

HALIFAX

TRAVELLER OPINION SURVEY 2019

WHAT WE HEARD REPORT



THE INTEGRATED MOBILITY PLAN VISION:

Residents will have a choice of connected, healthy, affordable, sustainable travel options for moving both people and goods, through integrated transportation and land-use planning.



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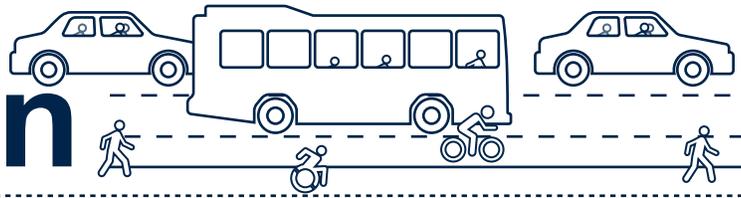
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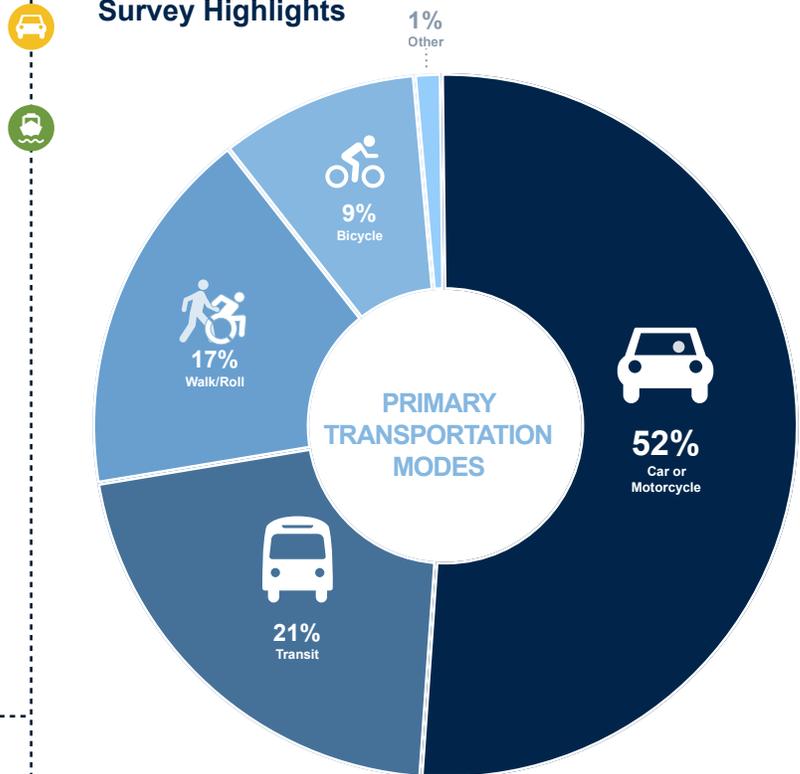
Introduction



The Integrated Mobility Plan

The Integrated Mobility Plan (IMP), adopted by Halifax Regional Council in December 2017, is a priorities plan that informs the municipality's approach to mobility and land use planning. The IMP creates a vision for moving around the Halifax region and helps direct future investment in transportation demand management (TDM), transit, active transportation, and the roadway network, it seeks to improve the links between residents and their communities. HRM is in the midst of implementing the IMP's 137 actions.

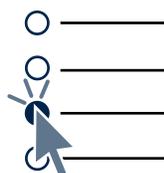
Survey Highlights



The IMP Monitoring and Evaluation Program identifies 22 key performance indicators (KPI) that measure the progress of the IMP. The Traveller Opinion Survey (TOS) was used to inform the KPI measuring residents' perception of the existing sustainable transportation network (transit, walking/rolling and bicycling). The survey will help us learn more about how and why residents travel, and understand what motivates people to use sustainable transportation modes. This report summarizes the results of the TOS survey.

3263

Nova Scotia residents responded to the survey



80%

Of respondents own at least 1 car per household



1/4

Of respondents use cycling as their **secondary mode** of transportation



48%

Of respondents said they would cycle more if there were more separated and protected bicycle lanes



48%



Of respondents said they would walk/roll more if there was more lighting at night

50%

Of respondents said they would use transit more if it was more frequent



Concerns respondents had about transit, cycling, and walking/rolling:

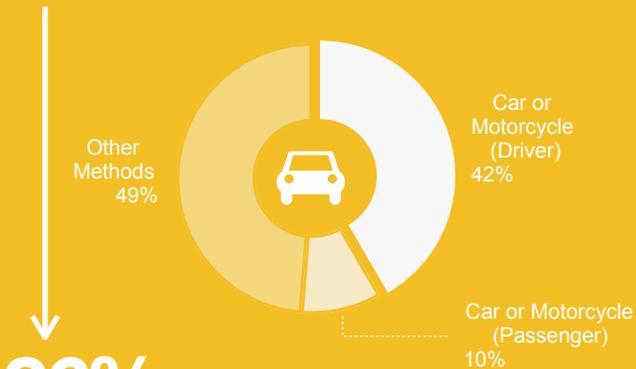


Auto



What We Heard

52% Of respondents selected auto as their **primary mode** of transportation

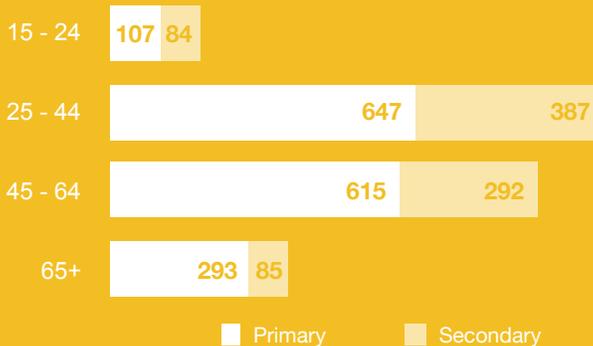


26%

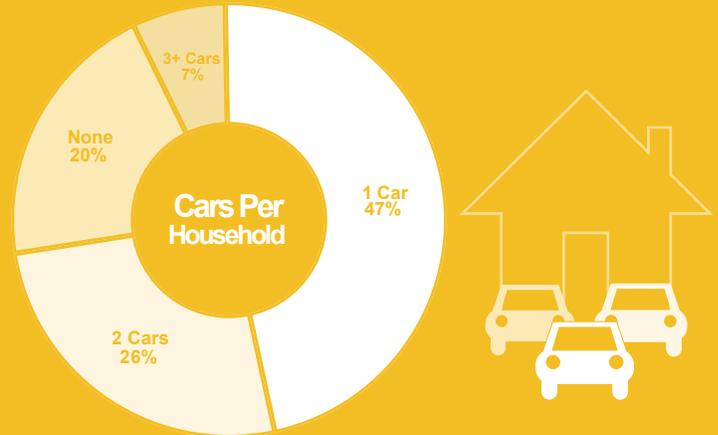
Of respondents use auto as their **secondary mode** of transportation



Auto as a Primary and Secondary Mode of Transportation by Age Group



How Many Vehicles do Households Own?



"I had to buy a second car, against my will, because my wife's trip to work is 15 mins driving or almost 2 hours by transit."

80% Of Respondents Own at Least 1 Car



"We are considering purchasing an electric vehicle soon and would like improved charging infrastructure."



"I am a young student looking to make my home in Halifax after graduation, and it makes me hopeful to see the infrastructure changes that prize other modes of transport over single occupancy cars."



"More car share stations/flex zones at all or most transit terminals."

169

Of Respondents Have a CarShare Membership



Transit



What We Heard

21%

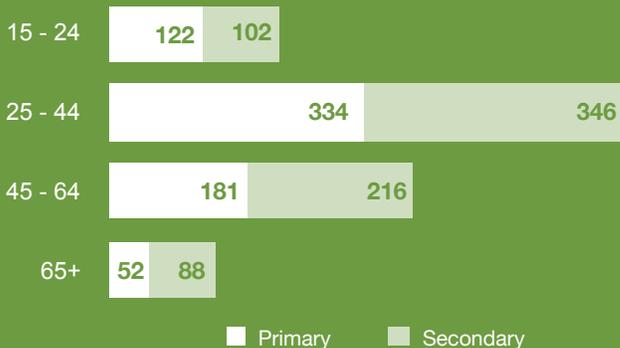
Of respondents use transit as their **primary mode** of transportation



23%

Of respondents use transit as their **secondary mode** of transportation

Transit as a Primary and Secondary Mode of Transportation by Age Group



Where are People Taking Transit?

1225

Of respondents primarily use transit to get to work



51%



13%



10%

"I want us to have a presto card system for buses and ferries.

I would like to load fare onto the card and use it, instead of a wasteful pass that I don't use every day and provides no savings."



"Making public transit easier and more accessible will make it the better option for people."



"I would use the bus more if they ran more frequently. After coming off the ferry it is difficult to get to the Alderney stops in time to catch the bus."



Top 3 Reasons Why Respondents do not use Transit

1 Travel Times are Too Long

Chosen by

49%

Of Respondents

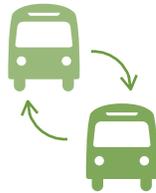


2 Transfers Are Unreliable

Chosen by

38%

Of Respondents

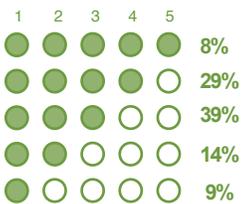


3 I Own a Car and Prefer to Drive

Chosen by

34%

Of Respondents



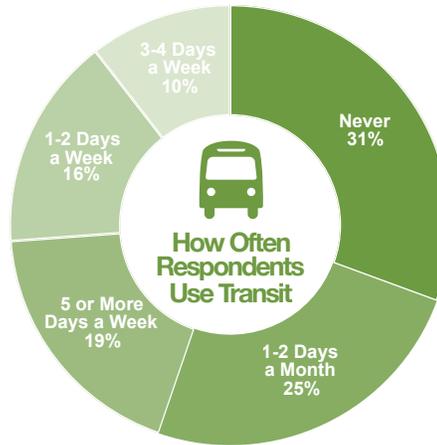
77%

Of people would rate transit 3 or higher out of 5

"Would love to see a speedier form of transit, BRT (Bus Rapid Transit) or Light Rail and co-ordinated bus routes with proper connections and shorter connection times and faster travel times."



"With an aging population we are going to need to make transit better and crosswalks safer."



"Transit needs to stand alone, whether that is rail, light rail, bus only lanes. It makes no sense for people to give up their car if it takes too long to get where they are going or if they are stuck in the same traffic."



"If transit were available in my community with reasonable travel times I would consider using it more often."

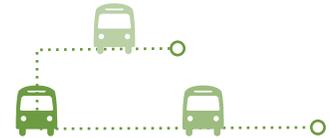
Top 3 Respondent Suggestions to Encourage Transit Use

1 More Frequent Service

Chosen by

51%

Of Respondents



2 More Reliable Service

Chosen by

42%

Of Respondents



3 Shorter Travel Time

Chosen by

40%

Of Respondents



Cycling



What We Heard

9%

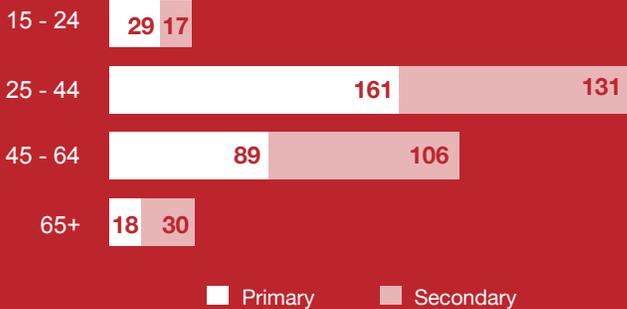
Of respondents use cycling as their **primary mode** of transportation



25%

Of respondents use cycling as their **secondary mode** of transportation

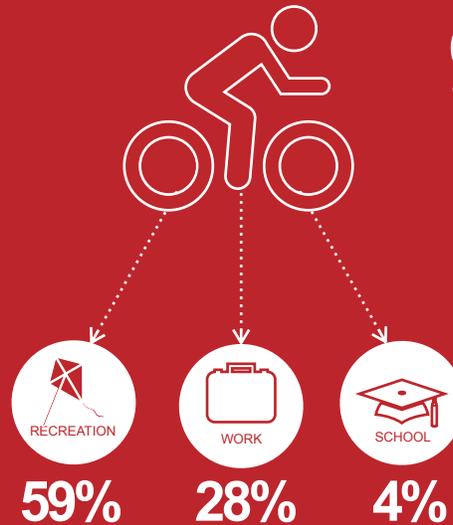
Cycling as a Primary and Secondary Mode of Transportation by Age Group



Where are Respondents Cycling?

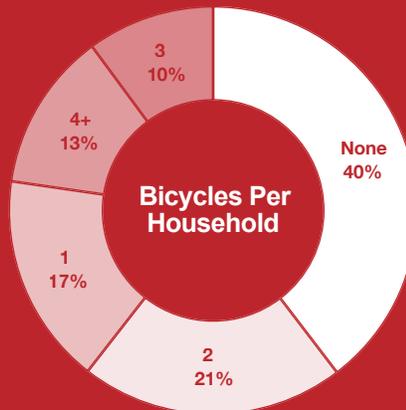
923

Of respondents primarily use a bicycle to get to work



60%

Of Respondents Own at Least 1 Bicycle per Household



"Cycle infrastructure is improving and I'm excited about it getting better and having Halifax become a cycle city."



"Better pedestrian and bike infrastructure combined with mixed use development would be a positive future for Halifax."

"We bike with my children, and every day I think about the risks we take as we bike to work or school, simply because our streets are not designed for all road users."



Top 3 Reasons Why Respondents do not Cycle

1 Fear of Traffic Collisions

Chosen by

53%

Of Respondents



2 Lack of Cycling Infrastructure

Chosen by

43%

Of Respondents



3 Weather

Chosen by

34%

Of Respondents



“More safe bike parking (well-lit, high traffic locations, two points of contact on the bike, moderately sheltered from weather) and close to destinations.”

“More bike lanes, more bike parking, more transit incentives, car pool lanes!”

Top 3 Respondent Suggestions To Encourage Cycling Use

1 More Protected and Physically Separated Bike Lanes

Chosen by

59%

Of Respondents



2 Continuous and Connected Bike Network

Chosen by

55%

Of Respondents

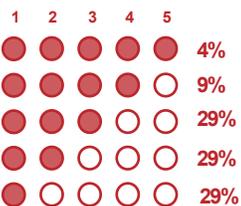
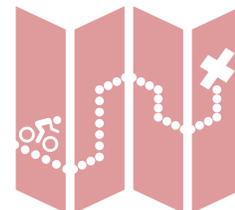


3 More Maps, Directions and Information About Cycling

Chosen by

12%

Of Respondents

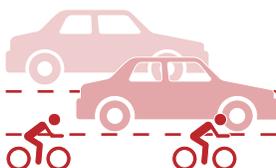


42%

Of respondents would rate cycling 3 or higher out of 5

“I would like to cycle more on protected bike lanes. 2 thirds of my trip to work are not on bike lanes.”

“I want to bike with my kids to their school but we don't because of unsafe infrastructure.”



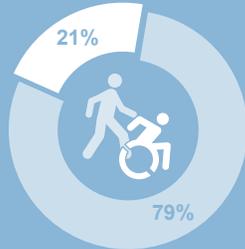
Walking & Rolling



What We Heard

17%

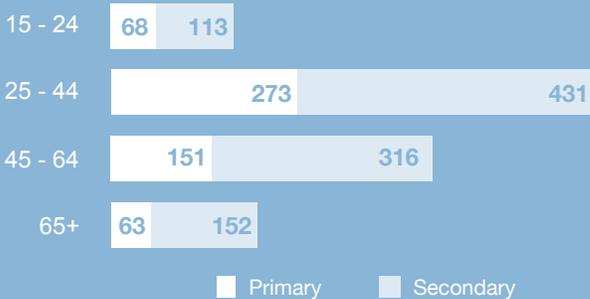
Of respondents use walking/rolling as their **primary** mode of transportation



31%

Of respondents use walking/rolling as their **secondary** mode of transportation

Walking/Rolling as a Primary and Secondary Mode of Transportation by Age Group



Where are People Walking/Rolling?

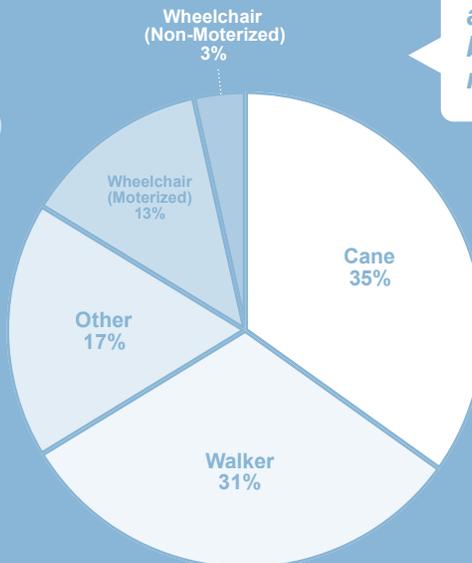
812

Of respondents primarily use walking/rolling to get to work



76 Respondents use a mobility device

"We desperately need to look at how a wheelchair can navigate around our city. There are tons and tons of small barriers that need to be fixed."



"Some sidewalks are really not attractive nor enjoyable to walk on. Some ways to improve are increasing green spaces, installing art, creating shortcuts, or beautifying solid walls."

68%

Agree or strongly agree to wanting to walk more



Top 3 Reasons Why Respondents do not Walk/Roll

1 Trip Distance is Too Long

Chosen by

48%

Of Respondents



2 Weather

Chosen by

43%

Of Respondents

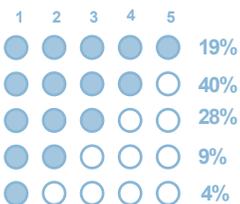


3 Transporting Items or Passengers

Chosen by

27%

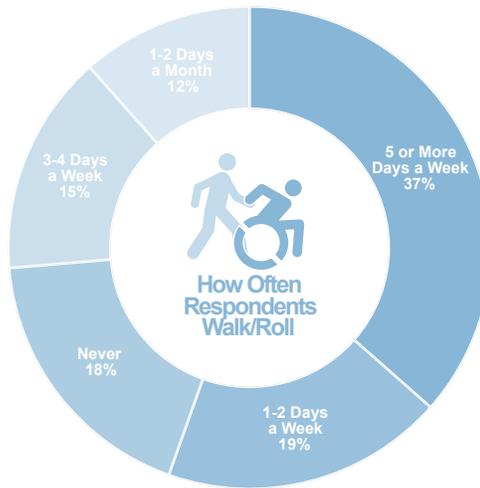
Of Respondents



87%

Of respondents would rate Walking/Rolling 3 or higher out of 5

"We need more sidewalks, more narrow roads and more lighting at night"



"I love to walk, and generally the region is very walkable. More multi-use trails extending from the peninsula to areas like Bedford and Sackville would be fantastic!"

"Most crosswalks are too long with not enough time to cross and are poorly lit."

Top 3 Respondent Suggestions To Encourage Walking/Rolling

1 Better Lighting at Night

Chosen by

34%

Of Respondents



2 More Destinations Within Walking Distance

Chosen by

31%

Of Respondents

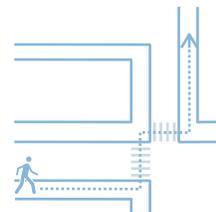


3 Connected Sidewalk Network

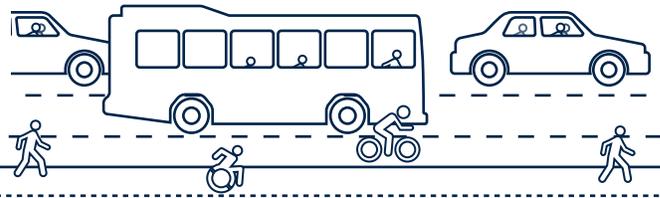
Chosen by

32%

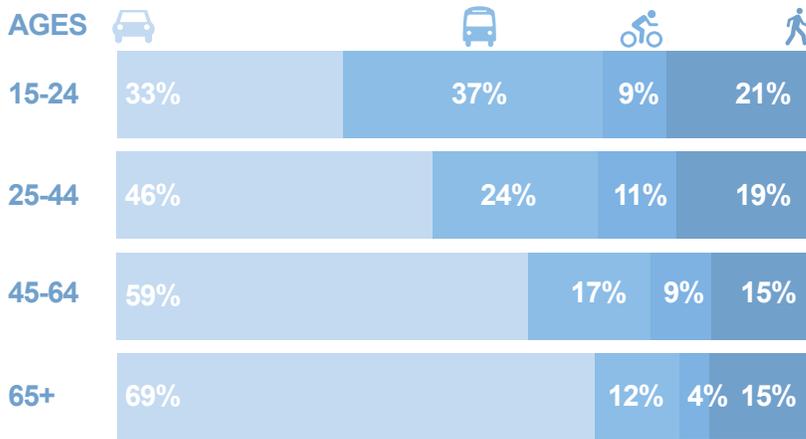
Of Respondents



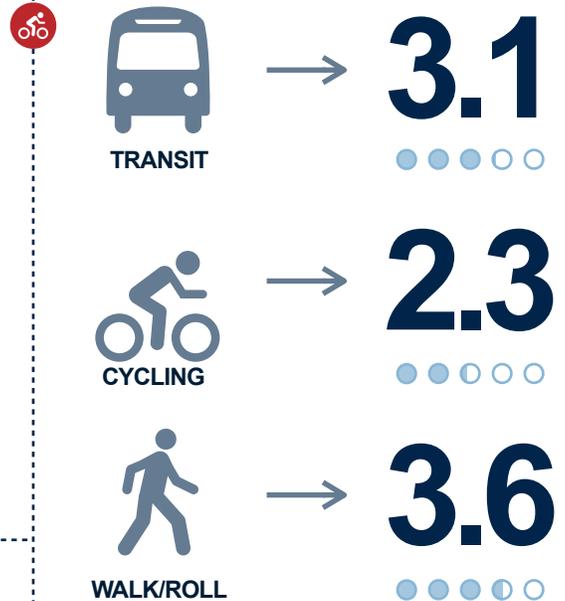
Comparison of Modes



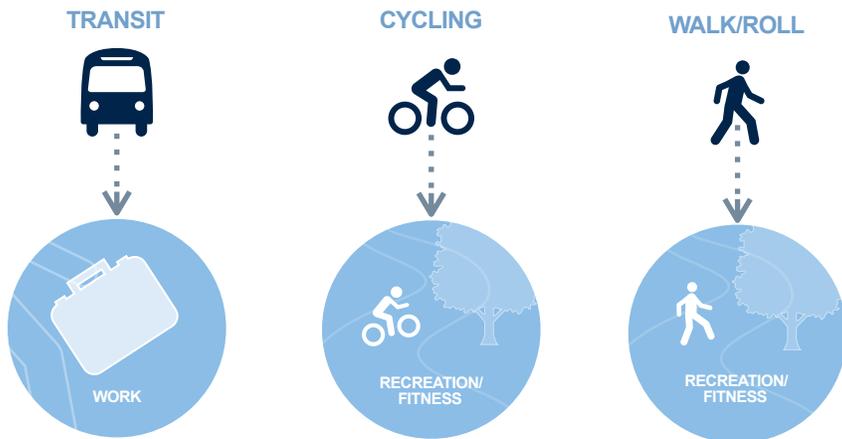
Primary Modes of Transportation by Age Group



Average Rating for Each Mode out of Five



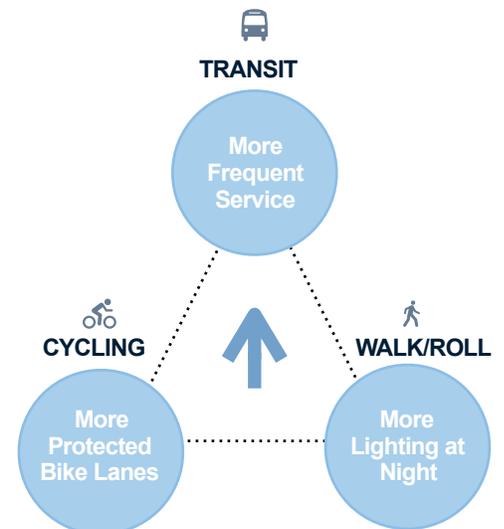
Top Reason for Mode Use



Top Reason for Not Using Mode



Top Suggestion to Encourage Use of Each Mode



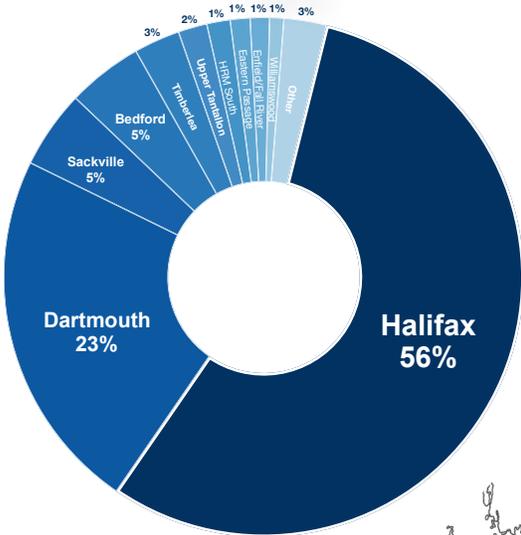
"Better pedestrian and bike infrastructure combined with mixed use development would be a positive future for Halifax."

Where do Respondents Live?

More than

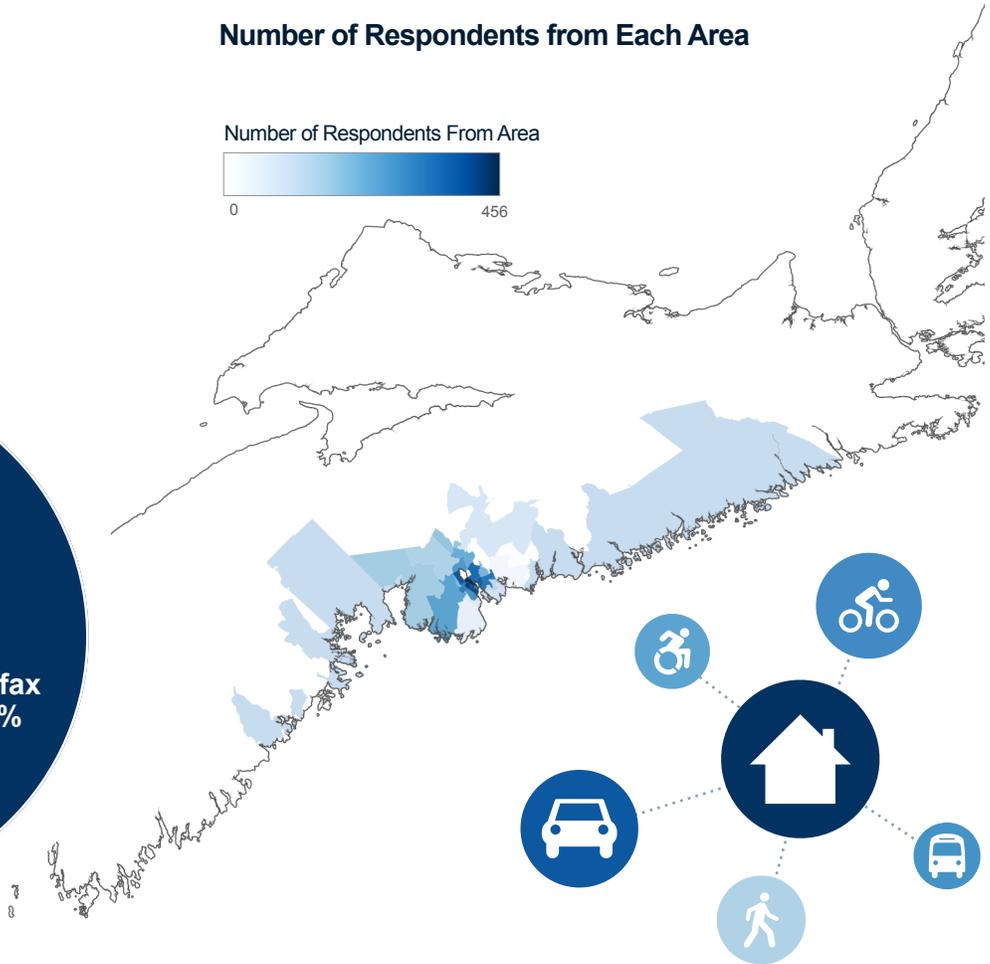
50%

Of Respondents Live in the Halifax Area

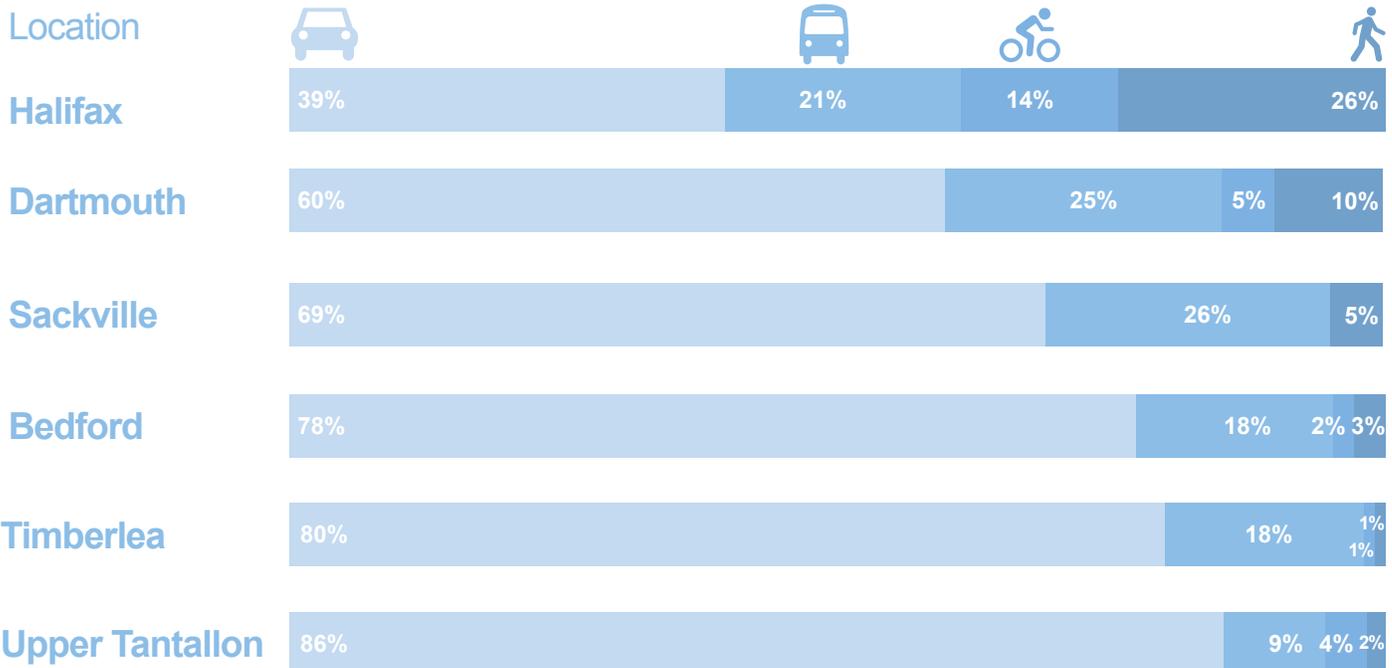


Number of Respondents from Each Area

Number of Respondents From Area



Mode Share Based on Where Respondents Live





HALIFAX