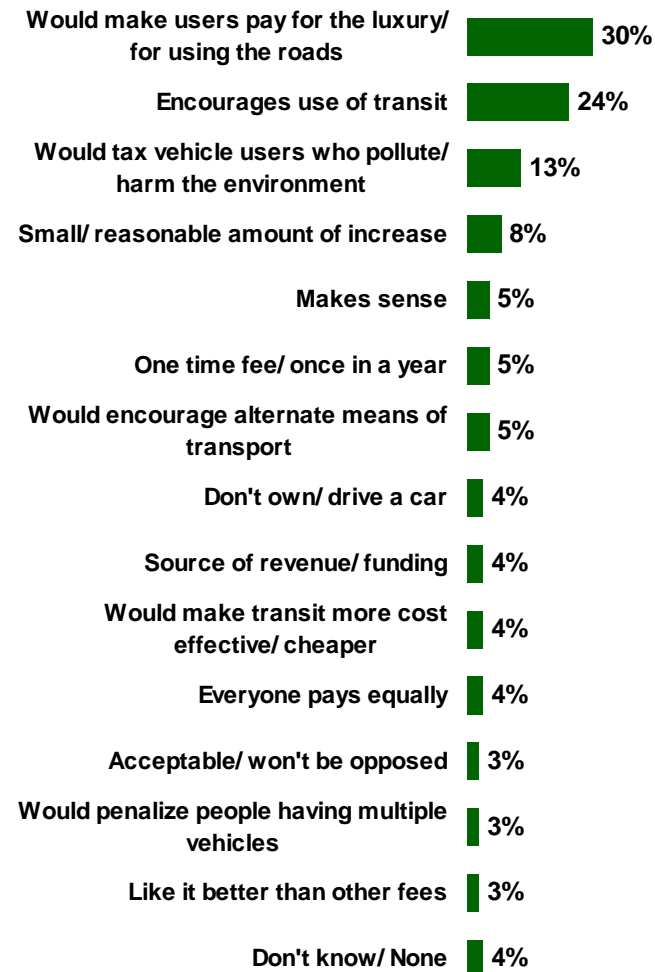
Why are you **least** opposed to introducing a fee for every vehicle at a flat rate of \$100?
 [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 3% not shown*

TransLink Listens Web Panel Survey



**Mentions under 3% not shown*

Base: Those Least Opposed to Flat Vehicle Fee as a Funding Source (n=206); (n=455)





Panelists Speak: Reasons for Least Opposing Flat Vehicle Fee

- ✓ *“A small amount per year seems reasonable enough, unlike increases in gas (taxes) which will greatly affect the overall yearly cost of owning and using a vehicle.”*
- ✓ *“I believe that the fee should be upwards of \$500 to have any effect-but this is still a path on the right track. This acts as a disincentive for people to drive, and fosters more healthy ways of getting around the Lower Mainland. Also, this equitably splits the burden of transit costs. Transit users already pay the highest fares in all of Canada, and it is completely ridiculous to expect them to pay anymore for TransLink service improvements.”*
- ✓ *“Its simple. Something that charges more based on distance traveled ... hits the less fortunate people harder than the more fortunate. If I could afford to live in the west side of Vancouver, I'd have a lower tax than living in Surrey - given my job in either case is in Vancouver. I see a lot of secretaries and other support workers traveling to downtown each day - I think it would be very unfair to stick them with a higher tax burden than their boss who arrives in his BMW or Jag...”*
- ✓ *“Because it taxes car users, who are doing harm to our environment, and need to pay for that damage.”*
- ✓ *“It is simpler than some other ideas to administrate. People dislike being “nickeled and dimed” all over the place. Charge an annual fee and then it is over and done with.”*



Ipsos Reid



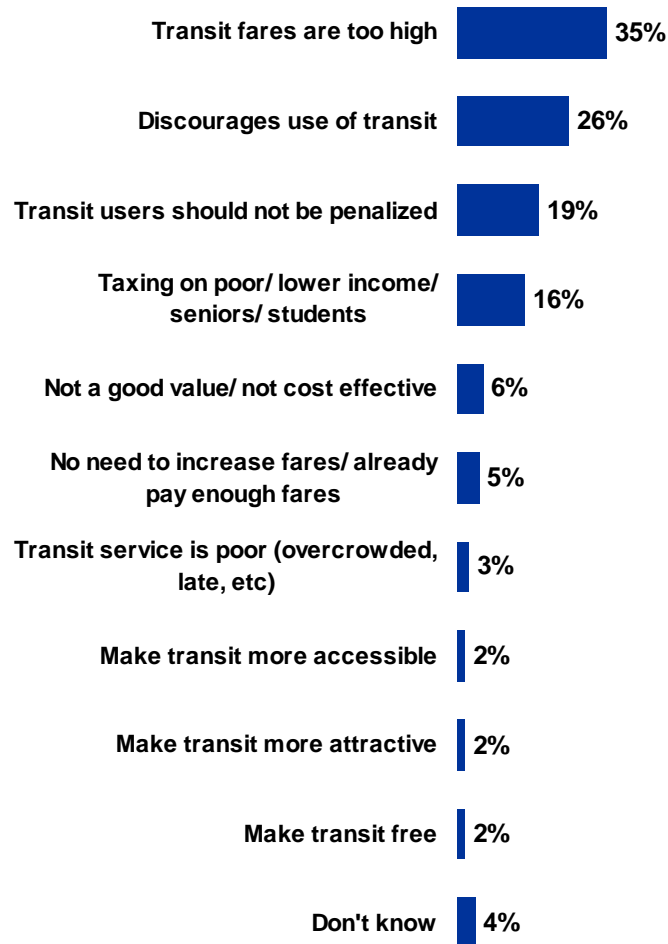
Reasons Most Opposed to Funding Sources



Reasons Most Opposed to Transit Fares

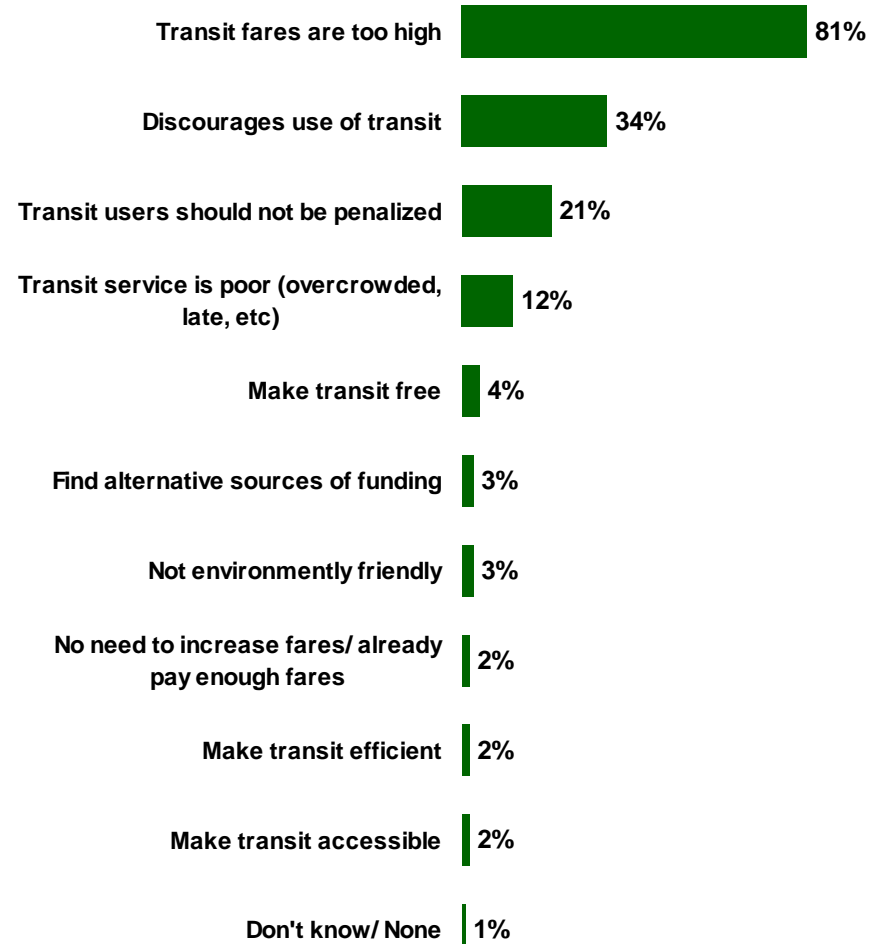
Why are you **most** opposed to increasing transit fares at the rate of inflation of 2%?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 2% not shown*

TransLink Listens Web Panel Survey



**Mentions under 2% not shown*



Base: Those Most Opposed to Transit Fares as a Funding Source (n=400); (n=1,323)



Panelists Speak: Reasons for Most Opposing Transit Fares

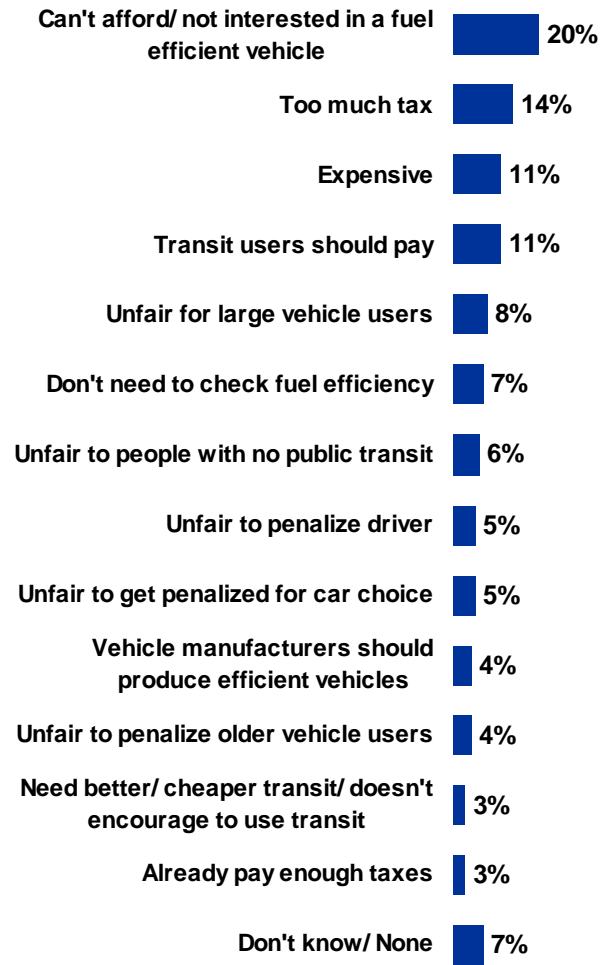
- ✓ *“While there are likely some people who are willing to pay more for better transit services ... transit is also used by those who have a low income. The burden of improving our air quality and reducing congestion should not be placed on these people. Also, if we are to encourage people to use transit (to both reduce road congestion, reduce CO2 emissions and improve air quality) it must be substantially cheaper than driving.”*
- ✓ *“Transit fares, especially for 2 & 3 zone riders, are already prohibitive. If it costs \$15/day to drive & \$10/day to ride the bus, why would anyone take transit? Your job is to increase ridership, and hiking rates is not going to encourage this. Also, a green policy should put the burden of paying for transit on the polluters, not on those following green practices.”*
- ✓ *“Currently I ride the Fraser bus and I have difficulty getting a seat at any given time. I also resent the fact that there are 6 express bus routes on the Westside and there is a consideration for putting more in. I am NOT willing to pay for yet another express bus to UBC when I can't even get a seat on the Fraser!”*
- ✓ *“Once transit fares become more expensive than the same amount of gas burned, you've taken away any incentive for people to get out of their cars.”*
- ✓ *“Cash fares are already high. Instead, we should abolish zones and migrate to a smart card system..”*



Reasons Most Opposed to Efficiency Vehicle Fee

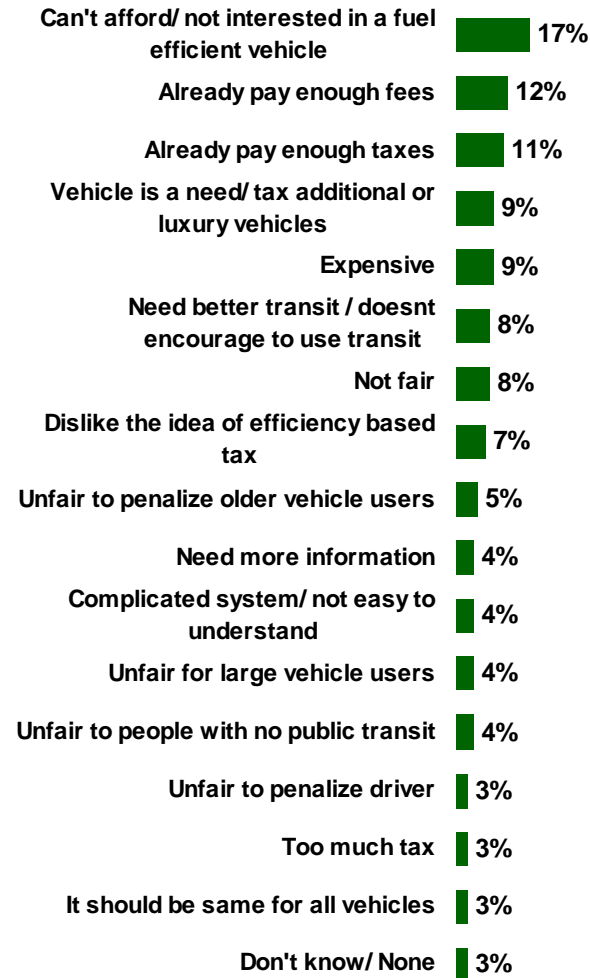
Why are you **most** opposed to introducing a vehicle fee (averaging \$100) related to fuel efficiency?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 3% not shown*

TransLink Listens Web Panel Survey



**Mentions under 3% not shown*

Base: Those Most Opposed to Efficiency Vehicle Fee as a Funding Source (n=187); (n=571)





Panelists Speak: Reasons for Most Opposing Efficiency Vehicle Fee

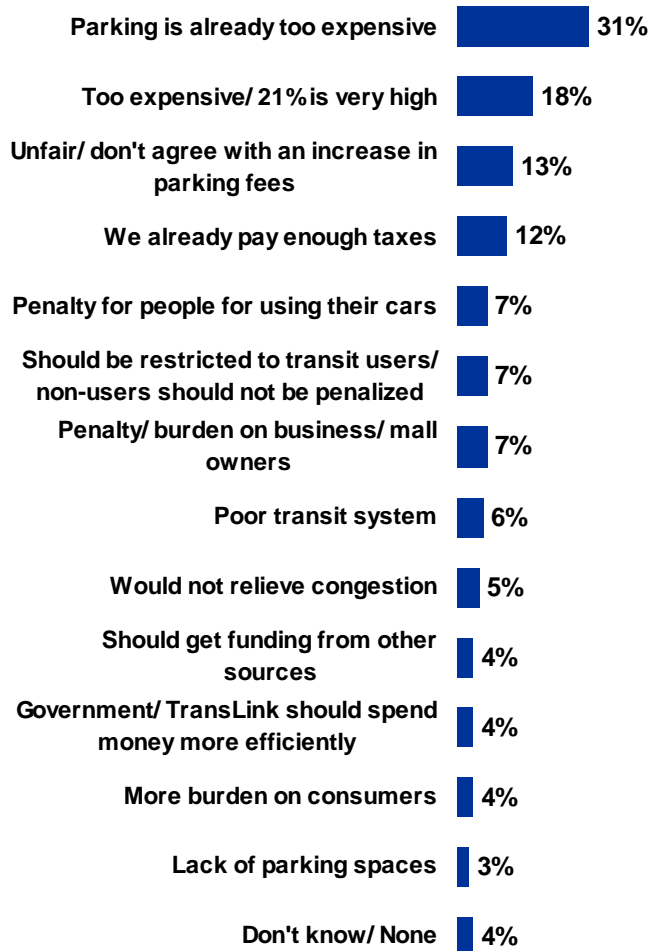
- ✓ *“You try hauling around kids, sports gear, groceries, etc. in a Prius!!”*
- ✓ *“Hybrids are more expensive and people shouldn't be punished for not having enough money to buy one. I'm fine with people who have hybrids getting a break in the fee though.”*
- ✓ *“Because it penalizes people who have to use their larger vehicles for work. Because it penalizes families who buy a truck so that they can go camping/hiking/skiing - healthy activities that become increasingly unaffordable. Try fitting skiing or camping gear for a family of five in a Smart Car.”*
- ✓ *“There is no good way to determine efficiency of a vehicle, unless you are willing to count liters consumed and divide them by kilometers driven. Someone will drive inside a city, someone will drive in the country - there is always a difference in efficiency. Plus, even two vehicles of the same kind may use different amounts of fuel depending on condition and driving style. Such tax will be a huge headache for everyone”*
- ✓ *“Not fair either as most people cannot afford to just abandon their older gas guzzling car and buy a new car. If you want this to happen you must institute a buy back car program or give extremely substantial rebates so that people can afford to buy these newer efficient cars.”*
- ✓ *“...the wrong way to create a disincentive to drive. Varying by fuel efficiency simply creates an incentive for more efficient vehicles, which is fine but the point should be to create an incentive to use public transit.”*



Reasons Most Opposed to Parking Sales Tax

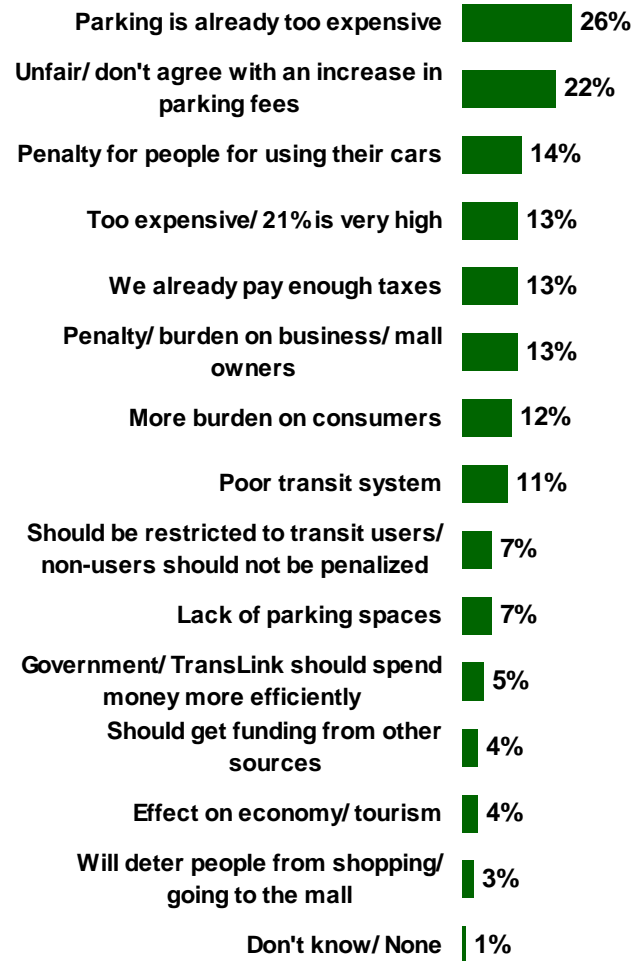
Why are you **most** opposed to increasing parking sales tax on pay parking gradually to 21%?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 3% not shown*

TransLink Listens Web Panel Survey



**Mentions under 3% not shown*

Base: Those Most Opposed to Parking Sales Tax as a Funding Source (n=230); (n=512)





Panelists Speak: Reasons for Most Opposing Parking Sales Tax

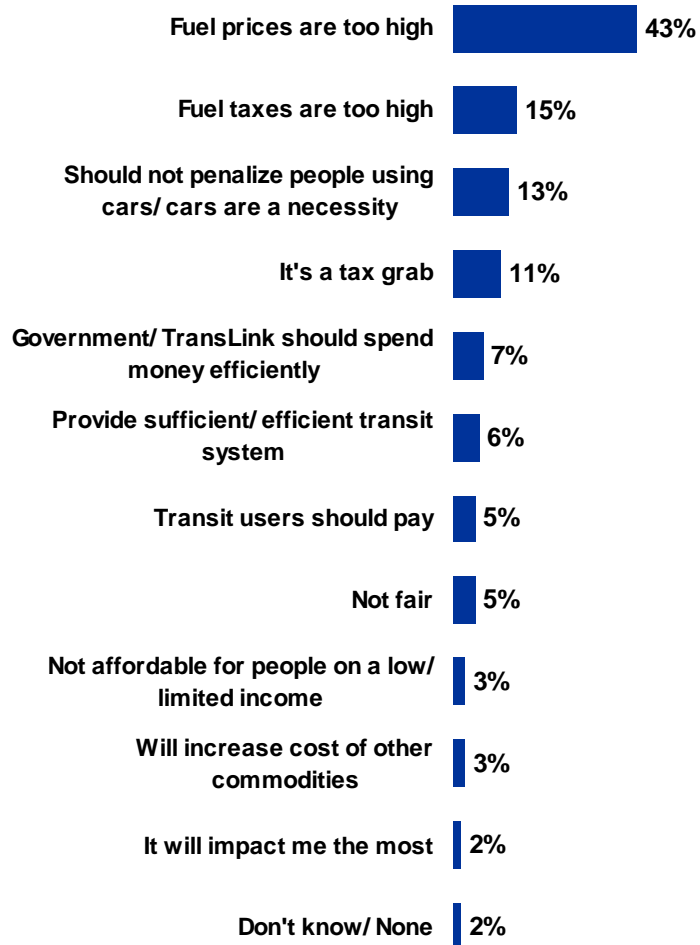
- ✓ *“We are taxed enough. TransLink officials gave themselves a nice big raise. Maybe instead of doing that it could go to these increases. Parking downtown is too expensive. \$2.00 for 30 min? We need to pay for transit upgrades, but there must be alternatives to increasing already steep taxes and rates.”*
- ✓ *“Ever been to my home town, White Rock? The rates are ridiculous. That's \$1 for half an hour. Who do you think I am... Donald Trump?”*
- ✓ *“This most penalizes people from the outer regions that have to travel to the center (those with the poorest of service overall).”*
- ✓ *“This tax is not fair. It only applies to complexes and lots that charge for parking. In Cities like Surrey and Langley, the vast majority of commercial complexes do not charge for parking and so are exempt.”*
- ✓ *“This seems like a huge increase, and I imagine it would affect many tourists and non-residents.”*
- ✓ *“I think any revenue increases should be spread evenly throughout the region (everyone benefits from transit) and levying cars, gas or transit fares is unfair to those individual groups if they are not impacted equally.”*
- ✓ *“This can be highly discriminatory for commercial property owners, whose configurations of land use vary widely & often arbitrarily. To sort out meaningful distinctions between the classes of use, availability of on-street/public parking & tenant/landlord issues is probably impossible.”*



Reasons Most Opposed to Fuel Taxes

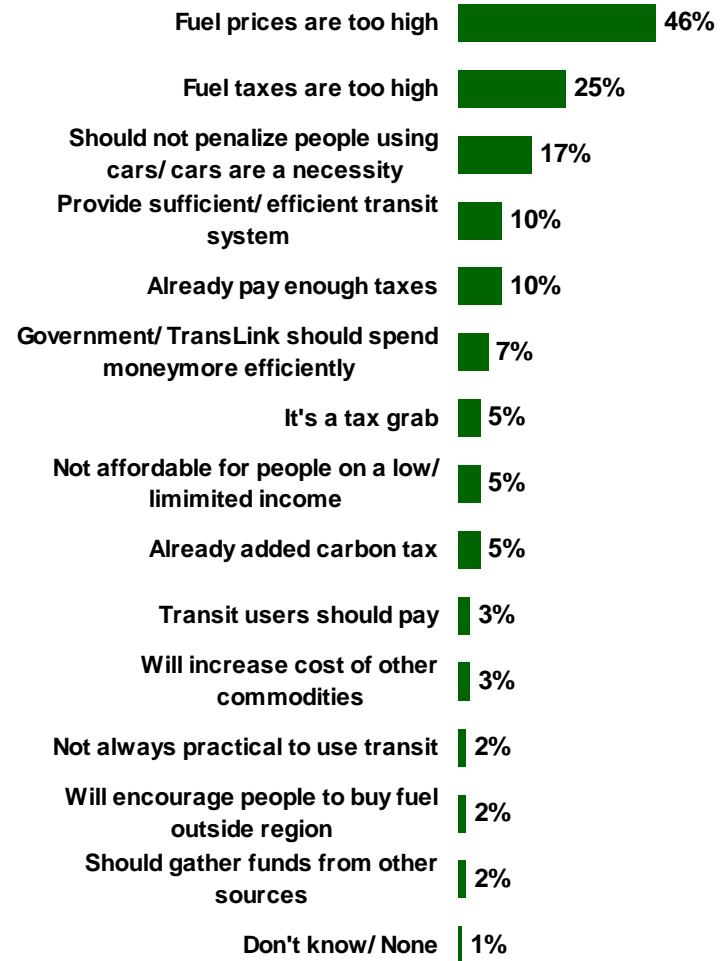
Why are you **most** opposed to increasing motor vehicle fuel taxes from 12 cents to 15 cents per litre?
 [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 2% not shown*

TransLink Listens Web Panel Survey



**Mentions under 2% not shown*

Base: Those Most Opposed to Fuel Taxes as a Funding Source (n=408); (n=798)





Panelists Speak: Reasons for Most Opposing Fuel Taxes

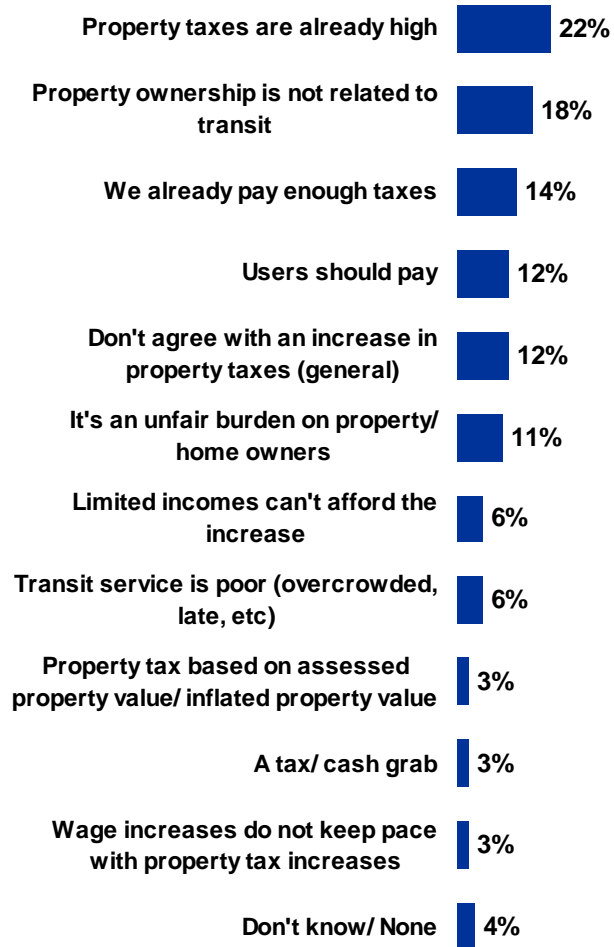
- ✓ *“It is almost too expensive to have a car currently, but when you live in one city and work in another (the 351 comes an hour after my shift ends) raising prices without seeing improvements where they are needed the most is disheartening to those who might otherwise use transit services.”*
- ✓ *“You increase gas, you increase all prices for all goods and food.”*
- ✓ *“It seems that everyone want a piece of the gasoline tax. The cost of doing business is rapidly increasing in large part due to taxes applied to gasoline and other fuels.”*
- ✓ *“Every time the price of gas goes up, which is daily lately, your tax goes up. We never get to see how much money is generated and where it goes. If I saw results (more bus or other service late at night or weekends in areas outside of the downtown) rather than big CEO's getting higher wages, I could agree.”*
- ✓ *“I disagree with continually penalizing vehicle users. It is unrealistic to expect that we can all stop using vehicles. Provide improved roadways - in addition to improved transit - and then ask for more money. We keep paying more and more to operate a vehicle on insufficient and deteriorating roads.”*
- ✓ *“Gas is almost unaffordable now (it is a major portion of our family budget) - yet we cannot get around the city without our vehicles as transit is just not available. Increasing gas prices would make it very difficult for an average family to live comfortably without going into major debt.”*



Reasons Most Opposed to Property Tax

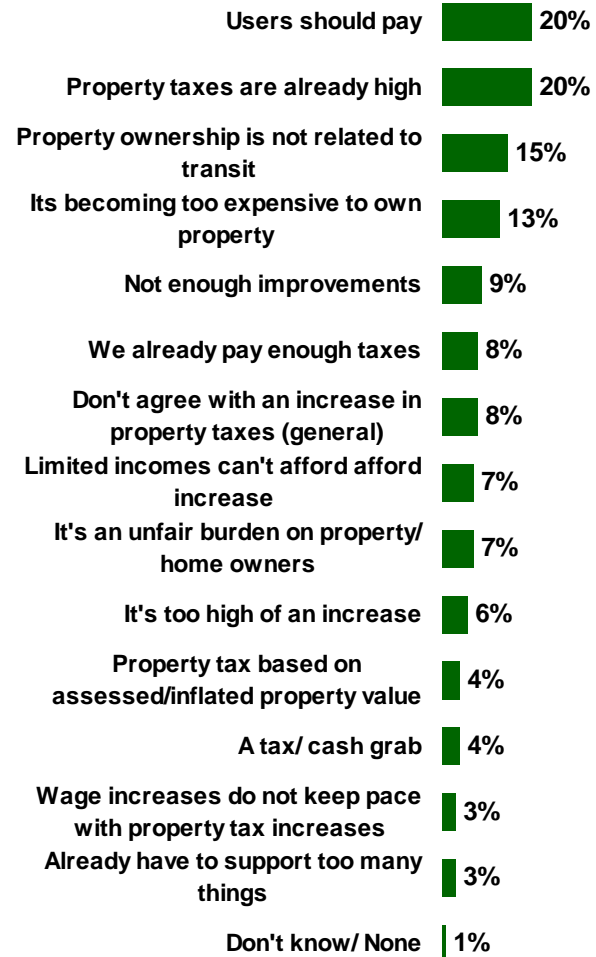
Why are you **most** opposed to increasing TransLink's portion of property tax at the rate of inflation of 2%?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 3% not shown*

TransLink Listens Web Panel Survey



**Mentions under 3% not shown*

Base: Those Most Opposed to Property Tax as a Funding Source (n=347); (n=710)





Panelists Speak: Reasons for Most Opposing Property Tax

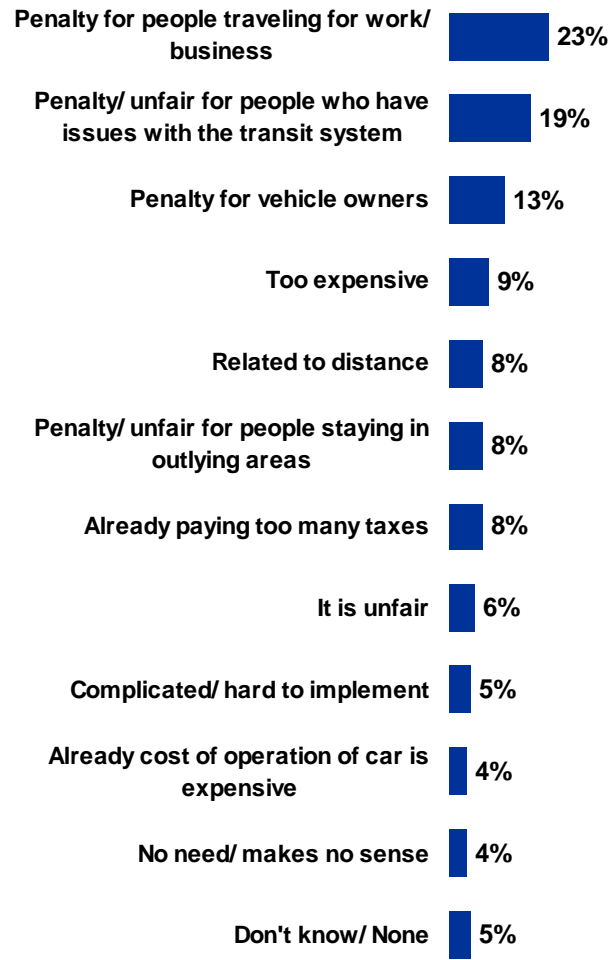
- ✓ *“Why penalize people who own their own homes? Renters wouldn’t have to pay. Creates inequities and does nothing to encourage transit use.”*
- ✓ *“I think the cost of property ownership in the Lower Mainland is expensive enough without increasing taxes on it. I think the burden of funding the system should fall most on those who use it the most and those most able to pay for it, i.e. drivers of cars, especially single occupancy cars.”*
- ✓ *“The cost of living in Vancouver is already so high that many people who work in Metro Vancouver have to live farther out in the Lower Mainland, which increases commutes. Raising property taxes would make the cost of living even greater, driving yet more people into the suburbs and thereby increasing the strain on transportation infrastructure.”*
- ✓ *“Unfair tax penalizing the property owners. Why should we pay a traffic levy on behalf of other users ? Owning a property has nothing to do with the traffic, actually, if I do own a property, I can have a home based business, thus helping to decrease the traffic congestion and pollution as I don't have to commute anywhere so often.”*
- ✓ *“” It just doesn't make logical sense to me to link this to property tax. Also, property values and therefore property taxes are escalating far faster than salaries are increasing. For these reasons I think it will be resented by property tax payers more than other options would be.”*



Reasons Most Opposed to Distance Vehicle Fee

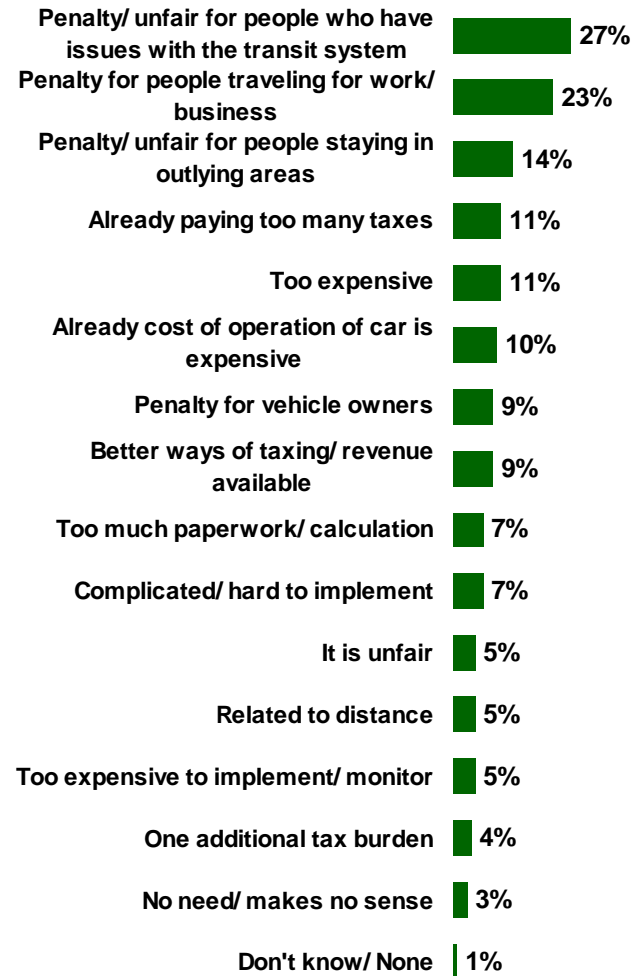
Why are you **most** opposed to introducing a vehicle fee (averaging \$100) related to distance driven?
 [CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



*Mentions under 3% not shown

TransLink Listens Web Panel Survey



*Mentions under 3% not shown

Base: Those Most Opposed to Distance Vehicle Fee as a Funding Source (n=236); (n=678)





Panelists Speak: Reasons for Most Opposing Distance Vehicle Fee

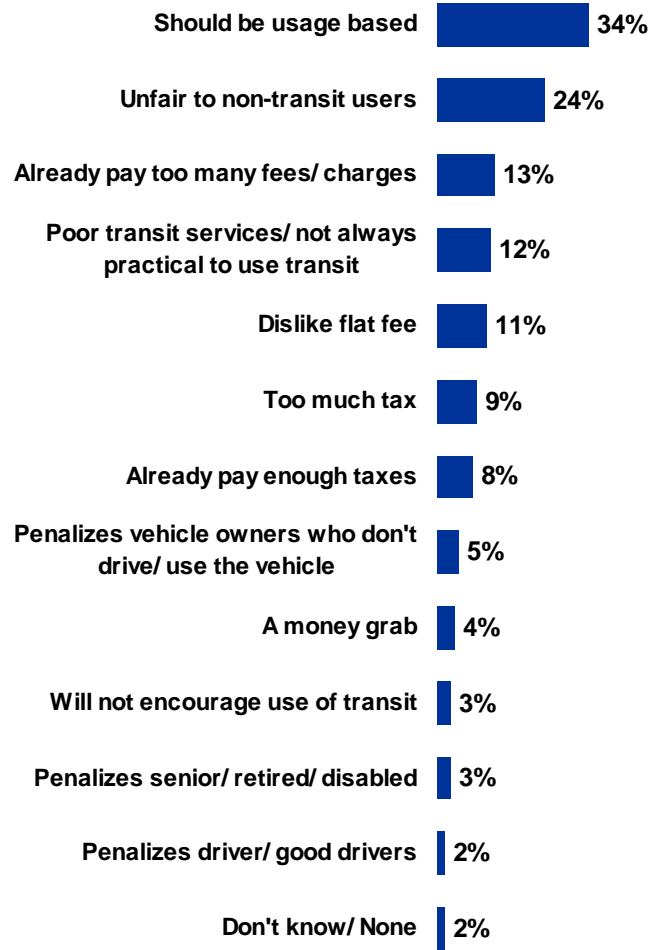
- ✓ *“A fee based on the distance driven unnecessarily punishes those who live farther from work because they cannot afford to live close to work. I think this fee is better left to ICBC to include as part of the cost of getting insurance, not as a vehicle levy to support transit. It will create driver animosity towards transit.”*
- ✓ *“From a practical point of view, this seems highly difficult to regulate. This would cause the need for some system to monitor vehicle use, and the cause of the system would drain the money for transit.”*
- ✓ *“At this point the public transit system is not that reliable for people coming from the outer regions of Metro Vancouver. It seems that this fee would penalize those people!!”*
- ✓ *“Again, too many costs and taxes for vehicles already, and we don't have a choice to use them. Instead of using a discriminatory tax, use general revenues. Otherwise, the economy will be further stifled, and we will all pay more anyway, because of the overall loss of tax revenue. The real answer is to build more road and bridge infrastructure to reduce greenhouse gases caused by inefficient traffic speeds (too slow and idling in traffic). If we have an efficient road and transit system, then we all benefit with cleaner air and more money all around because of the strong economy. It requires incremental new general tax money to pay for green projects.”*



Reasons Most Opposed to Flat Vehicle Fee

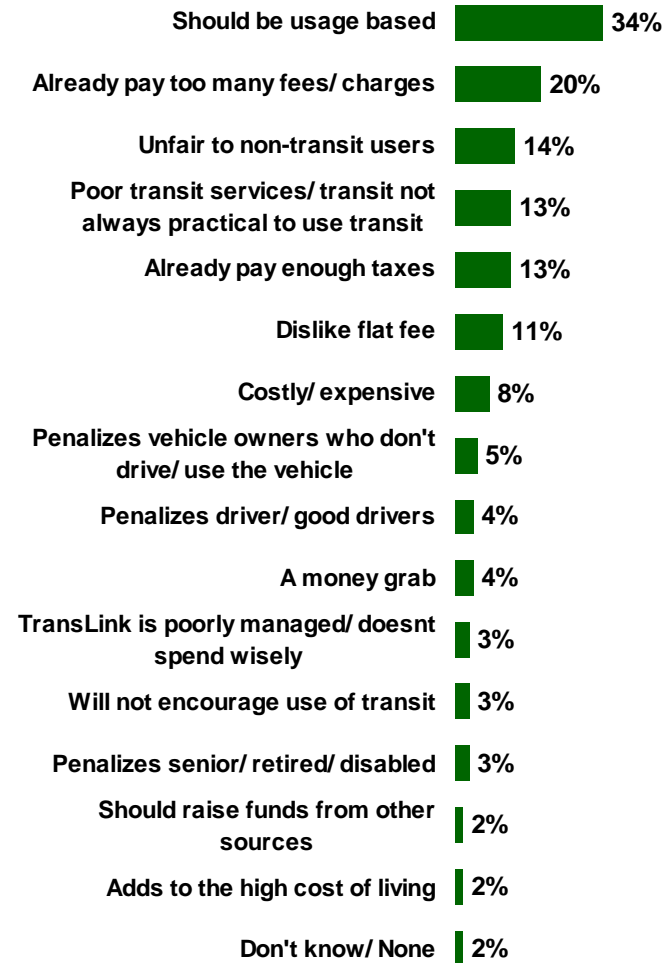
Why are you **most** opposed to introducing a fee for every vehicle at a flat rate of \$100?
[CODED OPEN-ENDED RESPONSES, MULTIPLE CODES ALLOWED]

Ipsos Reid Telephone Survey



**Mentions under 2% not shown*

TransLink Listens Web Panel Survey



**Mentions under 2% not shown*

Base: Those Most Opposed to Flat Vehicle Fee as a Funding Source (n=354); (n=894)





Panelists Speak: Reasons for Most Opposing Flat Vehicle Fee

- ✓ *“Not a fair user-pay system, as it charges the same fee without consideration of the vehicle's fuel efficiency, distance traveled or frequency of use.”*
- ✓ *“I live in a region where there is very little transit so I sometimes have to drive. Penalizing me would not be fair.”*
- ✓ *“It's not fair to charge the poor proportionally more than the rich.”*
- ✓ *“This penalizes all drivers including those that are not able to take transit. It also penalizes drivers who take transit but keep a car for pleasure use.”*
- ✓ *“This is a flat penalty that does not take into consideration the amount of time or distance they use their cars. Why should someone who takes transit to work and only uses their car on weekends have to pay the same as someone who commutes 60km each day into Vancouver?”*
- ✓ *“We already have far too many taxes and fees related to vehicle ownership and usage. It is just too expensive already and we don't have a choice to use them. Thus it just becomes another source of tax, and that's what our general tax revenues are for. People will avoid vehicles if they have another choice; taxing them more won't help anything.”*



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Weighted Sample Characteristics



Weighted Sample Characteristics

Ipsos Reid Telephone Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
Sample size (n=)	1,800 %	375 %	375 %	375 %	375 %	300 %
Age						
16-34	31	34	32	31	30	25
35-54	36	34	36	37	42	34
55+	29	28	29	30	26	35
Sex						
Male	48	49	48	48	49	47
Female	52	52	52	52	51	53
Region						
Vancouver	29	100	-	-	-	-
Burnaby/New Westminster	13	-	100	-	-	-
South of Fraser	37	-	-	100	-	-
Northeast	13	-	-	-	100	-
North Shore	8	-	-	-	-	100

TransLink Listens Web Panel Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
Sample size (n=)	2,406 %	804 %	307 %	743 %	346 %	206 %
Age						
16-34	31	34	32	30	30	25
35-54	39	38	39	39	44	40
55+	29	28	29	30	26	35
Sex						
Male	48	48	48	48	49	47
Female	52	52	52	52	51	53
Region						
Vancouver	29	100	-	-	-	-
Burnaby/New Westminister	13	-	100	-	-	-
South of Fraser	37	-	-	100	-	-
Northeast	13	-	-	-	100	-
North Shore	8	-	-	-	-	100



Weighted Sample Characteristics (continued)

Ipsos Reid Telephone Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
Sample size (n=)	1,800 %	375 %	375 %	375 %	375 %	300 %
Main Mode of Transportation						
Vehicle (SOV)	55	37	46	70	62	52
Vehicle with passenger/ Carpool	14	11	12	16	17	14
Transit	21	36	34	8	14	23
Other	10	16	8	6	7	11
Vehicle Access						
Yes	90	82	88	96	95	91
No	10	17	12	4	5	9

TransLink Listens Web Panel Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
Sample size (n=)	2,406 %	804 %	307 %	743 %	346 %	206 %
Main Mode of Transportation						
Vehicle (SOV)	55	37	47	70	62	52
Vehicle with passenger/ Carpool	14	11	12	16	17	14
Transit	21	36	34	8	14	23
Other	10	16	7	6	8	11
Vehicle Access						
Yes	90	79	84	97	96	93
No	10	21	16	3	4	7



Weighted Sample Characteristics (continued)

Ipsos Reid Telephone Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
Sample size (n=)	1,800 %	375 %	375 %	375 %	375 %	300 %
Employment Status						
Full time	56	57	57	57	57	49
Part time	9	9	6	9	7	8
Retired	17	15	18	16	17	22
A student	9	9	11	7	10	11
Not employed	5	6	3	5	3	4
A homemaker	5	3	4	6	5	5
Own or Rent						
Own	65	49	62	74	76	71
Rent	32	48	33	24	21	26
Household Income						
Under \$30,000	11	11	13	10	12	7
\$30,000 to just less than \$50,000	17	24	21	12	14	14
\$50,000 to just less than \$75,000	23	19	22	25	24	21
\$75,000 or more	36	34	29	38	35	41
Don't know/not stated	14	12	15	15	16	17

TransLink Listens Web Panel Survey

Base: All Respondents	Total	Vcr	Bby/Nw	SF	NE	NS
Sample size (n=)	2,406 %	804 %	307 %	743 %	346 %	206 %
Employment Status						
Full time	66	65	72	67	65	63
Part time	9	11	9	9	8	9
Retired	11	10	8	12	12	16
A student	8	9	8	7	9	6
Not employed	2	3	2	2	2	2
A homemaker	3	2	1	4	4	3
Own or Rent						
Own	66	50	59	76	75	74
Rent	34	50	41	24	25	26
Household Income						
Under \$30,000	10	12	14	8	8	6
\$30,000 to just less than \$50,000	16	17	19	15	15	15
\$50,000 to just less than \$75,000	21	22	21	23	18	14
\$75,000 or more	38	37	33	37	45	50
Don't know/not stated	15	13	13	17	15	16