

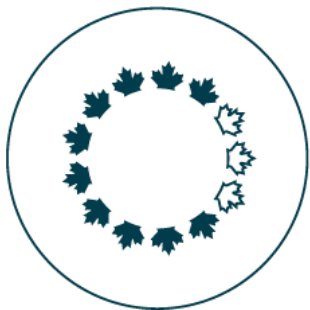
# National Capital Commission 2016 Capital Pathways User Research Study

*FINAL REPORT*

February 2017



Prepared for National Capital Commission by PRA Inc.



**NCC  
CCN**

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# Executive Summary

The National Capital Commission (NCC) hired PRA Inc. to conduct a study to find out more about the people who use the Capital pathways, their motivations and modes of use, their level of satisfaction, and the pathways' impact on their impressions of Canada's Capital Region (CCR). The results of this study will be used to develop the program's strategic plan and marketing, and to aid operational decision-making in relation to the multi-use pathway program.

PRA conducted two surveys to gather information: a survey of pathway users (604 respondents) and a telephone survey of residents of the National Capital Region (600 respondents).

## **Awareness of NCC**

75% of users identified the NCC as the organization responsible for the multi-use pathways in the National Capital Region, however 21% of users did not know who was responsible for the pathways.

## **Pathway use**

The typical pathway user averages about 84 minutes on the pathways, with a distance of about 23 km, using the pathway alone (61%) and starting from home (72%). Seasonality plays a role, with usage much higher in summer (95%) than winter (33%). Not only is usage higher in summer, but the average number of times the pathways are used in summer (7.2 times) is much higher than in winter (1.4 times).

The pattern of use tends to be influenced by season. During the winter months, the proportion using the pathways to commute for school / work when there is snow on the ground (19%) tends to be lower than the proportion that use the pathways when there is no snow (32%). As a result, there are more recreational users than commuters in the winter months.

# Executive Summary (continued)

## Bicycle commuting

67% of pathway users said they use their bicycle on the pathways to commute to work, school, or other destinations. Among those who do not use the pathways to commute, the top reasons given were related to a lack of necessity to commute [e.g., *retired/unemployed* (24%), *work from home/ don't commute* (4%)], ability [e.g., *don't have or ride a bike* (16%)], *distance is too far* (15%), or safety [*don't feel safe using the roads* (14%)].

## Distinguishing NCC pathways from others

Overall 51% of pathway users said they are able to identify when they are on an NCC pathway versus a City of Ottawa or City of Gatineau pathway. Those who are able to tell the difference said it is mainly due to *signage and markers* (58%), *knowing the area* (13%), and that the NCC pathways are *better maintained* (10%).

## Satisfaction with pathways

Among 13 aspects tested, users are most satisfied with *access to pathways* (77%), *surface quality* (63%), and *safety* (63%), and least satisfied with *number of water fountains* (15%) and *washrooms* (12%) along the pathways. Non-cyclists tend to be more satisfied than cyclists with *maps/signs*, *surface quality*, *lighting*, and *food options/restaurants*, and less satisfied with the *speed of cyclists*.

When asked for improvements to safety, the most common suggestions were *increased patrolling/emergency phones* (23%), *more or better lighting* (18%), and *communicating the rules of the pathways* (14%) to others. Cyclists were more likely than non-cyclists to mention aspects such as *more communication about safety rules*, *wider paths to accommodate cyclists and pedestrians*, and *cut back branches*.

Overall satisfaction with pathways was very high, with 9 in 10 users indicating they are satisfied, including 31% who are very satisfied. When asked how to improve their satisfaction, respondents most often mentioned *more maintenance and repaving* (21%), *more water fountains* (13%) and *more paths/connections* (11%).

# Executive Summary (continued)

## Achievement of program objectives

Several questions were asked about the impact of the pathways. A minimum of two thirds of users agreed with the following statements:

- 92% agreed (including 64% that strongly agreed) that *the pathways facilitate travel and exploration of the National Capital Region;*
- 85% agreed (including 52% that strongly agreed) that *the pathways provide safe and enjoyable routes to key destinations within the capital region, while not impeding motor vehicle traffic; and*
- 77% agreed (including 47% that strongly agreed) that *using the pathways helped increase their sense of pride in the capital region.*

## Pathway Code of Conduct

- 69% agreed (including 39% strongly agreed) that they are *aware of the Pathway Code of Conduct for cyclists* and 64% agreed (including 36% that strongly agreed) they are *aware of the Code of Conduct for all users.*

## Usage estimates

Seasonal pathway estimates ranged from a low of 316,000 users during winter to 866,000 users during summer (including 147,000 visitors). Removing those who used the pathways during multiple seasons, the total estimate for the year of unique users is 921,000, which is comprised of 774,00 NCR residents plus 147,000 visitors.

Using the number of users on the pathways by season and the average times pathways are used by seasons yields approximately 125.2 million total uses of the pathways per year among Capital Region residents. This includes estimates for residents annually, plus non-residents in summer months.



# Objectives and overview



# Study Objectives

The National Capital Commission (NCC) hired PRA Inc. to conduct a study to find out more about the people who use the Capital pathways, their motivations and modes of use, their level of satisfaction, and the pathways' impact on the impressions of Canada's Capital Region (CCR).

The results of this study will be used to develop the program's strategic plan and marketing and aid operational decision-making in relation to the multi-use pathway program.

The specific research objectives to be covered by the study are as follows:

- Awareness of NCC responsibility for managing the Capital Pathway network;
- Usage of the Capital Pathway network, including volume of users, user type (e.g., cyclists, skateboarders, rollers bladers, runners, etc.), frequency of use, average length of time per use, and distance travelled;
- User satisfaction with respect to overall experiences, wayfinding; services and multi-purpose use of the pathways;
- Safety (e.g., how safe users feel on the multi-use pathways, whether lighting is sufficient, what would make the pathways safer, awareness of pathways patrols, perception of speeding by others, etc.);
- Awareness of the Pathway Code of Conduct;
- Motivations for using the pathways (e.g., pleasure versus commuting/transportation);
- Assessment of pedestrian and cycling initiatives program objectives: *The NCC will ensure that its multi-use pathways provide safe and enjoyable routes that allow for public access and connections by pedestrians, cyclists and other users to key destinations within the National Capital Region, while not impeding motor vehicle traffic;*
- Extent to which use of multi-use Capital pathways increase a sense of pride in Canada; and
- User profile, including origin, postal code, income, age groups, gender, travel party composition and size, and language.

# Methodology Overview and Reporting

PRA conducted two surveys to gather information to answer the objectives for this research.

**Pathway survey** – Beginning in late June 2016 and ending in mid-August 2016, PRA recruited individuals using one of nine pathways in the National Capital Region. PRA spoke to 2,038 pathway users, of which 1,140 supplied an email address for PRA to email them a survey. This resulted in 604 pathways users completing the survey.

**Public Survey** – PRA conducted a telephone survey of 600 residents of the National Capital Region (in English and French) from August 29 to September 8, 2016.

For detailed information regarding the methodological processes and outcomes, please refer to Appendix A.

**Reporting** – A few notes about this report:

- Responses for some tables and graphs presented in this report may not sum to 100% due to rounding. Tables where participants were able to give more than one response are noted throughout the report.
- Most scaled questions were asked using an anchored scale, that is, only the highest and lowest points of the scale were defined (e.g., 1 is very dissatisfied and 5 is very satisfied). Ratings in between the anchors (i.e., the highest and lowest points) were not given words to represent these numbers and are shown as the number in graphs, since we cannot be sure that any definition given after the survey fits with how participants assessed their rating when completing the survey.



# Awareness of NCC

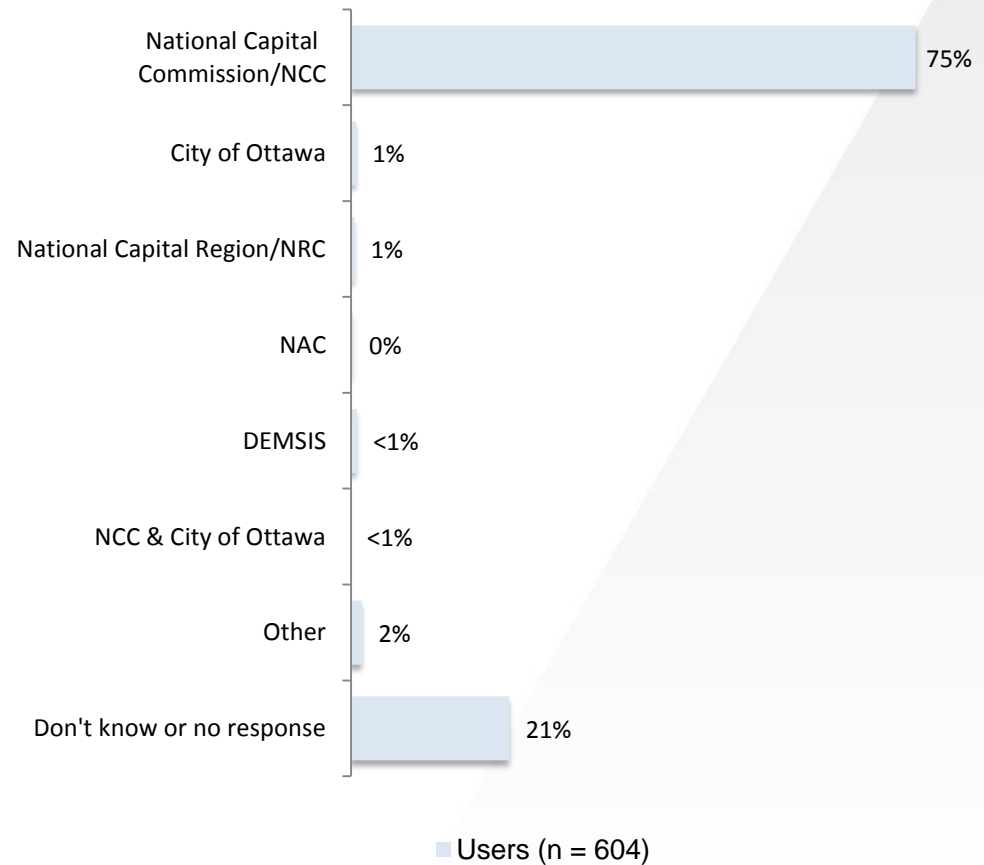


# Awareness of NCC

The NCC is recognized by a majority of users (75%) as the organization responsible for multi-use pathways in the National Capital Region.

Among those who did not name the NCC, 21% did not know who was responsible for the pathways, and a small proportion (4%) incorrectly named another organization as being responsible for the pathways.

## Awareness of organization responsible



*As far as you know, what is the name of the organization responsible for the multi-use pathways in the National Capital Region?*

# Pathway use



# Profile of Use

The typical pathway user averages about 84 minutes on the pathways with a distance of about 23 kms. However, it is possible that some respondents included the total time and distance of their trip during the day. For example, those who commute may have included the total time on the pathways for travelling to and from work.

The majority (61%) were using the pathways alone, while about 28% were with one other person, and 10% were with 2 people or more.

When asked the main purpose of their trip, the most common responses were for *recreation and enjoyment* (33%), *commuting* (28%), or *exercising* (26%). This seems to indicate there are more recreational users than commuters on the pathways.

Given that most users are recreational users and commuters, it is not surprising that 72% started their trip from *home*. Another 11% were coming from *work or school* and 10% had *come from a vehicle*.

Profile of pathway use	
	Users (n = 604)
Average time on pathway	83.7 minutes
Average distance travelled	22.9 kilometres
Travelling alone	61%
<b>Main purpose of trip</b>	
For recreation / enjoyment / fun	33%
Commute to work, school, or other	28%
For exercise / workout	26%
To get to a particular destination (other than work or school)	9%
To walk dog	1%
Sightseeing	1%
Running errands / chores	<1%
Other	<1%
Don't know / no response	<1%
<b>Starting point of trip</b>	
Home	72%
Work / school	11%
Parking lot / vehicle	10%
Shop or restaurant	2%
Hotel	1%
Other	2%
Don't know	1%

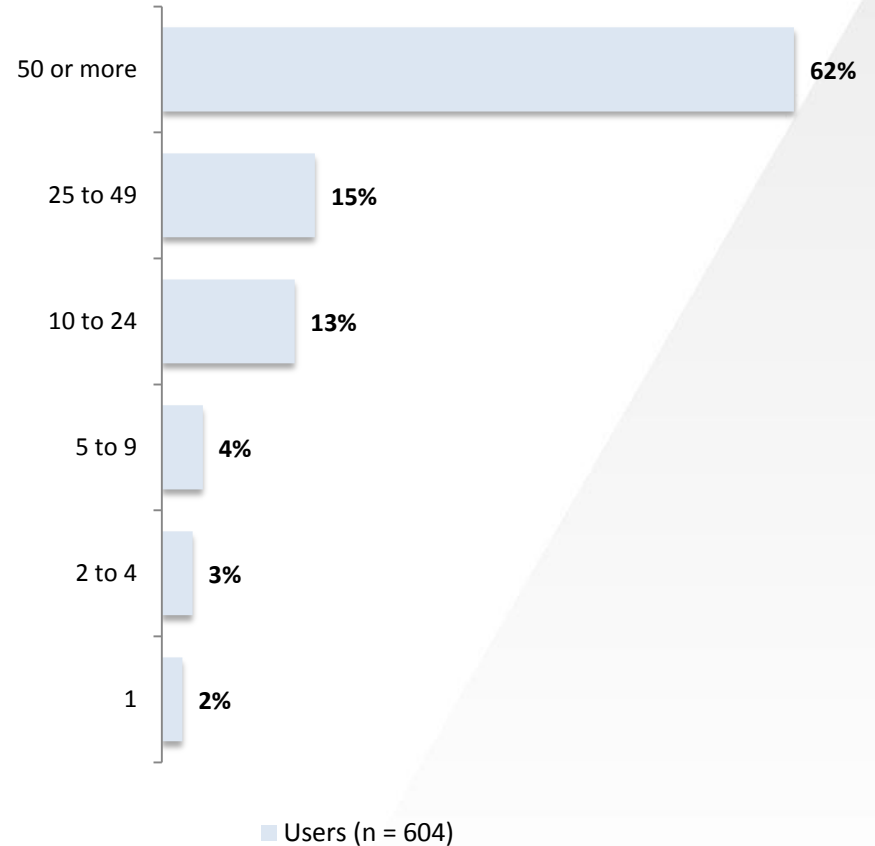
*Approximately how much time, in minutes, did you spend on the pathway?  
 Approximately what distance did you travel on the pathway for you trip?  
 Excluding yourself, how many other people were you with on this trip?  
 Where were you coming from when you started your trip?*

# Pathway Use in Past 12 Months

The largest group of users (62%) are those who tend to be heavy users (50 or more days in the past year).

Just 2% of pathway users were using the pathways for the first time when surveyed.

## Days pathways used in the past 12 months



*Approximately how many days in the past 12 months have you used the pathways?*

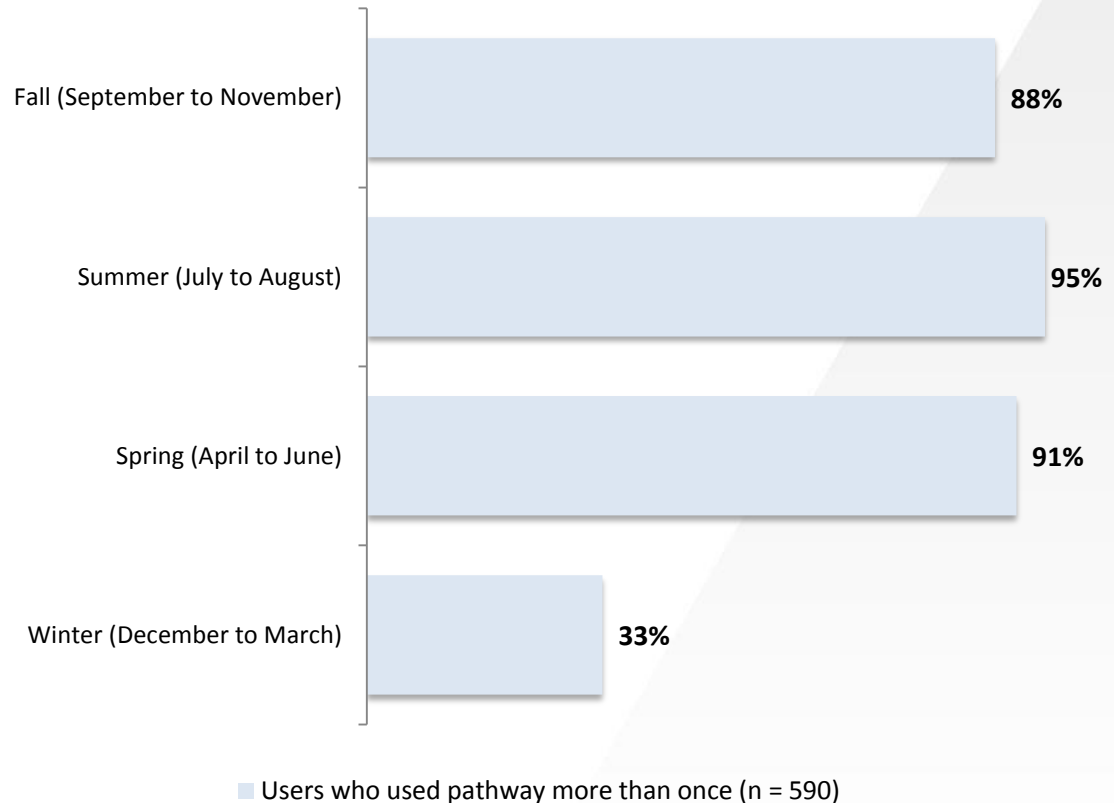


# Proportion Using the Pathways by Season

As might be expected, use of the pathways is heaviest from April to November (i.e., months when there is no snow on the ground).

Approximately one-third (33%) of users use the pathways during the winter months.

## Use of pathways by season



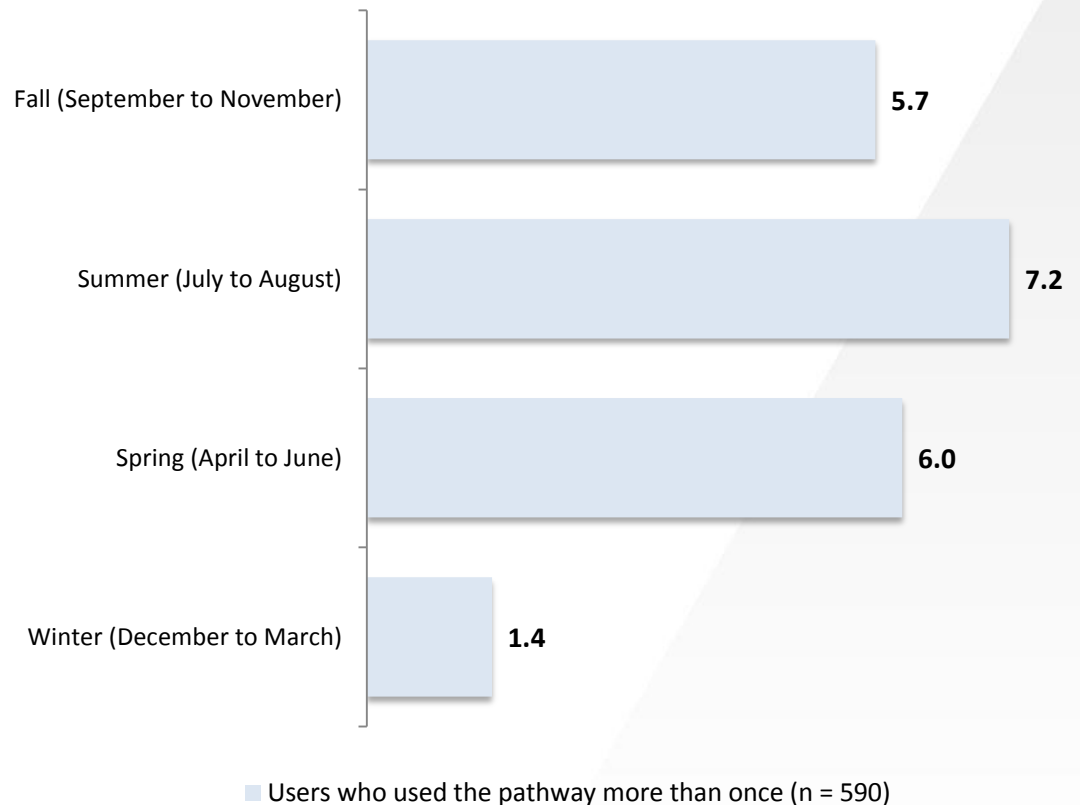
*Thinking about the past 12 months, approximately how many times per week do you use the pathways during...*

# Average Pathway Use by Season

Although the proportion using the pathways was similar from fall to spring, the average number of times the pathways are used per week is higher in summer than in spring and fall.

The average number of times the pathways are used per week during winter is less than half of that for other seasons: about 1.4 times per week.

### Average use of pathways per week

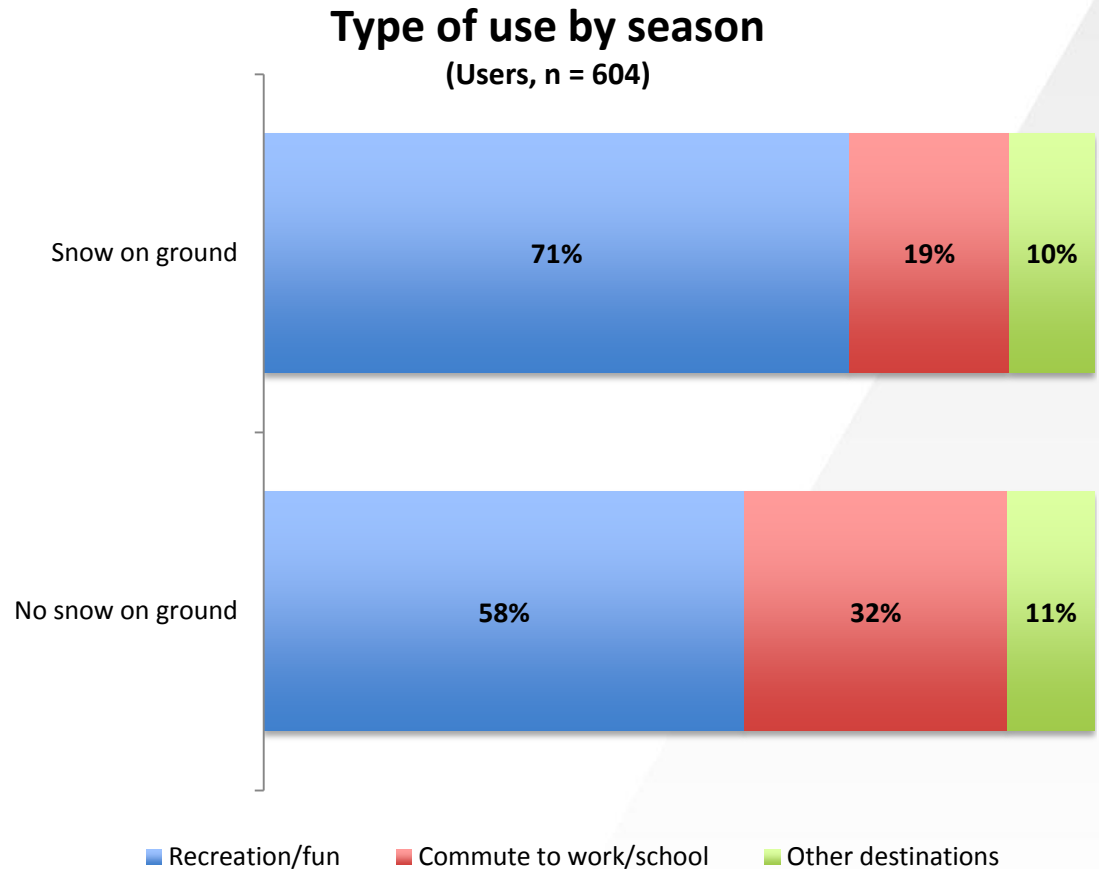


*Thinking about the past 12 months, approximately how many times per week do you use the pathways during...*

# Type of Use by Season

The pattern of use tends to be influenced by season. The proportion using the pathways to commute for school / work when there is snow on the ground (19%), tends to be lower than when there is no snow (32%). As a result, there are more recreational users than commuters in the winter months.

Of interest, the proportion that uses the pathways to get to destinations other than work or school is virtually unchanged between snow and no snow months at about 10% of trips.



*Thinking about all the times you use the pathways when there is no snow / snow on the ground, approximately what percentage of times in the past 12 months have been for...*

# Bicycle commuting



# Bicycle Commuting

67% of pathway users said they use their bicycle on the pathways to commute to work, school, or other destinations.

The top reasons given for not commuting were related to a lack of necessity to commute [e.g., retired/ unemployed (24%), work from home / don't commute (4%)], ability [e.g., don't have or ride a bike (16%)], distance is too far (15%), or, safety [don't feel safe using the roads (14%)].

*Do you ever use a bike for commuting to work, school, or elsewhere, regardless of whether or not you use the pathways?  
Why don't you use a bike for commuting?*

<b>Using a bicycle for commuting</b>	
	<b>Users (n = 604)</b>
Use bicycle to commute	67%
<b>Do not use bicycle to commute</b>	<b>(n = 200)</b>
Retired / unemployed	24%
Don't have or ride a bike	16%
The distance is too far	15%
Don't feel safe using the roads	14%
No practical route between home and destination	11%
No pathways between home and destination	10%
Don't have time	7%
Lack of connection to pathways from home	6%
No change or shower facilities	6%
Don't feel safe using the pathways	4%
Don't feel safe using the cycling lanes	4%
Work from home / don't commute	4%
No secure bike parking	3%
Distance too short	2%
Don't live in Ottawa	2%
Health / mobility issues	-
Prefers to drive / requires vehicle	-
Travels with family / children	-
Prefers bus	-
Age	-
Prefer to walk	-
No interest in biking / don't like / too lazy	-
Other	7%
Not applicable	12%
Don't know / no response	-
Note: Respondents could provide more than one answer; therefore, columns will sum to more than 100%.	



# Distinguishing NCC pathways from others



# Distinguishing NCC Pathways from Others

Overall, 51% of pathway users said they are able to identify when they are on an NCC pathway versus a City of Ottawa or City of Gatineau pathway. The majority (58%) of those who are able to tell the difference say it is due to *signage and markers*.

For some, it is simply based on experience, such as *knowing the area* (13%), while others know the difference based on the *location* (8%) or where they are specifically located (e.g., mentioning that NCC pathways are on federal land and in federal parks).

Of interest, 10% mentioned that they can tell the difference because the NCC pathways are *better maintained than City of Ottawa pathways*.

Differentiating between NCC pathways and city pathways	
	Users (n = 604)
Aware of difference	51%
How they know difference	(n = 310)
Signage and markers	58%
Know the area	13%
Better maintained	10%
Location	8%
Pathways are on NCC / federal land and parks	7%
Pathways are near the Ottawa River, canals, and parks	7%
Yellow line / divider	5%
I have maps	4%
Other	9%
Don't know	3%
Note: Respondents could provide more than one answer; therefore, columns will sum to more than 100%.	

*Do you know when you are on an NCC pathway versus a city pathway?  
How do you know the difference between the two pathways?*

# Satisfaction with Pathways



# Satisfaction with Pathway Aspects

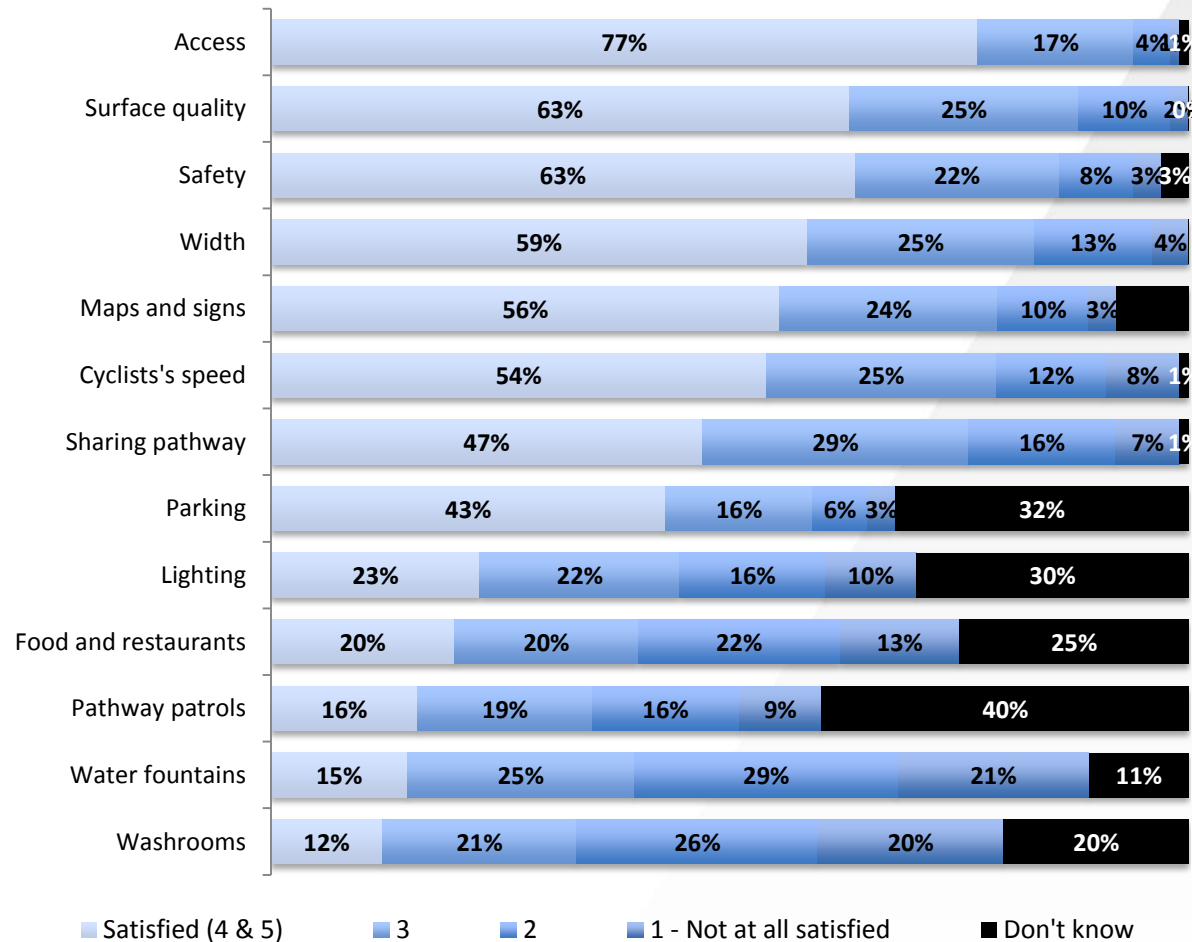
The chart to the right indicates pathway users' satisfaction with various aspects of the pathways. Generally, the majority of users tended to be satisfied (rating of 4 or 5) with many aspects, most notably *access to pathways* (77%), *surface quality* (63%), and *safety* (63%).

Users tended to be least satisfied with *number of water fountains* (15%) and *washrooms* (12%) along the pathways.

The satisfaction ratings for some aspects (e.g., *the number of patrols on pathways*, *amount of lighting*) appear lower due to the high proportion of don't know ratings.

Non-cyclists are statistically more satisfied with a few aspects, including *maps/signs* (3.9 versus 3.6), *surface quality* (3.9 versus 3.6), *lighting* (3.3 versus 2.8), and *food options/restaurants* (3.1 versus 2.7 out of 5).

The only aspect cyclists are statistically more satisfied with is *speed of cyclists* (3.5 versus 3.1).



For the following, please rate how satisfied you are on a scale of 1 to 5, where 1 is not at all satisfied and 5 is very satisfied. N=604

# Improving Pathway Safety

Users who rated safety along the pathways as anything less than “very satisfied” were asked how safety could be improved.

The two most common comments were about *increased patrolling / emergency phones* (23%) and *more or better lighting* (18%).

For some, it was about *communicating the rules of the pathways* (14%) to others.

Issues related to cycling, such as *wider paths to accommodate cyclists and pedestrians* (11%), *separate paths for pedestrians and cyclists* (9%), and *cyclists are unsafe* (10%), came up frequently.

Comparing cyclists’ suggestions to other users, shows that cyclists are more likely to mention three issues: *more communication about safety rules* (16% versus 5%), *wider paths to accommodate cyclists and pedestrians* (12% versus 4%), and *cut back branches* (8% versus 1% of other users).

Ways to improve safety along pathways	
	Rated satisfaction with safety 1 to 4 out of 5 (n = 451)
More police patrols / emergency phones	23%
More or better lighting	18%
More communication about safety rules	14%
Wider paths to accommodate cyclists and pedestrians	11%
Cyclists are unsafe (e.g., ride too fast)	10%
More maintenance and repaving	9%
Separate paths for pedestrians and cyclists	9%
Cut back branches from encroaching on path	6%
More or better signage	6%
Pedestrians not paying attention / distracted	5%
Shorter waits at crosswalks	5%
Improved sight lines	3%
Do not allow motorized scooters / bikes on pathways	3%
More paths / connections	2%
Snow removal	1%
More water fountains	1%
Move pathways further away from vehicles	1%
Reduce curb height / slope curbs	1%
More washrooms	<1%
Less construction	<1%
More restaurants / shops	<1%
Other	6%
No suggestions	1%
Don't know	15%
Note: Respondents could provide more than one answer; therefore, columns will sum to more than 100%.	

*In your own words, what more could be done to improve users’ safety along the pathways?*



# Overall Satisfaction

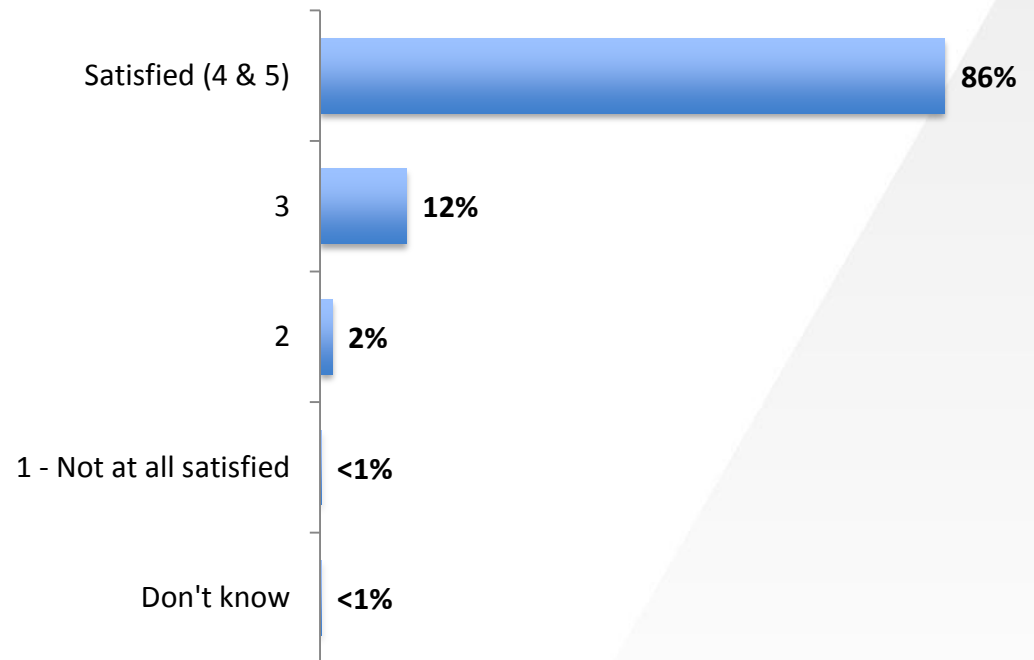
Overall, almost 9 in 10 were satisfied (rating of 4 or 5 out of 5) with their experiences, including 31% who were very satisfied (rating of 5 out of 5).

Only 2% gave a rating of 2 out of 5, while less than 1% gave a rating of 1 out of 5.

Although non-cyclists tended to be more likely to be satisfied with aspects tested, satisfaction is virtually the same among cyclists (4.2 out of 5) and non-cyclists (4.1).

## Satisfaction with overall experiences

(Users, n = 604)



*For the following, please rate how satisfied you are on a scale of 1 to 5, where 1 is not at all satisfied and 5 is very satisfied.*

# Improving Overall Experience

Those who did not rate their overall satisfaction as 5 out of 5 (69% of users) were asked how their experiences could be improved.

Respondents most often mentioned *more maintenance and repaving* (21%), followed by *more water fountains* (13%) and *more paths/connections* (11%).

Suggesting that cyclists ride too fast was more likely to be mentioned by non-cyclists (14%) than by cyclists (6%).

Ways to improve experiences	
	Rated overall satisfaction 1 to 4 out of 5 (n = 416)
More maintenance / repaving	21%
More water fountains	13%
More paths / connections	11%
Cyclists ride too fast / are unsafe / not using their bell	9%
More / better signage / maps	9%
Wider paths	8%
More washrooms	7%
Separate paths for pedestrians and cyclists / bike-only sections	6%
More restaurants / shops	6%
Snow removal	5%
More / better lighting	5%
Improve safety / more police patrols / emergency phones	5%
Improved access to paths	4%
More education / communication about safety rules	4%
Pedestrians / joggers / walkers not paying attention / distracted	3%
Move pathways further away from vehicles	2%
More resting areas / benches	1%
More trash cans	1%
Do not allow motorized scooters / bikes on pathways	1%
Less construction	1%
Shorter waits at crosswalks	<1%
Better water drainage	<1%
Other	6%
No suggestions	2%
Don't know / no response	18%

Note: Respondents could provide more than one answer; therefore, columns will sum to more than 100%.

*In your own words, what more could be done to improve your experiences?*

# Achievement of program objectives

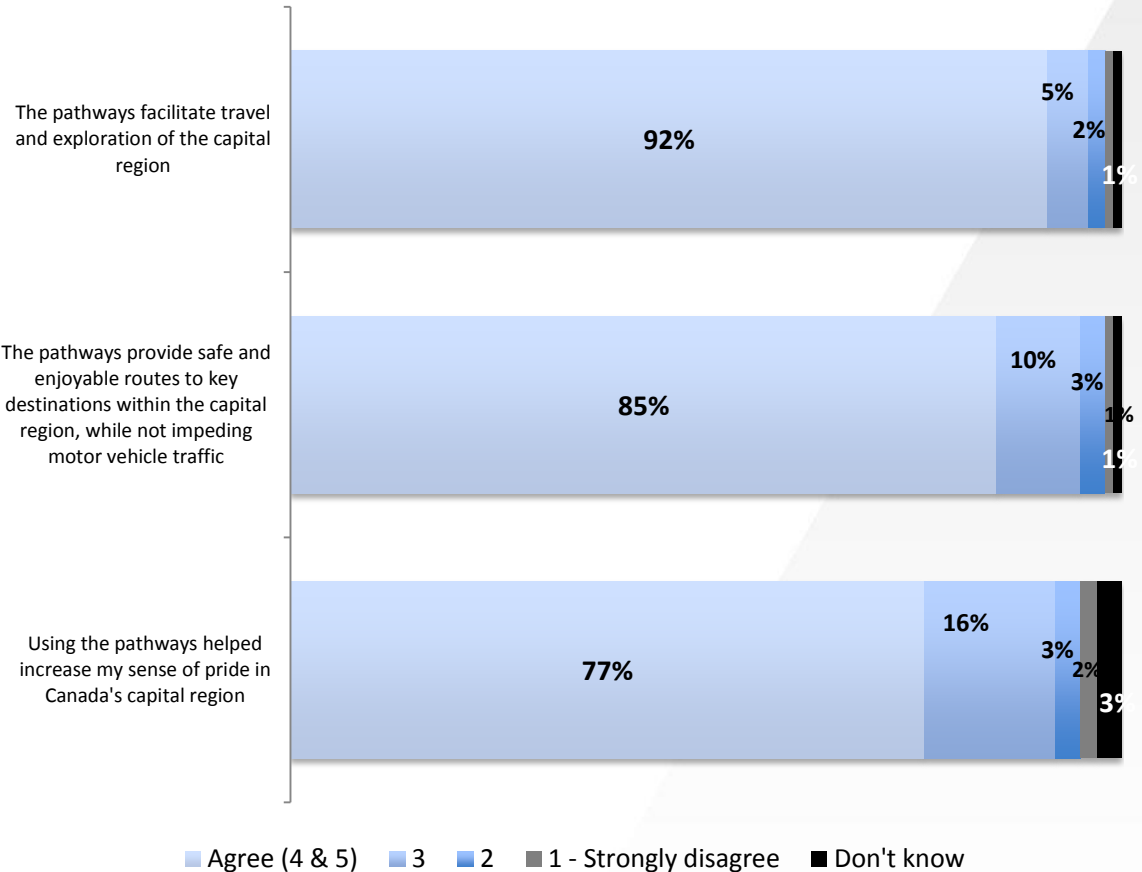


# Achievement of Program Objectives

92% of pathway users were most likely to agree that *the pathways facilitate travel and exploration of the National Capital Region*, with 64% who strongly agreed.

Although users were least likely to agree that *they are aware of the Pathway Code of Conduct for all users*, a majority still agreed (rating of 4 or 5 out of 5), including 36% who strongly agreed.

Cyclists are statistically more likely than non-cyclists to agree with two of the statements: *using the pathways helped increase my sense of pride in Canada's capital region* (4.3 versus 4.0 out of 5) and *I am aware of the Pathway Code of Conduct for cyclists* (4.0 versus 3.6).

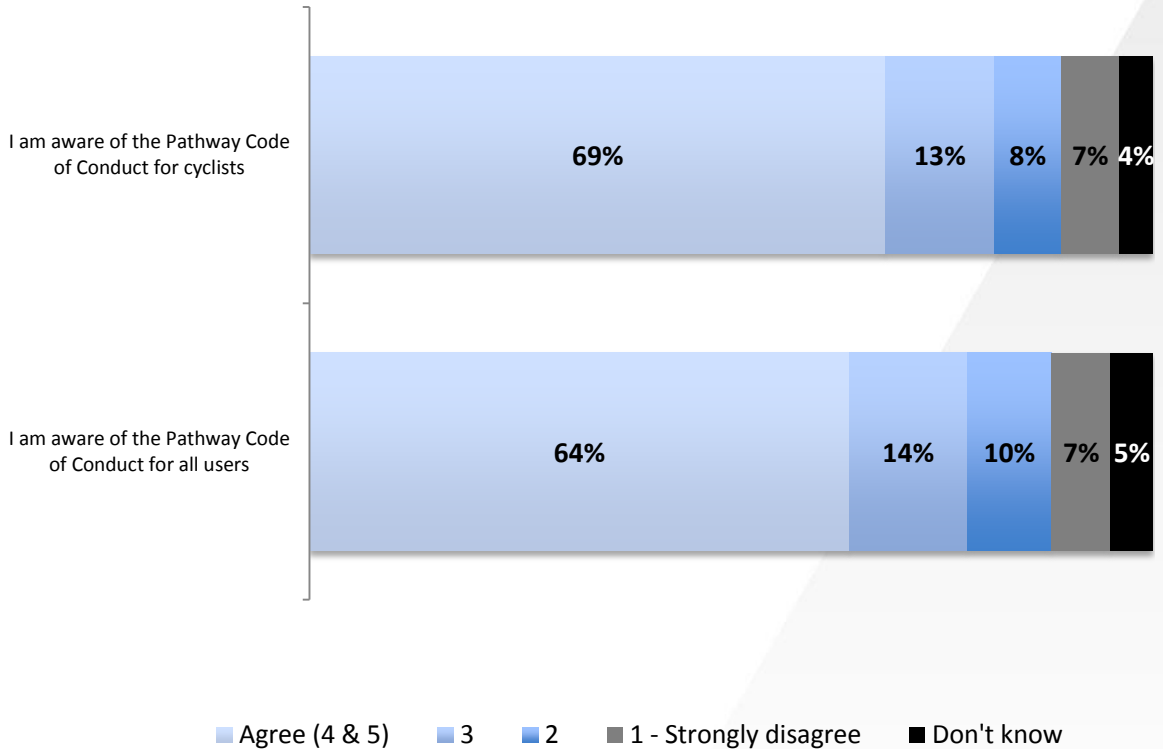


Please rate your agreement with the following statements on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree. N=604

# Pathway Code of Conduct

Although users were least likely to agree that *they are aware of the Pathway Code of Conduct for all users*, a majority still agreed (rating of 4 or 5 out of 5), including 36% who strongly agreed.

Cyclists are statistically more likely than non-cyclists to agree with the statement: *I am aware of the Pathway Code of Conduct for cyclists* (4.0 versus 3.6).



Please rate your agreement with the following statements on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree. N=604



# Code of Conduct for Non-Cyclists

Those who rated their agreement with the statement *I am aware of the Pathway Code of Conduct for all users* as 1 to 4 were asked what they thought the code should be for non-cyclists.

Most often, respondents mentioned that non-cyclists should *stay on the correct side of pathways and / or share the pathways with cyclists* (41%).

A few mentioned that non-cyclists should be *aware of their surroundings* (8%), which was primarily a discussion about non-cyclists tending to be distracted by wearing headphones and / or looking at portable electronic devices.

There is no statistical or practical difference in how cyclists and non-cyclists respond to this question, indicating that they have a shared belief in how cyclists should use the pathways.

Code of conduct for non-cyclists	
	Rated agreement for Pathway Code of Conduct for all users as 1 to 4 (n = 354)
Walk on the correct side / share pathways	41%
Be aware of your surroundings	8%
Was not aware of the Pathway Code of Conduct	5%
Suggestion related to cyclists	4%
Same as for cyclists	3%
Keep dogs on leashes / short leashes	1%
Respect others / cyclists	1%
Don't think there should be a code of conduct for pedestrians	<1%
Other	6%
Don't know / no response	32%

*What do you think the code of conduct should be for non-cyclists?*

# Usage estimates



# Usage Estimates – Number of Users

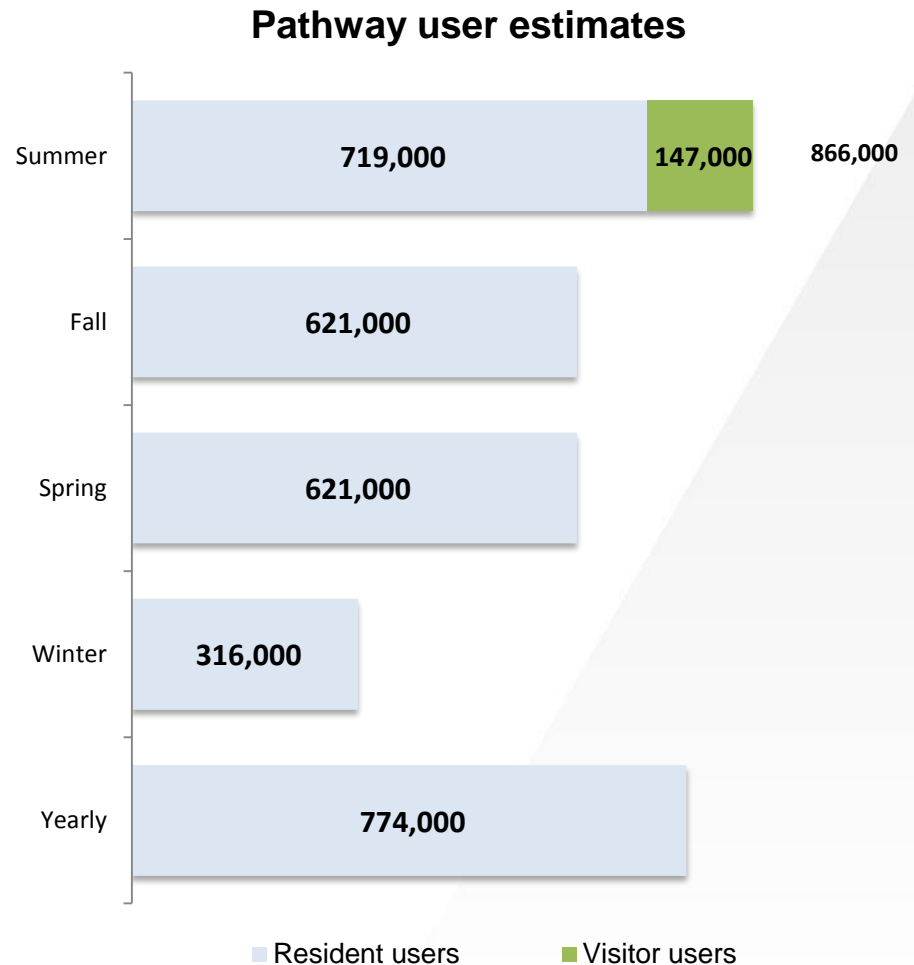
Using the most up-to-date population estimates for the National Capital Region, the population in 2015 was 1.33 million residents, of which approximately 82% were 16 and older (1.09 million residents).

Using the estimate of 71% of residents 16 and older having used the pathways in the past year, results show that approximately 774,000 residents have used the pathways at least once.

The following are estimates of use by season:

- 621,000 residents use during each of fall and spring
- 719,000 residents use during summer
- 316,000 residents use during winter

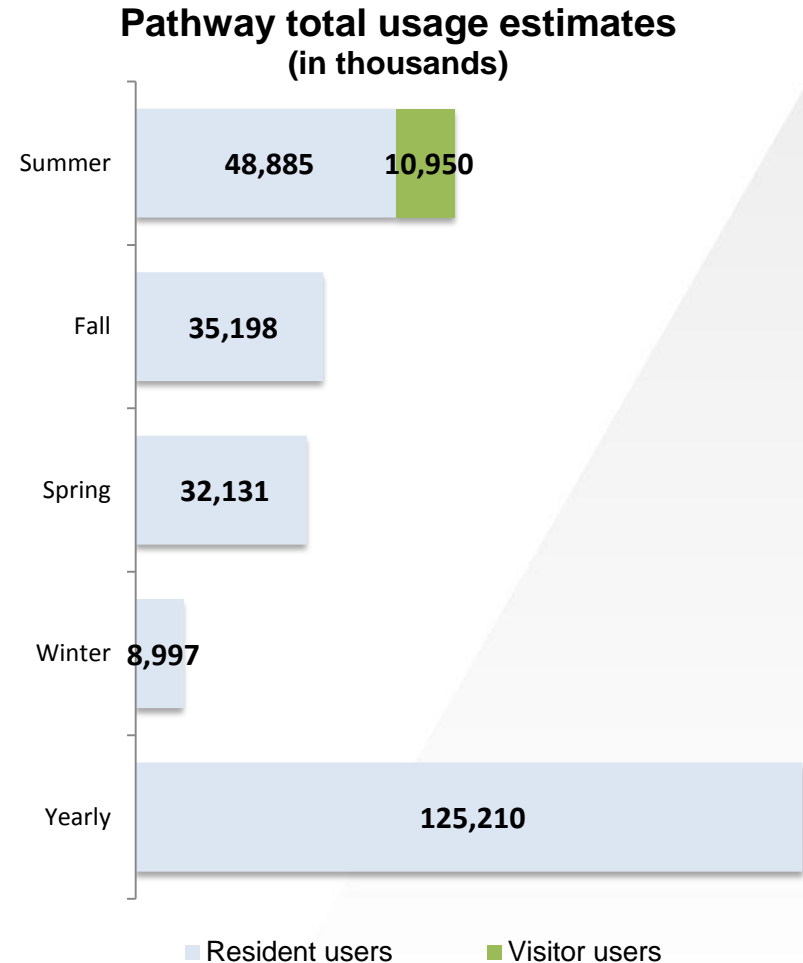
Based on the pathways survey, approximately 17% of those stopped live outside of the National Capital Region. Therefore, approximately 147,000 non-residents use the pathways during the summer months.



# Total Usage Estimates – Number of Uses

Using the number of users on the pathways by season and the average times pathways are used by seasons yields approximately 125.2 million total uses of the pathways per year among Capital Region residents. This includes estimates for residents annually, plus non-residents in summer months.

Total number of pathway uses is highest in summer, approximately 59.8 million total uses. This is due to more residents using the pathways in the summer, plus a higher average number of average weekly uses. Non-residents account for approximately 18% of all total usage of the pathways in summer months.



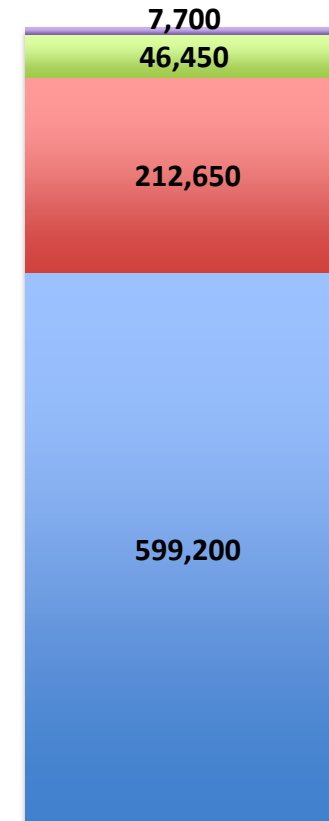
# Summer Usage Estimates by User Type

During summer months, unique users total approximately 866,000 people:

- 599,200 are cyclists
- 212,650 are walkers (19,200 with a dog)
- 46,450 are runners / joggers
- 7,700 are inline skaters or use other forms of travel

Due to the difficulty in reaching runners / joggers for the survey, the actual proportion of this group is likely underestimated and conversely, the proportion of cyclists is likely overestimated. With that said, the total estimate (~866,000 users) is unaffected by these differences.

Estimate of summer users



■ Cyclists ■ Walkers ■ Runners/joggers ■ Other users



# Public Survey Results



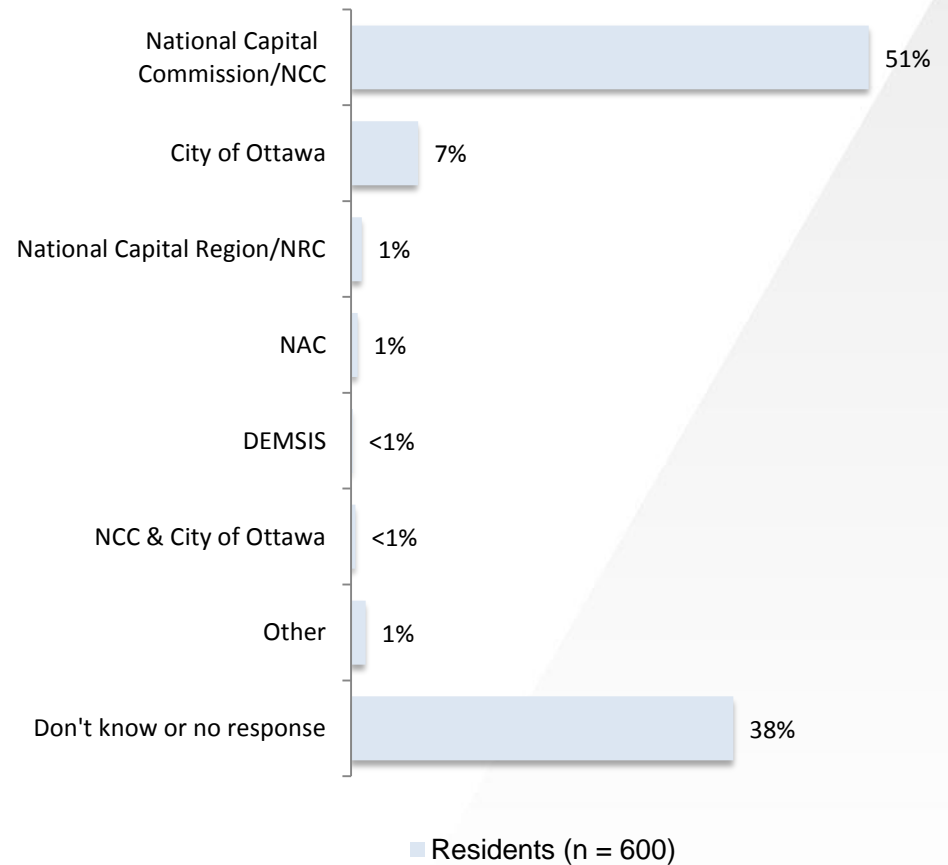


# Public Awareness of NCC

The NCC is recognized by 51% of residents as the organization responsible for multi-use pathways in the National Capital Region.

Among those who did not name the NCC, 38% of residents did not know who was responsible for the pathways, and a small proportion (7%) incorrectly named another organization as being responsible for the pathways.

## Awareness of organization responsible



*As far as you know, what is the name of the organization responsible for the multi-use pathways in the National Capital Region?*

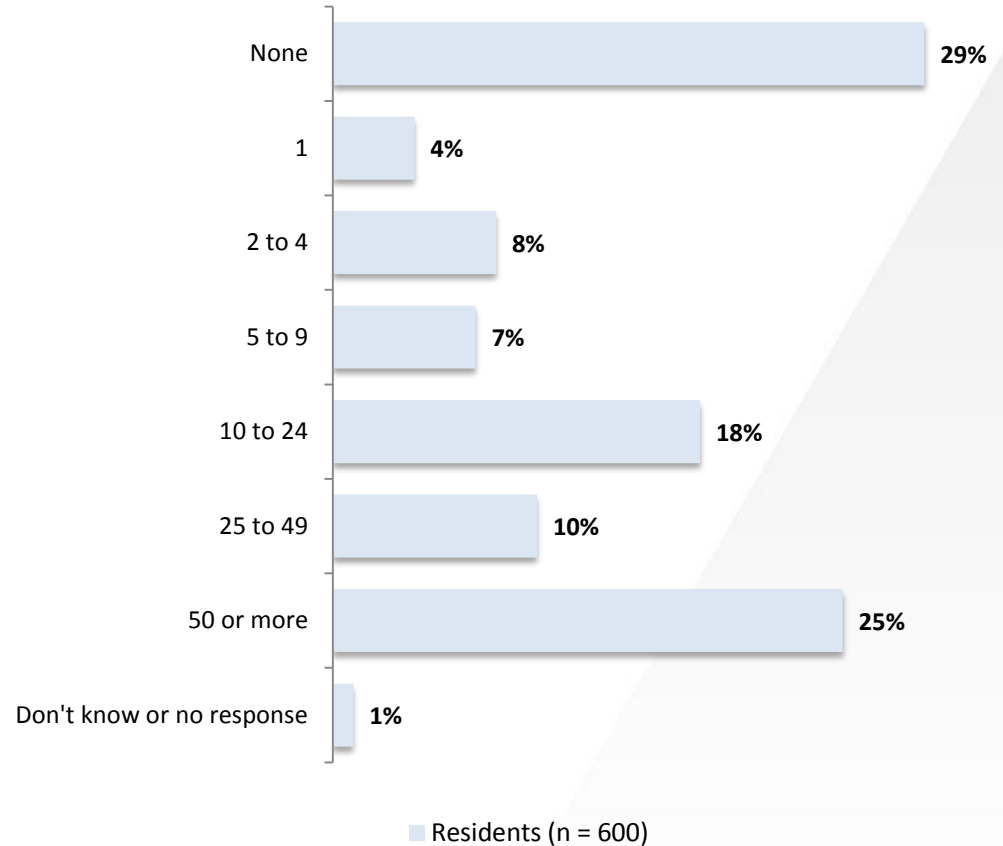
# Pathway Use in Past 12 Months

70% of residents have used the pathways at least once in the past 12 months.

Among pathway users and residents, the largest group of users are those who tend to be heavy users (50 or more days in the past year).

Just 2% of pathway users were using the pathways for the first time when surveyed.

## Days pathways used in the past 12 months



*Approximately how many days in the past 12 months have you used the pathways?*

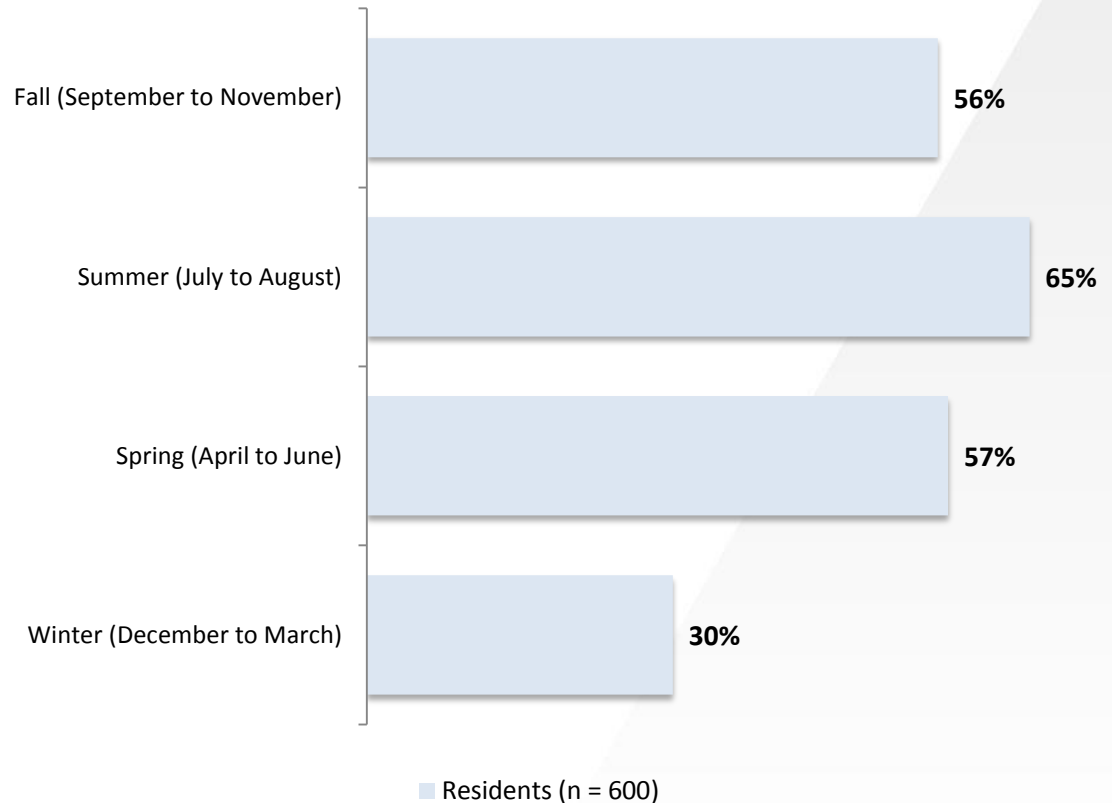
# Pathway Use by Season

As might be expected, use of the pathways is heaviest from April to November (i.e., months when there is no snow on the ground).

Between 56% and 65% of residents use the pathways from spring to fall.

Almost one-third (29%) of residents use the pathways during the winter months.

## Use of pathways by season



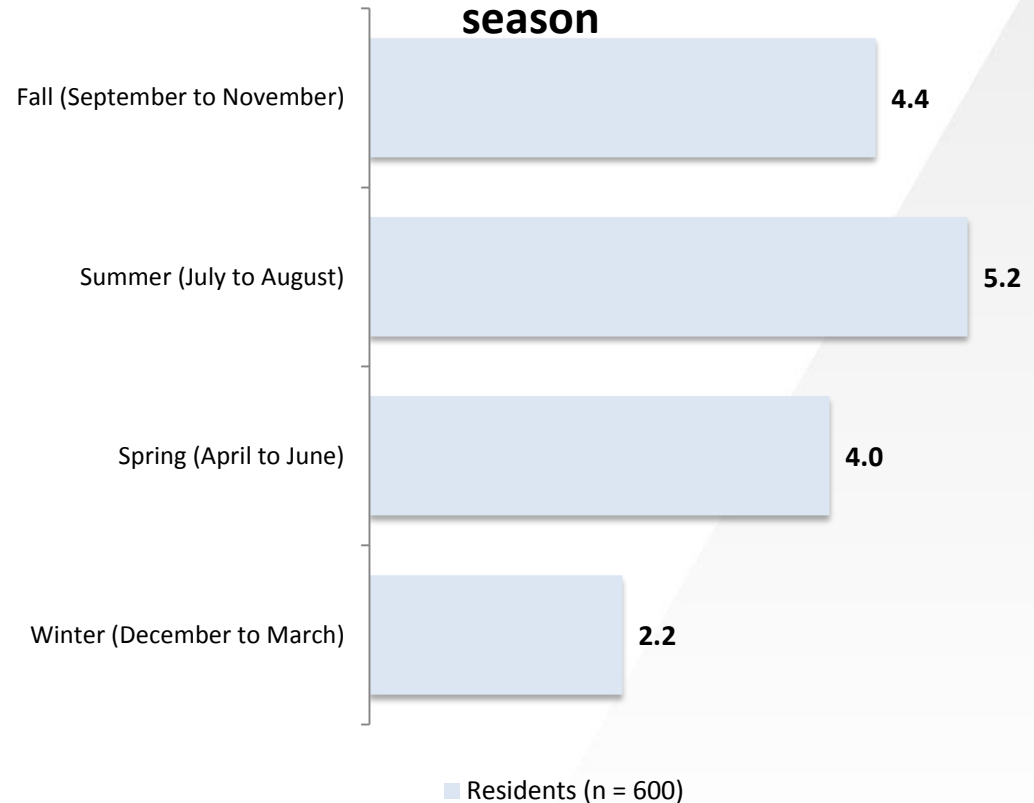
*Thinking about the past 12 months, approximately how many times per week do you use the pathways during...*

# Average Use by Season

Although the proportion using the pathways was similar from fall to spring, the average number of times the pathways are used per week is higher in summer than in spring and fall.

The average number of times the pathways are used per week during winter is less than half of that for other seasons: about 2.2 times per week.

### Average use of pathways per week by season



*Thinking about the past 12 months, approximately how many times per week do you use the pathways during...*

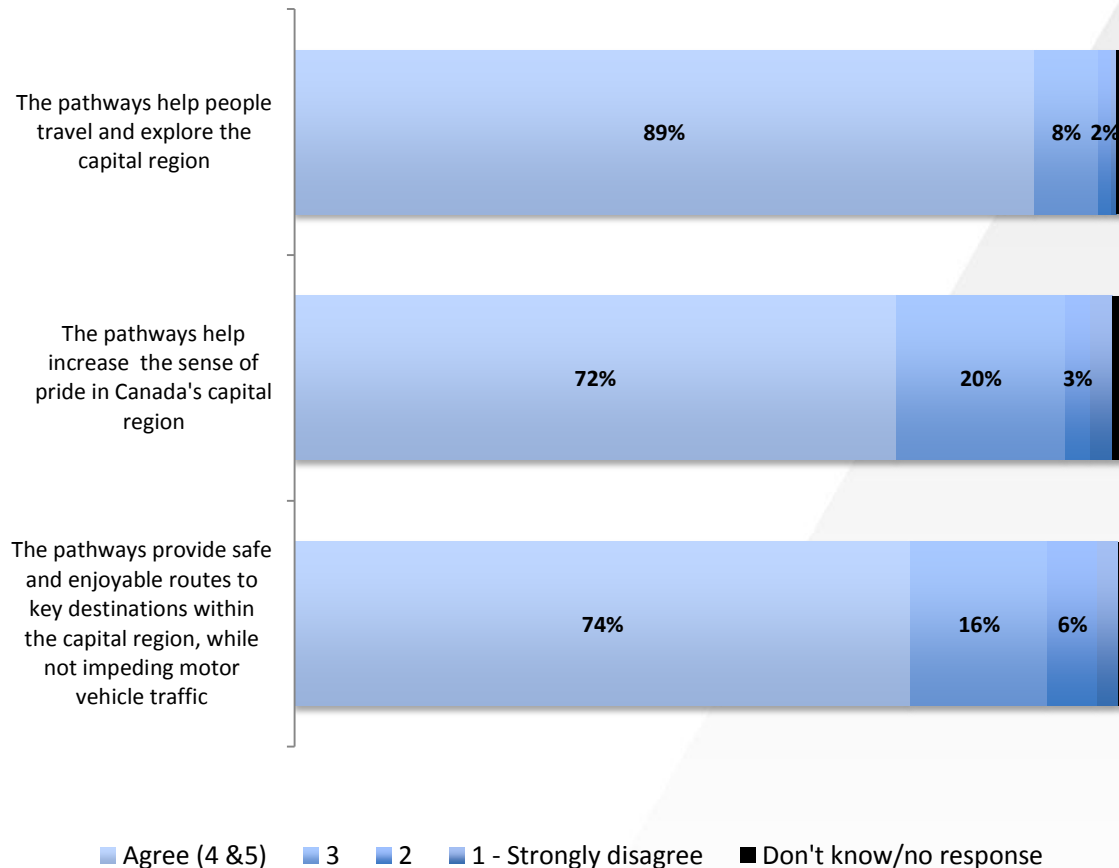
# Achievement of Program Objectives

Among the public, respondents were most likely to agree that *the pathways help people travel and explore the National Capital Region*, with 62% who strongly agreed. This compares to 64% of users who strongly agreed.

Compared with 47% of users, about 45% of the public strongly agreed that *the pathways help increase a sense of pride in Canada's Capital region*.

Forty-five percent of residents, which is slightly lower than users (52%), strongly agreed that *pathways provide safe and enjoyable routes while not impeding motor vehicle traffic*. This may indicate the public in general has a slightly less positive view of the impact on traffic than users.

Comparing those who use or do not use the pathways, those who use the pathways are more likely to agree that *the pathways help to increase the sense of pride in Canada's Capital Region* (4.3 versus 4.0).



Please rate your agreement with the following statements on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree. N=600

# Appendix A: Methodology





# Methodology overview

PRA, in consultation with NCC, created a survey for people using the NCC's pathways. This included the recruiting guide and survey.

PRA selected nine sites to recruit participants for the study. The sites included Gamelin, Ottawa River Pathway, Queen Elizabeth Pathway, Rideau River Pathway (Bank), Rideau River Pathway (Moonie's Bay), Sir George-Etienne Cartier, Sir John A. MacDonald, Voyageurs Pathway (Alexandria), and Voyageurs Pathway (Champlain).

- Recruiting began on June 23, 2016 and ended on August 14, 2016.
- Site visits were scheduled from 7 am to 7 pm on weekdays and 10 am to 4 pm on weekends.
- PRA ensured that all days of the week were covered, and that each site was recruited from at least twice, ensuring at least one weekday and one weekend day.

To recruit participants, PRA would ask those using the pathways if they wanted to participate in the study. For those who agreed to participate, PRA collected their email addresses (to email them a link to the online survey) and the first three digits of their postal code. Those who refused, were only asked for the first three digits of their postal code.

Once an individual agreed to participate, PRA's recruiters collected information about the individual, including their travel mode, the number of people in their group, gender, and language.

Because of poor uptake among non-cyclists, approximately one month into the study, PRA handed out cards to those non-cyclists who refused or did not want to stop. The card provided a link to the survey for individuals to complete online.

**Limitation** – Although attempts were made to increase response rates among joggers, it is likely the study under-represents the proportion of joggers using the pathways relative to other users.

# Recruiting outcomes

Overall, PRA spoke to 2,038 individuals during the recruiting stage of the survey.

Approximately 66% of those were spoken to on weekdays and 34% on weekends.

There was a fairly even mix of users by time of day, although more individuals were recruited between 10 am and 2 pm because of shift overlaps between weekends and weekdays.

The number of recruits by site was driven largely by traffic on the pathways, as well as the location on the pathways, although at least 91 individuals were approached at each location.

<b>Recruiting outcomes</b>	
Total spoken to	2,038
<b>Day of the week</b>	
Weekdays	1,352
Weekends	686
<b>Time of day</b>	
7 am to 10 am	431
10 am to 2 pm	979
2 pm to 4 pm	382
4 pm to 7 pm	246
<b>Site</b>	
Ottawa River Pathway	372
Sir John A. MacDonald	338
Rideau River Pathway – Moonie’s Bay	235
Queen Elizabeth Pathway	229
Gamelin	224
Voyageurs Pathway – Alexandria Bridge	206
Rideau River Pathway – Bank	196
Voyageurs Pathway – Champlain Bridge	146
Sir George-Étienne Cartier Pathway	91
No response	1

# Profile of pathway user survey respondents

Among the 2,038 pathway users PRA spoke to, 1,140 (56%) provided their email addresses to participate in the study.

Those who completed the survey tended to slightly overrepresent cyclists and men, but only by a very small margin relative to those who were asked to participate.

The high rate of non-response for regions is due to many users not stopping to provide their FSA when asked to participate in the survey.

<b>Profile of pathway users</b>			
	<b>Spoken to (n = 2,038)</b>	<b>Agreed to participate (n = 1,140)</b>	<b>Completed survey (n = 604)</b>
<b>Region</b>			
Ottawa-Gatineau	56%	77%	81%
Other Ontario	4%	4%	4%
Canada	6%	8%	6%
Outside Canada	2%	2%	1%
No response	33%	9%	8%
<b>Travel mode</b>			
Bike	69%	76%	77%
Walk	22%	18%	14%
Run / jog	5%	3%	7%
Walk with dog	2%	2%	2%
Inline skate	1%	1%	1%
Other	<1%	<1%	<1%
No response	<1%	<1%	1%
<b>Travelling alone*</b>	61%	67%	69%
<b>Gender</b>			
Male	62%	64%	67%
Female	38%	36%	33%
Undetermined	<1%	<1%	<1%
<b>Language*</b>			
English	69%	69%	71%
French	30%	31%	28%
No response	1%	1%	1%

\* 20 respondents who completed the online survey after receiving a card were not asked these two questions.

# Public survey methodology

Using the pathway user survey as the base, PRA created a questionnaire that it would administer with residents of the National Capital Region. Once NCC approved the questionnaire (in English and French), PRA tested the survey by telephone with 12 residents on August 25, 2016. The pretest resulted in slight wording changes.

PRA conducted the survey by telephone using random-digit dialing of home and cell phone numbers over approximately one and one-half weeks. PRA made multiple calls to non-responders by varying the day of the week and the time of day that phone numbers were called.

- Survey was conducted from August 29 to September 8, 2016 with 600 residents (error rate of  $\pm 4.0\%$ )
- Survey averaged five minutes, 30 seconds to complete.

# Profile of public survey respondents

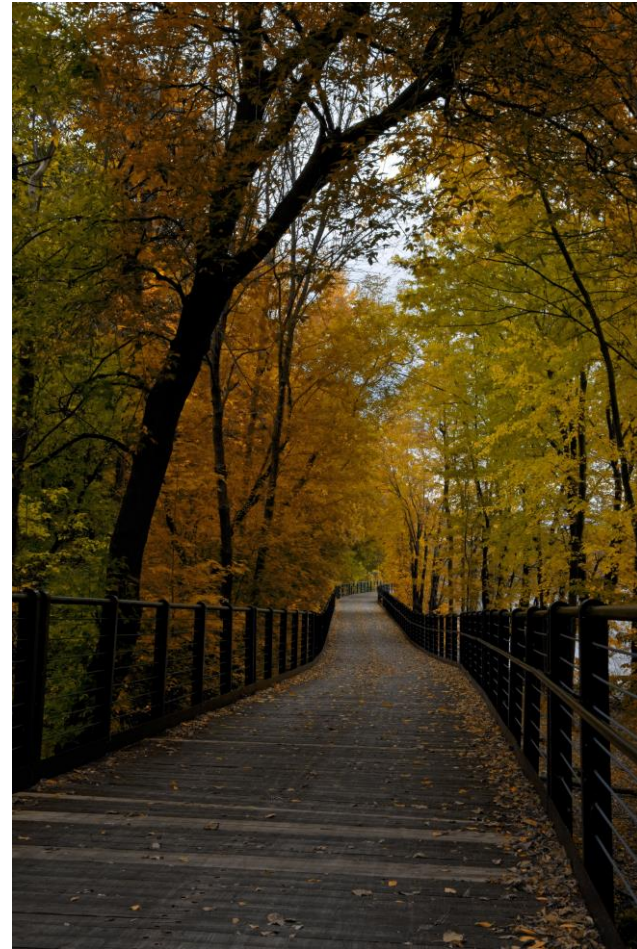
The table to the right shows the unweighted profile of residents who completed the survey, comparing it to census information for the region. As is typical of random-digit telephone surveys, the study tends to underrepresent those under 30 and in lower-income households; however, as discussed, results presented for the resident survey have been weighted to account for these discrepancies.

When the random sample produces a divergence from Canadian census data, we correct for slight discrepancies in gender, age, and income. The data for the public survey presented in this report were weighted to correct for differences between the demographics of the sample and the population.

<b>Profile of respondents (unweighted)</b>		
	<b>Resident survey % (n = 600)</b>	<b>2011 Census %</b>
<b>Gender</b>		
Female	56.2%	51.9%
Male	43.8%	48.1%
<b>Age</b>		
16 to 29	13.5%	23.8%
30 to 44	21.7%	25.5%
45 to 64	43.7%	35.2%
65 and older	21.2%	15.5%
<b>Annual household income*</b>		
Less than \$40,000	13.4%	23.7%
\$40,000 to \$74,999	23.6%	25.4%
\$75,000 to \$99,999	19.6%	15.4%
\$100,00 to \$124,999	16.3%	11.7%
\$125,000 or more	27.2%	23.8%
<b>Language spoke most often at home**</b>		
English	75.8%	58.8%
French	18.7%	28.3%
Other	7.7%	8.6%
<p>Note: Proportions for questions and census information may not sum to 100%, due to rounding.            * 25% of respondents would not provide their income. These respondents have been excluded. Income data are from the 2011 National Household Survey, as the 2011 Census did not collect household income data.            ** Respondents were able to provide more than one answer; therefore, percentages will sum to more than 100%.</p>		

# Appendix B

## Pathway User Survey





# Pathway user survey

## 2016 CAPITAL PATHWAY USER SURVEY

### SCREENING AND OBSERVATIONS

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

### RECRUITING SCRIPT

Hello, my name is \_\_\_\_\_ and I work for PRA Inc., a national research firm. We would like to get feedback on your experience using the multi-use pathways.

Would you be willing to provide us your email address so we could send you a link to a short online survey to complete about your experiences using the pathway? The survey should only take about 10 minutes of your time and all of your answers would be confidential.

Yes 1 (GO TO AGREEMENT)  
No 0 (GO TO REFUSAL)

### REFUSAL

Thank you for your time.

Can I just ask you a quick question? What are the first three characters of your postal code?

RECORD: \_\_\_\_\_  
Outside Canada O=   
Refusal O=

Thank you => COMPLETE PROFILE

### AGREEMENT

Could I please have your email address (confirm spelling):

\_\_\_\_\_ @ \_\_\_\_\_

What are the first three characters of your postal code?

RECORD: \_\_\_\_\_  
Outside Canada O=   
Refusal O=

Excellent. You should receive a link to your survey within the next 24 hours. We ask that you complete the survey as soon as possible because many of the questions will be about your experiences today. Have a good day.

## PROFILE OF BOTH THOSE WHO AGREE/REFUSE – RECORD ONLY. DO NOT ASK

A. Travel mode	C. Gender
Bike	Female
Walk	Male
Walk (with a dog)	Undetermined
Run/jog	
Inline skating	D. Language
Other (specify)	
B. Number of people in group	English
RECORD NUMBER: _____	French



# Pathway user survey

## ONLINE SURVEY

Thank you for taking the time to complete this survey. Throughout the survey we will be referring to the multi-use pathways in the National Capital Region. By multi-use pathways, we mean those pathways shared by pedestrians, joggers, in-line skaters, skateboarders, and cyclists, which are found along both sides of the Rideau Canal, along the Ottawa and Rideau Rivers, in Gatineau Park, and in other urban and suburban areas such as the Experimental Farm, Watts Creek, the Aviation Museum, and Leamy Lake Park. Please consider only these pathways when completing this survey.

1. Can you tell me the name of the organization responsible for the multi-use pathways in the National Capital Region?

RECORD RESPONSE: \_\_\_\_\_  
Don't know

Just to let you know, the National Capital Commission (NCC) is the organization responsible for these multi-use pathways, and those referred to in this survey are those run by the NCC.

The following questions are about your use of the pathways on <DATE OF RECRUIT>. Please only consider a single trip/use for that day. If you used the pathways more than once on that day (for example, to travel to and from work), please only consider a single trip on the pathways.

2. Approximately how much time, in minutes, did you spend on the pathway on <DATE OF RECRUIT>?

RECORD MINUTES: \_\_\_\_\_  
Don't know

3. Approximately what distance did you travel on the pathway for your trip on <DATE OF RECRUIT>? Please record your distance in kilometres, using up to one decimal place.

RECORD KILOMETRES: \_\_\_\_\_  
Don't know

4. What was the **main** purpose of your use of the pathway on <DATE OF RECRUIT>? Please select one answer.

For recreation / enjoyment / fun  
For an exercise workout  
To walk your dog  
Sightseeing  
To get to a particular destination (other than work or school)  
Commute to work, school, or other => Skip to Q5  
Other (specify) \_\_\_\_\_  
Don't know / no answer

- 4A. Do you ever use your bike for commuting to work, school, or other?

Yes => Skip to Q5  
No  
Don't know / no answer => Skip to Q5

- 4B. Why don't you use your bike for commuting?

Don't have a bike / don't ride a bike  
No practical route between home and work / school / other  
No bike lanes or pathways between home and work / school / other  
No change / shower facilities  
No secure bike parking  
The distance is too far  
Don't feel safe using the pathways  
Don't feel safe using the cycling lanes  
Don't feel safe using the roads  
Don't have time  
Lack of connections to bike lanes or pathways from home  
Other (please specify): \_\_\_\_\_  
Not applicable

5. Where were you coming from when you started your trip?

Work or school  
Home  
Parking lot / vehicle  
Shops or restaurant  
Other (specify): \_\_\_\_\_  
Don't know

6. Excluding yourself, how many other people were you with when we stopped you?

RECORD NUMBER: \_\_\_\_\_  
Don't know

**The following questions are about your general use of the pathways in the past 12 months.**

7. Approximately, how many days in the past 12 months have you used the pathways?

1 => SKIP TO Q14  
2 to 4  
5 to 9  
10 to 24  
25 to 49  
50 or more

# Pathway user survey

Approximately how many times per week do you use the pathways during the following seasons?

Season	TIMES PER WEEK:	None	Don't know
8. Winter (December to March)			
9. Spring (April to June)			
10. Summer (July and August)			
11. Fall (September to November)			

12. Thinking about all the times you use the pathways **when there is NO snow on the ground**, approximately what percentage of the times you have used them in the past 12 months have been for...

For fun or recreation \_\_\_\_\_%  
 To commute to work or school \_\_\_\_\_%  
 To get to a specific destination other than work or school \_\_\_\_\_%  
 Don't know \_\_\_\_\_%

13. [SKIP IF Q8 = NONE] Thinking about all the times you use the pathways **when there is snow on the ground**, approximately what percentage of the times you have used them in the past 12 months have been for...

For fun or recreation \_\_\_\_\_%  
 To commute to work or school \_\_\_\_\_%  
 To get to a specific destination other than work or school \_\_\_\_\_%  
 Don't know \_\_\_\_\_%

14. Do you know when you are on an NCC pathway versus a city pathway?

Yes \_\_\_\_\_  
 No => SKIP TO Q19  
 Don't know => SKIP TO Q19

15. How do you know the difference between the two pathways?

\_\_\_\_\_



For each of the following, please rate how satisfied you are on a scale of 1 to 5, where 1 is not at all satisfied and 5 is very satisfied.  
 [RANDOMIZE – EXCEPT LEAVE LAST QUESTION AT END]

	Very Satisfied				Not at all satisfied	Don't know
19. The number of washrooms along the pathways	5	4	3	2	1	8
20. Availability of parking along pathways	5	4	3	2	1	8
21. Access to pathways	5	4	3	2	1	8
22. The number of food options or restaurants along the pathways	5	4	3	2	1	8
23. The number of pathway patrols	5	4	3	2	1	8
24. Lighting along the pathways	5	4	3	2	1	8
25. Safety along the pathways	5	4	3	2	1	8
26. The maps and signs to help you find your way	5	4	3	2	1	8
27. The width of the pathways	5	4	3	2	1	8
28. Quality of the pathways surface	5	4	3	2	1	8
29. Sharing the pathways with pedestrians, joggers, in-line skaters, skateboarders and cyclists	5	4	3	2	1	8
30. The speed of cyclists using the pathways	5	4	3	2	1	8
31. The availability of water fountains along the pathways	5	4	3	2	1	8
32. Overall experiences on the pathways	5	4	3	2	1	8

33. [SKIP IF Q25 = 5] You gave a rating of <RESPONSE TO Q25> out of 5 for *safety along the pathways*. In your own words, what more could be done to improve users' safety along the pathways?

RECORD RESPONSE: \_\_\_\_\_  
 Don't know

32A. [SKIP IF Q32 = 5] You gave a rating of <RESPONSE TO Q32> out of 5 for *your overall experiences using the pathways*. In your own words, what would most improve your experiences?

RECORD RESPONSE: \_\_\_\_\_  
 Don't know

Please rate your agreement with the following statements. [RANDOMIZE]

	Strongly agree				Strongly disagree	Don't know
34. Using the pathways helped increase my sense of pride in Canada's capital region	5	4	3	2	1	8
35. I am aware of the Pathway Code of Conduct (i.e., safety rules) for all users	5	4	3	2	1	8
36. I am aware of the Pathway Code of Conduct (i.e., safety rules) for cyclists	5	4	3	2	1	8
37. The pathways facilitate travel and exploration of the Capital region	5	4	3	2	1	8
38. The pathways providesafe and enjoyable routes to key destinations with the Capital Region, while not impeding motor vehicle traffic	5	4	3	2	1	8



# Pathway user survey

39. You gave a rating of <RESPONSE TO Q35> out of 5 for *I am aware of the Pathway Code of Conduct i.e., safety rules for all users*. What do you think the code of conduct should be for non-cyclists?

RECORD RESPONSE: \_\_\_\_\_  
Don't know

Finally, a few questions we use for statistical purposes only to better understand pathway users.

40. Are you...

Female  
Male  
Prefer not to answer

41. In what year were you born?

RECORD YEAR: \_\_\_\_\_  
Prefer not to answer

42. What language do you speak most often at home?

English  
French  
Other (specify): \_\_\_\_\_  
Don't know

43. What are the first three characters of your postal code?

RECORD: \_\_\_\_\_  
United States  
Other country (specify): \_\_\_\_\_  
Prefer not to answer

44. Which of the following categories best approximately describes your household's total income before taxes?

Less than \$40,000  
\$40,000 to \$74,999  
\$75,000 to \$99,999  
\$100,000 to \$124,999  
\$125,000 or more  
Prefer not to answer

*This completes the survey. On behalf of the National Capital Commission, thank you very much for your cooperation.*



# Appendix C: Public Survey





# Public survey

## NATIONAL CAPITAL COMMISSION 2016 CAPITAL PATHWAYS PUBLIC SURVEY

I

### INTRODUCTION

Hello, my name is \_\_\_\_\_ and I work for PRA Inc., a national research firm. Today, I am calling to conduct a brief survey about the multi-use pathways in Canada's Capital region.

Would you be willing to participate in a short 5 minute survey?

Yes  
No => END WITH THANKS  
Callback

Excellent, first just a few questions to ensure we speak to a variety of people living in Canada's capital region.

a. What are the first three characters in your postal code?

RECORD: \_\_\_\_\_  
Don't know => END WITH THANKS  
No response

b. In what year were you born?

RECORD YEAR: \_\_\_\_\_  
No response

### AWARENESS

As mentioned, when referring to the multi-use pathways in the National Capital Region, we mean those pathways shared by pedestrians, joggers, in-line skaters, skateboarders, and, cyclists

These pathways are found along both sides of the Rideau Canal, along the Ottawa and Rideau Rivers, in Gatineau Park, and in other urban and suburban areas such as the Experimental Farm, Watts Creek, the Aviation Museum, and Leamy Lake Park.

1. As far as you know, what is the name of the organization responsible for the multi-use pathways in the National Capital Region? (PROMPT: Please consider only these pathways when answering these questions.)

[DO NOT READ]

National Capital Commission  
Other (specify): \_\_\_\_\_  
Don't know  
No response



### PATHWAY USE

2. Approximately, how many days in the past 12 months have you used the pathways?

RECORD \_\_\_\_\_  
None => SKIP TO Q7

Thinking about the past 12 months, approximately how many times per week do you use the pathways during the following seasons?

3. Winter (December to March)	TIMES PER WEEK: _____	None	Don't know
4. Spring (April to June)	TIMES PER WEEK: _____	None	Don't know
5. Summer (July and August)	TIMES PER WEEK: _____	None	Don't know
6. Fall (September to November)	TIMES PER WEEK: _____	None	Don't know

7. Do you **ever** use a bike for commuting to work, school, or other, regardless of whether or not you use the pathways?

Yes => SKIP TO Q9  
No  
Don't know/no answer => SKIP TO Q9

8. Why don't you use a bike for commuting? (ACCEPT MULTIPLE REASONS)

Don't have a bike / don't ride a bike  
No practical route between home and work / school / other  
No bike lanes or pathways between home and work / school / other  
No change / shower facilities  
No secure bike parking  
The distance is too far  
Don't feel safe using the pathways  
Don't feel safe using the cycling lanes  
Don't feel safe using the roads  
Don't have time  
Lack of connections to bike lanes or pathways from home  
Other (please specify): \_\_\_\_\_  
Not applicable

### IMPACT OF PATHWAYS

I am going to read you some statements about the pathways. Please rate your agreement with the following statements with each on a scale from 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

	Strongly agree	4	3	2	Strongly disagree	Don't know
9. Having the pathways increases your sense of pride in Canada's capital region	5	4	3	2	1	8
10. The pathways help people travel and explore the Capital region	5	4	3	2	1	8
11. The pathways provide safe and enjoyable routes to key destinations with the Capital Region, while not impeding motor vehicle traffic	5	4	3	2	1	8





# Public survey

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## DEMOGRAPHICS

Finally, a few questions we use for statistical purposes.

11. What language do you speak most often at home?

English  
French  
Other (specify): \_\_\_\_\_  
Don't know

12. Which of the following categories best represents your household's total income?

Less than \$40,000  
\$40,000 to \$74,999  
\$75,000 to \$99,999  
\$100,000 to \$124,999  
\$125,000 or more  
Don't know  
No response

Thank you very much for your time and cooperation.

Gender

Male  
Female

Language of interview

English  
French

