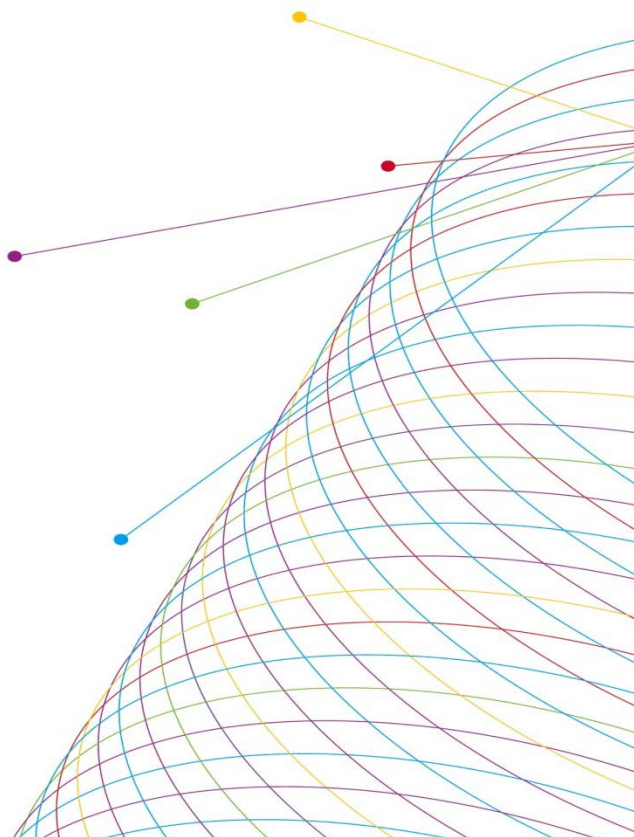




SIR JOHN A. MACDONALD PARKWAY USER SURVEY EXECUTIVE SUMMARY

JUNE 2016



SCOPE OF THE SURVEY

The NCC mandated Nielsen to conduct a quantitative telephone survey to gauge the opinions of residents in Ottawa west of Island Park Drive who include the Sir John A Macdonald (SJAM) Parkway in their regular and frequent travel by automobile on the potential reconfiguration of the parkway. The survey findings will be used to help inform the ongoing planning for the SJAM Riverfront Park Concept.

The survey was conducted from March 16 to April 1, 2016. A total of 1,174 respondents were screened, of whom 676 (58%) qualified as “Regular Users of the Parkway”.

KEY FINDINGS

Outlined below are the key findings from the survey.

- The majority of respondents, who are regular Parkway users, used the SJAM Parkway both on weekdays and weekends (75%).
- While almost all regular users take the parkway on their way to a particular destination (93%), many among this group also used it as a destination for pleasure and park-related activities (51%), while a small number (6%) used it for leisure only.
- The majority (64%) of regular users agreed that there should be more safe pedestrian crossings on the SJAM Parkway.
- Regular users of the parkway were more likely to be opposed to (50% disagreement) than supportive of (32% agreement) the idea of facilitating greater use of the Parkway by providing more local road access and modifying existing access points.
- For the most part, regular users disagreed with the premise that traffic volumes on the SJAM Parkway are high and should be reduced (54% disagreement vs. 24% agreement).
- Opinions were strong about speeds driven on the Parkway, with a strong majority (74%) disagreeing that speeds are high and should be reduced.
- Almost four in five regular users (79%) disagreed (including 33% who strongly disagreed and 45% who disagreed) with reducing the Parkway from four lanes to two lanes of traffic between Island Park Drive and Carling Avenue.

- Among the respondents who supported a lane reduction (14%), most felt it should be done gradually over time (65%), while 22% disagreed with this approach.

It appears that those who use the SJAM Parkway on a regular basis do not have a big appetite for change, except for making it more pedestrian-friendly and safe.

Opposition to change is strong, in particular when it comes to a lane reduction, even if only for a section of the Parkway. Only a few users felt that speed and traffic volumes are issues that should be addressed.

The idea of more local road access to the Parkway could get some traction among the younger users, but for the most part, there is opposition to this idea.