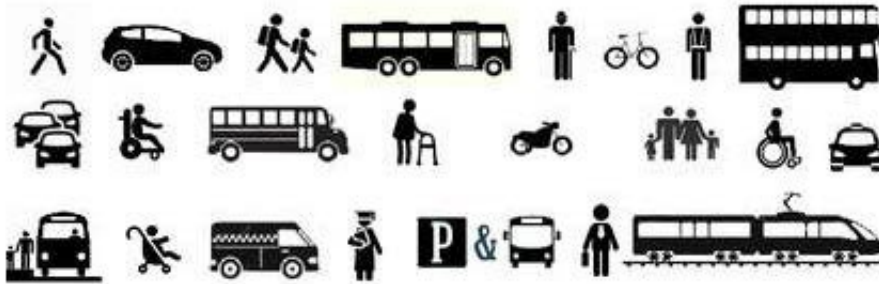


Carp Rural Transportation Survey



Report of Results of 10 January 2020
Survey Collected During the Period 10
January - 9 March 2020

Part I - Summary

***Carp Rural Transportation
Study Team***

<https://moving-on-rural-transportation.info/>

Carp Rural Transportation Study

What We Have Learned

16 March 2020

Study Objective: *“to determine if there is a significant need for additional transportation options in West Carleton”*

Survey Objective: *to help us better understand the community’s transportation uses, preferences and needs.*

Quality of Responses

- Interest in the topic is high. In addition to the good level of participation, the supporting website: <https://moving-on-rural-transportation.info/>] has attracted more than 3400 unique visitors
- Participation in the Survey has been very good:
 - We received 240 responses that represented a good representation across the age groups: 14% Youth, 66% Adult, 20% Seniors (compared with population split of 14%/55%/13%)
 - There was a very low ‘skip rate’ among the questions.
 - One third of participants left their Contact Details
 - 20% of participants contributed positive and constructive input as “Additional Comments”

Overall Results

- There is strong support across the survey questions for better transportation options across all age groups. Overall, 50% of respondents say the importance of good transportation options is **Very Important** and almost ¾ (73%) say this is **Important or Very Important**. A full **84% of Youth** rate it as **Very Important**.
- Travel to work is Concern #1...second is General Travel
- Top four areas for improvement include a Public Transit solution that will connect them with OC Transpo. While some cost information is included in the website, we need to ensure that Second Survey gains feedback on cost-sharing split between Rider Fare and Tax Bill.
- 1/3 observe on the challenge of getting employees to work. We have notified the Carp Road Corridor BIA and the Carp Village BIA of this result and they will consider how best to collect information on needs from employers and employees in the area.
- If new transportation options were available, 1/3 of respondents say they would use 1-5 trips per week. But 40% would not change habits.

What We Have Learned...so far

Youth

- Overall opinion rates the Youth Needs as **Priority One** (70%). Compare with Elderly that is **Priority Two** at 60%
- 87% of Youth identify the need for improved transportation for Teens and Young Adults the **most important area**.
- A Kanata/Stittsville destination is identified for more than 85% of Youth

Adults

- The highest Category of Travel for adults is for **Travel to Work** but **General Travel** is a close second.
- The largest group (35%) has employment in **Stittsville/Kanata**
- Less than 10% work in the **Carp/Carp Road Corridor** and 10% work in **West Carleton**.

Seniors

- Probably the group that has to live with greatest consequences of poor transportation solution. More than 70% state that they travel **1-7 times** a week and almost half would travel **1-5 trips** more if more transportation options were available.
- The **Free Shopping Bus** is identified as the third **Most Important Area** for improvement. A c2015 survey showed that this service was being used by an average of 13 passengers per trip.
- For information, it should also be noted that the **local van transportation** being provided by WOCRC are currently under-utilized but efforts are ongoing to increase the usage.

Summary:

- ❖ The best opportunity for success in improving transportation options is likely with Seniors where the consequences of poor transportation options are great and a basis for solution exists in West Carleton Community Resource Centre services.
- ❖ Transportation for Adults must achieve the correct and economical balance between the needs for Rush Hour and General Travel service throughout the day.
- ❖ Solutions for transportation for Youth will likely be challenging as these needs vary significantly throughout the day and encompass a wide geographical area.
- ❖ A Second Survey is necessary to collect more information on the nature, timing and origin-destination of the rural transportation needs.