

Markham Transportation Strategic Plan (MTSP)

Town-Wide Survey Results

**Transportation Committee
Oct 4, 2011**

Background

- **Ongoing meetings with MTSP Steering Committee and the Transportation Committee**
- **Directions from recent MTSP Steering Committee:**
 - Undertake a transportation survey as part of public consultation (Meeting #4, Apr 11, 2011)
 - Overview of survey questions and topics (Meeting #5, May 24, 2011)
- **Updated Transportation Committee on June 13, 2011**
 - MTSP survey beginning in Jun 2011
 - Survey results prior to 4 community meetings in Sept and Oct

Survey Methodology

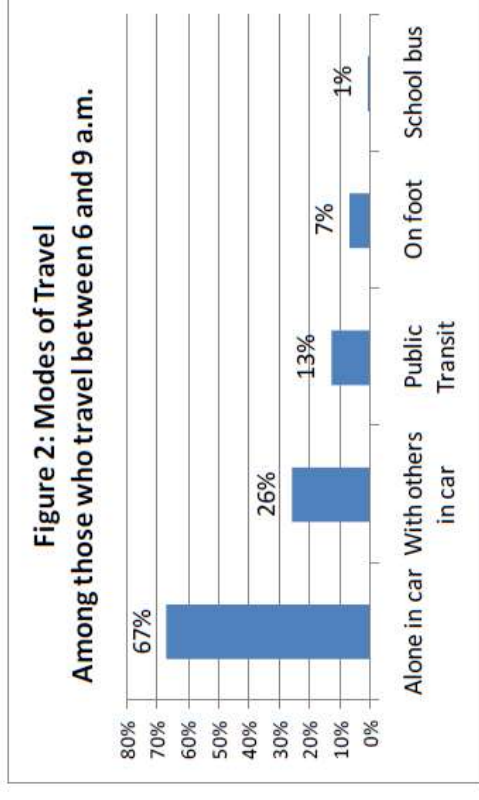
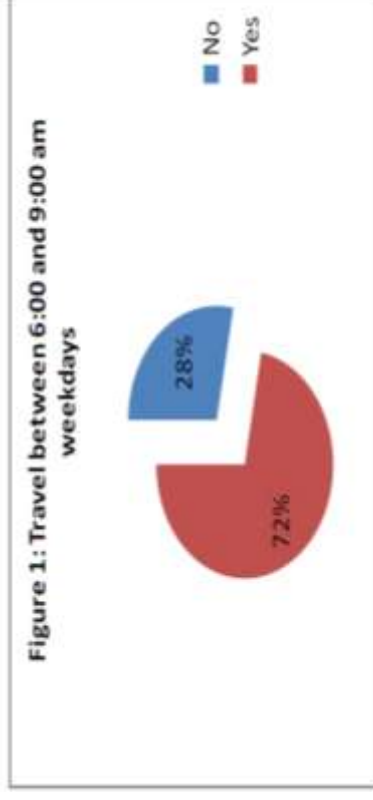
- **Survey designed and conducted by an independent, professional research firm**
 - Jane Armstrong Research Associates
- **10-minute telephone survey**
 - Using industry standard Computer Assisted Telephone Interviewing (CATI)
- **Sample of 400 Markham residents**
 - Aged 18 and up
- **Fieldwork from June 21 to June 25, 2011**

Sample Design

- Random telephone numbers generated and matched to location
- 300 samples within the 5 subject corridors (i.e. residing within 500 metres of Bayview, Leslie, Kennedy, McCowan, and 16th corridors)
 - 60 in each corridor
- 100 samples from outside the 5 corridors (i.e. residing beyond 500 metres of the 5 subject corridors)
- Subgroups are weighted to respective proportion of population in analysis of total sample

General Travel Behaviours

- Markham residents typically travel during weekday mornings
- 7 in 10 respondents report having travelled alone in a car during morning commute

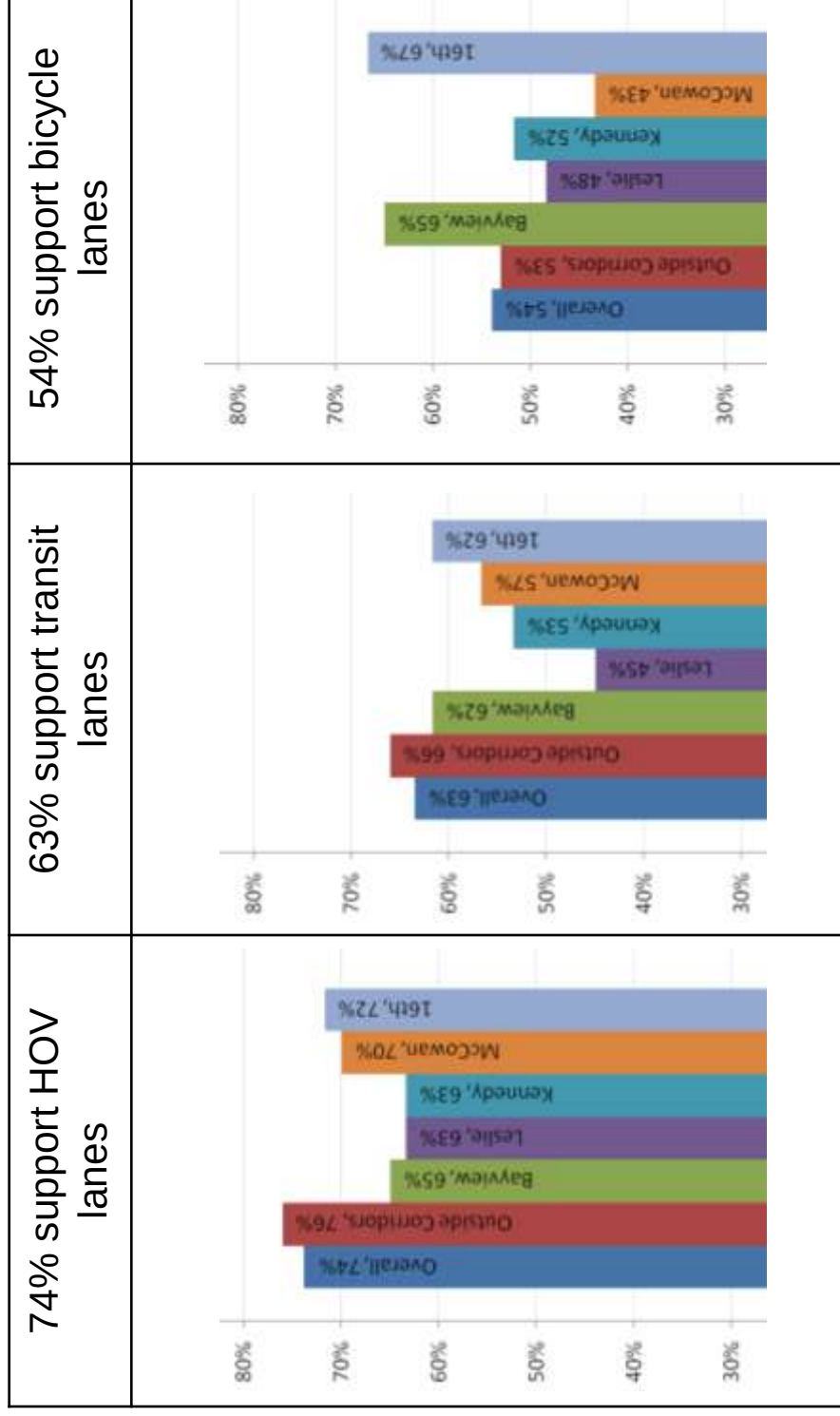


General Travel Behaviours (cont.)

- **Average commute: approximately 35 minutes and 21 kilometres**
- **99% of trips start from home between 6 AM and 9 AM**
 - 81% going to work
 - 7% going to school
 - The rest offer a variety of destinations, including daycare, gym, etc

General Preferences

- Overall, residents are open to the following:



General Preferences

- Respondents were asked to choose - among four options - their preference to accommodate travel demand on Markham's roads
 - 47%: add reserved lanes to existing roads
 - 23%: add lanes for all use
 - 14%: convert an existing lane to reserved
 - 12%: support leaving roads as they are
- Among those who support reserved lanes...
 - 65% prefer HOV lanes over public transit or bicycle lanes

Bayview (Steeles to Hwy 7)

Town-Wide (400 samples)	57% - Support Expansion 25% - Against Expansion 47% - Support Reserved Lanes 25% - Against Expansion Leave 4 lanes as they are, 16% Leave 4 lanes, convert to reserved, 9% Add lanes, make new lanes reserved, 38% Add lanes, allow all vehicles, 19% Undecided /Don't Know, 18% • Leading indicators: — add lanes (57%) — reserve lanes (47%) ➤ HOV lanes (73%)
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Bayview (Steeles to Hwy 7)

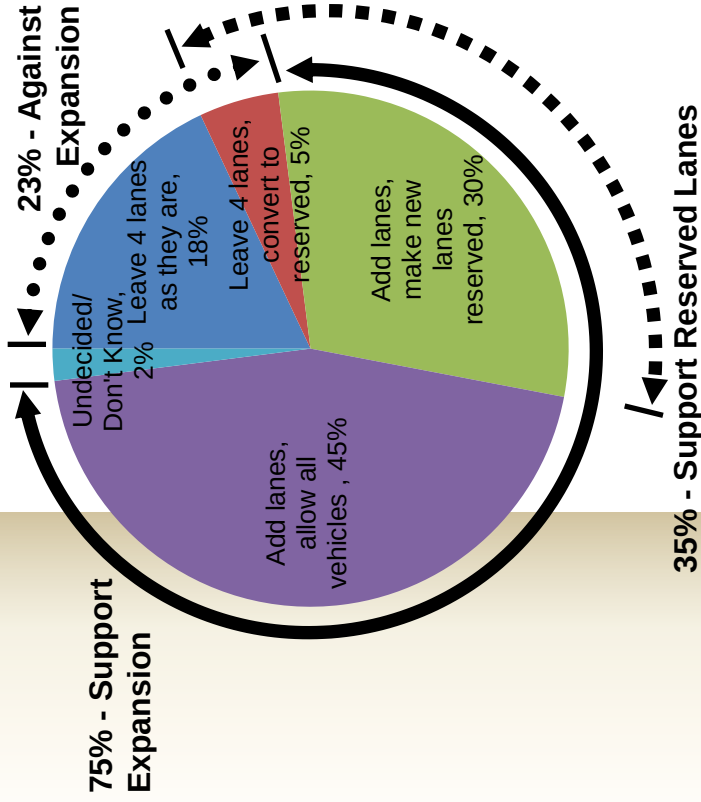
Bayview Corridor (60 samples)	<table border="1"> <caption>Survey Results for Bayview Corridor</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Add lanes, allow all vehicles</td> <td>20%</td> </tr> <tr> <td>Add lanes, make new lanes reserved</td> <td>37%</td> </tr> <tr> <td>Leave 4 lanes, convert to reserved</td> <td>8%</td> </tr> <tr> <td>Leave 4 lanes as they are</td> <td>30%</td> </tr> <tr> <td>Undecided/Don't Know</td> <td>5%</td> </tr> </tbody> </table> 57% - Support Expansion 38% - Against Expansion 45% - Support Reserved Lanes • Leading indicators: — add lanes (57%) — reserve lanes (45%) ➤ HOV lanes (59%) • Significant local support to leave 4 lanes as they are (30%)	Response	Percentage	Add lanes, allow all vehicles	20%	Add lanes, make new lanes reserved	37%	Leave 4 lanes, convert to reserved	8%	Leave 4 lanes as they are	30%	Undecided/Don't Know	5%
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Leslie (Steeles to Hwy 7)

Town-Wide (400 samples)	43% - Support Expansion 32% - Against Expansion 41% - Support Reserved Lanes • Leading indicators: — add lanes (43%) — reserve lanes (41%) ➤ HOV lanes (77%)
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Leslie (Steeles to Hwy 7)

Leslie Corridor (60 samples)



- Leading indicators:
 - add lanes (75%)
 - general lanes (45%)
- Significantly less local support for reserve lanes (35%)

Kennedy (Steeles to Major Mackenzie)

Town-Wide (400 samples)	• Leading indicators: — add lanes (60%) — reserve lanes (51%) ➤ HOV lanes (69%)
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Kennedy (Steeles to Major Mackenzie)

Kennedy Corridor (60 samples)	58% - Support Expansion 36% - Against Expansion 51% - Support Reserved Lanes • Leading indicators: — add lanes (58%) — reserve lanes (51%) ➤ HOV lanes (71%) • Significant local support to leave 4 lanes as they are (28%)
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McCowan (Steeles to Major Mackenzie)

Town-Wide (400 samples)	58% - Support Expansion 49% - Support Reserved Lanes 25% - Against Expansion Add lanes, make new lanes reserved, 37% Add lanes, allow all vehicles, 21% Undecided/Don't Know, 17% Leave 4 lanes as they are, 13% Leave 4 lanes, convert to reserved, 12% - Leading indicators: — add lanes (58%) — reserve lanes (49%) ➤ HOV lanes (67%)
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McCowan (Steeles to Major Mackenzie)

McCowan Corridor (60 samples)	67% - Support Expansion - Add lanes, allow all vehicles, 37% - Add lanes, make new lanes reserved, 30% - Leave 4 lanes, convert to reserved, 13% 28% - Against Expansion - Leave 4 lanes as they are, 15% - Undecided/Don't Know, 5% 43% - Support Reserved Lanes • Leading indicators: — add lanes (67%) — reserve lanes (43%) ➤ HOV lanes (65%) • Significant local support to add general lanes (37%)
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16th Ave (Hwy 404 to York/Durham Line)

Town-Wide (400 samples)	• Leading indicators: — add lanes (51%) — reserve lanes (40%) ➤ HOV lanes (71%)
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16th Ave (Hwy 404 to York/Durham Line)

16th Ave Corridor (60 samples)	55% - Support Expansion 38% - Against Expansion 48% - Support Reserved Lanes • Leading indicators: — add lanes (55%) — reserve lanes (48%) ➤ HOV lanes (66%) • Comparable local support to leave 4 lanes as they are (25%) vs. add general lanes (20%)
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Next Steps

- **Hold community open houses in 4 locations (Oct to early Dec)**
 - Markham, Milliken, Thornhill, and Unionville
 - Staff coordinating with MAGIC on the open houses
- **Steering Committee Meetings (thru fall)**
 - draft presentation for community meetings
 - community consultation dates
 - comments from community meetings
 - draft MTSP report
- **Draft MTSP report to Transportation Committee (early 2012)**

Questions/Comments

