

## Metro Vancouver Transportation and Transit Referendum

For this survey, we're asking people their views on transportation and some related issues here in the greater Vancouver region.

A. First of all, could you please indicate which specific Metro Vancouver municipality you live in?

Burnaby  
Coquitlam  
Delta  
Langley (district and city)  
Maple Ridge  
New Westminister  
North Vancouver (district and city)  
Pitt Meadows  
Port Coquitlam  
Port Moody  
Richmond  
Surrey  
Vancouver  
West Vancouver  
White Rock  
Other smaller municipality

Do not live in Metro Vancouver [Thank and Terminate]

B. And where do you work (or go to school if you're a student)?

(If you work and go to school, please respond for whichever you go to most often.)

(If you're not working or going to school right now, simply tick that choice at the end of the list.)

Burnaby  
Coquitlam  
Delta  
Langley (district and city)  
Maple Ridge  
New Westminister  
North Vancouver (district and city)  
Pitt Meadows  
Port Coquitlam  
Port Moody  
Richmond

Surrey  
Vancouver  
West Vancouver  
White Rock  
Other smaller municipality (Anmore, Belcarra, Bowen Island, Lion's Bay, Tsawwassen, Northern)

I don't work/go to school

[Display to all respondents:]

As you may know, there will be a referendum on transportation and transit this spring. The subject of this referendum is a proposal to increase the Provincial Sales Tax on goods and services sold in Metro Vancouver from 7% to 7.5% as a way to help fund various regional transportation improvements. This vote will be a mail-in ballot. Ballots will be sent to every eligible registered voter in Metro Vancouver starting March 16<sup>th</sup> with voting until May 29<sup>th</sup>.

1. How closely have you yourself been following this issue? Would you say you:

Are following it in the news, and discussing it with friends and family  
Seeing some media coverage, and having the odd conversation about it  
Just scanning the headlines  
Haven't seen or heard anything about it

2. How likely do you think it is that you will actually vote in this referendum by completing and mailing back your own ballot before the deadline? Would you say you:

Probably won't bother to actually vote  
Might vote if the campaign really gets your interest  
Will probably vote  
Are 100% certain you will vote

3. The question on the ballot will be: "Do you support a new 0.5% Metro Vancouver Congestion Improvement Tax to be dedicated to the Mayors' Transportation and Transit Plan?"

Overall, are you yourself leaning towards voting "Yes" or "No"?

Definitely voting Yes  
Probably voting Yes  
Probably voting No  
Definitely voting No  
Really not sure

[Ask all those choosing Definitely or Probably Yes or No:]

4. At this point, to what extent have you made up your mind on this issue? Would you say:

You are firmly decided, your mind is already made up

You feel quite certain in your view, but could still change your mind

You could easily change your mind as the campaign goes on

[Skip those who say Probably won't bother to actually vote in Q2:]

5. As we noted, the voting period lasts from March 16 to May 29. When do you think you yourself will most likely complete and mail in your ballot?

As soon as I get my ballot

I plan to wait a while but send it in well before the voting deadline

I'm going to wait until the end just in case I change my mind

[If voting Yes:]

6a. What are the main reasons you are leaning towards voting "Yes" on the referendum question?

(Select the top two from the list below. If one of your top reasons is not here, please write it in.)

[Randomize]

Traffic congestion is bad/will get worse

Environmental concerns

Vancouver's future needs

If we don't do it now it will cost much more later

Roads/bridges need improvement

Public transit needs improvement

Other reason, specify:

[If voting No:]

6b. What are the main reasons you are leaning towards voting "No" on the referendum question?

(Select the top two from the list below. If one of your top reasons is not here, please write it in.)

[Randomize]

Transportation here is okay, we don't improvements  
I don't like the projects proposed in the plan  
I don't want a tax increase  
TransLink cannot be trusted with the extra funds that will be raised with this tax  
I don't trust the mayors who are campaigning for the "Yes" side  
The proposed projects don't benefit my area  
There is no benefit for me at all  
Other reason, specify:

7. A lot of different points and arguments will be raised by the people and organizations involved in this campaign.

Regardless of how you are currently leaning, please read and consider each of the following statements, and indicate how persuasive you personally find each one to be. Please use the 5-point scale below to best reflect how you feel about each.

[5 point slider scale]

Left side label:

Not persuasive at all, more of a "turn off"

No impact on you either way

Right side label:

Very persuasive, makes you consider that side more

[Randomize items]

The population is growing so much, our transportation system needs to be ready  
Many major business groups are in favour of the new proposals and associated tax increase  
Many major unions are in favour of the proposal  
Traffic is so bad in Metro Vancouver, it is obvious we need to step up and pay for improvements  
BC Premier Christy Clark is in favour of the proposal  
These improvements are a good idea, but they should be funded out of existing taxes  
The entire province funds things in other regions, it's not fair for Metro Vancouver to have an extra tax  
TransLink needs to be overhauled before any big proposals go forward  
The Canadian Taxpayers' Federation is against the proposal  
Too much of the money will be wasted

8. Thinking about both the time and the money it takes – and regardless of how you personally get around -- how do you find your own personal transportation situation? Would you say:

It's very painful to get around, every day is a struggle

It's bad 2-3 times a week, but otherwise okay

I find getting around to be quite painless

9. Thinking about your transportation situation, is it more or less painful for you today than it was, say, five years ago?

Much more painful

More Painful

About the same

Less painful

Much less painful

10. Let's turn now to TransLink, which is Metro Vancouver's regional transportation authority. It is responsible for regional transit, and for the planning, financing and managing of all public transit in addition to major regional roads and bridges. Still setting aside your own views on the upcoming referendum and whether you are inclined towards supporting the Yes or No side, what is your overall opinion of the TransLink organization?

Very positive, they are successfully running a large transit system

Positive overall

Fairly neutral

Negative overall

Very negative, TransLink is very broken and needs a complete overhaul

11. Returning now to the upcoming referendum, to remind you, the question on the ballot will be: "Do you support a new 0.5% Metro Vancouver Congestion Improvement Tax to be dedicated to the Mayors' Transportation and Transit Plan?" We'd like to ask again, are you yourself leaning towards voting "Yes" or "No"?

Definitely voting Yes

Probably voting Yes

Probably voting No

Definitely voting No

Really not sure

[Ask Q12 of those choosing Yes or No:] [Rotate Q12a and b]

12a. Suppose the “No” side wins and the referendum is defeated. If that happens, do you think your personal transportation situation will be more or less painful, say, 5-10 years from now?

Much more painful  
More painful  
About the same  
Less painful  
Much less painful

12a. Suppose the “Yes” side wins and the referendum passes. If that happens, do you think your personal transportation situation will be more or less painful, say, 5-10 years from now?

Much more painful  
More painful  
About the same  
Less painful  
Much less painful

[Ask All:]

13. And thinking about the most recent municipal elections for mayors and councilors held last November, did you yourself actually go out and vote in that municipal election?

Yes, I'm sure I voted  
I think I voted, but not totally sure  
No, didn't vote

[Exclude those who say they live in the city of Vancouver in Q1]

14. When you describe where you live to people in and around BC, do you say you live in Vancouver or your own local municipality?

Always say I live in Vancouver  
Usually say Vancouver  
Usually say my own municipality  
Always say I live in my own municipality

15. Overall, which of the two would you say you yourself identify with more closely: your local municipality where you live or the Metro Vancouver area?

Metro Vancouver  
Local municipality

16. Ideally, in your opinion, should each of the following be led and managed at a local municipality level or at the level of a Metro Vancouver regional government?

[Randomize Rows]  
Economic development  
Policing  
Fire  
Library services  
Services for seniors  
Social housing  
Parks  
Transportation

[Columns]  
Local municipal government level  
A Metro Vancouver regional government

16. We'd like to put some options in front of you, some of them are hypothetical. Thinking about the way we're governed in this region, overall, would you say it is better to:

[Present in this order:]

Keep the status quo, which means electing mayors and councilors at the local level, who then represent their municipality at the regional level

Have a directly-elected regional board that deals with some selected issues but leaves most issues to local councils

Combine some or all municipalities together

17. When you think of the idea of combining municipalities in this Metro Vancouver region, what is your own view of how many individual municipal governments we should end up with? Please choose any number between one single government and 24 (the existing total number of local municipal authorities here).

#: \_\_\_\_\_

18. Finally, just a few quick questions about the kind of transportation you use to get around the city.

a. How often do you yourself do each of the following:

Drive a car  
Take public transit  
Ride a bike

Everyday/It's how you get around  
Most days  
2 – 3 times per week  
Once a week  
2 – 3 times per month  
Maybe once a month  
Less often than that  
Never

cii) And, how do you typically travel or commute to work (or school)?  
(If you work and go to school, please respond for whichever you go to most often.)  
(If you don't do either right now or don't travel to work or school, simply choose that option at the end of the list.)

By car  
By public transit  
By bike  
On foot  
A mixture/some of each  
Do not commute to work or school

[Exclude those who say they do not commute in the previous question]

ciii) And, approximately how long does your commute typically take on average?

Less than 15 minutes  
15 to less than 30 minutes

30 to 45 minutes  
45 minutes to an hour  
Over an hour