

Capital Regional District Survey of Employers — SUMMARY —

Study of Travel Demand Management (TDM)

Study Areas and sample size are:

• City of Victoria	(135)
• District of Oak Bay	(10)
• District of Saanich	(100)
• Township of Esquimalt	(15)
	<u>260</u>

Funding Partners-The Ministry of Environment and the Capital Regional District.

The purpose of this survey was to gain an understanding from the business owner's perspective of their willingness to use Travel Demand Management techniques to reduce traffic congestion. The survey was organized in three parts.

Part 1 involved sampling 2% or 260 of the overall businesses (12,850) operating in the study area. The sampling was stratified to be proportional to the number of businesses in each of the four municipalities studied. For Part 2, 10% of the 260 employers that participated in the survey were then interviewed on a one-to-one basis and provided the opportunity to give open-end answers. In Part 3, four focus group meetings were held to further discuss the issues of Travel Demand Management and the opportunities to use this approach to manage congestion in this region.

Part 1 of the survey provides a 90% confidence level based on the sample size and provide relevant information about transportation issues and attitudes of employers in the urban core.

Two Key findings:

- 96% of the employers sampled support the goal to encourage more people to walk, cycle, use transit or ride-share.
- Most employers do not know what TDM means.

The following summary highlights many responses to the questions asked during the survey.

Part 1: Employer Transportation Survey

1) How important are transportation issues in affecting the quality of Victoria and your business? – (N=260)

- Important 87%
- Not important 13%

2) The CRD proposes to reduce traffic congestion in Victoria by encouraging people to walk, cycle, carpool, and use transit instead of driving alone. Do you support this objective? – (N=257)

- Yes 96%
- No 4%

3) Thinking about your business, customers and employees, how important are the following transportation concerns to you? – (N=260)

a) Traffic Congestion

- Important 73%
- Not important 25%
- NA 2%

b) Ease of driving in Saanich, Esquimalt, Oak Bay & Downtown

- Important 84%
- Not important 16%
- NA 0%

c) Ease of travel and parking for delivery and service vehicles

- Important 78%
- Not important 19%
- NA 3%

d) Transit frequency and routings to your business

- Important 65%
- Not important 33%
- NA 2%

e) Supply and cost of employee parking

- Important 59%
- Not important 34%
- NA 7%

f) Supply and cost of customer parking

- Important 68%
- Not important 25%
- NA 7%

g) Bicycle parking facilities

- Important 58%
- Not important 36%
- NA 6%

Travel Demand Management Survey of Employers - 2004

- h) **Pedestrian access to your business (sidewalks & crosswalks)**
- Important 80%
 - Not important 16%
 - NA 4%
- i) **Other – (N=83)**
- Important 93%
 - Not important 6%
 - NA 1%
- 4) **How effective do you think each of the following options would be in encouraging employees to use sustainable transportation options? – (N=240)**
- a) **Making transit fares cheaper**
- Important 45%
 - Not important 44%
 - NA 11%
- b) **Reducing the supply of employee parking**
- Important 20%
 - Not important 49%
 - NA 30%
- c) **Providing carpooling services**
- Important 38%
 - Not important 43%
 - NA 20%
- d) **Providing lockers, showers and bike parking for employees who walk or cycle**
- Important 50%
 - Not important 32%
 - NA 17%
- e) **Enabling some employees to work from home**
- Important 20%
 - Not important 7%
 - NA 73%
- f) **Other (N=113)**
- Important 92%
 - Not important 3%
 - NA 5%
- 5) **Do you supply or pay for employee parking? – (N=251)**
- Yes 68%
 - No 32%
- 6) **Please indicate whether each option will be effective or not effective, in controlling congestion. N= (250)**
- a) **Improve bus service to the West Shore**
- Effective 89%
 - Not effective 9%
 - NA 2%
- b) **Implement a light rail transit (train) between Colwood and downtown**
- Effective 88%
 - Not effective 11%
 - NA 1%
- c) **Expand the highway (add more lanes) along this corridor**
- Effective 48%
 - Not effective 51%
 - NA 1%
- d) **A combination of these options**
- Effective 91%
 - Not effective 9%
 - NA 0%
- e) **Let traffic congestion limit traffic volume growth**
- Effective 7%
 - Not effective 92%
 - NA 1%
- f) **Increase education about the benefits of sustainable transportation**
- Effective 76%
 - Not effective 23%
 - NA 1%
- g) **Enhance cycling facilities or add more bicycle lanes**
- Effective 84%
 - Not effective 15%
 - NA 0%
- h) **Other – (N=99)**
- Effective 96%
 - Not effective 2%
 - NA 2%

Note: For responses that state “Other” the number of responses are too low to be significant but justify doing further research to understand the issues.

Travel Demand Management Survey of Employers - 2004

7) Which sources do you believe should fund transportation initiatives?

- Property taxes (N=154) 60%
- Local fuel taxes(N=163) 63%
- Special taxes (N=135) 52%
- Business tax (N= 82) 32%
- Federal & Province (N=236) 91%
- Other (N=112) 43%

8) When you travel on business to Vancouver which option do you normally choose?

(sponsor question)

- PCL Bus and ferry (N= 68) 27%
- Plane/Helijet (N= 66) 26%
- Private car and ferry (N=176) 69%
- Other (N=112) 14%

9) Why do you prefer that option? (sponsor question)

- Less expensive (N= 46) 18%
- More convenient (N= 96) 38%
- Less time (N= 52) 21%
- More relaxing (N= 5) 2%
- Need my car - (N= 54) 22%
- Go past Vancouver(N= 40) 16%
- It's clean 0%
- Other (N=124) 50%

10) Are there any additional transportation issues that were not discussed which you feel are important?

- For details contact Regional Planning Services

11) What best describes the type of space your business? – (N=258)

- Office public sector 0%
- Office private sector 26%
- Retail (products) 22%
- Retail (services) 36%
- Light industrial 5%
- Heavy industrial 0%
- Other (specify) 11%

12) Business Location (N=258)

- Saanich 37%
- Victoria 53%
- Esquimalt 6%
- Oak Bay 4%

13) Number of employees (N=260)

- Less than 5 35%
- 5 -9 23%
- 10-19 20%
- 20-49 14%
- Over 50 8%

Part 2: Employer Transportation Survey - (Interview Phase)

Sample size for the following question was 26. The questions were open ended in order to probe each employer's perspective.

1) Have you ever heard the term -"Transportation Demand Management"?

- Yes 9
- No 17

2) What does the term mean to you?

- General response was vague or unsure.

3) As an employer, do you have a responsibility to provide transportation options for your staff?

- Yes 13
- No 13

4) What would motivate you to take further action?

- Response varied from health to tax breaks. For more details contact Regional Planning Services.

5) Who has a responsibility for TDM programs in the region?

- Response varied from different levels of local governments, to businesses, to community groups.

6) Barriers that exist for implementing successful TDM programs?

- Responses included fiscal, educational, policy and social issues.

7) What would you call TDM?

- Responses varied from sustainable commuting to getting people to where they need to go.

8) For your new name for TDM - why is it appealing?

- Responses included the term implies sustainability, grabs peoples attention, is positive.

9) Business Location

- Saanich 6
- Victoria 7
- Esquimalt 5
- Oak Bay 2

Travel Demand Management Survey of Employers - 2004

10) Number of employees

- Small (less than 50) 6
- Medium (50 to 199) 4
- Large (200 to 500) 6
- X-Large (over 500) 6

11) What media source do you pay the most attention to?

- Radio 13
- Major Daily Papers 12
- Local papers 6
- Other 14

12) What is motivating the actions that you have already put in place?

- Responses varied from wanting to support employees to retaining employees.

Part 3: Employer Transportation Survey - (Focus Group Phase)

Group #1 – General

1) What does the term Transportation Demand Management mean to you?

- Responses were varied from “I do not know” to “getting employees from home effectively...” TDM means different things to different people.

2) If a pamphlet came across your desk exclaiming “Transportation Demand Management” would you look at it?

- There was no response to this question.

3) How can we communicate TDM to employers so that is inspiring to them?

- A tag line is needed such as “Around Victoria in 80 ways”. To bring employers on board you need a good reason such as cost savings.

4) Do employers have a responsibility to get their employees to use alternative transportation?

- Responses were mixed. Some said yes but others believed it outside their duty and was a community issue.

5) If you could get your staff to use alternative transportation, what would you do?

- Ideas included providing door-to-door pick up service, holding contests, doing away with parking, to providing transit passes.

6) What can you do as an employer to encourage your clients to use alternative transportation?

- Ideas included providing bike racks, transit or taxi fare, shuttle services, seek a tax break if TDM is provided.

Group #2 – Downtown Core

1) As an employer, what does Transportation Demand Management (TDM) mean?

- More than half of the participants never hear of the term. The discussion included their ideas of what it might mean.

2) What tag line would you use for TDM?

- Transportation that works! Use a language that does not sound like the government is speaking.

3) As an employer, is it your responsibility to take the lead in promoting TDM?

- Discussion focused on the bottom-line of a company “costs are cost” and as such would not take a leadership role

4) What would motivate you to take a leadership role?

- Responses included the role of creating a tourist image “a city without congestion”. Most comments were positive towards doing something if it did not cost the employer.

5) Would you be willing to pay an additional \$500/yr in property tax for TDM infrastructure improvements?

- All participants said YES! Most stated that a small increase would be supported only if it was guaranteed to go to TDM.
- Asked if they would pay \$5000/yr all said NO!

6) What ideas do you have to get your customers to use sustainable transportation?

- Market ideas such as a discount with each bus transfer or a recreation pass. Allow businesses to buy bus passes at a large discount similar to the 1st. hour free system.

7) What is your response to telecommuting as a transportation option?

- Participants were concerned about isolation and the tendency for people to overwork. Loss of team feeling.

Travel Demand Management Survey of Employers - 2004

Group #3 – Large Employer Group

- 1) What does the acronym “TDM” mean to you?**
 - Most participants responded “nothing”.
- 2) What about the phrase “Transportation Demand Management”?**
 - Most participants fully understood this phrase and programs underway.
- 3) How can TDM be phrased so that employers take notice?**
 - Most said the term will not have a wide appeal. It need to be part of a community vision.
- 4) Is TDM an employer’s responsibility?**
 - Employers were split on this question. Most agreed that there is a benefit to their businesses by a better managed transportation system. Partnerships would be a way to do this.
- 5) What incentives can employers offer their staff?**
 - Many ideas were discussed and included ride-matching, company shuttle, more bike parking, free bus passes.
- 6) What incentives can employers offer their customers?**
 - No clear ideas but some stated to provide a discount for a bus pass, and a need for a downtown focus.

Group #4 – Government Employers

- 1) What does the term Transportation Demand Management mean to you?**
 - All participants but one were very aware of TDM.
- 2) What is a better term for TDM or phrase?**
 - Participants discussed many ideas that talked about “Choices”. No new ideas were developed but there was concerns about promoting health, community values.
- 3) Whose duty is it to move TDM forward?**
 - Participants said it is difficult to focus on one stakeholder. It is a community issue and needs all levels of government involved.
- 4) What incentives can employers offer their staff?**
 - Participants said it is difficult to focus on one stakeholder. It is a community issue.
- 5) What are some of the barriers preventing effective implementation of TDM programs at your workplace?**
 - Issues varied from personal safety catching a bus at night to a lack of understanding of the options.