



City of Westmount

Citizen Survey: A Winter Bicycle Path, Installation Of Bixi Stations, and A Traffic Master Plan



Final Report

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In recent years, the City of Westmount has undertaken the renovation / reconstruction of several major elements of the municipal infrastructure.

The City now wishes to gauge Westmount residents' opinions with regard to:

- maintaining the de Maisonneuve bicycle path open year-round;
- the installation of five Bixi stations in the City; and,
- a master traffic plan that would encourage walking and cycling.

To this end, Ipsos Descarie was contracted to design and execute a survey of a representative sample of Westmounters.

The current report details the main findings and conclusions from the survey, conducted over March-April 2011.

Data collection method Telephone survey using randomized dialing procedure

Sample size	Sample	Maximum margin of error (19 times out of 20)
Total	500	± 4.4%

Questionnaire Developed by Ipsos in collaboration with the City of Westmount

Survey Length 4.4 minutes on average

Eligibility criteria Resides in Westmount
18 years or older

Data collection dates March 30th to April 7th 2011

Significant differences within sub-groups An underlined result within a table or chart indicates that it is statistically different, at a 95% confidence level, compared to the other entries in the sub-group with which it is matched.

Bicyclists in Westmount: Snapshot Profile

- Overall, 4-in-10 used a bike in the past 12 months. Amongst these, close to two-thirds (64%) ride at least once per week or more.
- Riding seems to be primarily a leisure activity for most Westmount bicyclists: close to two-thirds (65%) again never use their bike for commuting. Nevertheless, roughly 1-in-4 (27%) do commute by bike at least once weekly.
- Bicyclists are more likely to be male and families compared to individuals living alone.
- Across the various questions asked, bicyclists – perhaps unsurprisingly – showed greater enthusiasm than those who don't ride.

Maintaining The Bike Path In Winter

- A majority (close to 2-in-3, or 66%) of Westmounters favor in principle the maintenance of the bike path. When apprised of the actual cost to the City, support drops such that Westmounters are split precisely down the middle.

Bixi Stations

- A majority (just over 3-in-4, or 77%) of Westmounters favor in principle the installation of 5 Bixi stations. When apprised of the actual cost to the City (a one-time fee of \$235,000), support drops to just under 7-in-10 (69%) – still in majority territory.
- The proposed location of the Bixi stations (south of Sherbrooke in a non-residential area) finds favor with, once again, a majority of Westmounters (just under 3-in-4, or 73%).

Master Traffic Plan

- Finally, a strong majority (over 4-in-5, 84%) favor a master traffic plan that would encourage walking and cycling.

Main Findings

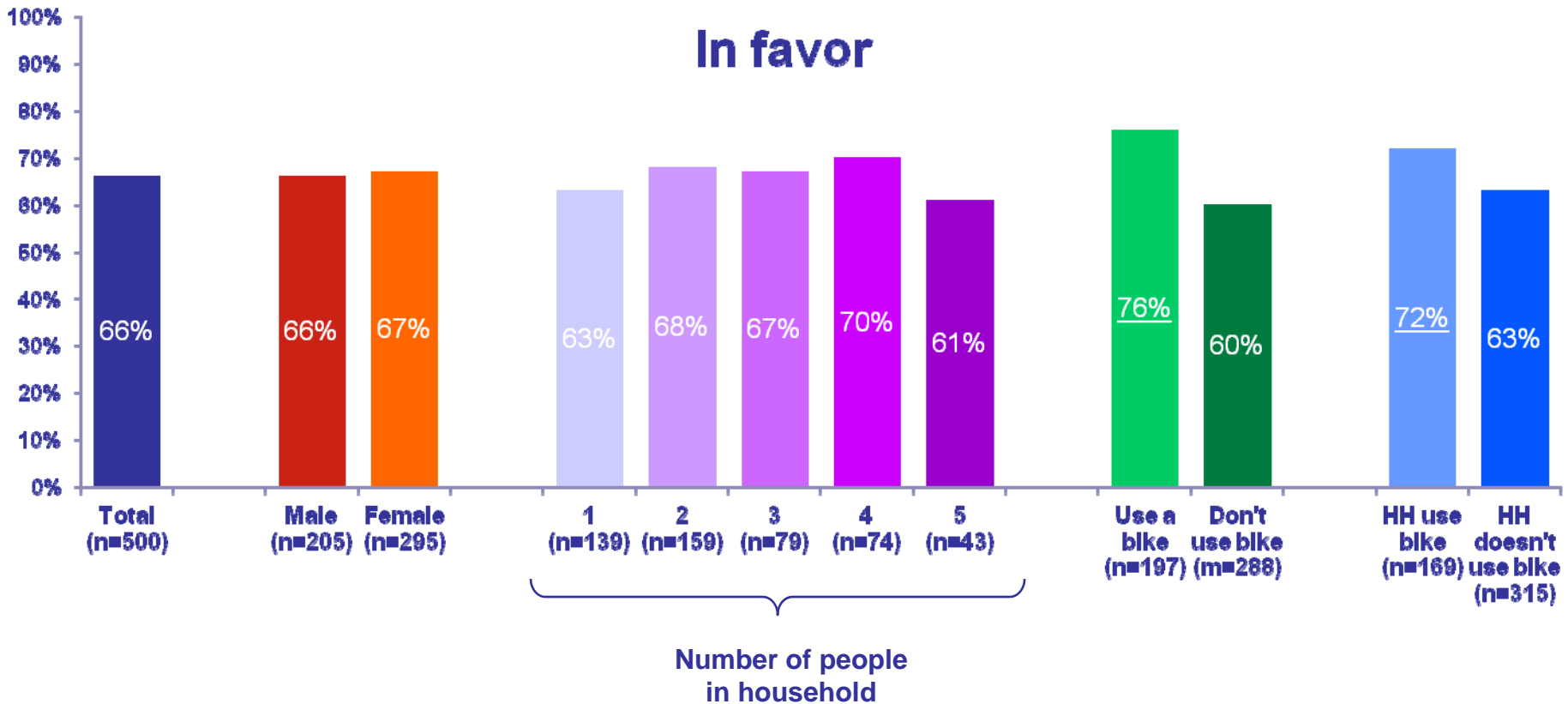




Favorability In Principle To Keeping Bike Path Open

Q7. The City of Westmount kept the de Maisonneuve bicycle path open this winter as a trial. Approximately 100 bicyclists use the path per day in the winter...which of the following best reflects your opinion regarding keeping the bike path open all winter?

Assuming the cost were in their opinion reasonable, 2-in-3 favor keeping the bike path open during winter. Those who bike as well as those who live with people who bike are more likely to be in favor of keeping the bike path open during winter.

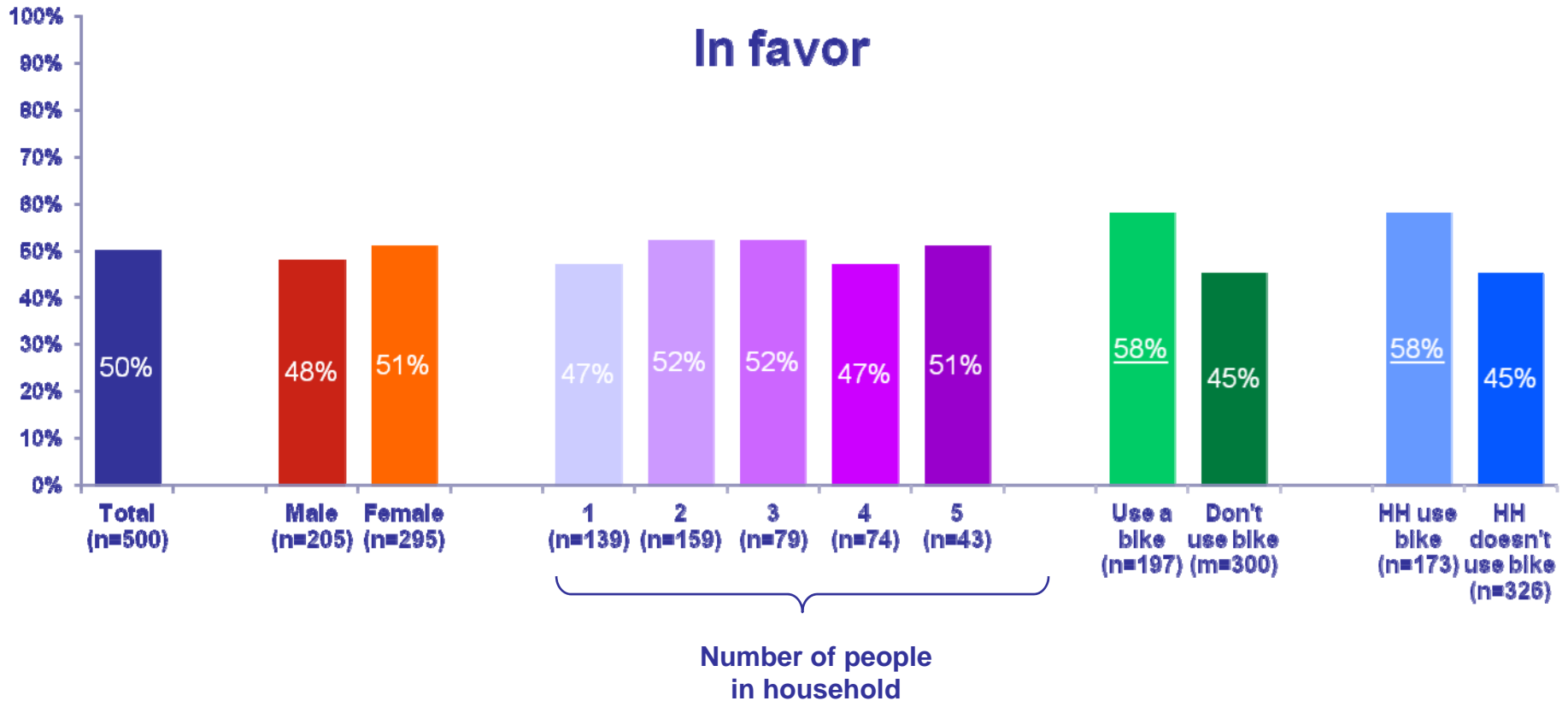




Favorability @ \$120,000 To Keeping Bike Path Open

Q8. In fact, it costs the City of Westmount approximately \$120,000 a year to keep the de Maisonneuve bicycle path open through winter. In light of this information, which of the following best reflects your opinion regarding keeping the bike path open all winter? Would you say you are...

Once informed of the actual cost to the City, Westmounters were split directly down the middle with regard to maintaining the bike path open in winter (ie. favorability declined by 16 percentage points). Once again, those who either themselves bike or live with someone who does were more favorable to the proposal.

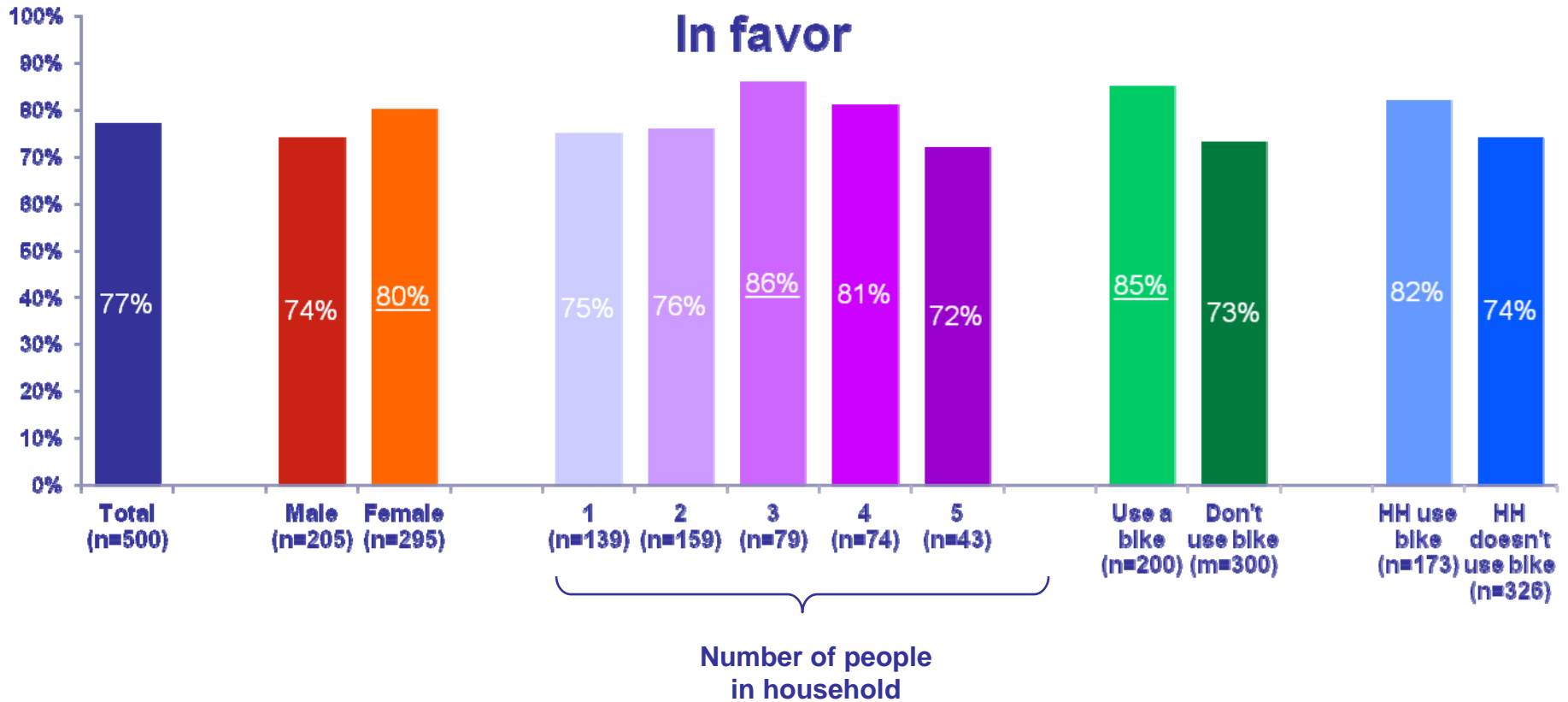




Favorability In Principle To Installation Of Bixi Stations

Q9. The City of Westmount is considering the installation of five BIXI stations, with 10 bicycles supplied in each station. Which of the following best reflects your opinion regarding the installation of the Bixi Stations, assuming the cost was in your opinion reasonable? *Would you say you are...*

Assuming the cost were in their opinion reasonable, just over 3-in-4 in support the installation of 5 Bixi stations with 10 bicycles supplied per station. Women and those who use a bike are most inclined to support this initiative.

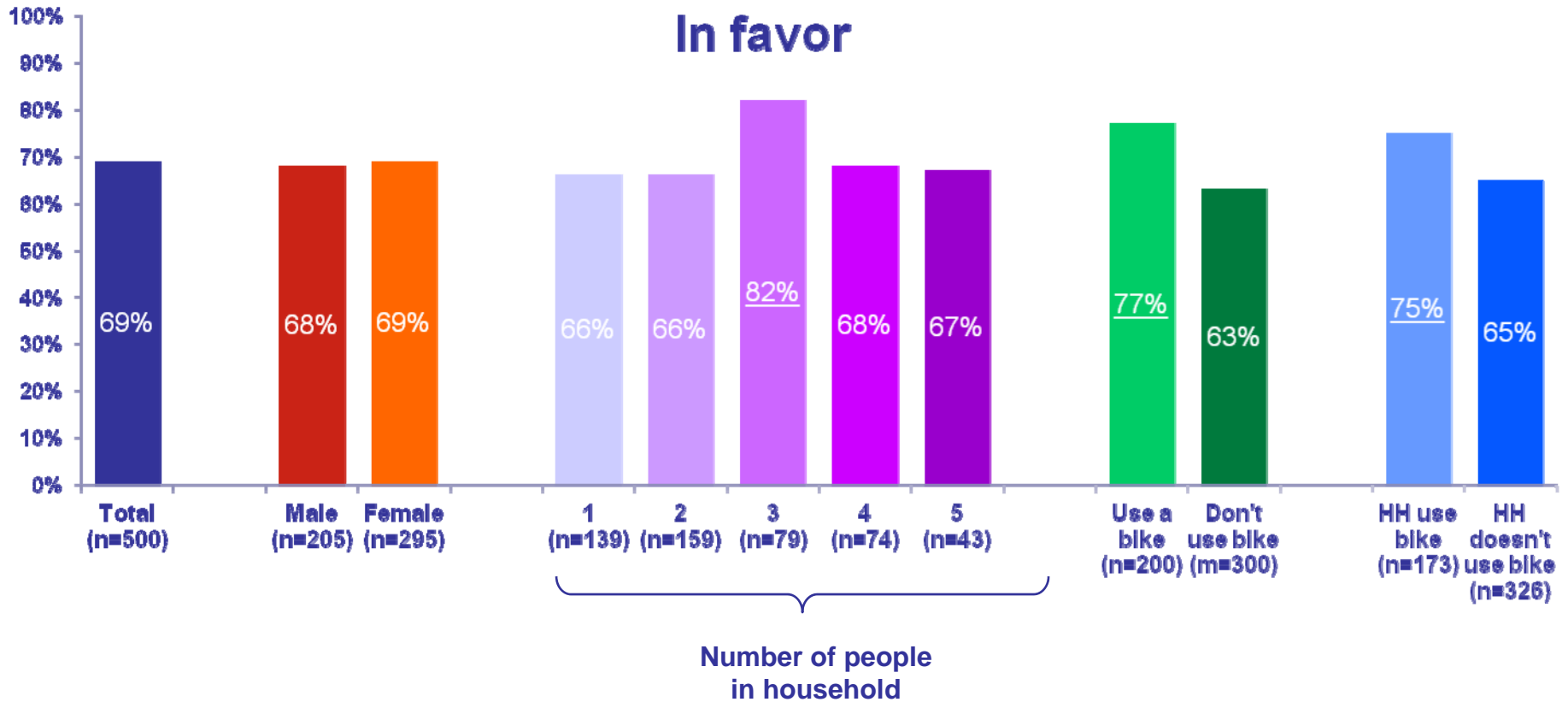




Favorability @ \$235,000 To Installation Of Bixi Stations

Q11. In fact, the cost to the City of Westmount would be a one-time payment of \$235,000, with no annual maintenance or operating costs to install these five Bixi stations. In light of this information, which of the following best reflects your opinion regarding the installation of these Bixi stations? Would you say you are...

Once aware of the one-time cost of \$235,000, a majority continue to support the Bixi project, albeit down from 3-in-4 to 2-in-3. Bike users continue, unsurprisingly, to be more supportive of the proposal.

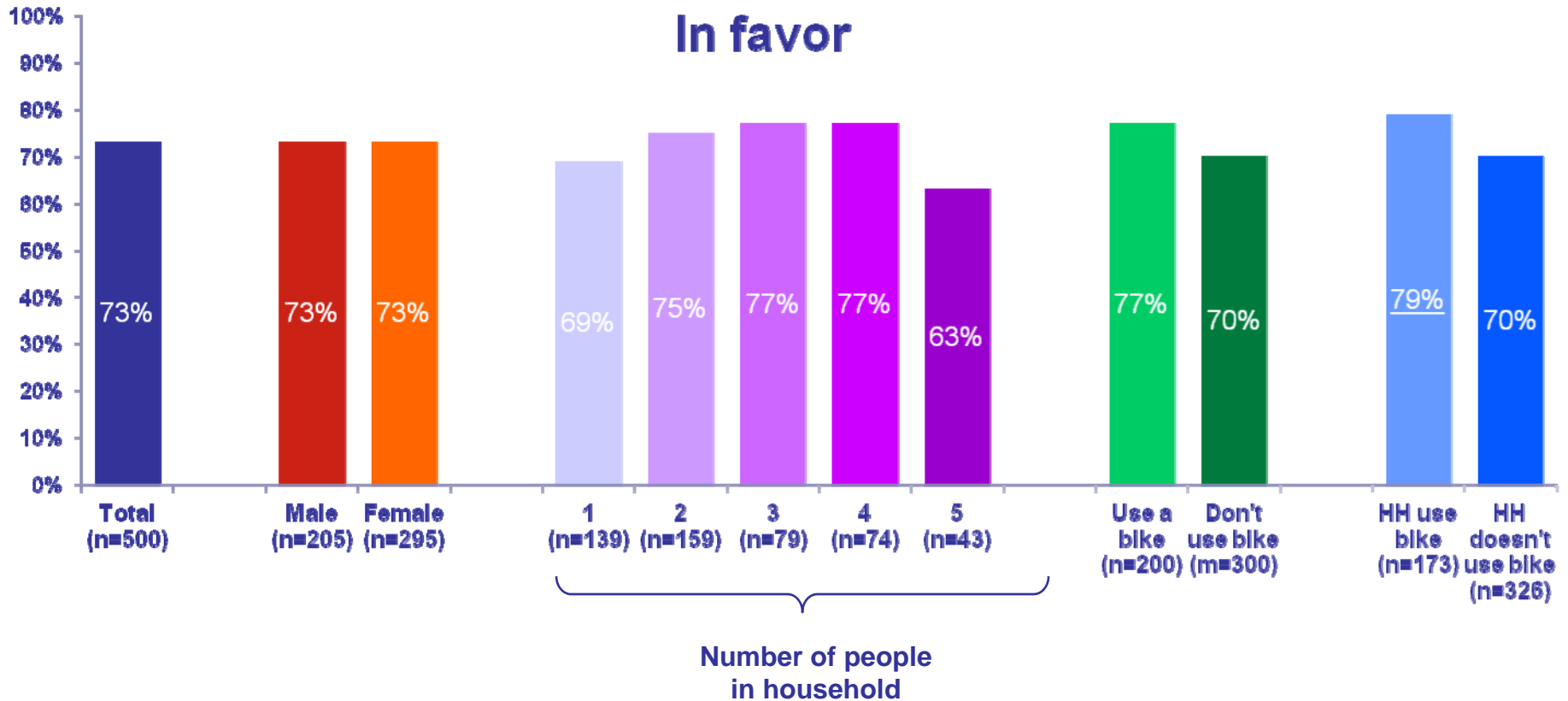




Favorability To Proposed Location For Bixi Stations

Q10. The City of Westmount is considering installing the five BIXI stations south of Sherbrooke Street in non-residential areas. The stations can be moved if necessary. Which of the following best reflects your opinion regarding their planned location? Would you say you are...

Just under 3-in-4 support the proposed the proposed location for the Bixi stations (south of Sherbrooke street in non-residential areas).

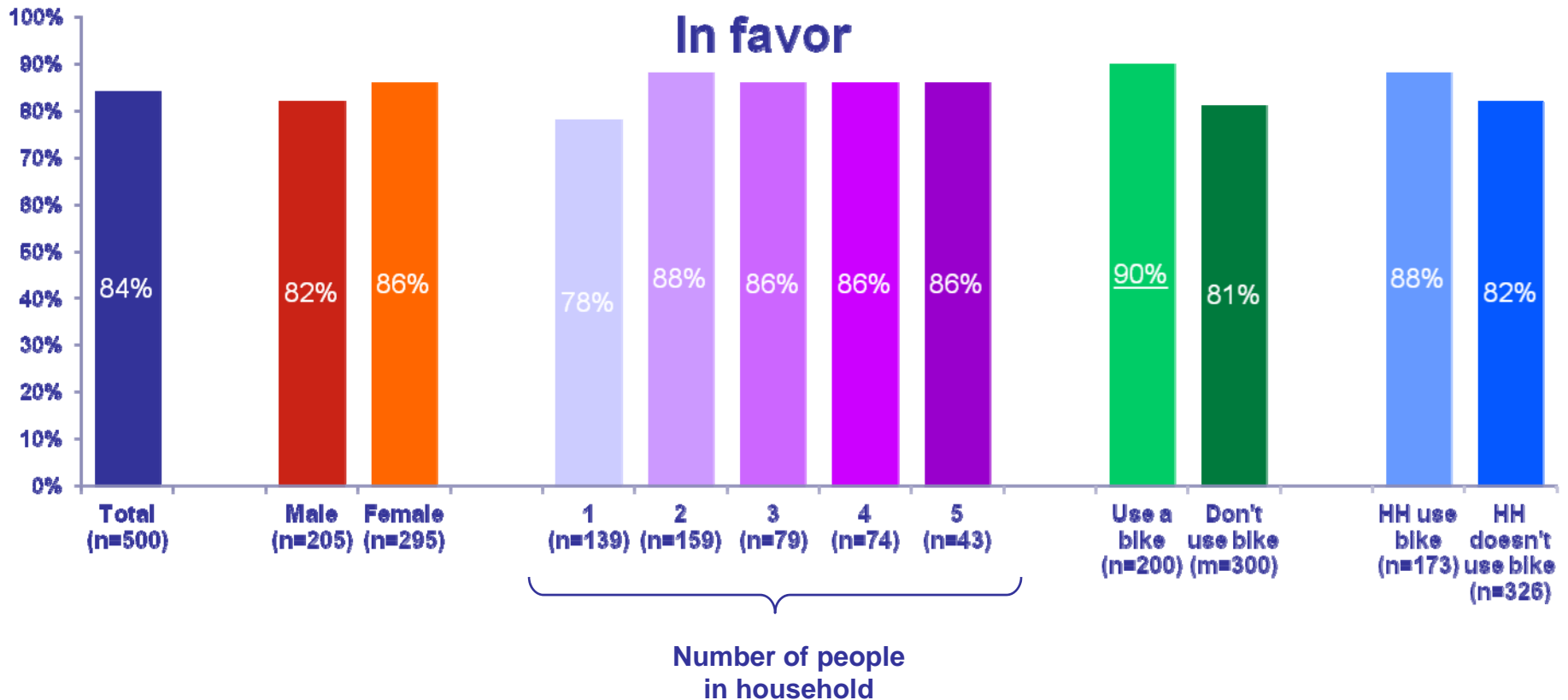




Favorability To A Master Traffic Plan

Q12. Which of the following best reflects your opinion regarding a master traffic plan for the City of Westmount that would encourage walking and cycling?

A strong majority (over 4-in-5) are in favor of a master traffic plan that would encourage walking and cycling. Once again, those who use a bike currently show particularly strong support for the proposal.



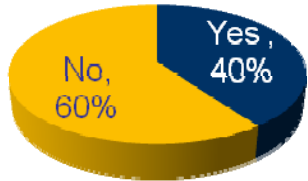
Appendix - Bicycle Usage



2-in-5 used a bike in the last 12 months. Of those who use bikes, over 3-in-5 use it more than once a week (weekly and daily users). However, the majority rarely use their bikes for commuting (over 3-in-5 never commute on a bike).

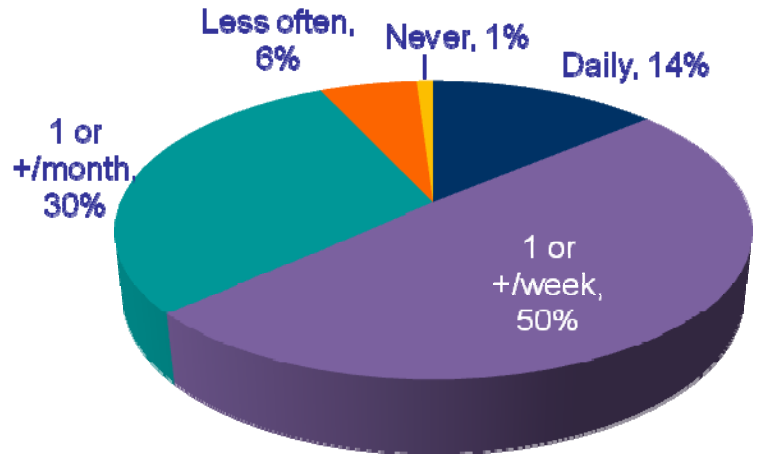


Do you use a bike?
Base: Total Base (n=500)



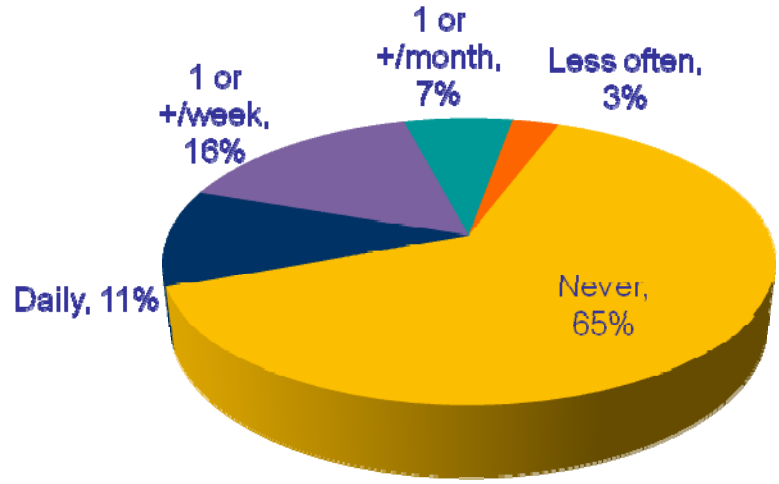
How Often?

Base: Bicycle users (n=200)



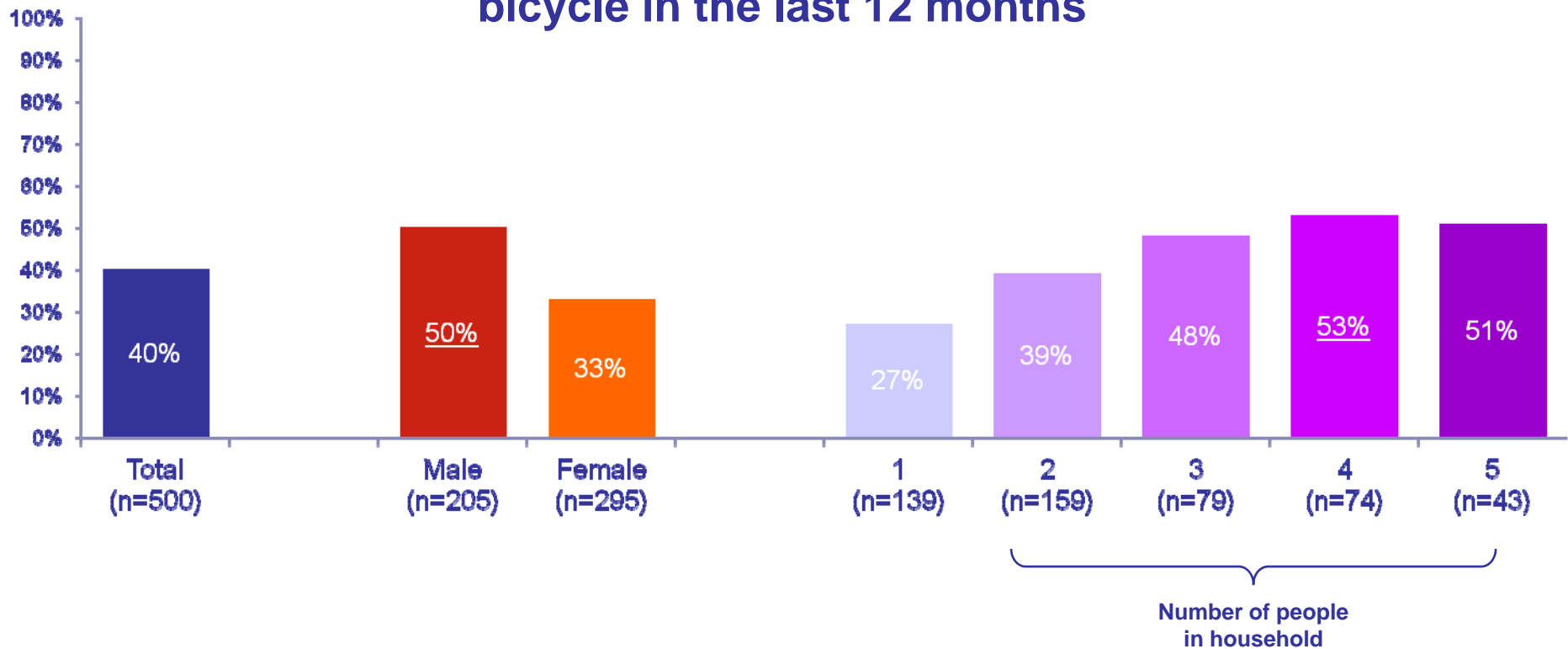
How often do you use it for commuting?

Base: Bicycle users (n=200)

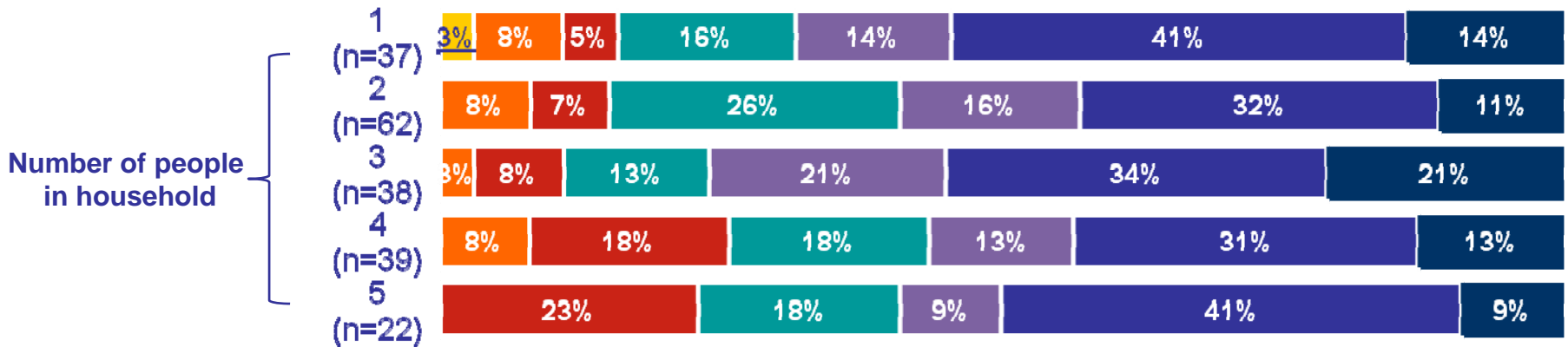
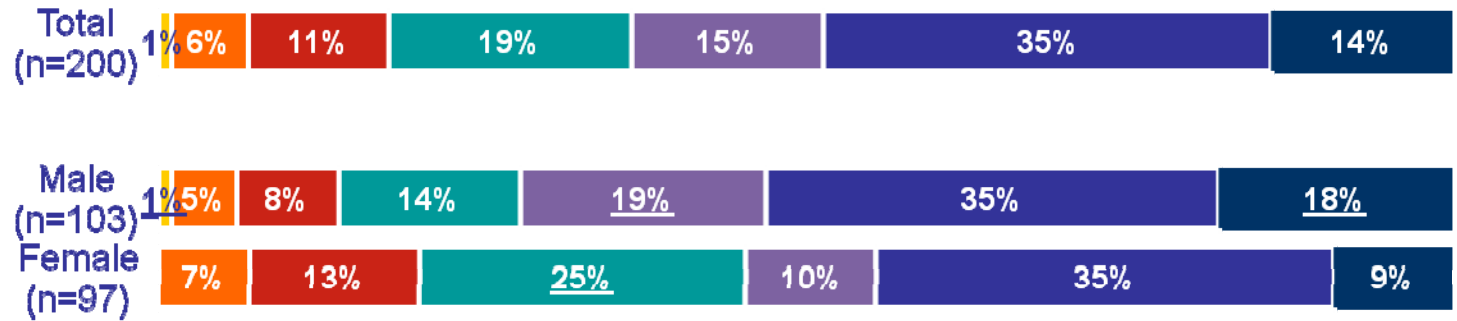


Males and larger households (families) are more likely to use bicycles.

Respondents who used a bicycle in the last 12 months

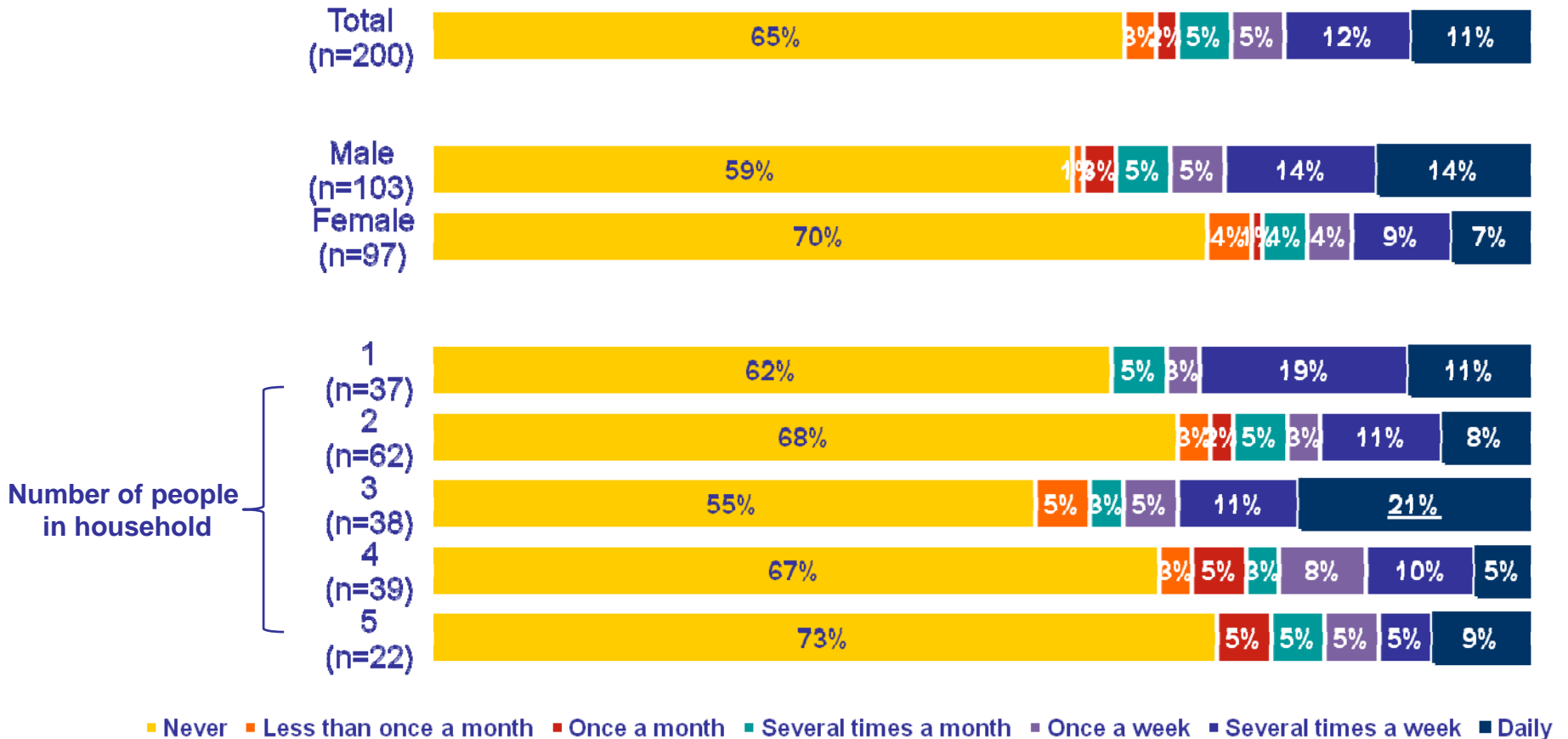


Males tend to use their bikes more often than females.



■ Never
 ■ Less than once a month
 ■ Once a month
 ■ Several times a month
 ■ Once a week
 ■ Several times a week
 ■ Daily

Males and those living alone tend to use their bikes most often for commuting.

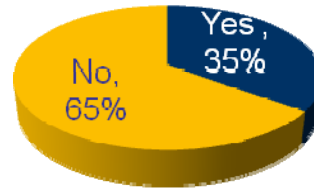


Just under 2-in-5 say other HH members used a bike in the last 12 months. Of those HH members who use bikes, close to 4-in-5 use it more than once a week (weekly and daily users). On the other hand, 3-in 5-never commute on bike.



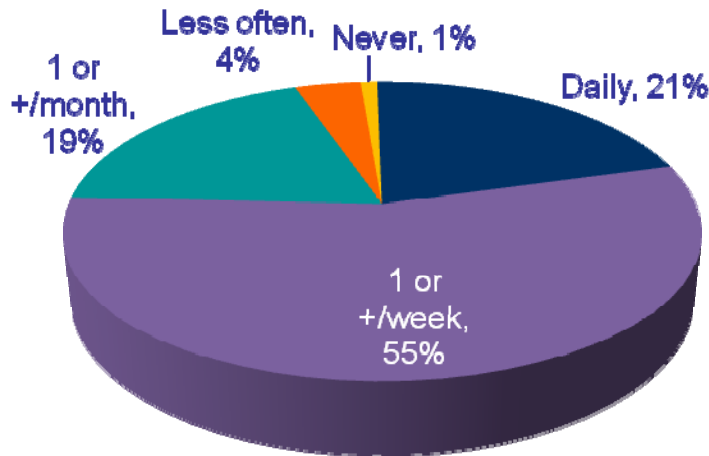
Does Anyone Else in your Household Use a Bike?

Base: Total Base (n=500)



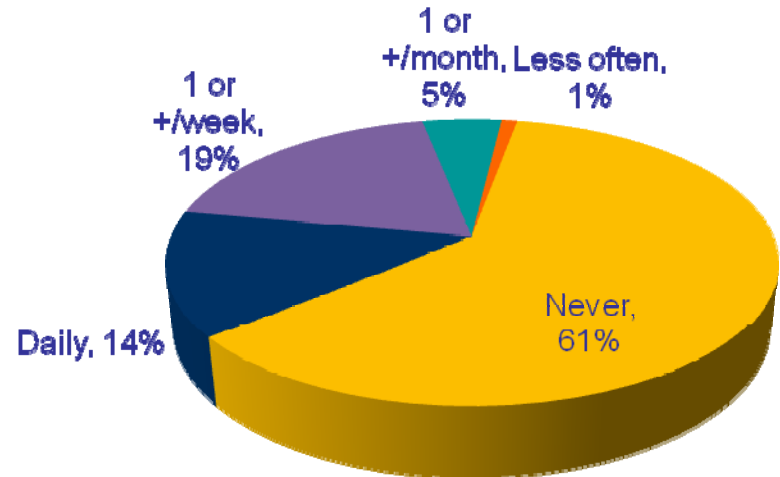
How Often?

Base: HH members who bike (n=171)

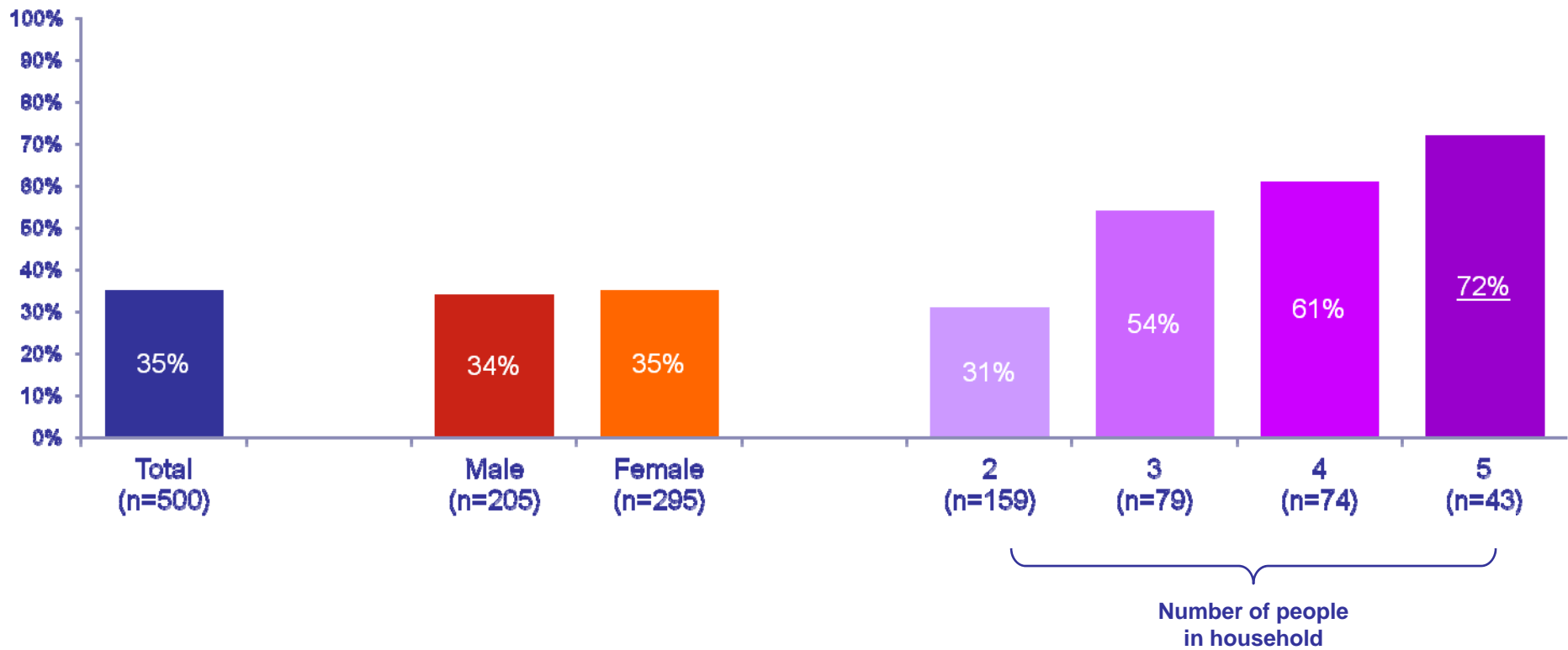


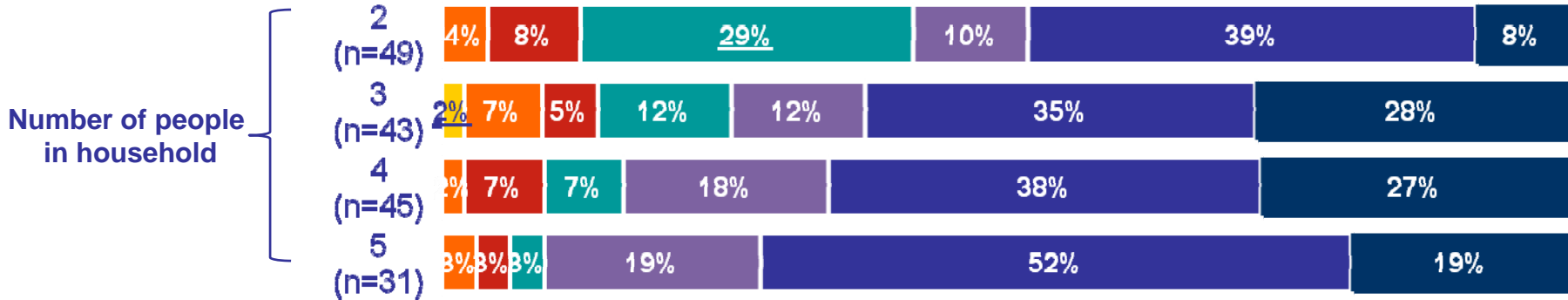
How often do they use it for commuting?

Base: HH members who bike (n=171)



Larger households are more likely to use bikes.





■ Never
 ■ Less than once a month
 ■ Once a month
 ■ Several times a month
 ■ Once a week
 ■ Several times a week
 ■ Daily

Household Bicycle Commute Frequency

Q6. During the season they tend to use one most, how frequently do they use a bicycle specifically for commuting?

