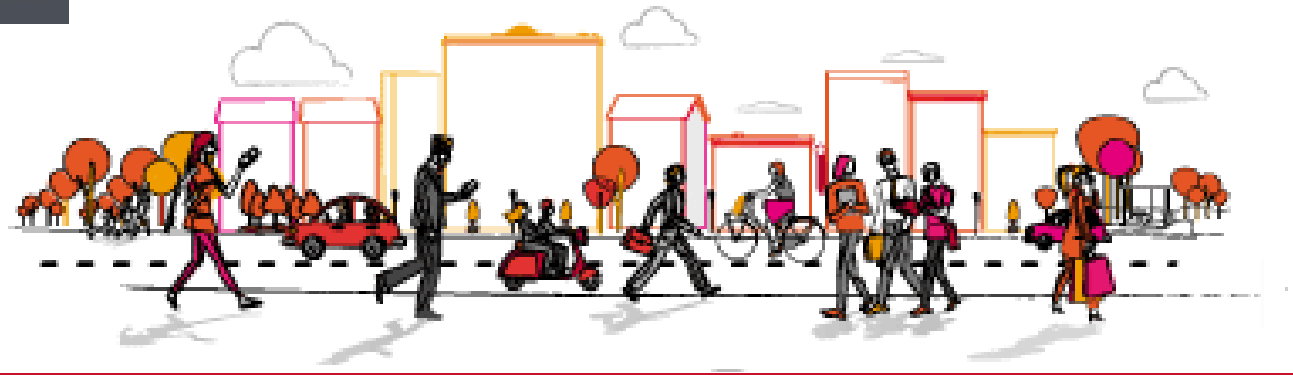


Calgary Streets

FINAL REPORT: November 2017

Prepared for The City of Calgary by:

Contact:

Jamie Duncan
Vice President
Ipsos
587.952.4863
jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Marina Gilson
Director
Ipsos
778.373 5046
marina.gilson@ipsos.com
200 – 1285 W Pender St
Vancouver, BC V6E 4B1

Table of Contents

Methodology	**3**
Key Findings	**5**
Calgary Streets: Detailed Findings	**7**
Demographics	**26**

Methodology

Methodology

Ipsos conducted an online survey with Citizens' View panelists.

Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The survey was launched on October 23, 2017 to 2,784 panelists and closed on October 30, 2017. 867 panelists completed the survey and an additional 153 panelists started the survey but did not complete it. Results in this report are based on all valid responses from participants who completed the entire survey.

The following findings are qualitative in nature. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further quantitative research.

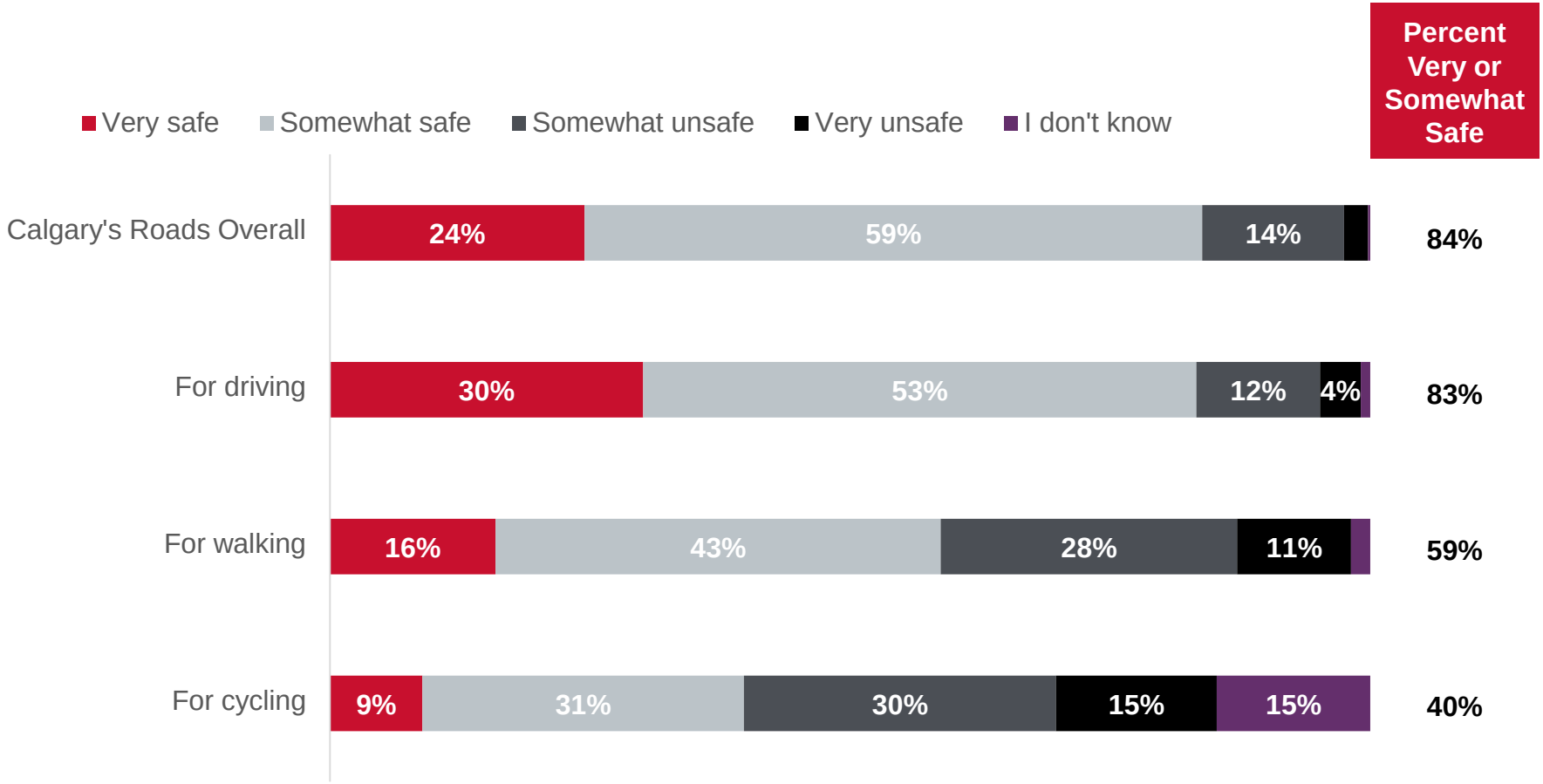
Key Findings

Key Findings

- Eighty-four percent of Citizens' View panelists regard Calgary's streets to be safe, with 24% stating they are very safe and 59% stating they are somewhat safe. However, panelists are much more likely to regard the streets as safe for driving (83%) than to regard them as safe for walking (59%), and fewer still for cycling, with only 40% of panelists stating that Calgary's streets are somewhat or very safe.
- Panelists generally agree with the value statements related to Livable Streets. Eighty percent or more agree that:
  - It is important for The City of Calgary to provide streets that meet the needs of residents of all ages and abilities.
  - The City of Calgary should design streets so that people feel safe when they are walking or riding a bike to and from destinations.
  - It is important for The City of Calgary to provide connections to key destinations in their communities that can be easily accessed by walking or cycling.
- While the majority of panelists feel safe using active modes of transportation in their communities, one-third disagree that they feel safe doing so. Aggressive or speeding drivers, poor road infrastructure and road conditions are all major factors for these citizens.
- When panelists compare pairs of photos of Livable Streets to similar areas that have not been improved, a clear majority pick the Livable Street option as the one that is most safe to travel by active modes. The key reasons for these attitudes are infrastructure to support users of active modes of transportation (crosswalks, sidewalks and bike lanes) together with having clear, well-defined areas for vehicles and people. Respondents also speak positively about wider streets and sidewalks, less traffic and good lighting and visibility.
- There is a segment of citizens who are not in favor of bike lanes, some of whom complained that they did not have an opportunity in the survey to support other aspects of Livable Streets while disapproving of bike lanes. It is recommended that this opportunity be provided in future surveys.

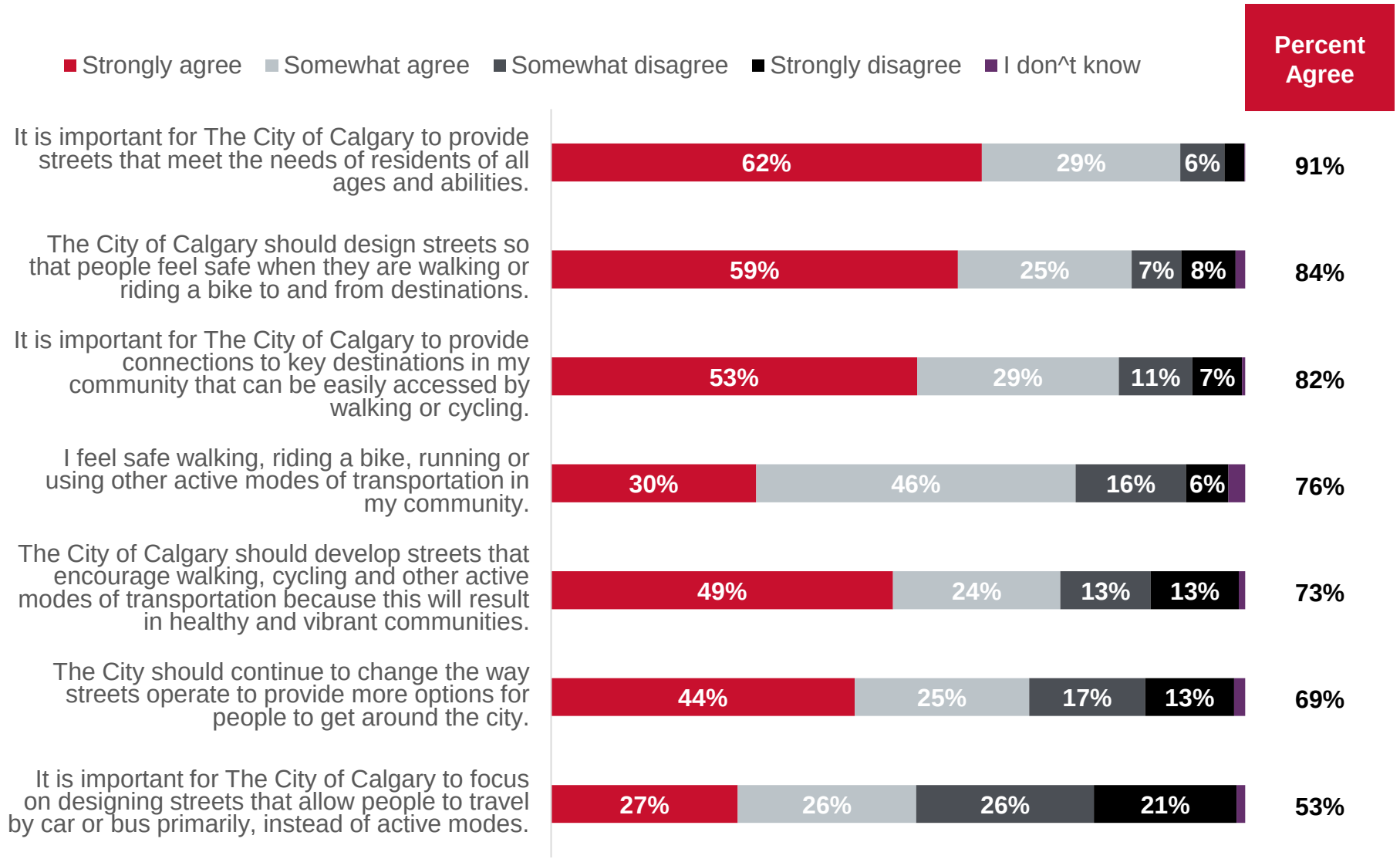
Detailed Results

Safety of Calgary's Streets



Q1 How safe are Calgary's roads for traveling for each of the following?
Base: Total Respondents (n=867)

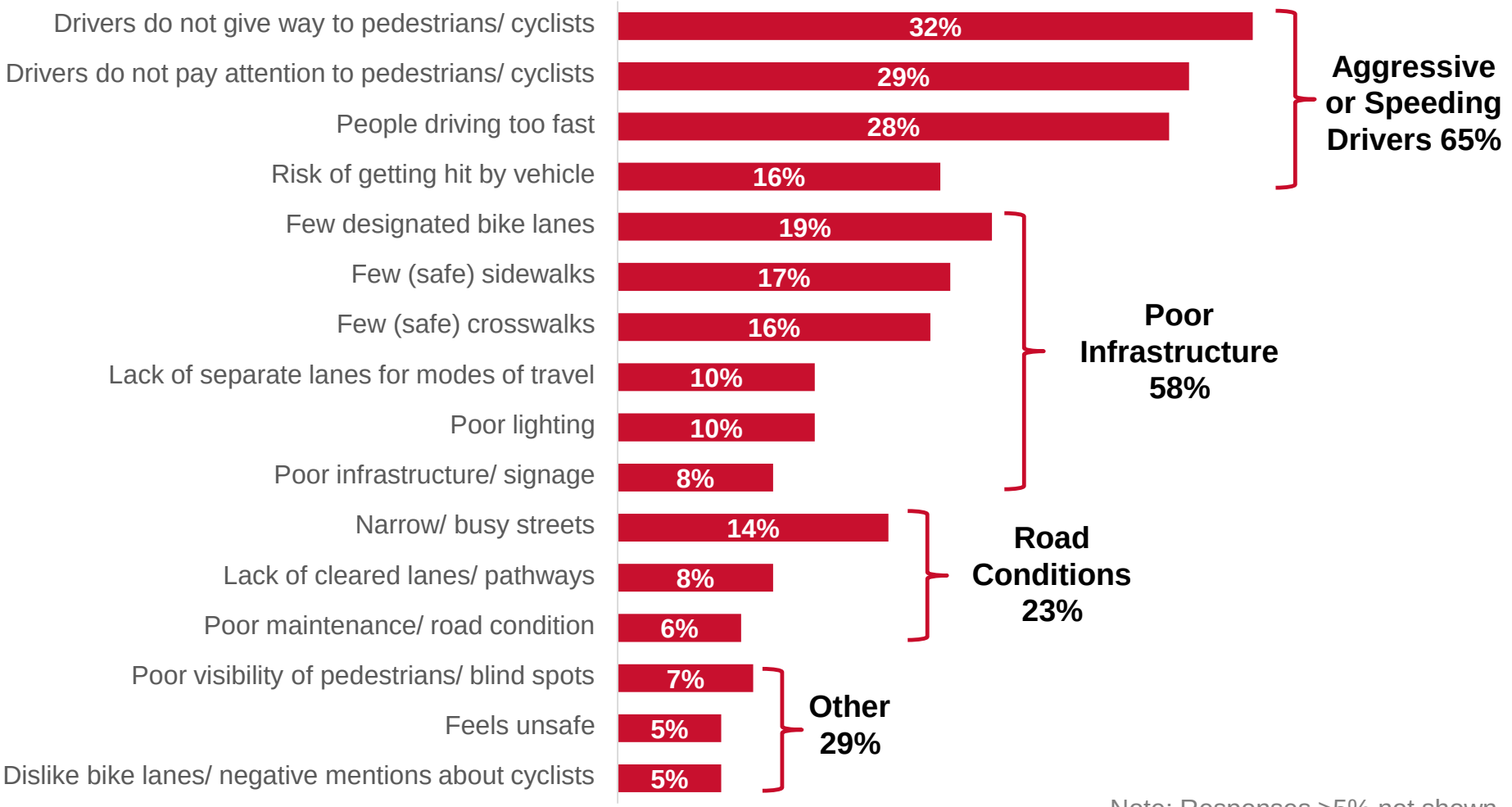
Agreement with Value Statements



Q2 Do you agree or disagree with the following statements?

Base: Total Respondents (n=867)

Reasons Feel Unsafe Using Active Modes in Their Communities

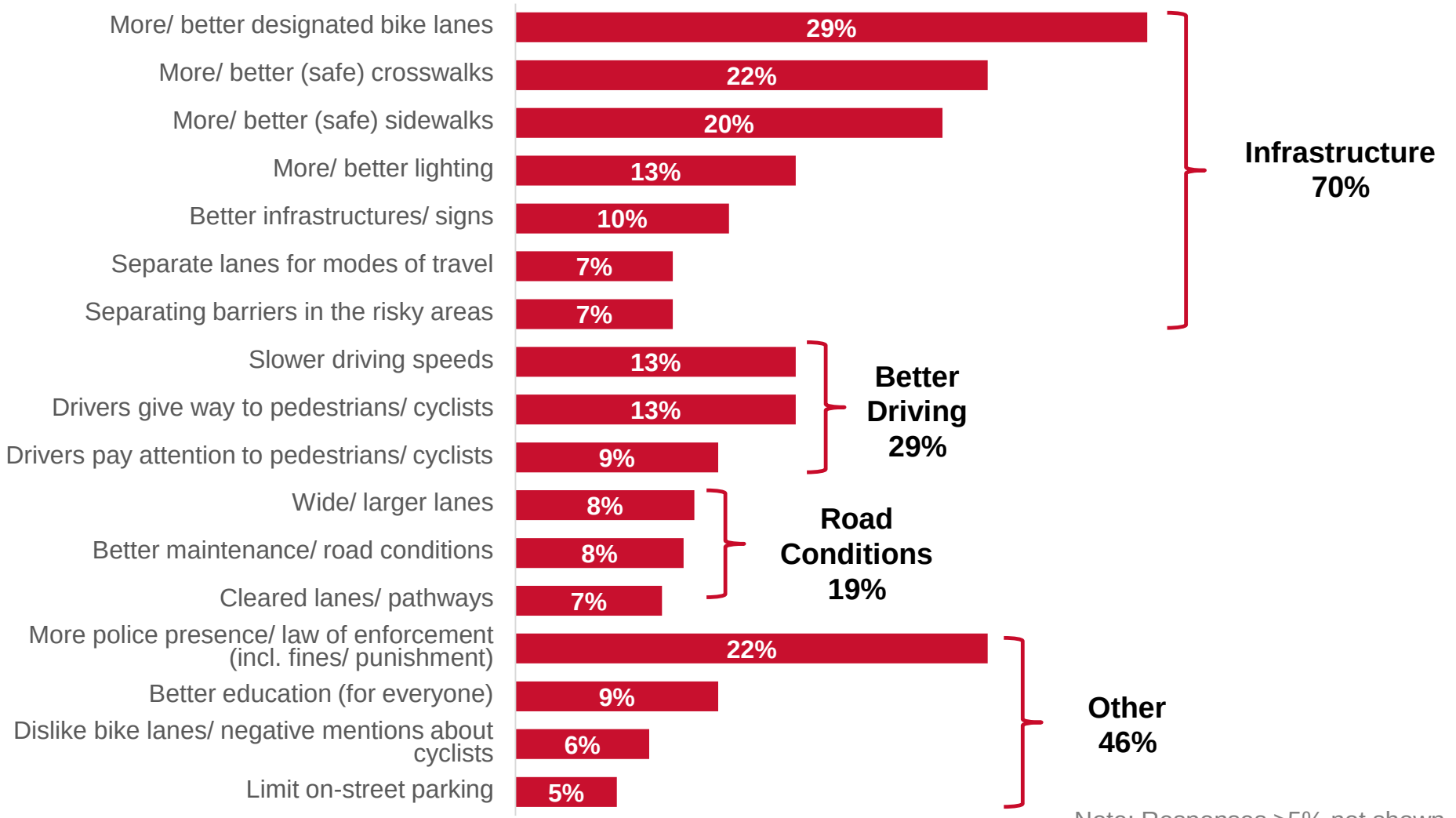


Note: Responses >5% not shown.

Q3. Why do you feel unsafe using an active mode (walking, cycling, etc.) of transportation in your community?

Base: Respondents who somewhat or strongly disagree that 'I feel safe walking, riding a bike, running or using other active modes of transportation in my community' (n=191)

Increasing Comfort When Using Active Modes in Their Communities

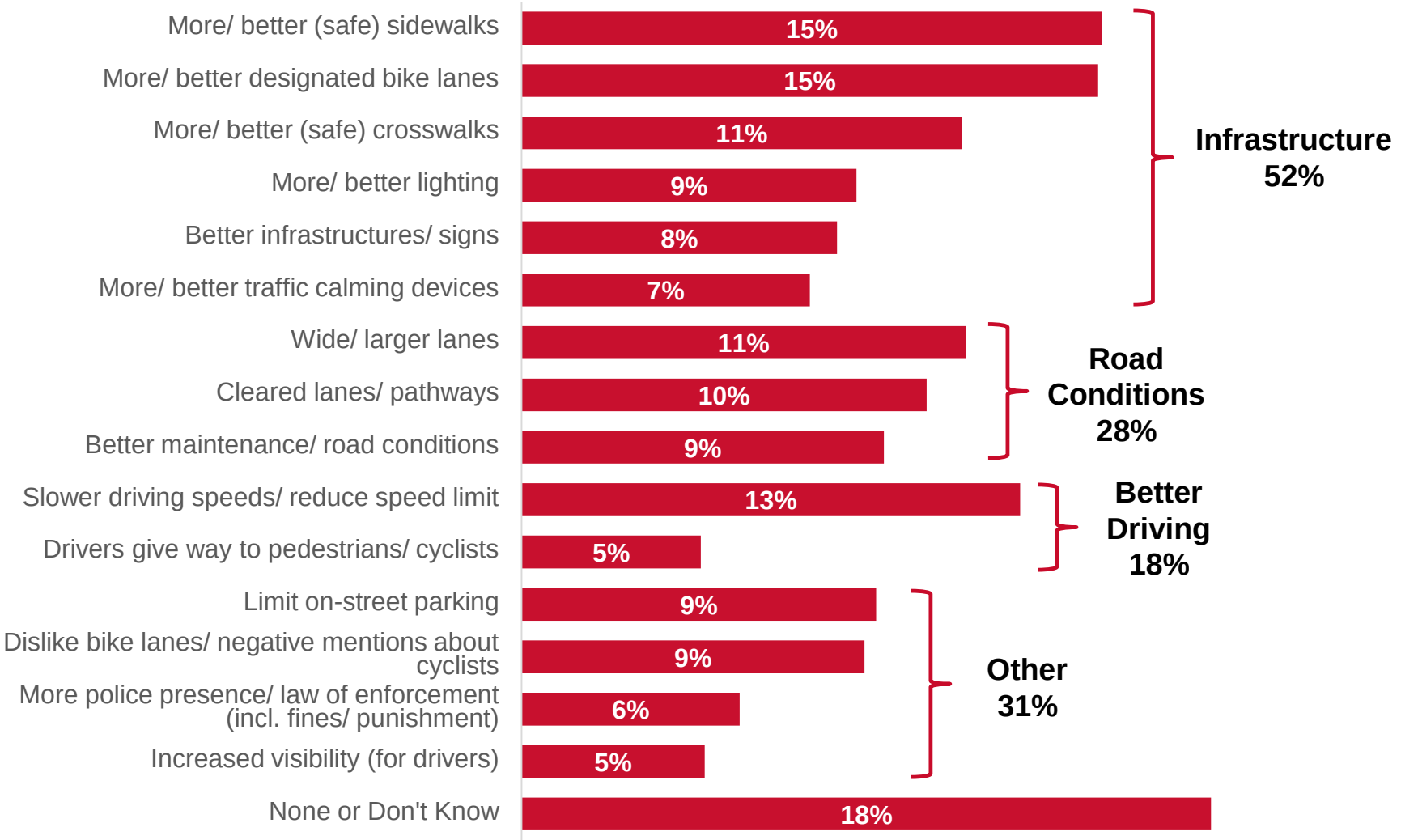


Note: Responses >5% not shown.

Q4. What would make you feel more comfortable when using an active mode (walking, cycling, etc.) of transportation in your community?

Base: Respondents who somewhat or strongly disagree that 'I feel safe walking, riding a bike, running or using other active modes of transportation in my community' (n=191)

Enhancements to Improve the Experience for Walking, Cycling, Driving or Transit

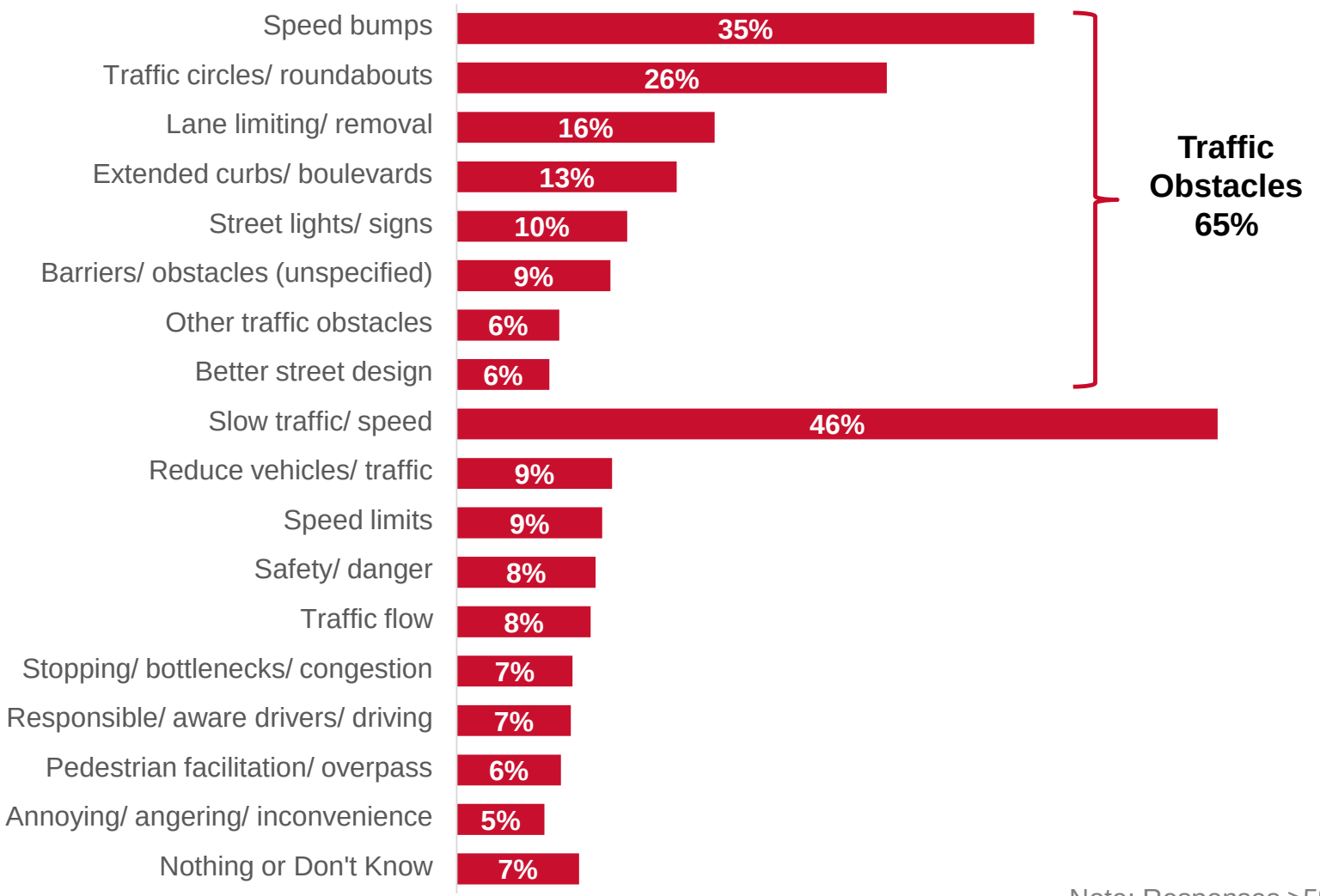


Note: Responses >5% not shown.

Q5 Thinking about your own street, what enhancements would you recommend be made to improve the overall experience for walking, cycling, driving or transit?

Base: Total Respondents (n=867)

What 'Traffic Calming' Means to Citizens



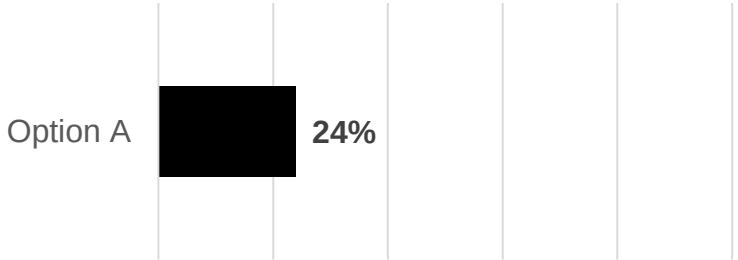
Note: Responses >5% not shown.

Q6. What does the phrase "traffic calming" mean to you? Please provide any examples in your answer.
Base: Total Respondents (n=867)

Street That is Most Safe to Travel by Active Modes: Pair 1

A

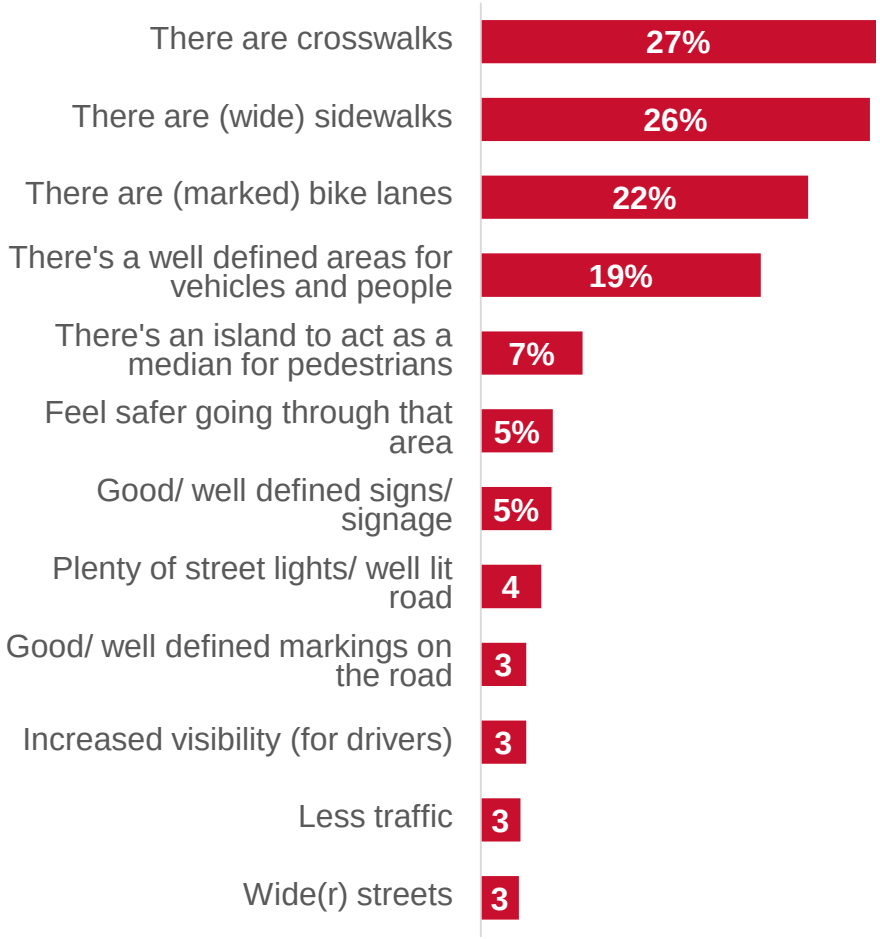
B



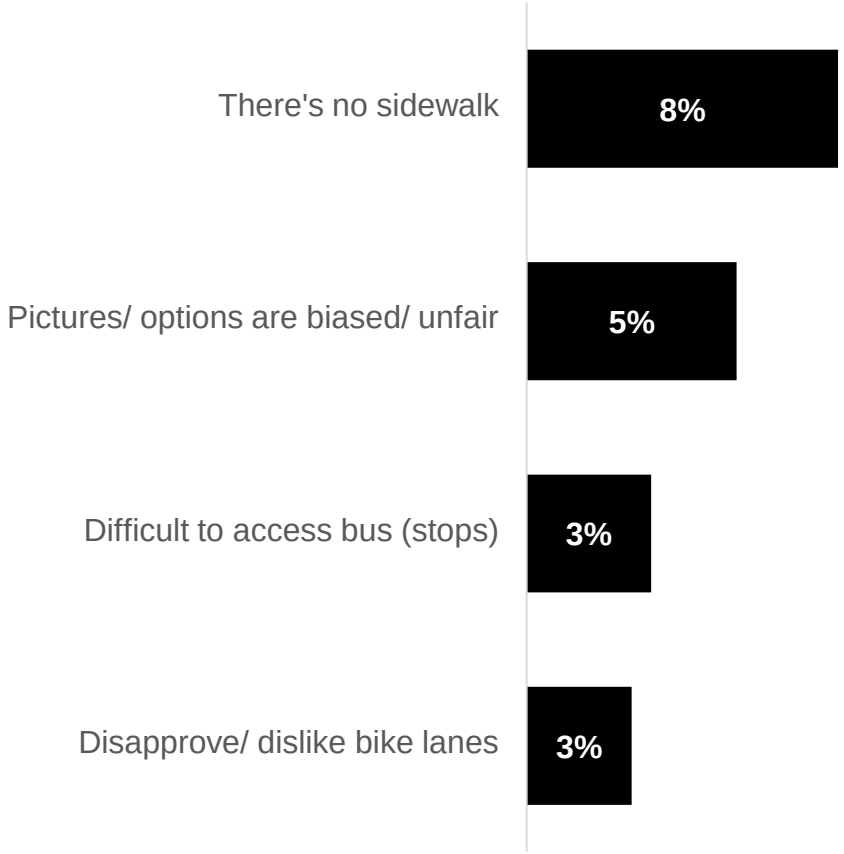
Pair 1 Q1. Which of the following street scenarios do you feel is most safe to travel by active modes?
Base: Total Respondents (n=867)

Reasons for Preference: Pair 1

Positive Reasons



Negative Reasons



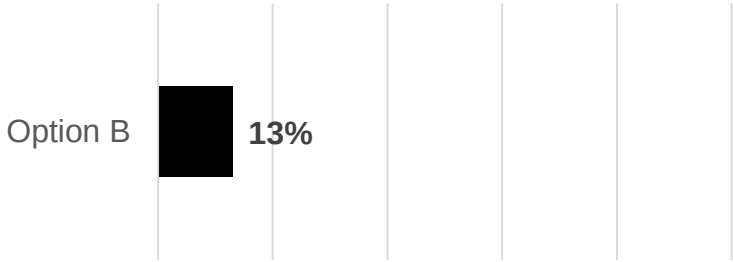
Note: Responses >3% not shown.

Pair 1 Q2. Please tell us the reasons for your selection.
Base: Total Respondents (n=867)

Street That is Most Safe to Travel by Active Modes

A

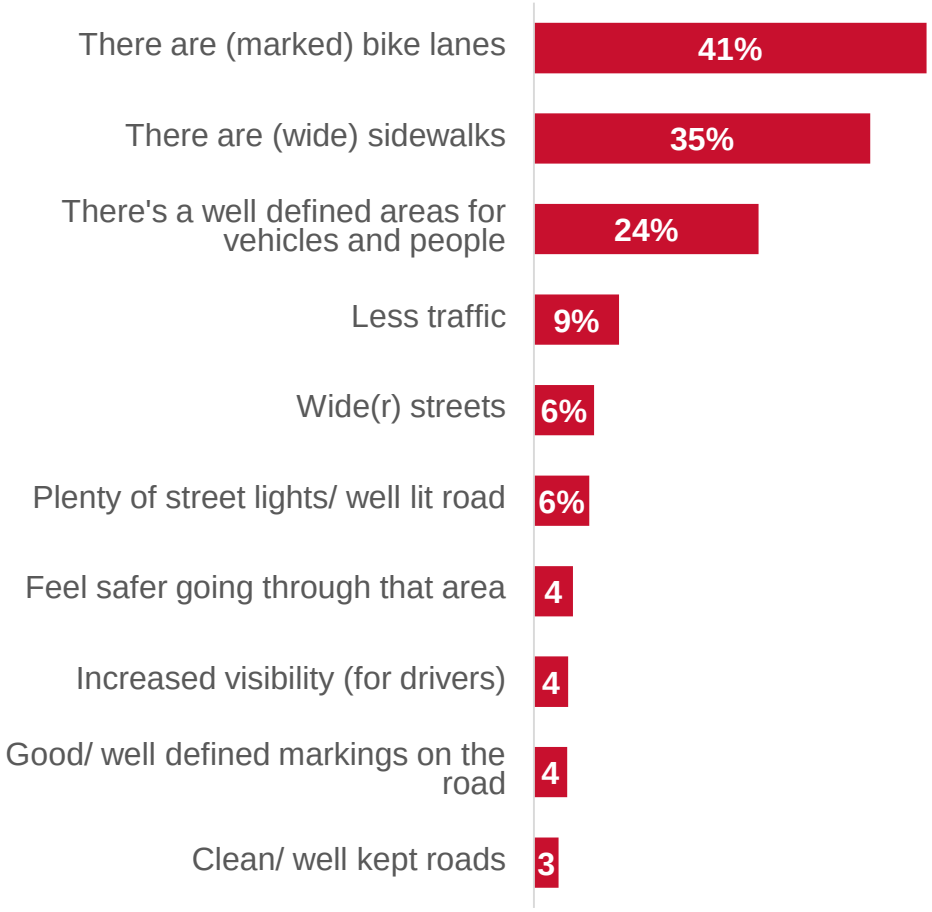
B



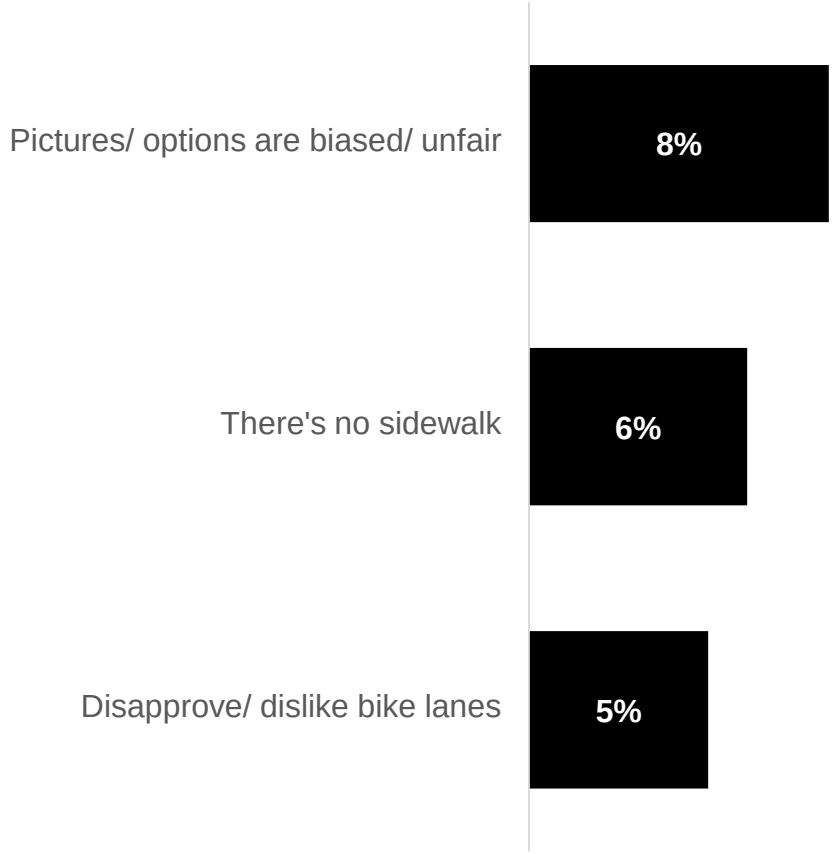
Pair 2 Q1. Which of the following street scenarios do you feel is most safe to travel by active modes?
Base: Total Respondents (n=867)

Reasons for Preference: Pair 2

Positive Reasons



Negative Reasons



Note: Responses >3% not shown.

Pair 2 Q2. Please tell us the reasons for your selection.
Base: Total Respondents (n=867)

Safe Street Image: Pair 1, Image B

Words Describing the Street shown in Image: Pair 1, Image B

Pair 1 Image B: Please provide us with up to 10 words that describe the street shown in this image.

Base: Total Respondents (n=867)

Words Describing the Street shown in Image: Pair 1, Image B

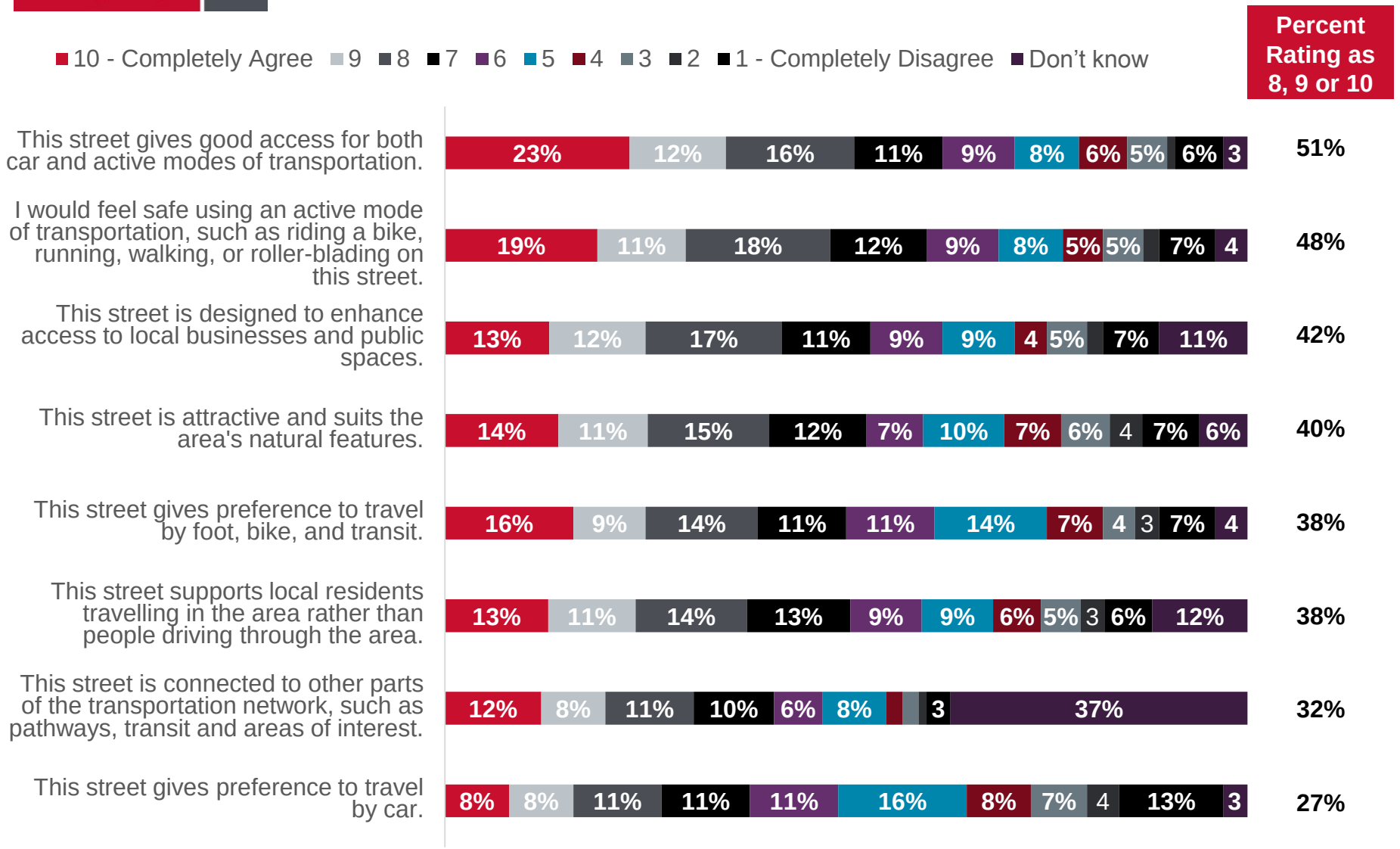
Safe	18%
Crosswalk	11%
Clean	11%
Bike lane	9%
Wide	8%
Open	6%
Clear	5%
Sidewalk	5%
Residential	5%
Accessible	4%
Busy	4%
Calm	4%
Quiet	4%
Sidewalks	4%
Confusing	3%
Safer	3%
Organized	3%
Friendly	3%
Pedestrian friendly	3%
New	3%
Colourful	3%
Signage	3%
Visible	3%
Well marked	3%

Note: mentions under 3% not shown.

Pair 1 Image B: Please provide us with up to 10 words that describe the street shown in this image.

Base: Total Respondents (n=867)

Agreement Regarding Pair 1, Image B



Considering the image above, please tell us if you agree or disagree that the statement applies to what is being shown.

Base: Total Respondents (n=867)

Safe Street Image: Pair 2, Image A

Words Describing the Street shown in Image: Pair 2, Image A

Pair 2 Image A: Please provide us with up to 10 words that describe the street shown in this image.

Base: Total Respondents (n=867)

Words Describing the Street shown in Image: Pair 2, Image A

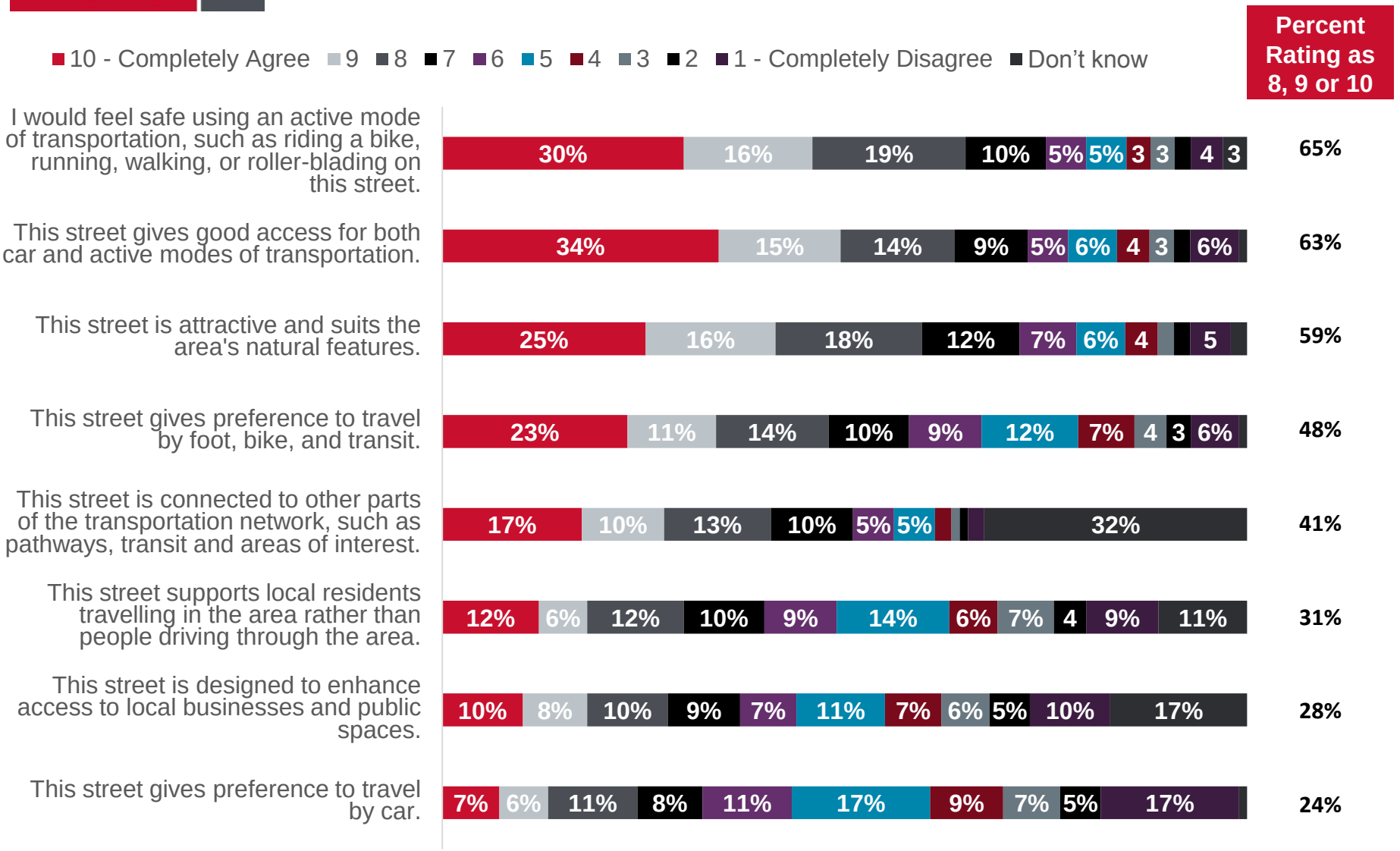
Safe	21%
Wide	13%
Clean	9%
Open	8%
Bike lanes	8%
Busy	6%
Sidewalks	6%
Organized	5%
Active	5%
Clear	4%
Green	4%
Bike lane	4%
Sidewalk	4%
Well lit	4%
Attractive	3%
Accessible	3%
Calm	3%
Spacious	3%
Shared	3%
Friendly	3%

Note: mentions under 3% not shown.

Pair 2 Image A: Please provide us with up to 10 words that describe the street shown in this image.

Base: Total Respondents (n=867)

Agreement Regarding Pair 2, Image A



Considering the image above, please tell us if you agree or disagree that the statement applies to what is being shown.

Base: Total Respondents (n=867)

Demographic Characteristics

Demographic Characteristics

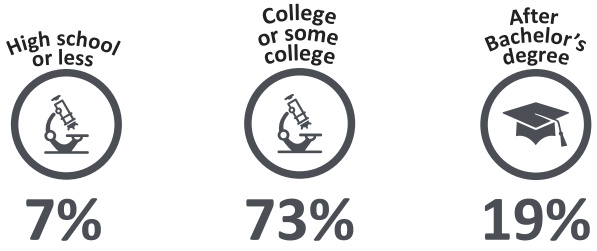
Gender

45% Male

52% Female

(Prefer not to answer 3%)

Education



7% 73% 19%

Age

13% 19-34

38% 35-54

49% 55+

Quadrant

NW 32%	NE 12%
SW 32%	SE 22%

Income

20% 14% 26% 20%

(Prefer not to answer 20%)

Household Characteristics

Household Size

One	Two	Three	Four	Five+
18%	43%	17%	16%	6%

Children in Household

With Children
27%

Own
83%

Rent
13%

Other
2%

Prefer not to answer
2%

Contact

Jamie Duncan
Vice President
Ipsos Public Affairs
587.952.4863
email: jamie.duncan@ipsos.com

Marina Gilson
Director
Ipsos Public Affairs
778.373.5046
email: marina.gilson@ipsos.com