

# THE CITY OF CALGARY

## A REPORT ON THE PLAN IT CALGARY RESEARCH



THE CITY OF CALGARY



MARCH 17, 2008

***Submitted by***



Leger Marketing Calgary Inc.  
1000, 808 – 4<sup>th</sup> Avenue SW  
Calgary, AB T2P 3E8  
Phone: (403) 265-8700  
Fax: (403) 265-8701  
Website: [www.legermarketing.com](http://www.legermarketing.com)

## TABLE OF CONTENTS

---

<b>OVERALL RESEARCH OBJECTIVES .....</b>	<b>3</b>
TELEPHONE SURVEY .....	3
WORKBOOK QUESTIONNAIRE .....	3
<b>TELEPHONE RESEARCH METHODOLOGY .....</b>	<b>4</b>
A NOTE ON WEIGHTING .....	4
<b>EXECUTIVE SUMMARY .....</b>	<b>5</b>
KEY FINDINGS .....	5
<b>TELEPHONE SURVEY DETAILED FINDINGS .....</b>	<b>8</b>
INFRASTRUCTURE SPENDING PRIORITIES .....	8
CONSIDERING A SUBWAY SYSTEM DOWNTOWN .....	10
IMPLEMENTING TOLL ROADS .....	11
INCREASING ALTERNATIVE METHOD OF TRAVEL .....	12
FUNDING AMENITIES, PARKING, AND EXTRA LANES .....	13
COMMUTER HABITS .....	15
COMMUTER HABITS BY AREA OF CITY .....	16
CHANGING COMMUTER HABITS .....	17
COMMUTE TIMES .....	18
LOCATION, LOCATION, LOCATION .....	20
FUTURE PREFERENCES .....	21
TWENTY YEARS FROM TODAY .....	22
WALKING DISTANCE .....	23
COMMUNITY PREFERENCES .....	24
COMMUNITY PREFERENCES .....	25
FIRST PRIORITY FOR GROWTH .....	26
SECOND PRIORITY FOR GROWTH .....	27
THIRD PRIORITY FOR GROWTH .....	28
<b>DEMOGRAPHICS .....</b>	<b>29</b>
<b>WORKBOOK QUESTIONNAIRE .....</b>	<b>33</b>
WORKBOOK QUESTIONNAIRE OVERVIEW .....	33
<b>WORKBOOK QUESTIONNAIRE RESEARCH METHODOLOGY .....</b>	<b>34</b>
A NOTE ON UNIQUE RESPONSES .....	34
<b>WORKBOOK QUESTIONNAIRE DETAILED FINDINGS .....</b>	<b>35</b>
SUMMARY OF FINDINGS .....	35
SUMMARY OF FINDINGS .....	36
HOUSING MIX .....	37
IMPORTANCE OF HOUSING MIX CHOICE .....	37
CITY EXPANSION .....	38
IMPORTANCE OF CITY EXPANSION .....	38
TRANSPORTATION MIX .....	39
IMPORTANCE OF TRANSPORTATION MIX .....	39
AUTOMOBILE TRAVEL .....	40
IMPORTANCE OF AUTOMOTIVE TRAVEL .....	40
RAPID TRANSIT ACCESSIBILITY .....	41
IMPORTANCE OF RAPID TRANSIT CHOICE .....	41
OVERALL PLACE ON THE CONTINUUM .....	42
WAYS TO MAKE A SUSTAINABLE COMMUNITY .....	43
CALGARY BECOMING A GLOBAL LEADER .....	44
<b>WORKBOOK QUESTIONNAIRE DEMOGRAPHICS .....</b>	<b>45</b>
<b>APPENDIX A – TELEPHONE QUESTIONNAIRE .....</b>	<b>46</b>
<b>APPENDIX B – WORKBOOK QUESTIONNAIRE .....</b>	<b>54</b>



## OVERALL RESEARCH OBJECTIVES

---

### Telephone Survey and Workbook Questionnaire

The City of Calgary's land use and transportation plan project, Plan It Calgary, completed two distinct research projects: a telephone survey and an online and paper workbook / questionnaire. Although both research projects had different goals and objectives, they both ultimately focused on the question of how Calgarians think Calgary should grow, including which transportation, housing and land use development options The City should provide in the future.

### Telephone Survey

The 2007 Plan It Calgary telephone survey gathered and examined Calgarians' perspectives on key measures that were intended to help The City understand how its citizens think Calgary should grow, and what transportation, housing, and land use development options The City should provide in the future.

The objectives of the Plan It telephone survey research were to:

- develop an understanding of how Calgarians feel The City of Calgary should grow, and what transportation, housing, and land use development options The City should provide in the future;
- connect and engage with citizens that are more likely to be familiar with some of the key issues facing cities like Calgary; and,
- understand the relative importance of various urban issues to Calgarians.

### Workbook Questionnaire

The workbook questionnaire provided an opportunity for consultation and feedback in an online or paper copy of the workbook. Respondents were asked to read through a twenty page workbook containing information on three different growth scenario options, namely the "dispersed scenario," the "compact scenario" and the "hybrid scenario." After completing the reading, they were asked to provide their feedback on a total of eight (8) questions.

The questionnaire was created by the City of Calgary and administered by Morrison Hershfield Consulting. Leger Marketing completed the analysis of the results. The online workbook was made available to respondents from November 1, 2007 to January 10, 2008.

The objective of the workbook questionnaire completed was:

- to create a Workbook with Questionnaire as an opportunity for public consultation;
- to act an additional tool (along with the telephone survey) to capture audience perception and opinion about future options; and,
- to act as an educational resource about the Plan It Calgary project.

*Please note that these two projects are very different from a methodological point of view.*

This first half of the report details the results found by the telephone survey conducted by Leger Marketing. The second half details the results found by the online and paper workbook questionnaire created by the City of Calgary and administered by Morrison Hershfield Consulting. Leger Marketing completed the analysis of the results.

## TELEPHONE RESEARCH METHODOLOGY

---

Fielded from November 10<sup>th</sup> to November 21<sup>st</sup>, 2007, a total of 1,000 interviews were conducted via telephone with a randomly selected sample of Calgary residents aged 18 years of age or older. Overall results are accurate to  $\pm 3.1$  percentage points, nineteen times out of twenty. The sample of Calgary residents was drawn using telephone prefixes. This process ensured that we sought the opinion only of those who live in Calgary. To further validate a respondent's residency, respondents were also asked in the beginning of the questionnaire which community and quadrant they live in.

Quadrant	Completed Surveys	Margin of Error
Northeast	200	$\pm 6.9\%$ , nineteen times out of twenty
Northwest	280	$\pm 5.9\%$ , nineteen times out of twenty
Southeast	240	$\pm 6.3\%$ , nineteen times out of twenty
Southwest	280	$\pm 5.9\%$ , nineteen times out of twenty

### A Note on Weighting

Weighting is a procedure by which each response from the database is assigned a number – or value – according to a predetermined rule. Most often, weighting is done to make the sample data more representative of a target population on specific characteristics. Categories underrepresented in the sample are given higher weights, while over-represented categories are given lower weights.

The weights to be applied in this case reflect a ratio of the relative size of each quadrant; the goal then, is to offer greater influence to the larger regions and less influence to smaller regions. In this study, results are weighted to reflect the relative size of each quadrant and ensure that the sample distribution reflects the actual population in these areas according to the 2001 Census.

To do this, a variable is given prominence within the dataset and weights are set to adjust the results to more accurately reflect the natural variable breakout seen in the entire population. The adjustment can be positive or negative depending on the sample obtained versus the actual breakout.

## EXECUTIVE SUMMARY

---

The 2007 Plan It Calgary telephone survey gathered and examined Calgarians' perspectives on key measures that were intended to help The City understand how its citizens think Calgary should grow, and what transportation, housing, and land use development options The City should provide in the future. The objectives of the Plan It telephone survey research were to:

- develop an understanding of how Calgarians feel The City of Calgary should grow, and what transportation, housing, and land use development options The City should provide in the future;
- connect and engage with citizens that are more likely to be familiar with some of the key issues facing cities like Calgary; and,
- understand the relative importance of various urban issues to Calgarians.

### Key Findings

Overall, six key findings emerged from the Plan It Calgary telephone survey:

1. When it comes to planning and development for transportation infrastructure, most Calgarians say they are keen to see The City invest more time, energy, and funding in public transit;
2. Alternative ways of getting around Calgary – from pedestrian walkways and cycling paths to commuter lanes and subways – are also a priority for many Calgarians;
3. Calgarians are motivated to cut back on auto use, and when it comes to what is needed to shift commuting habits away from auto use, most say that more, faster, cleaner and more accessible transit would get them to change their habits;
4. Planned areas near LRT or major bus routes are a clear priority for growth;
5. Calgarians say they are more interested in living in established communities in the future and less interested in living in new communities; and,
6. Calgarians state that they are more interested in more housing types, mixed use buildings, housing and living, and exploring how underused areas of the city can be used in the future.

- 1. When it comes to the future of planning and development for transportation infrastructure, most Calgarians say they are keen to see The City invest more time, energy, and funding in public transit.**

Calgarians are evenly divided on the question of where to spend City budgets on infrastructure. If given the choice, most Calgarians would allocate an almost equal budget on either public transit or roads while far fewer dollars would be spent on walking and cycling pathways.

Moreover, many (71%) Calgarians disagree that toll roads should be implemented by The City, whereas almost six-in-ten (57%) believe that The City should consider building a subway system in the next decade. On the other hand, a majority (86%) of Calgarians state that more dollars

should be allocated to transit lanes, whereas fewer – slightly more than one-half (53%) – think more should be allocated to street parking.

**2. Alternative ways of getting around Calgary – from pedestrian walkways and cycling paths to commuter lanes and subways – are also a priority for many Calgarians.**

Over the long term, a majority (83%) of Calgarians believe that The City should encourage and increase the use of other methods of travel such as transit, walking and cycling, while fewer (14%) believe that The City should encourage the current level of automobile use.

Most (85%) agree that more dollars should be allocated to pedestrian amenities – such as sidewalks, crosswalks, benches, and lighting – while nearly eight-in-ten (77%) agree that more dollars should be allocated to “carpool lanes,” and almost three-quarters (73%) to “bicycle lanes.”

**3. Calgarians are motivated to cut back on auto use, and when it comes to what is needed to shift commuting habits away from auto use, most say that more, faster, cleaner and more accessible transit would get them to change their habits;**

Notably, slightly more than one-half (54%) currently commute to work in a car by themselves, while two-in-ten (20%) take some form of transit. For those who do commute to work or school, the mean commute time is 28 minutes.

When it comes to what is needed to shift commuting habits away from auto use, seven-in-ten (71%) Calgarians say that more, faster, cleaner and more accessible transit would get them to change their habits.

Keeping commuting times and transportation in mind, the study also found that Calgarians are looking ahead and are motivated to think about public transportation and other alternatives. For example, in terms of where they live now, and where they may live in the future, almost eight-in-ten (78%) think it will be important for where they work to be located close to some form of public transit, with a similar proportion (77%) thinking it will be important that daily needs such as shopping, parks, library, and entertainment be within walking distance. Moreover, two-thirds (68%) of Calgarians think it will be important for their jobs to be located close to their homes while slightly less than two-thirds (64%) of Calgarians think it will be important for them to reduce their commuting times.

**4. Planned areas near LRT or major bus routes are a clear priority for growth.**

Supporting findings around reducing commuting times, our study also found that a solid majority (88%) of respondents agree that over the next 20 years, The City should plan for a greater variety of housing near LRT stations. When it comes to those areas that Calgarians think should be given priority for growth, one-half (50%) think that “planned areas near LRT or major bus routes” should be given first priority. One-quarter (24%) – almost one-half of that – think first priority should be given to “the city centre,” while slightly more than two-in-ten (22%) think “new communities at the edge of the city” should be given first priority.

**5. Calgarians state that they are more interested in living in established communities in the future, as opposed to newer communities on the edges of the city or downtown.**

When asked where they would prefer to live in the next ten years – and assuming they did indeed stay in Calgary – three-quarters (76%) state that they would prefer to live in an “established community” as opposed to a “new community” (14%) or “downtown” (9%). Also looking ahead, slightly less than eight-in-ten (77%) think it is important that their future residences be within “walking distance” to needs such as “shopping, parks, library, and entertainment.” Of that, nearly one-half (45%) think it is “very important.”

**6. Calgarians state that they are more interested in more housing types, mixed use buildings, housing and living, and exploring how underused areas of the city can be used in the future.**

Overall, nearly nine-in-ten (87%) Calgarians state that The City should plan to “redevelop underused commercial and industrial areas for high intensity uses.” Slightly more than eight-in-ten (83%) respondents believe that The City should plan for “more mixed use buildings with housing or offices located above shops in existing commercial areas.”

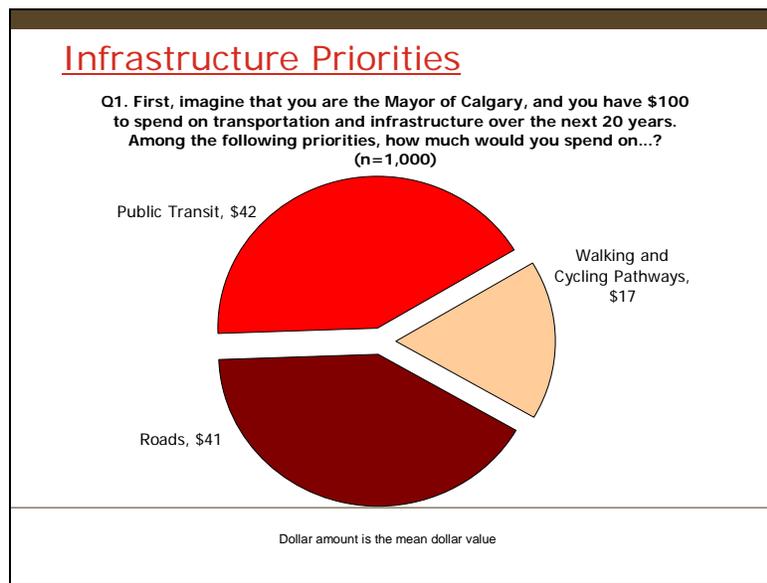


## TELEPHONE SURVEY DETAILED FINDINGS

### Infrastructure Spending Priorities

*When it comes to spending on infrastructure, Calgarians' priority for allocation of dollars are evenly split.*

When presented with the hypothetical situation of having \$100 to spend between three transportation and infrastructure priorities over the next 20 years, Calgarians stated that they would allocate the largest proportions to *Public Transit* (\$42 or 42%) and *Roads* (\$41 or 41%), with *Walking and Cycling Pathways* being a lower priority (\$17 or 17%).



Those more likely to think that a larger proportion of money should be allocated to **Roads** include:

- Residents of the Northeast (\$44) as compared to residents of the Southwest (\$39);
- Calgarians between the ages of 35 – 44 (\$44) compared to those between the ages of 25 – 34 (\$39) and 55 – 64 (\$40);
- Respondents who think that The City should encourage the continuation of our “current level of use of automobiles” (\$55) compared to those who think The City should encourage an “increase in our use of other methods of travel such as transit, walking, and cycling” (\$39);
- Residents who have been living in Calgary six to ten years (\$42), eleven to fifteen years (\$45), twenty-one to twenty-five years (\$45), and twenty-six years or more (\$42) compared to those who have been living in Calgary for one year or less (\$6), one to five years (\$36), and sixteen to twenty years (\$38); and,
- Calgarians who earn between \$90K - \$104K annually (\$45) and \$120K (\$43) and over compared to those earn less than \$30K a year (\$37).

Those more likely to think that a larger proportion of money should be allocated to ***Public Transit*** include:

- Residents of the Southwest (\$44) as compared to residents of the Northeast (\$39);
- Calgarians between the ages of 55 – 64 (\$44) and 65 – 74 (\$46) compared to those between the ages of 35 – 44 (\$40);
- Respondents who think that The City should encourage an “increase in our use of other methods of travel such as transit, walking, and cycling” (\$44) compared to those who think The City should encourage the continuation of our “current level of use of automobiles” (\$32);
- Residents who have been living in Calgary less than one year (\$80) as compared to all other Calgarians (mean: \$42); and,
- Calgarians who have a university degree (\$44) compared to those who have completed college (\$40).

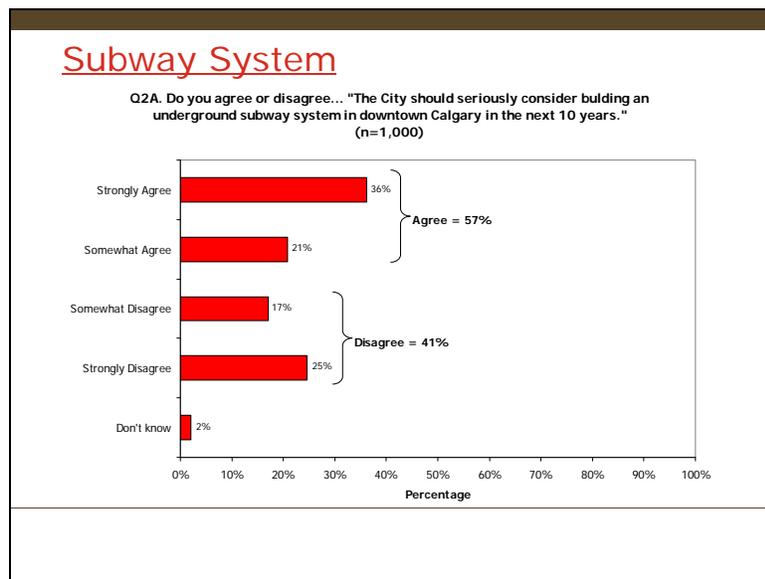
Those more likely to think that a larger proportion of money should be allocated to ***Walking and Cycling Pathways*** include:

- Respondents who think that The City should encourage an “increase in our use of other methods of travel such as transit, walking, and cycling” (\$18) compared to those who think The City should encourage the continuation of our “current level of use of automobiles” (\$13); and,
- Residents who have been living in Calgary one to five years (\$19) as compared to those who have been living in Calgary for eleven to fifteen years (\$15), twenty-one to twenty-twenty-five years (\$15) and twenty-six years or more (\$16).

## Considering a Subway System Downtown

*Many Calgarians believe that The City should seriously consider building an underground subway system in downtown Calgary in the next ten years.*

Almost six-in-ten (57%) Calgarians think The City should consider building an underground subway system in downtown Calgary in the next ten years. Of that, more than one-third (36%) “strongly agree” while two-in-ten (21%) “somewhat agree.” Four-in-ten (41%) Calgarians disagree that The City should consider building an underground subway system in downtown Calgary, with one-quarter (25%) who “strongly disagree” and almost two-in-ten (17%) who “somewhat disagree.”



Those who agree that The City should consider building an underground subway system in downtown Calgary in the next ten years include:

- Younger Calgarians between the ages of 18 – 24 (73%) compared to those between the ages of 35 – 44 (58%), 45 – 54 (52%), 55 – 64 (56%), and 75 years and older (51%);
- Respondents who think that The City should encourage an “increase in our use of other methods of travel such as transit, walking, and cycling” (59%) compared to those who think The City should encourage the continuation of our “current level of use of automobiles” (46%);
- Respondents who have lived in Calgary for 1 – 5 years (64%) versus those who have lived here 16 – 20 years (50%);
- Residents who earn between \$45K - \$59K a year (67%) compared to those who earn \$105K - \$119K (51%); and,
- Calgarians who have 1 – 4 automobiles in their household (mean 60%) compared to those who do not have any automobiles (40%), or 5 or more automobiles (37%).

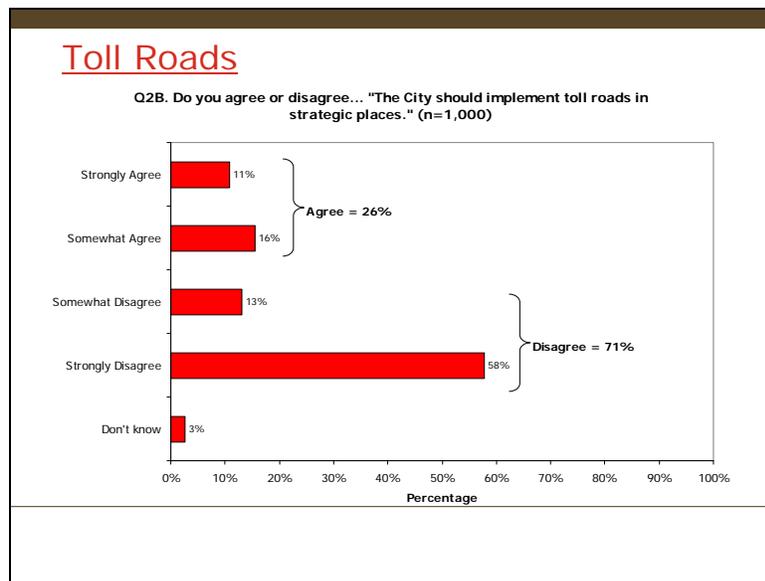
Notably, those who **strongly agree** that The City should consider building an underground subway system in downtown Calgary in the next ten years include:

- Residents of the Southwest (41%) compared to residents of the Northwest (33%); and,
- Calgarians who have 1 – 4 automobiles in their household (40%) compared to those who have 5 or more automobiles (17%).

## Implementing Toll Roads

***Most Calgarians do not agree that The City should implement toll roads in strategic places throughout Calgary.***

Seven-in-ten (71%) Calgarians disagree that The City should implement toll roads. Of that, a majority (58%) “strongly disagree” while fewer (13%) “somewhat disagree.” Alternatively, slightly more than one-quarter (26%) of Calgarians agree that The City should implement toll roads; of that, 11% “strongly agree” and 16% “somewhat agree.”

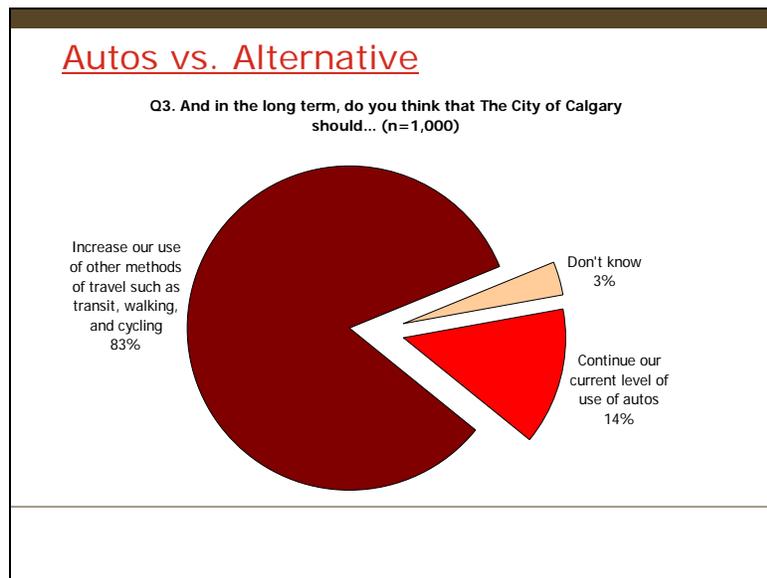


Those who disagree that The City should implement toll roads in strategic places include residents of the Northeast (77%) compared to residents of the Northwest (67%).

## Increasing Alternative Method of Travel

***A majority of Calgarians support increasing alternative methods of transportation as opposed to continuing current levels of auto use.***

Over eight-in-ten (83%) believe that The City of Calgary should encourage an increase in the use of “other methods of travel such as transit, walking, and cycling.” On the other hand, only 14% think that The City should encourage continuing the “current level of the use of automobiles,” and 3% “don’t know.”



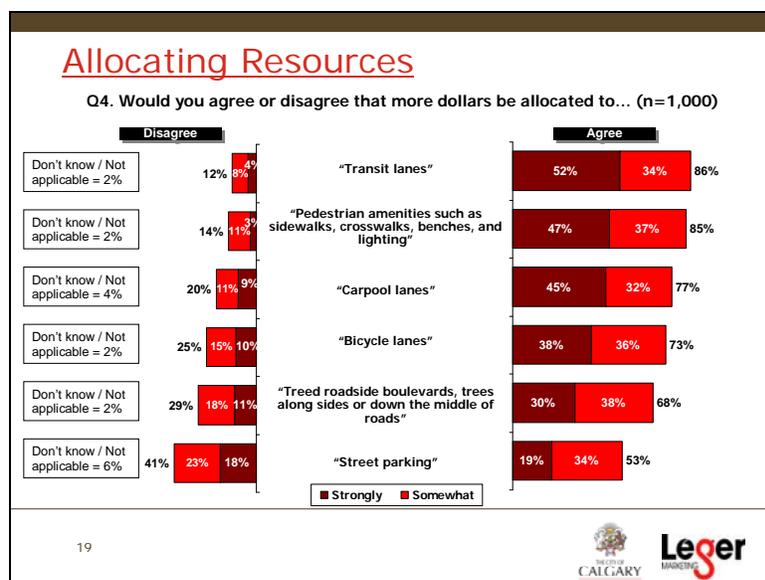
Those more likely to believe that The City of Calgary should encourage an increase in the use of “other methods of travel such as transit, walking, and cycling” include:

- Calgarians between the ages of 18 – 24 (92%) and 25 – 34 (89%) as compared to Calgarians between the ages of 35 – 44 (82%), 45 – 54 (82%), 55 – 64 (84%), 65 – 74 (77%) and 75 years of age and older (78%);
- Calgarians who have lived in Calgary for 6 – 10 years (90%) as compared to residents who have lived in Calgary for 26 years or more (79%); and,
- Respondents with a university education (88%) as compared to those with a high school education (79%) or a college education (81%).

## Funding Amenities, Parking, and Extra Lanes

**Overall, Calgarians agree more dollars should be allocated towards transit lanes, pedestrian amenities, carpool lanes, and bicycle lanes.**

Transit lanes and pedestrian amenities top Calgarians' list for funding. Overall, Calgarians are more likely to agree that more dollars should be allocated to transit lanes (86%, 34% "strongly agree") and pedestrian amenities such as sidewalks, crosswalks, benches and lighting (85%, 37% "strongly agree"). Carpool lanes (77%, 32% "strongly agree") and bicycle lanes (73%, 36% "strongly agree") are also important factors for Calgarians, with "treed roadside boulevards, trees along sides or down the middle of roads" (68%, 33% "strongly agree") and "street parking" (53%, 34% "strongly agree") not being as crucial. Of note is the fact that there is "strong agreement" for one-third or more in every case.



Those more likely to agree that more dollars be allocated to transit lanes include:

- Calgarians between the ages of 18 – 24 (54%) compared to Calgarians between the ages of 35 – 44 (37%), 45 – 54 (32%), 55 – 64 (29%), 65 – 74 (26%) and 75 years of age and older (31%);
- Respondents who think The City should encourage an increase in the use of other methods of travel such as transit, walking, and cycling (89%) compared to those who believe Calgary's current use of autos should be maintained (71%); and,
- Calgarians who have lived in Calgary for 1 - 5 years (91%) as compared to residents who have lived in Calgary for 26 years or more (84%).

Respondents more likely to agree more dollars be allocated to pedestrian amenities include:

- Women (88%) as compared to men (81%); and,
- Calgarians between the ages of 35 – 44 (88%) as compared to those between 55 – 64 (80%).

Those more likely to agree that more dollars be allocated to carpool lanes include:

- Residents of the Northwest (81%) compared to residents of the Southwest (72%);

- Calgarians between the ages of 25 – 34 (79%) and 35 – 44 (83%) compared to Calgarians between the ages of 45 – 54 (76%), 65 – 74 (70%) and 75 years of age and older (63%);
- Respondents who earn between \$75K - \$89K (81%), \$90K - \$104K (84%) and \$120K or more (80%) compared to those who earn between \$30K - \$44K (66%);
- Calgarians with 2 registered drivers in the home (80%) compared to those with 1 driver (72%); and,
- Calgarians who own 2 (80%), 3 (81%), and 4 (85%) vehicles compared to those who own 1 vehicle (71%).

Those more likely to agree that more dollars be allocated to bicycle lanes include:

- Calgarians between the ages of 18 – 24 (81%) and 25 – 34 (76%) compared to Calgarians between the ages of 55 – 64 (65%);
- Respondents who think The City should encourage an increase in the use of other methods of travel such as transit, walking, and cycling (77%) compared to those who believe Calgary's current use of autos should be maintained (53%);
- Calgarians with a university education (77%) compared to those with a high school education (67%);
- Respondents who earn between \$90K - \$104K annually (82%) compared to those who earn between \$45K - \$59K (70%), \$60K – \$74K (66%), and \$120K and over (73%); and,
- Those with no cars in the household (87%) and those with four vehicles (85%) compared to those with 1 vehicle (74%), 2 vehicles (71%), and five or more vehicles (63%).

Respondents more likely to agree that more dollars be allocated to treed roadside boulevards include:

- Those with 3 registered drivers in the household (80%) compared to those with 1 registered driver (69%); and,
- Residents with 3 automobiles in the household (74%) compared to those with 2 automobiles (66%).

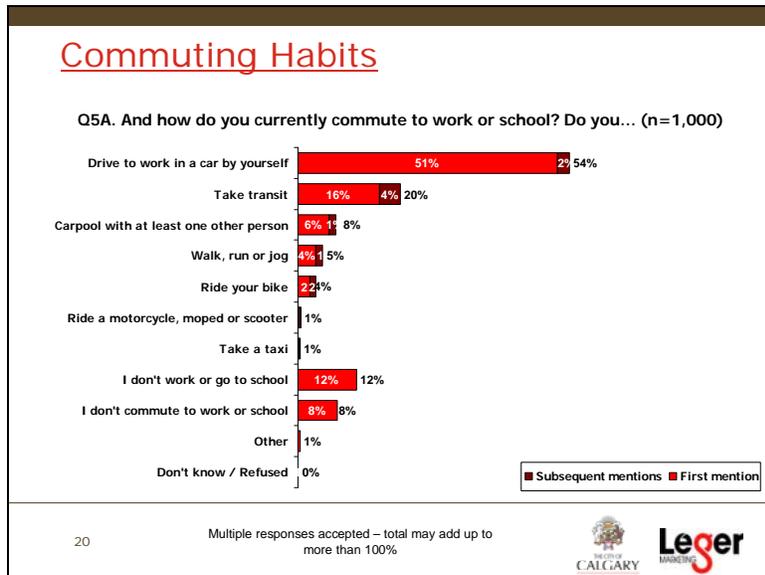
Those more likely to agree more dollars should be allocated to street parking include:

- Respondents who believe Calgary's current use of autos should be maintained (64%) as compared to those who think The City should encourage an increase in the use of other methods of travel such as transit, walking, and cycling (52%);
- Residents who have lived in Calgary for 6 – 10 years (63%) as compared to those who have lived in Calgary for 26 years or more (51%); and,
- Calgarians with a high school education (64%) compared to those with a college diploma (54%) or a university education (47%).

## Commuter Habits

***Notably, more than one-half of respondents drive to work by themselves on a daily basis while two-in-ten take transit.***

When asked how they currently commute to work or school, more than one-half (54%) of respondents state that they drive to work by themselves on a daily basis.



Those more likely to drive to work in a vehicle by themselves include Calgarians in higher income brackets as well as:

- Men (58%) as compared to women (50%);
- Residents of the southeast (57%) compared to residents of the Southwest (48%);
- Calgarians who have lived in the city between 21 – 25 years (69%) compared to those who have lived in Calgary between 1 – 5 years (51%) and 26 years or more (50%);
- Calgarians with children in the house under 18 years of age (62%) compared to those who do not have any children in the household under 18 (49%); and,
- Respondents with 2 (61%) or 3 (62%) vehicles in the household compared to those with 1 vehicle in the house (43%).

# Commuter Habits by Area of City

## Commuting Habits By Area of the City

Q5A. And how do you currently commute to work or school? Do you... (n=1,000)

Currently commute method...	Centre / Inner City (n=175)	Established Area (n=335)	New Communities (n=463)
Drive to work in a car by yourself	43.0%	51.1%	60.1%
Carpool with at least one other person	2.1%	7.5%	9.7%
Take a taxi	0.5%	0.5%	0.2%
Ride a motorcycle, moped or scooter	1.4%	0.3%	0.4%
Ride your bike	5.5%	3.9%	2.5%
Take transit	25.5%	18.3%	19.7%
Walk, run or jog	11.7%	3.7%	3.0%
I don't work or go to school	14.5%	13.4%	8.9%
I don't commute to work or school	10.5%	9.1%	5.9%
Other	1.0%	0%	0.7%
Don't know / refused	0%	0.5%	0%
Total	115.7%	108.3%	111.1%

21

Multiple responses accepted – total may add up to more than 100%



## Commuting Habits By Area of the City

Q5A. And how do you currently commute to work or school? Do you... (n=1,000) (continued)

Currently commute method...	Refused (n=13)	Other (n=14)
Drive to work in a car by yourself	35.0%	61.4%
Carpool with at least one other person	6.2%	6.9%
Take a taxi	6.2%	0%
Ride a motorcycle, moped or scooter	0%	0%
Ride your bike	0%	6.9%
Take transit	34.9%	11.9%
Walk, run or jog	0%	11.9%
I don't work or go to school	21.9%	12.9%
I don't commute to work or school	8.2%	0%
Other	0%	0%
Don't know / refused	0%	0%
Total	112.4%	111.9%

22

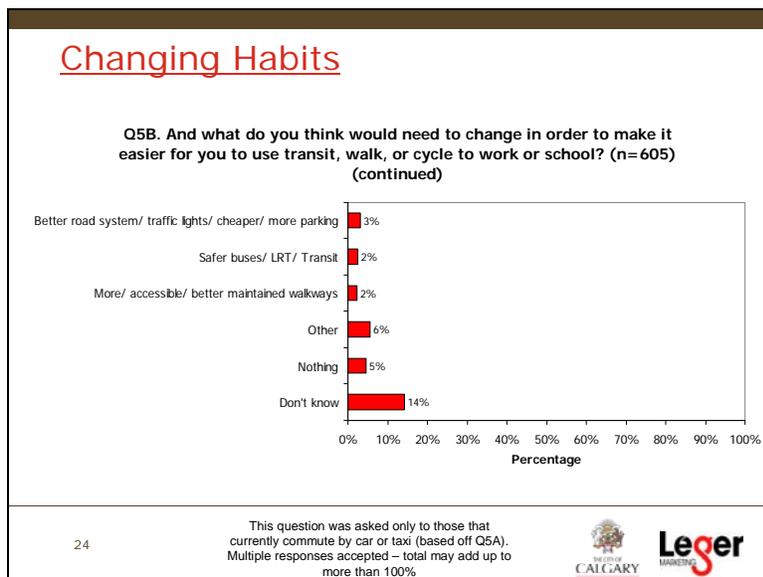
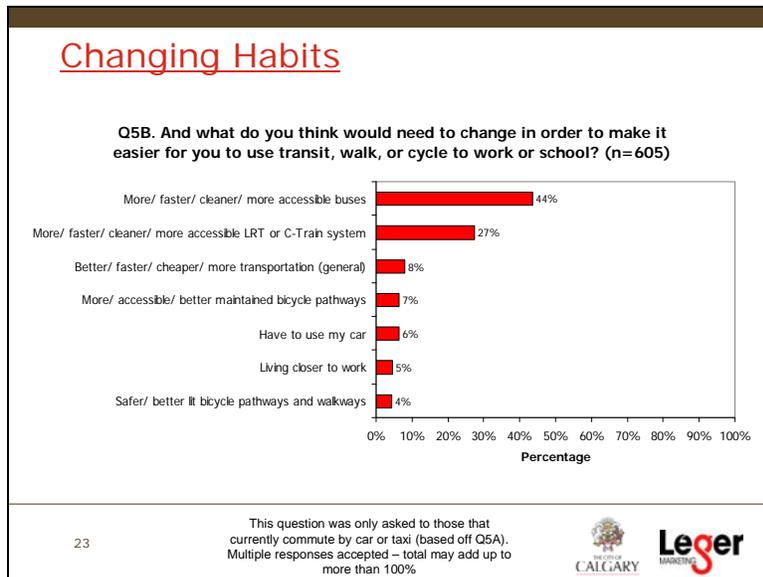
Multiple responses accepted – total may add up to more than 100%



# Changing Commuter Habits

***A majority of Calgarians cite more, faster, cleaner and more accessible transit as primary motivators to make it easier to use transit.***

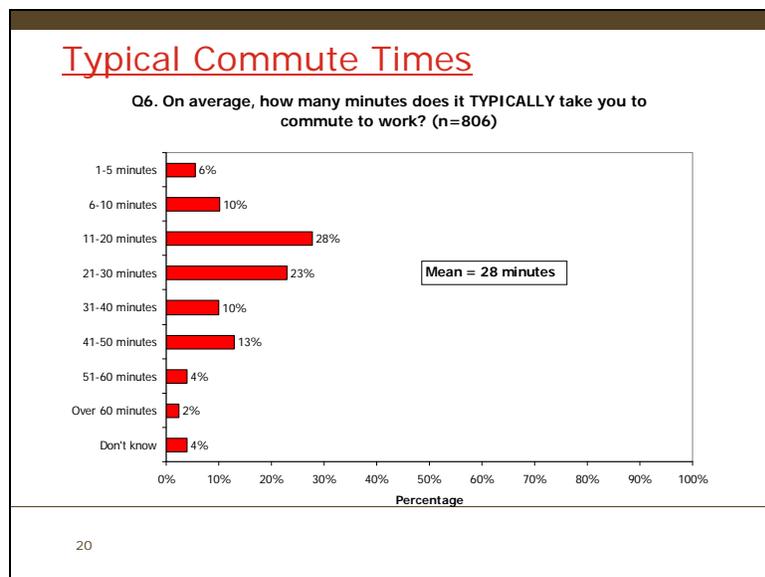
When asked what would need to change in order to make it easier to use transit, slightly more than four-in-ten (44%) of Calgarians state more, faster, cleaner and more accessible transit buses while nearly three-in-ten (27%) state more, faster, cleaner and more accessible LRT or C-Trains. Less than one-in-ten state better and cleaner transportation in general (8%), and better cycling paths (7%), and better cycling paths (7%).



## Commute Times

***Most Calgarians typically take between ten and thirty minutes to commute to work, with an average commute time being twenty-eight minutes.***

Overall, most (51%) Calgarians take between ten and thirty minutes, on average, to commute to work. Of that, slightly less than three-in-ten (28%) typically take between eleven and twenty minutes to commute to work, while slightly less than one-quarter (23%) typically take between twenty-one and thirty minutes to commute to work. Slightly more than one-in-ten (13%) Calgarians take between forty-one and fifty minutes to get to work, while one-in-ten (10%) take between six and ten minutes and thirty-one to forty minutes, respectively. Fewer than one-in-ten take between one and five minutes (6%), fifty-one to sixty minutes (4%), and over one hour (2%).



Those more likely to take between 11 – 20 minutes to commute to work include:

- Commuters between the ages of 25 – 34 (38%) versus those between the ages of 18 – 34 (18%), 35 – 44 (21%), and 45 – 54 (26%);
- Respondents who have lived in Calgary for 1 – 5 years (34%) and between 16 – 20 years (37%) compared to those who have lived in Calgary between 21 – 25 years (17%);
- Commuters who earn between \$90K - \$104K (35%), \$105K - \$119K (40%), and \$120K or more (31%) compared to those who earn between \$45K - \$59K (20%); and,
- Commuters who own 3 vehicles (37%) compared to those who own 1 (24%) or 2 vehicles (26%).

### Mean Commuting Time Based on Form of Commute

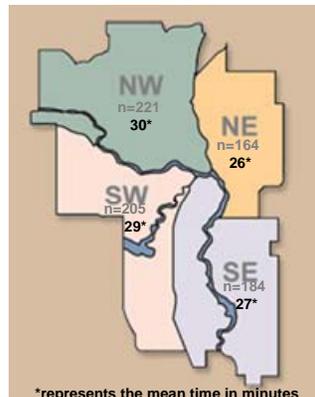
Currently commute to work or school by...	n =	Mean time in minutes
Car by themselves	439	25
Carpool with min. one other person	50	30
Taxi	1	27
Motorcycle, moped or scooter	2	23
Bicycle	12	27
Transit	135	38
Walk, run or jog	24	16
Other	1	20
Total	664	28

26

Respondents that listed multiple modes of transportation were excluded in the above table as it was unclear which mode of transport they associated with the commute time given.



### Mean Commuting Time Based on Quadrant and Area of the City



Area of the City	n =	Mean time in minutes
Centre / Inner City	127	29
Established Areas	249	26
New Communities	379	29
Refused	7	25
Other	12	20
Total	775	28

27



Respondents that take public transit, live in the NW quadrant of the city, live in the centre/inner city or in new communities report the highest mean commute times:

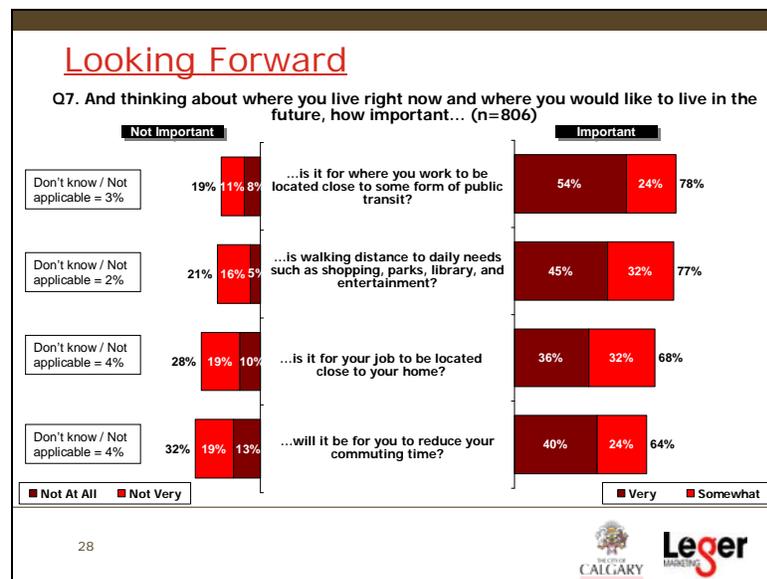
- Public Transit as mode of transport = 38 minutes;
- NW quadrant = 30 minutes;
- Centre/inner city = 29 minutes; and,
- New communities = 29 minutes.

## Location, location, location...

***Thinking about where they live now and where they would like to live in the future, most Calgarians state it is more important for where they work to be located close to some form of public transit and that they be within walking distance to daily needs such as shopping, parks, the library, and entertainment.***

When asked to compare where they live now, and where they would like to live in the future, slightly less than eight-in-ten (78%) Calgarians state that it is important for them to live close to some form of public transit in the future. Of that, more than one-half (54%) say it is “very important” while one-quarter (24%) state it is “somewhat important.” Similarly, 77% of Calgarians say it is important to be within walking distance of amenities and daily needs such as shopping, parks, libraries, and entertainment. Of that, less than one-half (45%) think it is “very important” while one-third (32%) state it is “somewhat important.”

On the other hand, slightly less than seven-in-ten (68%, 36% “very” and 32% “somewhat”) say it is important for their jobs to be closer to their homes, while slightly less than two-thirds (64%, 40% “very” and 24% “somewhat”) say it is important to reduce commuting time.



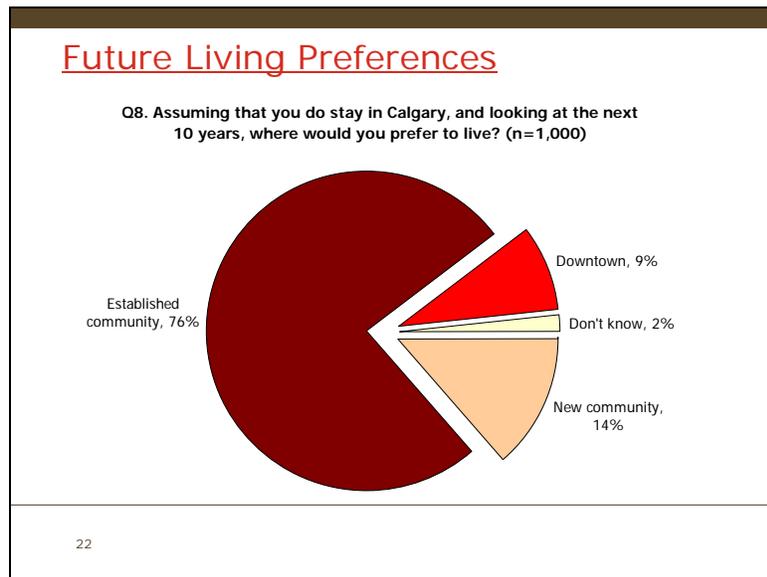
Those more likely to think it will be important in the future for their work to be close to some form of public transit include those with a university degree (80%) compared to those with a high school education (71%) and those with 3 registered drivers in the home (90%) compared to those with 1 (73%) or 2 (76%) registered drivers.

Those more likely to think it will be important in the future to reduce commuting time include Calgarians with 1 (42%), 2 (66%), and 3 (63%) vehicles compared to those with 5 or more (20%).

## Future Preferences

***Again thinking about where they would like to live in the future, a majority of Calgarians state that they want to live in an established community, while far fewer want to live in new communities or downtown.***

When asked where they would prefer to live in the next ten years, almost eight-in-ten (76%) Calgarians state that they would prefer to live in an established community. Far fewer (14%) say they want to live in a new community, and one-in-ten (9%) state they would want to live downtown.



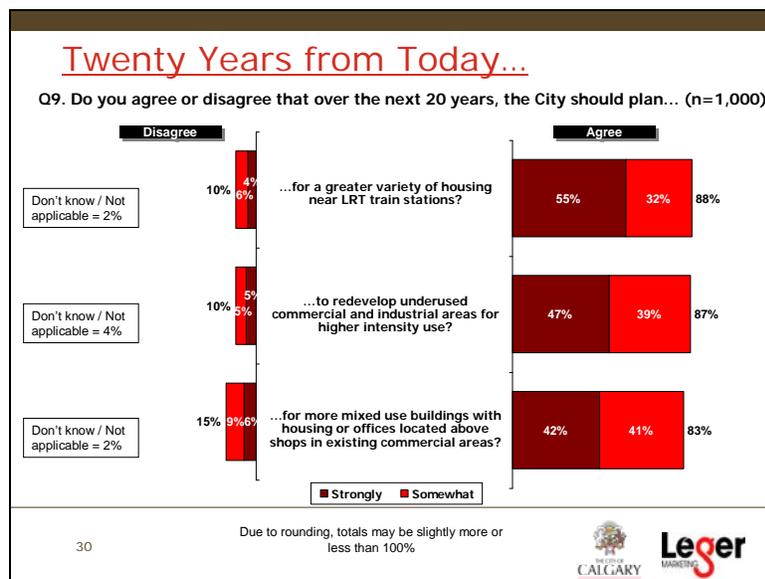
Those more likely to say they would prefer to live in an established community include:

- Residents who have lived in Calgary for more than 26 years (80%) compared to those who have lived in the city for 1 – 5 (68%) years and 6 – 10 years (67%);
- Residents of the Southwest (78%) compared to residents of the Northwest (71%); and,
- Calgarians with 4 registered drivers (89%) in the home compared to those with 1 (76%), 2 (74%), and 3 (75%) registered drivers in the home.

## Twenty Years from Today

***Most Calgarians agree that in the next 20 years, The City should plan for a greater variety of housing near LRT stations, plan to redevelop underused commercial and industrial areas for high intensity use, and plan for more mixed use buildings with housing or offices located above shops in existing commercial areas.***

On the whole, a large majority (88%) of Calgarians agree that The City should plan for a greater variety of housing near LRT stations. Of that, over one-half (55%) “strongly agree,” while one-third (32%) “somewhat agree.” A similar proportion (87%) also agree that The City should plan to redevelop underused commercial and industrial areas for higher intensity use. Of that, slightly less than one-half (47%) “strongly agree” while four-in-ten (39%) “somewhat agree.” Slightly more than eight-in-ten (83%) also agree that The City should plan for more mixed use buildings with housing or offices located above shops in existing commercial areas. Of that, slightly more than four-in-ten (42%) “strongly agree” while a similar proportion (41%) “somewhat agree.”



Those more likely to agree that The City should plan for a greater variety of housing near LRT stations include:

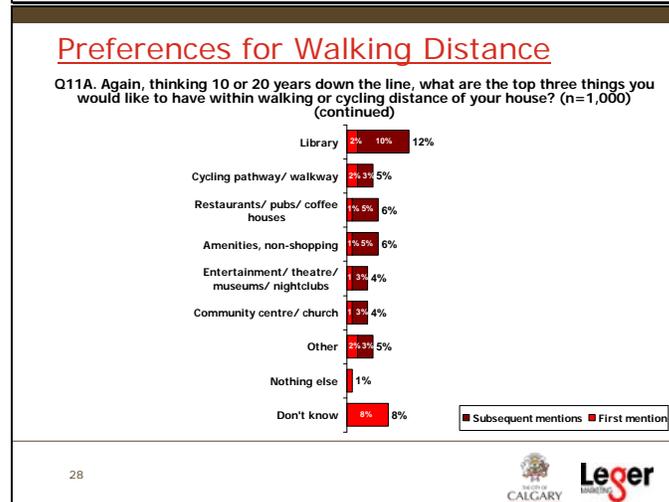
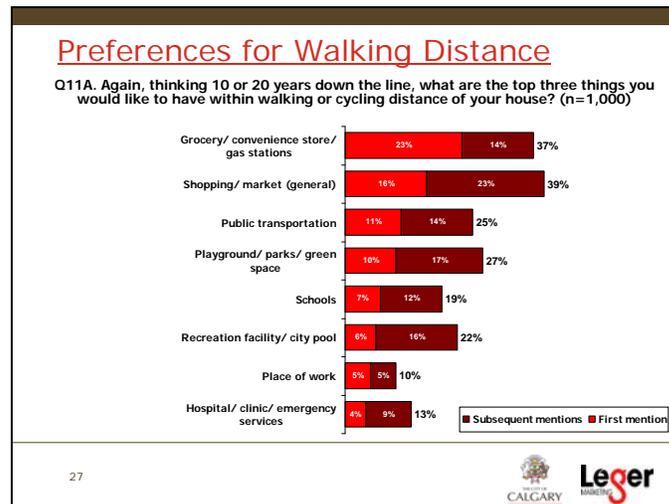
- Calgarians between the ages of 18 – 24 (98%) compared to all other ages; and,
- Residents who earn between \$75K - \$89K (95%) on an annual basis compared to those who earn between \$30K - \$40K (85%), \$90K - \$104K (87%), and \$120K or more (86%).

Those more likely to agree that The City should plan to redevelop underused commercial and industrial areas for higher intensity use include respondents between the ages of 25 – 34 (87%) compared to those between 65 – 74 (75%).

# Walking Distance

**Looking to the future, many Calgarians would like to have shopping, public transportation, and green spaces within walking or cycling distance of their homes.**

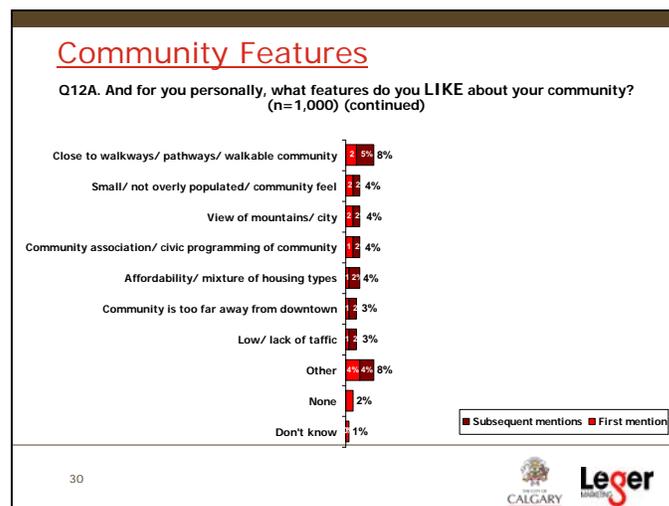
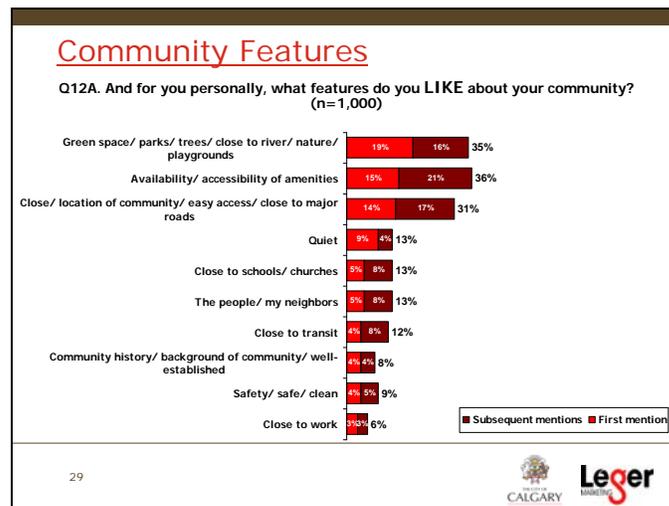
On the whole, almost four-in-ten (37%, 23% first mention) stated that they would like to have “grocery / convenience store / gas stations” as their first choice to have within walking or cycling distance to their home in the next 10 to 20 years. A similar proportion (39%, 16% first mention) mentioned “shopping / market (general)” as their second choice. Fully one-quarter (25%, 11% first mention) stated they would like to have some form of “public transportation” within walking or cycling distance to their home in the next 10 to 20 years, while slightly less than three-in-ten (27%, 10% first mention) said they would like to have “playgrounds / parks / green spaces” within walking or cycling distance. Two-in-ten (19%, 7% first mention) stated “schools,” while slightly more (22%, 6% first mention) stated “recreation facility / city pool.” “Place of work” (10%, 5% first mention), “hospitals / clinics” (13%, 4% first mention), and “Libraries” (12%, 2% first mention) all ranked within the ten percentile range.



# Community Preferences

***Calgarians tend to appreciate three aspects of their communities the most: green spaces and parks; the availability of amenities; and the locations of their communities, especially when it comes to easy access to transportation.***

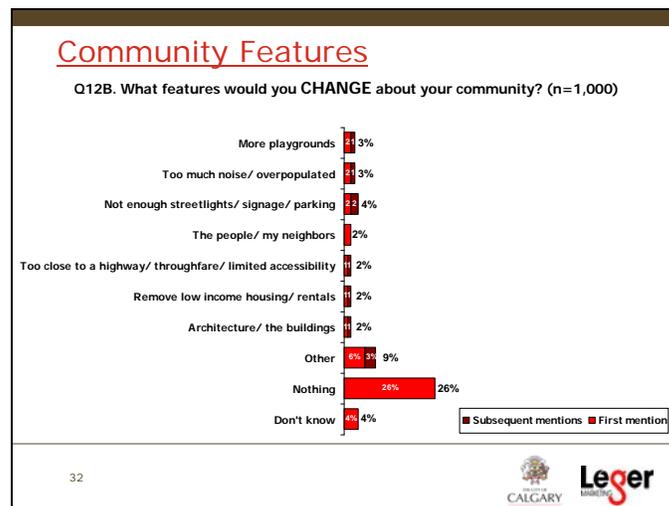
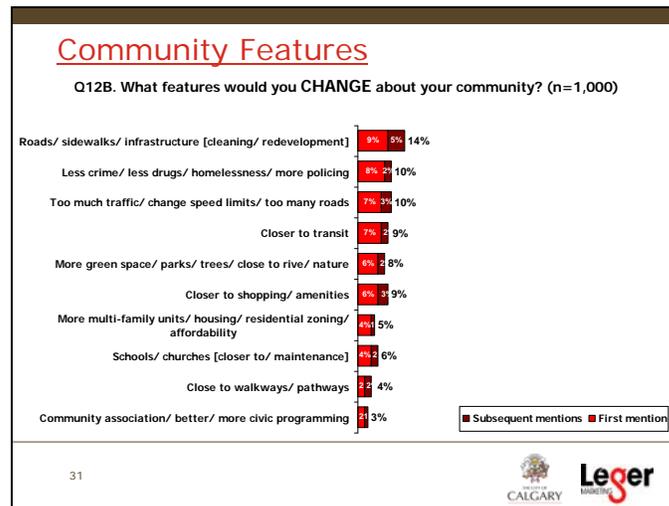
Slightly more than one-third (35%, 18% first mention) of Calgarians state that of all their community features, they enjoy the green spaces most, including parks, treed areas, proximity to the river, natural settings, and being close to playgrounds. A similar proportion (36%, 16% first mention) state they like the convenience of and “availability / accessibility of amenities,” while three-in-ten (31%, 14% first mention) state they enjoy the actual location of their community the most, including its accessibility to major roads. Fewer Calgarians stated they enjoyed “the quiet” (13%, 8% first mention), the proximity of “schools / churches” (13%, 6% first mention), the “people” and “neighbours” (13%, 6% first mention), and the proximity of transit (12%, 4% first mention). Community history/ background of community/ well-established (8%, 4% first mention), Safety/ safe/ clean (9%, 5% first mention), and Close to work (6%, 3% first mention).



# Community Preferences

*When it comes to what Calgarians would want to change, many simply stated “nothing” while a few others were more likely to focus on roadside cleanup, crime and traffic.*

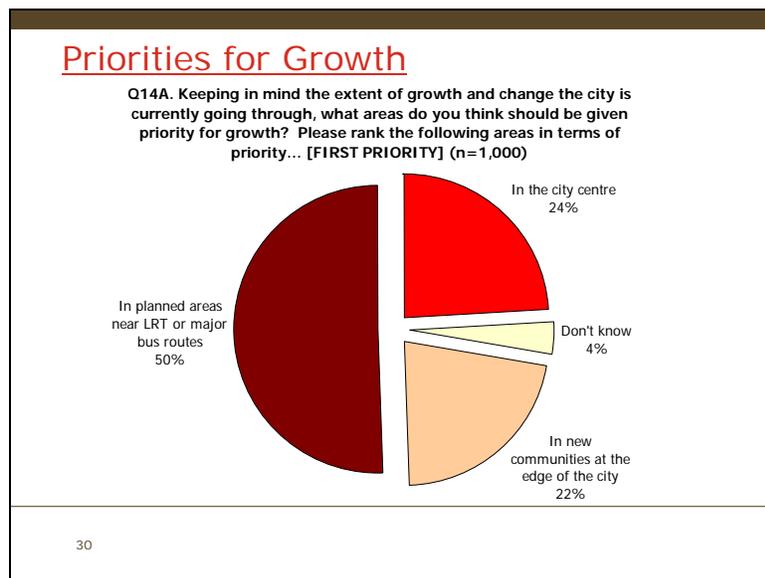
When asked what they would change about their communities, one-quarter (26%) of Calgarians said “nothing.” Aspects that Calgarians would like to have changed about their communities include cleaning / redeveloping roads and sidewalks (14%, 8% first mention), less crime and more policing (10%, 8% first mention), and too much traffic or speed related issues (10%, 7% first mention).



## First Priority for Growth

***When it comes to growth, Calgarians clearly favour giving first priority to planned areas near LRT stations and bus routes.***

When asked what areas they think should be given first priority for growth, one-half (50%) of Calgarians state that “planned areas near LRT or major bus routes” should be given first priority. On the other hand, a much smaller proportion of Calgarians (24%) believe the first priority should be put on “the city centre”, whereas a similar proportion (22%) think the first priority should be “in new communities at the edge of the city.”



Those more likely to say that “planned areas near LRT or major bus routes” should be given first priority include:

- Residents of the Southwest (54%) compared to residents of the Southeast (45%);
- Calgarians between the ages of 55 – 64 (57%) compared to those between the ages of 25 - 34 (44%) and 35 – 44 (44%); and,
- Respondents who earn between \$45K - \$59K annually (57%) and \$75K – \$89K annually (58%) compared to those who earn more than \$120K a year (42%).

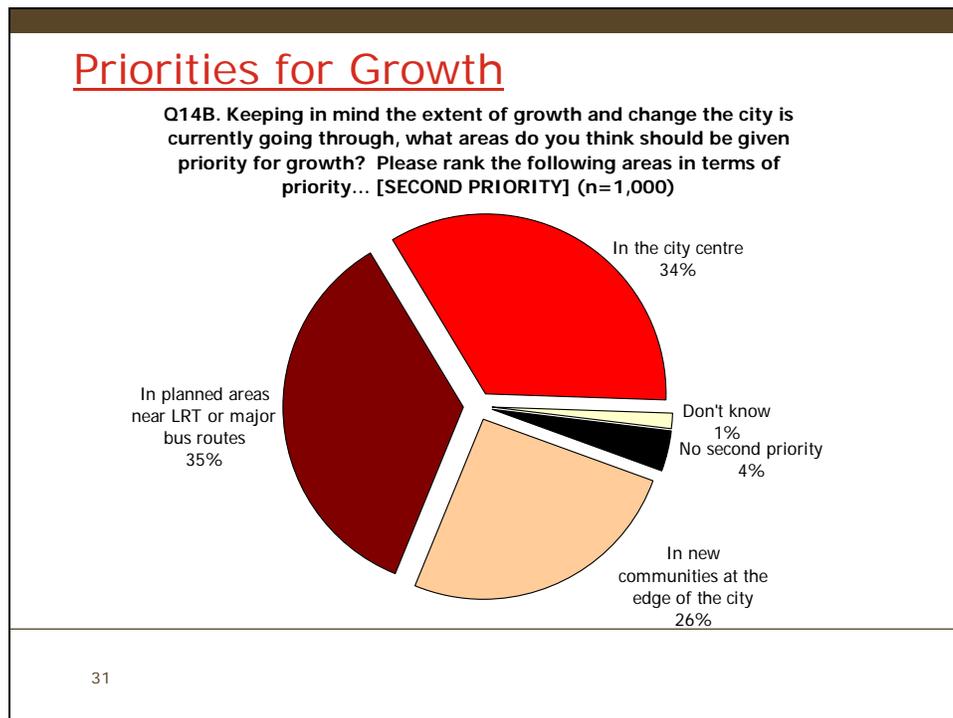
Those more likely to think the first priority should be given to “new communities at the edge of the city” include:

- Residents of the Northeast (31%) compared to residents of the Southwest (19%) and Southeast (17%); and,
- Calgarians living with children under 18 years of age (30%) compared to those who do not have children under 18 living in the house (17%).

## Second Priority for Growth

***When it comes to second priority for growth, Calgarians again favour giving precedence to planned areas near LRT stations and bus routes.***

When asked what areas they think should be given second priority for growth, one-third (35%) of Calgarians state that “planned areas near LRT or major bus routes” should be given second priority, with a similar proportion (34%) stating that the second priority should be put on “the city centre.” A smaller proportion (26%) thinks the second priority should be “in new communities at the edge of the city.”



Those more likely to say that “planned areas near LRT or major bus routes” should be given second priority include residents of the Southeast (40%) compared to residents of the Southwest (32%).

Those more likely to think the second priority should be given to the city centre include:

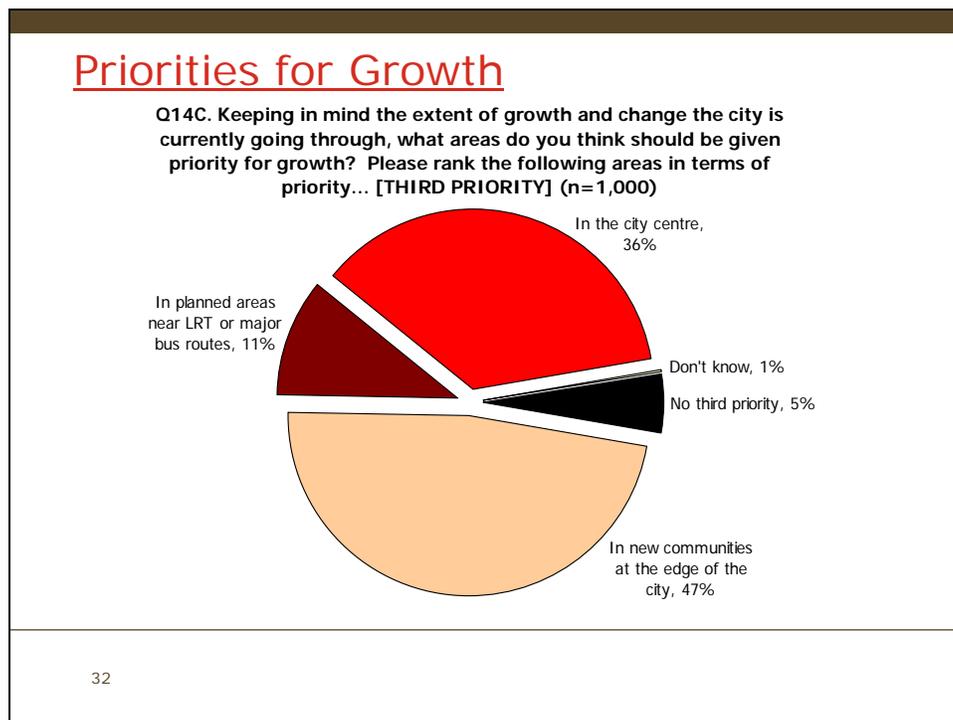
- Calgarians between 45 – 54 years of age (42%) compared to those between 25 – 34 (26%), 35 – 44 (30%), and 75 years of age and older (36%).
- Respondents with a university degree (41%) compared to those with a college degree (32%)

All respondents that did not have a second priority (4%) did not give a response for their choice of first priority.

## Third Priority for Growth

***When it comes to Calgarians' third priority for growth, most say the least important priority should be new communities at the edge of the city.***

When asked what areas they think should be given the third – or last – priority for growth, almost one-half (47%) of Calgarians state that “new communities at the edge of the city” should be the least important for future growth. Slightly more than one-third (36%) state that the third priority should be put on “the city centre,” whereas a much smaller proportion (11%) think the third priority should be “in planned areas near LRT or major bus routes.”



Those more likely to say that that “new communities at the edge of the city” should be the lowest priority for future growth include:

- Residents of the Southwest (51%), Southeast (51%), and Northwest (48%) compared to residents of the Northeast (37%);
- Calgarians between the ages of 53 – 64 (52%) compared to residents 75 years of age and older (27%); and,
- Respondents who earn between \$75K - \$89K annually (54%) compared to those who earn between \$30K - \$44K (40%) and \$90K - \$104K (40%).

Of the respondents that did not have a third priority, 21% said “in planned areas near LRT or major bus routes” was their first priority, 5% said “in new communities at the edge of the city”, 2% said “in the city centre”, and 72% did not know. All of those respondents that did not have a third priority did not give a second priority (including 72% that did not give a second priority and 28% that did not know).

Demographics

Age of Respondent	Percentage
18-24	4.4%
25-34	14.4%
35-44	22.5%
45-54	27.0%
55-64	15.8%
65+	12.7%
Refused	3.2%

Mean Age = 48

33

Demographics

Years Living in Calgary	Percentage
Less than 1 year	0.2%
1-5	11.6%
6-10	12.6%
11-15	11.0%
16-20	9.1%
21-25	7.9%
26+	46.5%
Don't know / Refused	1.2%

Mean number of years living in Calgary = 25

34

## Demographics

Highest level of schooling	Percentage
Completed high school or less	19.3%
Some post-secondary or completed a college diploma	39.2%
Completed university degree or post-grad degree	40.6%
Don't know / Refused	0.9%

35

## Demographics

Total Annual Household Income	Percentage
Less than \$30,000	5.4%
\$30,000 to less than \$45,000	8.8%
\$45,000 to less than \$60,000	12.0%
\$60,000 to less than \$75,000	10.8%
\$75,000 to less than \$90,000	10.1%
\$90,000 to less than \$105,000	10.7%
\$105,000 to less than \$120,000	6.9%
\$120,000 and over	22.2%
Refusal	13.1%

36

## Demographics

Number of Registered Drivers in Household	Percentage
None	2.3%
One	22.1%
Two	56.2%
Three or more	18.6%
Refused	0.8%

37

## Demographics

Number of Automobiles in Household	Percentage
None	3.8%
One	27.8%
Two	44.6%
Three or more	22.7%
Refused	1.2%

38

## Demographics

Number of People in Household	Percentage
One (only themselves)	14.3%
Two	32.4%
Three	17.8%
Four	21.8%
Five or more	13.0%
Refused	0.7%

39

## Demographics

Number of People in Household Under 18	Percentage
None	50.8%
One	19.0%
Two	19.4%
Three	7.3%
Four	1.4%
Five or more	0.2%
Refused	2.1%

40

## WORKBOOK QUESTIONNAIRE

---

### Telephone Survey and Workbook Questionnaire

The City of Calgary's land use and transportation plan project, Plan It Calgary, completed two distinct research projects: a telephone survey and an online and paper workbook / questionnaire. Although both research projects had different goals and objectives, they both focused on the question of how Calgarians think Calgary should grow, including which transportation, housing and land use development options The City should provide in the future.

### Workbook Questionnaire Overview

The workbook questionnaire provided an opportunity for consultation and feedback in an online or paper copy of the workbook. The purpose is to connect and engage with citizens that are more likely to be familiar with some of the key issues facing cities like Calgary and understand the relative importance of various urban issues to Calgarians.

Respondents were asked to read through a twenty page workbook containing information on three different growth scenario options, namely the "dispersed scenario," the "compact scenario" and the "hybrid scenario." After completing the reading, they were asked to provide their feedback on a total of eight (8) questions.

The workbook questionnaire was created by The City of Calgary and administered by Morrison Hershfield Consulting. Leger Marketing completed the analysis of the results. The online workbook was made available to respondents from November 1, 2007 to January 10, 2008.

The objective of the workbook questionnaire completed was:

- to create a Workbook with Questionnaire as an opportunity for public consultation;
- to act an additional tool (along with the telephone survey) to capture audience perception and opinion about future options; and,
- to act as an educational resource about the Plan It Calgary project.

***Please note that the telephone survey and the workbook questionnaire are very different from a methodological point of view.***

The first half of this report details the results found by the telephone survey conducted by Leger Marketing. This second half details the results found by the online and paper workbook questionnaire created by the City of Calgary and administered by Morrison Hershfield Consulting. Leger Marketing completed the analysis of the results.

## WORKBOOK QUESTIONNAIRE RESEARCH METHODOLOGY

---

The workbook questionnaire was created by the City of Calgary and administered by Morrison Hershfield Consulting. Leger Marketing's role in this phase of the Plan It research was only to complete the analysis of the results.

Respondents were asked to read through a twenty page workbook containing information on three different growth scenario options, namely the "dispersed scenario," the "compact scenario" and the "hybrid scenario" compact.

After completing the reading, they were asked to provide their feedback on a total of eight (8) questions. Two of these questions were open-ended questions that asked "What would make your community more sustainable?" and "Calgary should be a global leader in...."

The online workbook was made available to respondents from November 1, 2007 to January 10, 2008. Morrison Hershfield Consulting and The City of Calgary collected a total of 1,539 responses either online or using a paper copy of the feedback form.

### A Note on Unique Responses

Please note that Morrison Hershfield Consulting did not track unique IP addresses or otherwise track individual unique responses in the online component; moreover, names or any other unique identifiers were not collected by The City for the paper version. As such, all of the responses in the workbook questionnaire were not from unique individuals, and some respondents may have replied multiple times to the questionnaire.

The telephone survey and the workbook questionnaire are very different from a methodological point of view and should not be considered the same study. Given the nature of the workbook portion of the Plan-It study, and its self-selection methodology, all results in this portion of the report should be considered directional only. **By no means is this to be considered a statistically valid or "scientific" study.**

Please also note that during the coding phase, it had become apparent that some respondents may have completed the survey more than once. These potential duplicate results were left in as there is no way to verify or cross reference them to each other.

# WORKBOOK QUESTIONNAIRE DETAILED FINDINGS

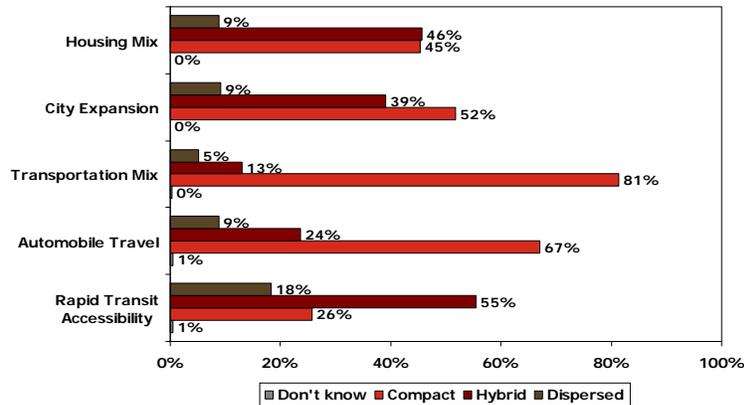
## Summary of Findings

### Average Importance of Each Issue

Issue	Mean Rating*
Transportation Mix	2.77
Housing Mix	2.61
City Expansion	2.52
Rapid Transit Accessibility	2.50
Automobile Travel	2.47

\*Rating based on a scale of 1 to 3, where 1 is 'low importance', 2 is 'medium importance' and 3 is 'high importance'.

### Summary of Options



2

Due to rounding, results may not sum up to 100%



## Summary of Findings

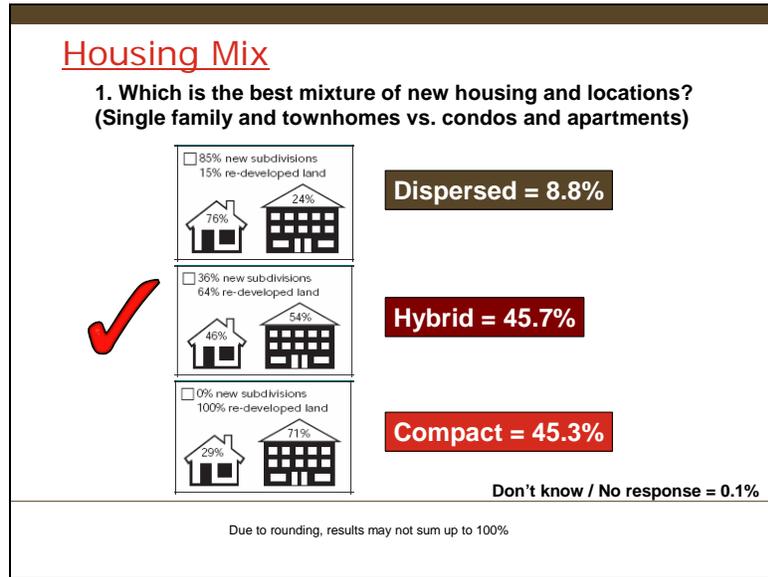
<u>Summary of Options</u>					
Most chosen option for each question based off the place on the continuum that best aligns with the future needs of Calgarians.					
	Housing Mix	City Expansion	Transportation Mix	Automobile Travel	Rapid Transit Accessibility
<b>0</b> (n=9)	Hybrid (56%)	Hybrid (56%)	Compact (89%)	Compact (89%)	Hybrid (56%)
<b>1 – Dispersed</b> (n=55)	Dispersed (89%)	Dispersed (78%)	Dispersed (60%)	Dispersed (78%)	Dispersed (46%)
<b>2</b> (n=92)	Dispersed (49%)	Hybrid (54%)	Hybrid (42%)	Hybrid (48%)	Hybrid (49%)
<b>3 – Hybrid</b> (n=380)	Hybrid (75%)	Hybrid (62%)	Compact (70%)	Compact (51%)	Hybrid (61%)
<b>4</b> (n=585)	Hybrid (56%)	Compact (51%)	Compact (90%)	Compact (75%)	Hybrid (60%)
<b>5 – Compact</b> (n=418)	Compact (89%)	Compact (89%)	Compact (96%)	Compact (87%)	Hybrid (48%)

3



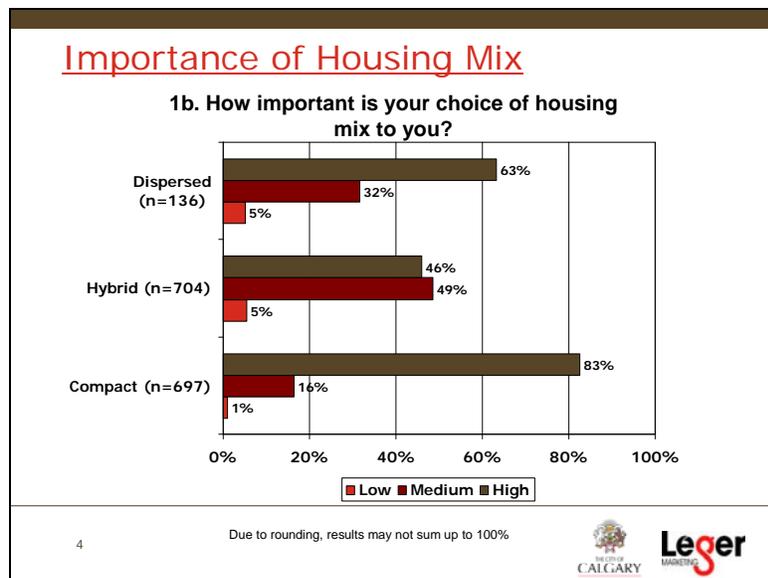

## Housing Mix

*Of the respondents that completed the workbook questionnaire, most preferred either the hybrid scenario or the compact scenario for the housing mix.*



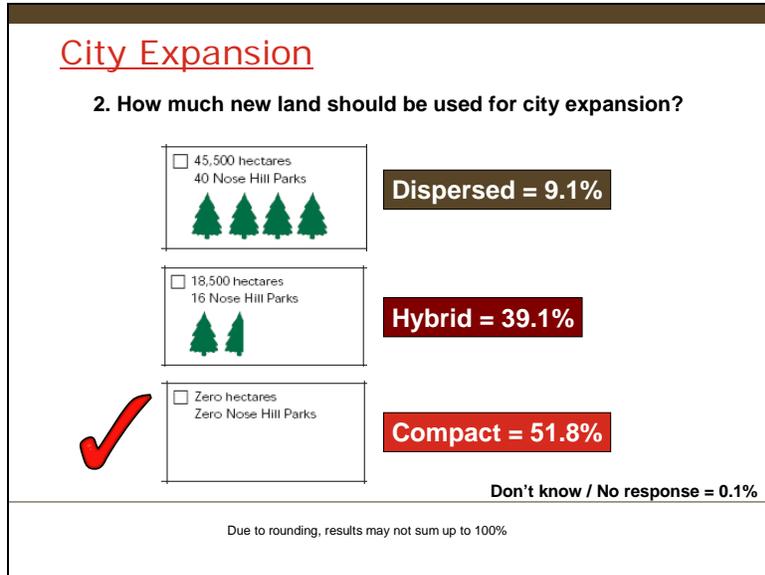
## Importance of Housing Mix Choice

*More respondents that chose the compact scenario believe their choice is highly important compared to those who chose the dispersed and hybrid scenarios.*



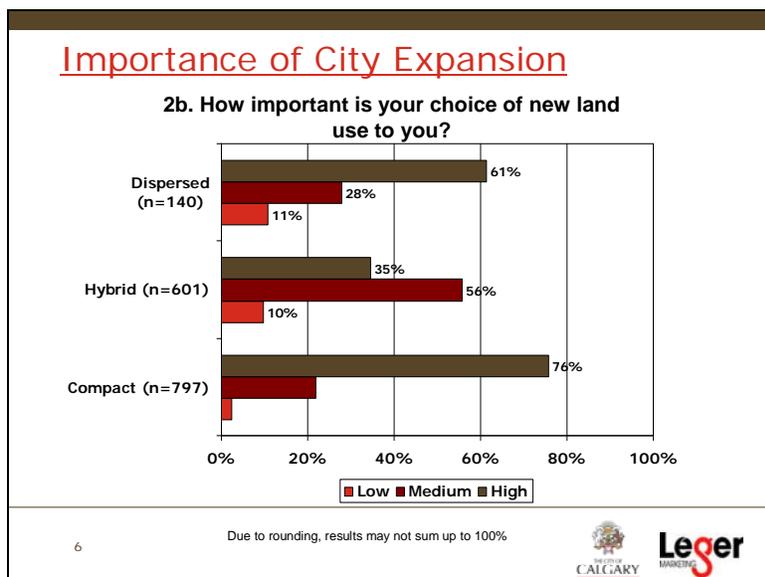
## City Expansion

*Over one-half of survey respondents do not want to see any new land used for future city expansion.*



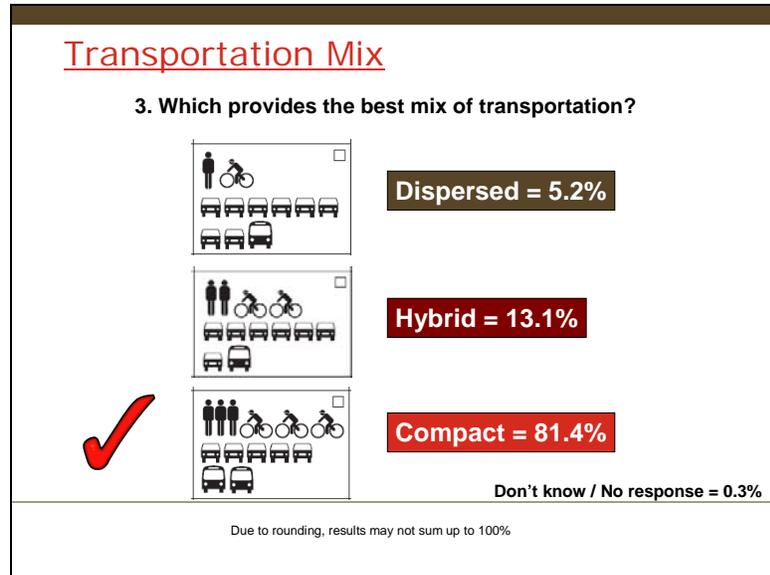
## Importance of City Expansion

*Most respondents that preferred the land use outlined in the compact scenario believed it was highly important.*



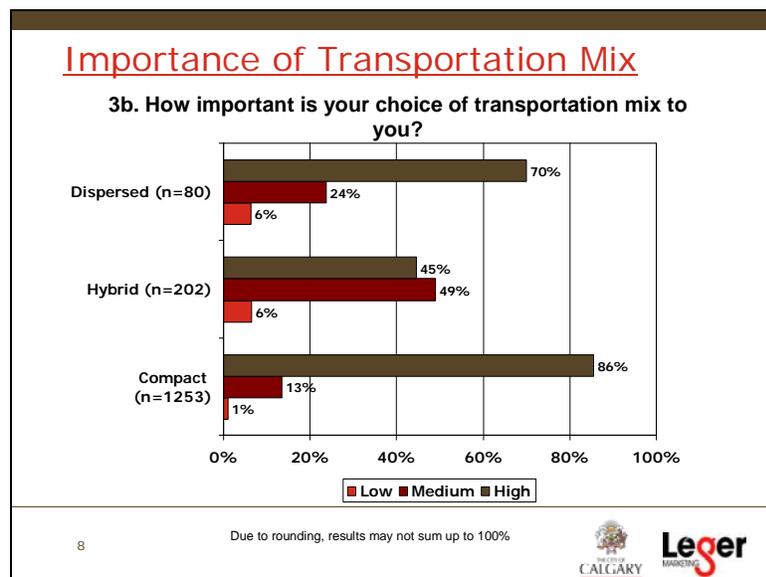
## Transportation Mix

*Compact scenario more preferable than either the hybrid or the dispersed.*



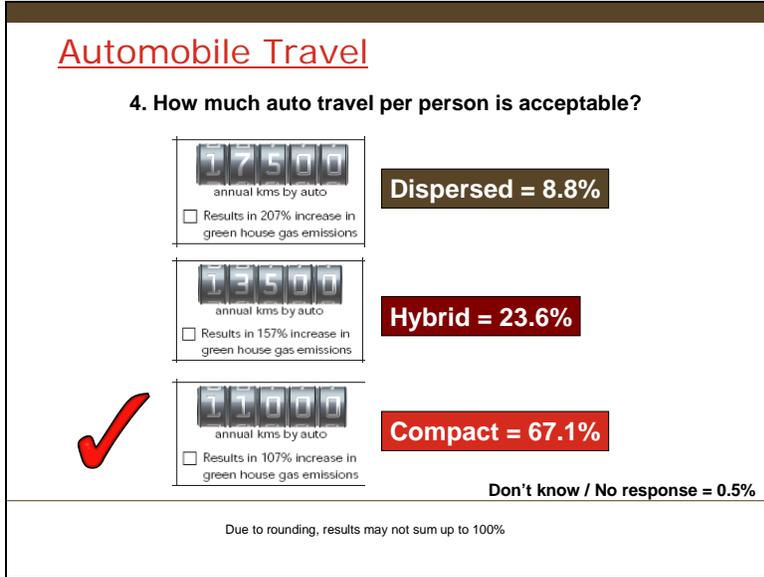
## Importance of Transportation Mix

*Compact model "highly important," followed by the dispersed scenario.*



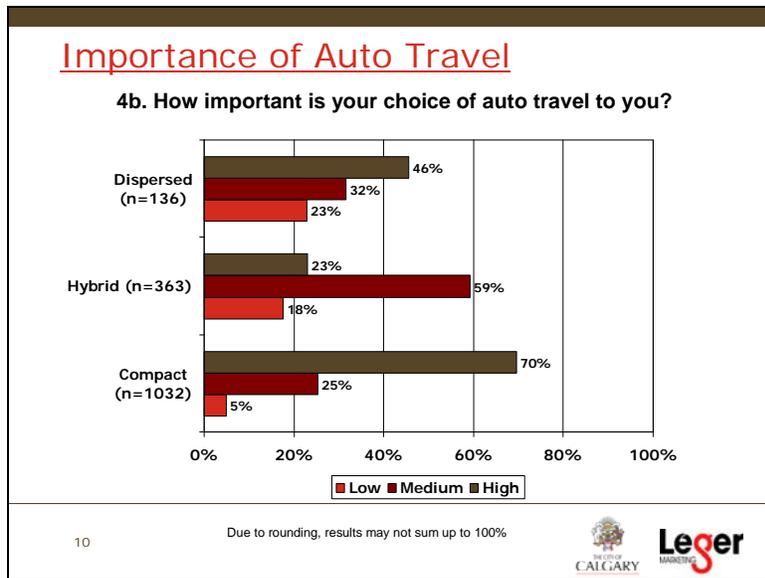
# Automobile Travel

*Calgarians want to see less auto travel.*



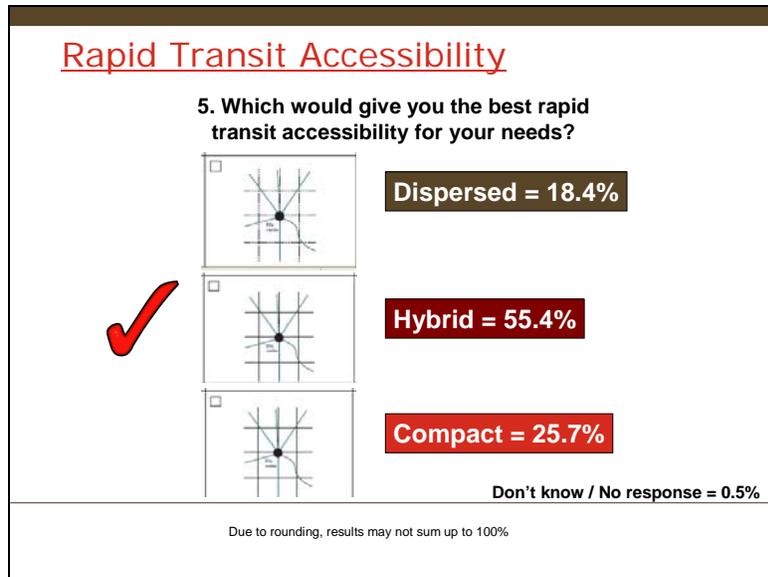
# Importance of Automotive Travel

*Using automobiles less is rated highly important.*



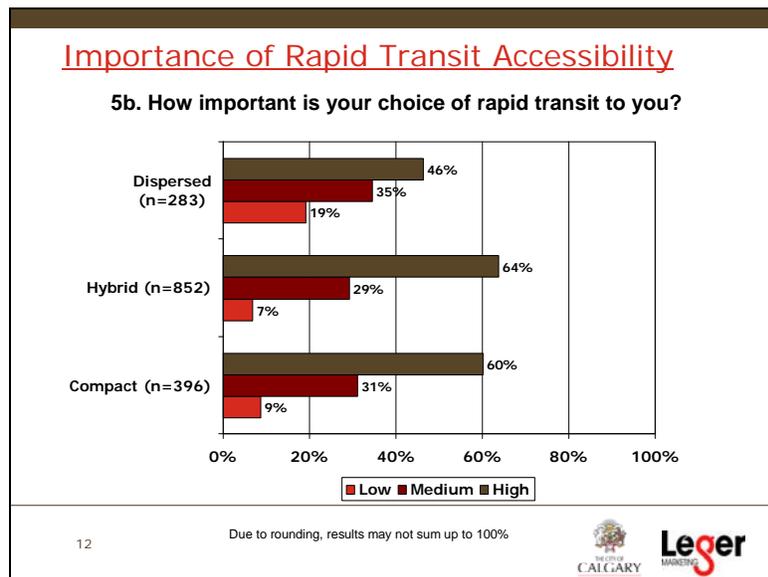
## Rapid Transit Accessibility

*A hybrid mix for rapid transit accessibility suits respondents best.*



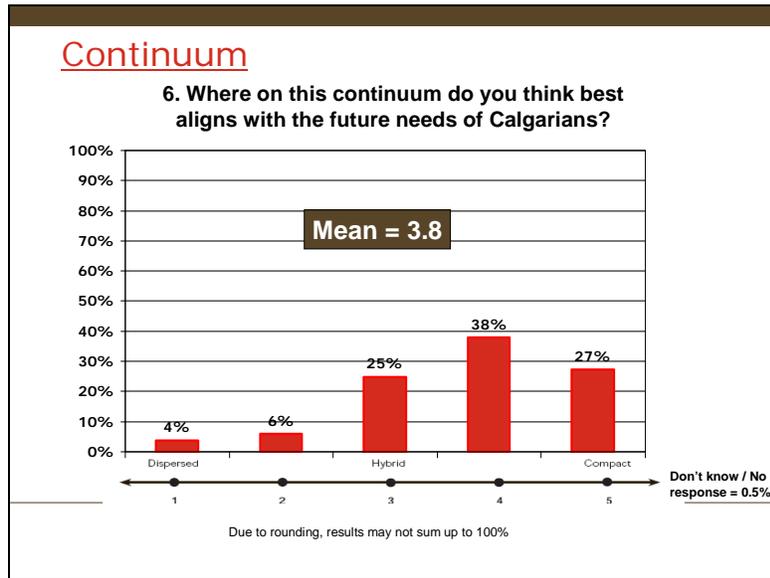
## Importance of Rapid Transit Choice

*Hybrid rapid transit network is rated as highly important.*



## Overall Place on the Continuum

*Most respondents (38%) believe that the midway point between a “hybrid” and “compact” scenario best suits the future needs of Calgarians.*



## Ways to Make a Sustainable Community

*Transit and density top ways to make Calgarians' communities more sustainable.*

<u>Ways to Make Community More Sustainable</u>	
7. What would make your community more sustainable?	
Coded Responses (n=1,539)	Percentage
Transit (more/ accessible/ better/ cleaner)	35.7%
Increase density (mixed-use/ self-sustaining community)	29.8%
Decrease ecological footprint (recycling/ composting)	16.6%
Bicycle/ walking pathways (more/ accessible/ better/ cleaner)	14.4%
Green space/ parks (more/ better/ cleaner)	7.5%
Road system (integration/ ease congestion/ better/ ring road)	6.2%
Increase facilities (recreation/ health/ community programs)	3.9%
Decentralize work areas	3.8%
Affordable housing (more/ disseminated throughout the city)	3.7%
Policing (more/ enforcement/ decrease the crime rate)	2.5%
Rent control/ more secondary suites/ apartments)	1.9%

14 Multiple responses were accepted, therefore results will be greater than 100%

 **Leger** MARKETING

<u>Ways to Make Community More Sustainable</u>	
7. What would make your community more sustainable? (continued)	
Coded Responses (n=1,539)	Percentage
Social issues (homelessness/ poor/ violence against women)	1.2%
Increase downtown vitality	1.1%
Less density (larger lots/ centralized work downtown)	0.6%
High speed transport to outlying communities	0.6%
Content with community	0.5%
Will never be sustainable	0.3%
Comments on the survey - negative	1.3%
Comments on the survey - positive	0.2%
Unrelated comment	1.4%
Other	6.4%
Don't know	0.1%
No Response	21.6%

15 Multiple responses were accepted, therefore results will be greater than 100%

 **Leger** MARKETING

## Calgary Becoming a Global Leader

*Workbook respondents would like to see Calgary become the Global leader in environmental issues and transit.*

<u>Calgary Becoming a Global Leader</u>	
8. Calgary should aspire to be a global leader in...	
Coded Responses (n=1,539)	Percentage
Environmental issues	31.6%
Transit	16.8%
Planning/ development (general)	10.3%
Increased density/ mixed use/ self-sustaining	9.9%
Social issues/ sustainable services	7.9%
Bicycle/ walking/ pathways	5.3%
Sustainability (general)	5.1%
Green space/ parks	3.6%
City vibrancy/ tourism/ arts and culture	3.1%
Affordable living/ housing	2.5%
Technology/ innovations	2.4%
Quality of life (general)	1.9%

16 Multiple responses were accepted, therefore results will be greater than 100%

 **Leger**  
MARKETING

<u>Calgary Becoming a Global Leader</u>	
8. Calgary should aspire to be a global leader in... (continued)	
Coded Responses (n=1,539)	Percentage
Road system	1.8%
Policing	1.7%
Business centre	1.1%
Economy	0.9%
Cleanliness/ beauty	0.9%
Will never be/ focus on current issues	0.8%
High speed transport to outlying communities	0.2%
Survey comment (negative)	0.4%
Unrelated comment	0.8%
Other	4.4%
Don't know	0.1%
No Response	24.6%

17 Multiple responses were accepted, therefore results will be greater than 100%

 **Leger**  
MARKETING

## WORKBOOK QUESTIONNAIRE DEMOGRAPHICS

---

### Demographics

Age of Respondent	Percentage
Under 18	3.3%
18-24	20.5%
25-44	53.6%
45-64	20.3%
65+	2.1%
Refused	0.1%

Due to rounding, results may not sum up to 100%

### Demographics

Quadrant	Percentage
Northeast	21.9%
Southeast	21.0%
Southwest	22.8%
Northwest	32.8%
Outside Calgary CMA	1.0%
Refused	0.5%

## APPENDIX A – TELEPHONE QUESTIONNAIRE

City of Calgary – Plan It Calgary  
2007 Survey  
45148-002  
FINAL Questionnaire

### INTRODUCTION

Hello, my name is \_\_\_\_\_. I'm calling from Leger Marketing, a public opinion and market research firm I am not trying to sell you anything. The City of Calgary has commissioned us to conduct a survey of Calgarians to understand your opinions regarding how and where the city should grow in the future. Your responses are confidential, and you will not be personally identified. Before we begin, I want you to know that this information is collected under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used to provide guidance to City administration when it comes to making decisions regarding civic services.

**(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City representative about this survey, we encourage you to contact The City at 311 and specifically mention the "Plan It Calgary Survey." City Staff would be happy to address your concerns.)**

### SCREENERS

S1. Do you have the time to complete this survey? It will take approximately 15 minutes.

Yes **[CONTINUE]**

No **[SCHEDULE CALLBACK]**

S2. Are you 18 years of age or older?

Yes **[CONTINUE]**

No, May I please speak with someone who is? **[REPEAT INTRODUCTION]**

No, not qualified / available **[THANK & TERMINATE]**

S3. And what quadrant of the City do you live in? **(WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED)**

Southwest

Southeast

Northwest

Northeast

**[IF DK/REF IN S3, TERMINATE]**

**[QUOTAS]**

Quadrant	Male	Female	TOTAL
NW	126	154	280

NE	90	110	200
SE	108	132	240
SW	126	154	280

S3A And what community do you currently live in?

**[RECORD COMMUNITY]**

S5. Record Gender **(DO NOT ASK)**

Male

Female

**Section One: Transportation/Transit**

As you may know, the City of Calgary is currently experiencing rapid growth in many areas and will continue to grow for many years to come.

To start off, I'd like you to think about the challenges that The City of Calgary will face in the future in terms of its roadways and public transportation services.

Q1. First, imagine that you are the Mayor of Calgary, and you have \$100 to spend on transportation and infrastructure over the next 20 years **[INTERVIEWER NOTE – IF ASKED “WHY ONLY \$100?” REPLY ONE HUNDRED DOLLARS IS AN EASY TO UNDERSTAND FIGURE THAT CAN BE EASILY IMAGINED FOR THE PURPOSES OF THIS RESEARCH]**. Among the following priorities **[READ ENTIRE LIST – RANDOMIZE]** how much would you spend on **[INSERT ITEM 1 – RANDOMIZE]** ... how much would you spend on **[INSERT ITEM 2 – RANDOMISE]**, , and finally how much would you spend on **[INSERT ITEM 3 – RANDOMISE]**.

**RECORD AMOUNT SPENT ON ITEM 1**

**RECORD AMOUNT SPENT ON ITEM 2 [MUST NOT EXCEED \$100-\$\$ SPENT ON ITEM 1]**

**RECORD AMOUNT SPENT ON ITEM 3 [MUST NOT EXCEED \$100-\$\$ SPENT ON ITEM 1 AND 2]**

**[TOTAL MUST BE EQUAL TO \$100]**

**[Transportation and infrastructure priorities]**

Roads

Public Transit

Walking and cycling pathways

Q2. Now I'm going to read you a few statements and I would like you to tell me how much you agree or disagree with each one. **[INSERT ITEM]** Do you agree or disagree that ...is that strongly or somewhat?

**[STATEMENTS]**

- The City should seriously consider building an underground subway system in downtown Calgary in the next 10 years
- The City should implement toll roads in strategic places

Q3. And in the long term, do you think that The City of Calgary should **[PAIRED CHOICE]**

continue our current level of use of autos

OR

increase our use of other methods of travel such as transit, walking, and cycling

Q4. Now I'd like you to think about the future of road planning in the City in the next 10 to 20 years. Would you agree or disagree that more dollars be allocated to **[INSERT ITEM – ROTATE]** ... is that strongly or somewhat?

pedestrian amenities such as sidewalks, crosswalks, benches, and lighting  
on street parking

treed roadside boulevards, trees along sides or down the middle of roads

transit lanes

bicycle lanes

carpool lanes

Strongly Agree

Somewhat Agree

Somewhat Disagree

Strongly Disagree

## Section Two: Jobs

Now we will look at job and workplace challenges that The City of Calgary will face in the future.

Q5A. And how do you currently commute to work or school? Do you... **[READ LIST - RECORD UP TO TWO MENTIONS]**

Drive to work in a car by yourself

Carpool with at least one other person

Take a taxi

Ride a motorcycle, moped or scooter

Ride your bike

Take transit

Walk, run or jog

Other **[SPECIFY]**

I don't work or go to school **[DO NOT READ] – SKIP TO Q8**

I don't commute to work or school **[DO NOT READ] – SKIP TO Q8**

**[IF "DRIVE TO WORK IN A CAR BY YOURSELF" OR "CARPOOL WITH AT LEAST ONE OTHER PERSON" OR "TAKE A TAXI" ASK Q5B]**

Q5B. And what do you think would need to change in order to make it easier for you to use transit, walk, or cycle to work or school? **[DO NOT READ LIST – INDICATE ALL THAT APPLY]**

More buses / faster buses / faster schedule

Better / cleaner / more accessible bus system

Safer buses

More trains / larger LRT or C-train system / faster trains / faster schedule



Better / cleaner / more accessible LRT or C-Train system  
More bicycle pathways / more accessible bicycle pathways  
Better maintained bicycle pathways / cleaner bicycle pathways  
Safer bicycle pathways / better lit bicycle pathways  
More pedestrian walkways / more accessible walkways  
Better maintained walkways / cleaner walkways  
Safer walkways / better lit walkways  
Better sidewalks / cleaner sidewalks  
Safer sidewalks  
Living closer to work  
OTHER **[SPECIFY]**

Q6. On average, how many minutes does it TYPICALLY take you to commute to work?

**[RECORD NUMBER IN MINUTES]**

Q7. And thinking about where you live right now and where you would like to live in the future, how important ...**[READ ITEM – ROTATE]** ...? Will it be Very Important, Somewhat Important, Not Very Important, or Not Important at All?

will it be for you to reduce your commuting time  
is it for your job to be located close to your home  
is it for where you work to be located close to some form of public transit  
walking distance to daily needs such as shopping, parks, library, entertainment

Very Important  
Somewhat Important  
Not Very Important  
Not Important at All

**Section Three: Housing and Liveability**

Now we will look at future housing challenges that The City of Calgary will face in the future.

Q8. Assuming that you do stay in Calgary, and looking at the next 10 years, where would you prefer to live – a newer community, an established community, or downtown?

New community  
Established community  
Downtown

Q9. For the following statements please tell me how much you agree or disagree. Do you agree or disagree that over the next 20 years the City should plan ... **[INSERT ITEM - ROTATE]** ... is that strongly or somewhat?

...for a greater variety of housing near LRT train stations?  
... for more mixed use buildings with housing or offices located above shops in existing commercial areas?  
... to redevelop underused commercial and industrial areas for higher intensity uses?

**(INTERVIEWER NOTE: IF YOU ARE PROMPTED “WHAT IS ‘HIGHER INTENSITY USES’  
REPLY: “BY HIGHER INTENSITY USES I MEAN UTILISING THESE AREAS FOR NEW  
HOUSING DEVELOPMENTS, RETAIL, AND COMMERCIAL USES.”)**

Q11. Again, thinking 10 or 20 years down the line, what are the top three things would you like to have within walking or cycling distance of your house? ... Anything else? **[DO NOT READ LIST – RECORD FIRST MENTION THEN NEXT MENTIONS]**

Grocery / convenience store  
Shopping (general)  
Recreation facility / City pool  
Playground / parks / green space  
Schools  
Hospital / clinic  
LRT or C-train station  
Bus station  
Cycling pathway / walkway  
Library  
Community centre  
Place of work  
Other [SPECIFY]

Q12A. ...**And for you personally, what features do you like about your community?  
[RECORD FIRST MENTION THEN RECORD SUBSEQUENT MENTIONS]**

**[DO NOT READ LIST]**

views of mountains  
views of city

architecture  
heritage buildings

green space / parks / lots of trees / close to river / close to nature  
playgrounds  
civic art / local art  
community association / civic programming of community  
special events / festivals in my neighbourhood  
the people / my neighbours  
history of the community / background of the community  
location of community

close to shopping / amenities  
close to schools  
close to church  
close to walkways / pathways  
close to transit  
close to work

community is close to downtown  
community is far away from downtown

Q12B. ... what features would you change about your community? [RECORD FIRST MENTION THEN RECORD SUBSEQUENT MENTIONS]

[DO NOT READ LIST]

Architecture / the buildings

More green space / parks / more trees / closer to river / closer to nature

More playgrounds

More civic art / local art

A community association / A better community association / more civic programming of community

More special events / more festivals in my neighbourhood

the people / my neighbours

location of community

closer to shopping / amenities

closer to schools

closer to church

closer to walkways / pathways

closer to transit

closer to work

community is too close to downtown

community is too far away from downtown

Less crime / less drugs

Less homelessness

Less traffic / too much traffic

Close to a highway / thoroughfare / freeway

Too much noise

Not enough streetlights

Roads / sidewalks / infrastructure needs fixing

Parks need upgrading

### **Growth/Environment**

Q14. **keeping in mind the extent of growth and change the city is currently going through, what areas do you think should be given priority for growth? Please rank the following areas in terms of priority:**

**... in new communities at the edge of the city**

**... in planned areas near LRT or major bus routes**

**... in the city centre**



## **Demographics**

We are almost finished, and I am now going to ask you some demographic questions that allow us to group responses and to sort the information we collect. All your responses will be held in strict confidence and will not be attributed to you.

D1 In what year were you born?

**RECORD YEAR (RANGE 1900 TO 1987)**

D2 How many years have you lived in The City of Calgary? (IF LESS THAN 1 YEAR ENTER 0)

**RECORD NUMBER (RANGE 0 TO 100)**

D3 What is the highest level of schooling that you have obtained? Please stop me when I reach your category. **(READ LIST)**

Completed high school or less

Some post secondary or completed a college diploma

Completed university degree or post-grad degree

D4 Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category. **(READ LIST – ACCEPT RESPONSE BEFORE FINISHING LIST)**

Less than \$30,000

\$30,000 to less than \$45,000

\$45,000 to less than \$60,000

\$60,000 to less than \$75,000

\$75,000 to less than \$90,000

\$90,000 to less than \$105,000

\$105,000 to less than \$120,000

\$120,000 and over

D5 How many registered drivers currently live in your household?

**[RECORD NUMBER]**

D6 How many automobiles does your household have?

**[RECORD NUMBER]**

D7. Including yourself, how many people currently live in your household?

**RECORD NUMBER**

**[IF MORE THAN ONE IN D7 ASK D7A]**

**D7A And how many of those people are under the age of 18?**

**[RECORD NUMBER]**



Finally, in order to know how to classify your responses, can you please provide me with your postal code? (Probe for first three digits if DK/REF)

**RECORD SIX DIGIT POSTAL CODE**

(IF NECESSARY: I assure you that this information will remain completely confidential. We only use it for classification purposes.)

**This completes the survey.**

**On behalf of The City of Calgary and Leger Marketing, thank you very much for taking the time to provide feedback.**

**Your opinion is important.**

**Have a nice night**

**Questionnaire**

The Plan It Calgary project uses three scenarios. Each scenario makes certain assumptions about the future. Different strengths of the scenarios emerge and elements of these can be incorporated into a new plan for the city. The purpose of this workbook and questionnaire is to share these scenarios with you and find out what you think. Your ideas will be combined with those across the city and provide important input into the development of a long-term plan.

**What should our city be like in 60 years? What will our legacy be?**

Please fill out this questionnaire and return it (or complete it online at [calgary.ca/planit](http://calgary.ca/planit)) by Jan. 10, 2008.

**There are two parts to each question.**

First, place a tick in the box of the scenario you like best. Then, rate each answer according to how important it is to you by ticking the box next to High, Medium or Low.

The Issues	Dispersed	Hybrid	Compact	Rating the Issues (tick one box only)
1. Which is the best mixture of new housing and locations? (Single family and town-homes v. condos and apartments.)	<input type="checkbox"/> 85% new subdivisions 15% re-developed land 	<input type="checkbox"/> 36% new subdivisions 64% re-developed land 	<input type="checkbox"/> 0% new subdivisions 100% re-developed land 	Importance to you? <input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
2. How much new land should be used for city expansion?	<input type="checkbox"/> 45,500 hectares 40 Nose Hill Parks 	<input type="checkbox"/> 18,500 hectares 16 Nose Hill Parks 	<input type="checkbox"/> Zero hectares Zero Nose Hill Parks 	Importance to you? <input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
3. Which provides the best mix of transportation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Importance to you? <input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
4. How much auto travel per person is acceptable?	<input type="checkbox"/> <input type="checkbox"/> Results in 207% increase in green house gas emissions	<input type="checkbox"/> <input type="checkbox"/> Results in 157% increase in green house gas emissions	<input type="checkbox"/> <input type="checkbox"/> Results in 107% increase in green house gas emissions	Importance to you? <input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
5. Which would give you the best rapid transit accessibility for your needs?	<input type="checkbox"/> 316 km rapid transit and regular cross town bus routes	<input type="checkbox"/> 577 km rapid transit	<input type="checkbox"/> 502 km rapid transit	Importance to you? <input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
6. Where on this continuum do you think best aligns with the future needs of Calgarians?				

Questionnaire

Where do we grow from here? 17

?

**What will our legacy be?** (See other side for questions one through six.)

What would make your community more sustainable?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Calgary should aspire to be a global leader in . . .

----- fold -----

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postal code: \_\_\_\_\_

Age:  under 18  18-24  25-44  45-64  65 and over

Please fill out this questionnaire and return it (or complete online at [calgary.ca/planit](http://calgary.ca/planit)) by Jan. 10, 2008.

Thank you for taking the time to complete this questionnaire. Your comments will be considered in the development of a long-term Land Use and Mobility Plan for the city of Calgary. Results of this survey and further information on the project will be available in early 2008 at [calgary.ca/planit](http://calgary.ca/planit).

This personal information is collected under the authority of the *Alberta Municipal Government Act*, Section 636(1) and the *FOIP Act*, Section 33(c) and will be used to communicate with survey respondents during the plan review and public participation process. It is protected under the privacy provisions of the *FOIP Act*. If you have any questions regarding the collection of this information, please contact the FOIP program administrator, Land Use Planning and Policy, P.O. Box 2100, Stn. "M" Calgary, Alberta T2P 2M5. Telephone: 268-5301.

----- fold -----



1000010077-T2P2M5-BR01



CITY OF CALGARY  
SUSTAINABLE CITY PROGRAM #8145  
PO BOX 2100 STN M  
CALGARY AB T2P 9Z9