

November 2009

West Port Moody Resident Opinions of Evergreen Line Stations



MUSTEL GROUP
MARKET RESEARCH

➤ Introduction

Two stations are currently planned in Port Moody for the Evergreen Line, one close to the West Coast Express station and one close to Ioco Road. A third station in west Port Moody close to the Barnet Highway has been identified as an option. Market research was commissioned by Port Moody Western Station Committee to measure the level of potential usage of such a station. The research also measured interest in additional shops and services in west Port Moody, and alignment preferences for the Murray-Clark connector.

Methodology

- 200 interviews conducted by telephone with a random selection of adult residents of the west Port Moody area (see map appended to report)
- Specific steps taken in selection of sample to insure the results would be representative and projectable to the entire neighbourhood including:
 - Random selection of households contacted from an up-to-date listing of all households in the area;
 - Random selection of the individual interviewed within the household;
 - Up to 6 calls to the selected household/individual to minimize potential bias due to non-response;
 - Matching the sample (age and gender) to the most recent Statistics Canada data for the survey area.
- Interviewing conducted November 2-7, 2009 weekday evenings and during the day on weekends from Mustel Group's Vancouver-based call centre where interviewers are continuously supervised and monitored
- Detailed computer tables presented under separate cover
- Margin of error on total sample: +/-7% at the 95% level of confidence
- Questionnaire administered appended to report

➤ Executive Overview

Location of Evergreen Line Stations

Strong support exists for a third station to serve west Port Moody residents.

- 73% of area residents would like such a station included in the Evergreen Line plans.
- 63% of residents report that they would be likely to use the Evergreen Line if this third station was built (35% would definitely use, 28% would probably use).
- Without a west Port Moody station, only 24% of area residents are likely to use the Evergreen Line (assuming the closest station is near the West Coast Express).
- This third station will encourage a significant proportion of current non-users of public transit to use the Evergreen Line (non-users account for more than half of area residents).
- 44% of current non-transit users are likely to use the system with this third station, in contrast to only 18% without the third station.

West Port Moody Shops and Services

- 58% of residents support having more shops and services in the western part of Port Moody, with suggestions for a large grocery store, restaurants, clothing stores, boutiques or small unique shops, coffee shops, convenience stores, and specialty food stores (bakery, produce, etc.).
- 43% report that having more shops and services in west Port Moody would reduce the amount of driving they currently need to do.

Murray-Clark Connector

- When provided with a choice for alignments for the Murray-Clark connector, area residents tend to prefer a connector that parallels the Evergreen Line meeting Barnet Highway north of Clark Street (as opposed to crossing Douglas Street to meet the Barnet Highway at Clarke Street).
- The majority prefer that the connector be built at the same time as the Evergreen Line.



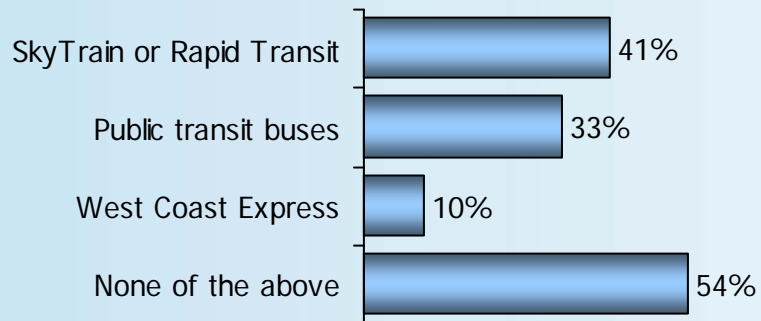
Key Findings



MUSTEL GROUP
MARKET RESEARCH



➤ Current Public Transit Use



Base: Total (n=200)

Q.1) Do you currently use any of the following at least once a month?



MUSTEL GROUP
MARKET RESEARCH

➤ Should West Port Moody Station be Included in Evergreen Line Plan

Yes
73%

Base: Total (n=200)

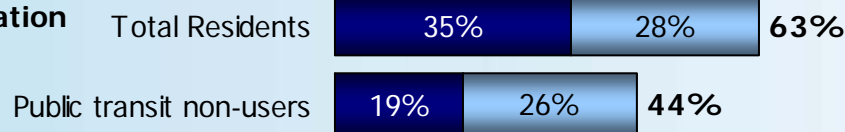
As you may or may not be aware, The government has guaranteed that the Evergreen Line will be built connecting Coquitlam to Lougheed Town Centre and running through Port Moody. Detailed planning for stations along the new line is, therefore, now underway.

Two stations have been confirmed to be built in Port Moody– one close to West Coast Express station and one close to Ioco Road. A third station in West Port Moody, close to the Barnet Highway, has been identified as an option, but has not been confirmed.

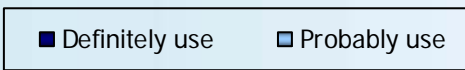
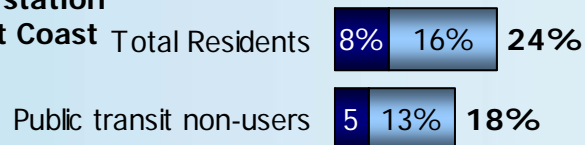
Q.2) Would you like this third station serving west Port Moody to be included in the plan or not?

Likelihood of Using Evergreen Line with/without West Port Moody Station

If West Port Moody station built



If closest station near West Coast Express



Base: Total (n=200)

Q.3a) How likely would you be to use the Evergreen Line once constructed if this west Port Moody station close to Barnett Highway was built?

Q.3b) If this third station was not built, and the most westerly Port Moody station was close to West Coast Express, how likely would you be to use the Evergreen Line?



➤ Support for More Shops/Services in West Port Moody

**Yes
58%**

Base: Total (n=200)

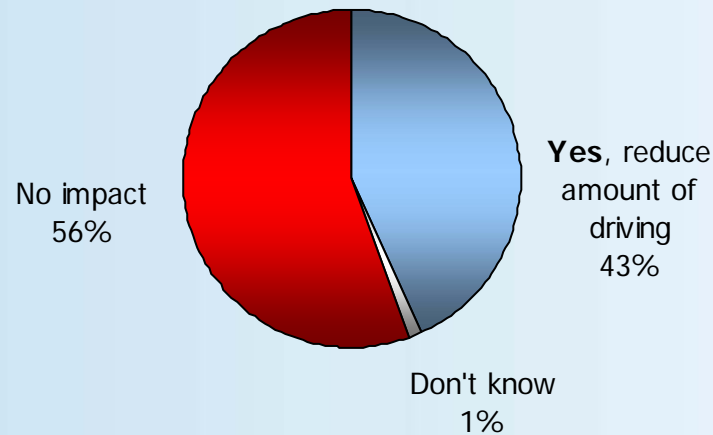


Types of Shops/Services Suggested	Those who want more <u>shops/services</u>
	(109) %
Large grocery store (i.e. Safeway, Save-on-Foods)	58
Restaurants	30
Misc. retail stores	20
Clothing stores	18
Boutiques/small unique stores	16
Coffee shop (Tim Horton's, Starbucks)	16
Convenience stores	15
Bakery/specialty food shops	13
Produce market	9
London Drugs/pharmacy	9
Misc. services	7
Medical/dental offices	7
Video store	6
Banks/financial services	6
Butcher	3
Liquor store	3
Post Office	3
Hair Salon/barber	2

Q.4) Thinking of the western part of Port Moody in general, would you like to see more shops and services in the area? What types of shops and services?



➤ Would More Shops/Services Reduce Amount of Driving or Have No Impact



Base: Total (n=200)

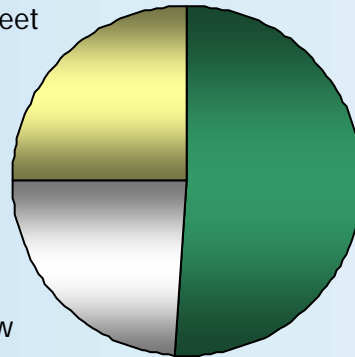
Q.5) Would the addition of more shops and services in West Port Moody reduce the amount of driving you do today, or would it have no impact on how much you drive?



➤ Murray Clarke Connector Alignment Preference

Crossing Douglas Street
to meet the Barnett
Highway at Clarke Street

25%



**Parallel with the
Evergreen Line**, close to
Short Street, and meeting
the Barnett Highway
further north than Clark
Street, with no traffic lights

51%

Don't know

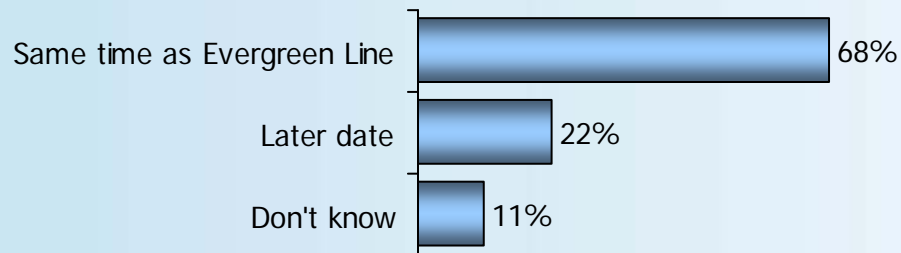
24%

Base: Total (n=200)

Q.6) As you may or may not know, planning is also in progress to build the Murray-Clarke connector to reduce traffic congestion in West Port Moody. Several alignments have been suggested, and we would like your opinion on a choice between two of them. Which alignment would you prefer:



➤ Preferred Timing of Construction of Murray Clarke Connector



Base: Total (n=200)

Q.7) Given your choice, would you prefer to see the construction of the Murray Clarke connector take place at the same time as the Evergreen Line or at a later date?



➤ Demographic Profile of West Port Moody Residents

	Total (200) %
Gender	
Male	48
Female	52
Age	
18 to 24	15
25 to 34	15
35 to 44	25
45 to 54	22
55 to 64	13
65 years and over	10
Refused	1
Employed outside the home	
Yes	74
No	26
Work location	
Burnaby/New Westminster	28
Downtown Vancouver	24
Port Coquitlam/Coquitlam/Port Moody	24
Surrey/Langley	5
North Shore	3
Richmond	1
Other City of Vancouver	9
No fixed location	6



Questionnaire



MUSTEL GROUP
MARKET RESEARCH



MUSTEL GROUP
MARKET RESEARCH

Evergreen Line Station Research

FINAL

Hello, I'm _____ of Mustel Group, a professional marketing research. We are conducting a brief survey on transportation needs of residents in your area. May I please speak to the male/female in your household 18 years of age or over whose birthday falls next? **IF PERSON NOT HOME, ARRANGE CALLBACK. REINTRODUCE IF NECESSARY.**

A.GENDER: MALE
FEMALE

1. Do you currently use any of the following at least once a month:

Public transit buses
SkyTrain or rapid transit
West Coast Express

As you may or may not be aware, the government has guaranteed that the Evergreen Line will be built connecting Coquitlam to Lougheed Town Centre and running through Port Moody. Detailed planning for stations along the new line is, therefore, now underway.

Two stations have been confirmed to be built in Port Moody— one close to West Coast Express station and one close to Ioco Road. A third station in West Port Moody, close to the Barnett Highway, has been identified as an option, but has not been confirmed.

2. Would you like this third station serving west Port Moody to be included in the plan or not?

3a. How likely would you be to use the Evergreen Line once constructed if this west Port Moody station close to Barnett Highway was built?

Definitely use
Probably use
Might or might not use
Probably not SKIP TO Q.4
Definitely not use SKIP TO Q.4

3b. If this third station was *not* built, and the most westerly Port Moody station was close to West Coast Express, how likely would you be to use the Evergreen Line?

Definitely use
Probably use
Might or might not use
Probably not
Definitely not use

4. Thinking of the western part of Port Moody in general, would you like to see more shops and services in the area?

Yes - What types of shops and services?

No

5. Would the addition of more shops and services in West Port Moody reduce the amount of driving you do today, or would it have no impact on how much you drive?

Yes

No

6. As you may or may not know, planning is also in progress to build the Murray-Clarke connector to reduce traffic congestion in West Port Moody. Several alignments have been suggested, and we would like your opinion on a choice between two of them:

Which alignment would you prefer?

a) Crossing Douglas Street to meet the Barnett Highway at Clarke Street

b) Parallel with the Evergreen Line, close to Short Street, and meeting the Barnett Highway further north than Clarke Street, with no traffic lights

7. Given your choice, would you prefer to see the construction of the Murray Clarke connector take place at the same time as the Evergreen Line or at a later date?

BASIC DATA

Now, just a few final questions to ensure we are speaking to a cross-section of people.

- A. Into which of the following age categories may I place you?

18 to 24 years

25 to 34

35 to 44

45 to 54

55 to 64

65 years and over

- Ei. Are you employed outside the home?

- ii. **IF YES:** In what general area of the city is your place of work located?

Port Coquitlam/Coquitlam/Port Moody

Fraser Valley

Burnaby/New Westminster

Surrey/Langley

North Shore

Downtown Vancouver

Other City of Vancouver

Other SPECIFY

- G. POSTAL CODE

Thank you for your participation!



Survey Area Map (Postal Walks LC001-6)



MUSTEL GROUP
MARKET RESEARCH

