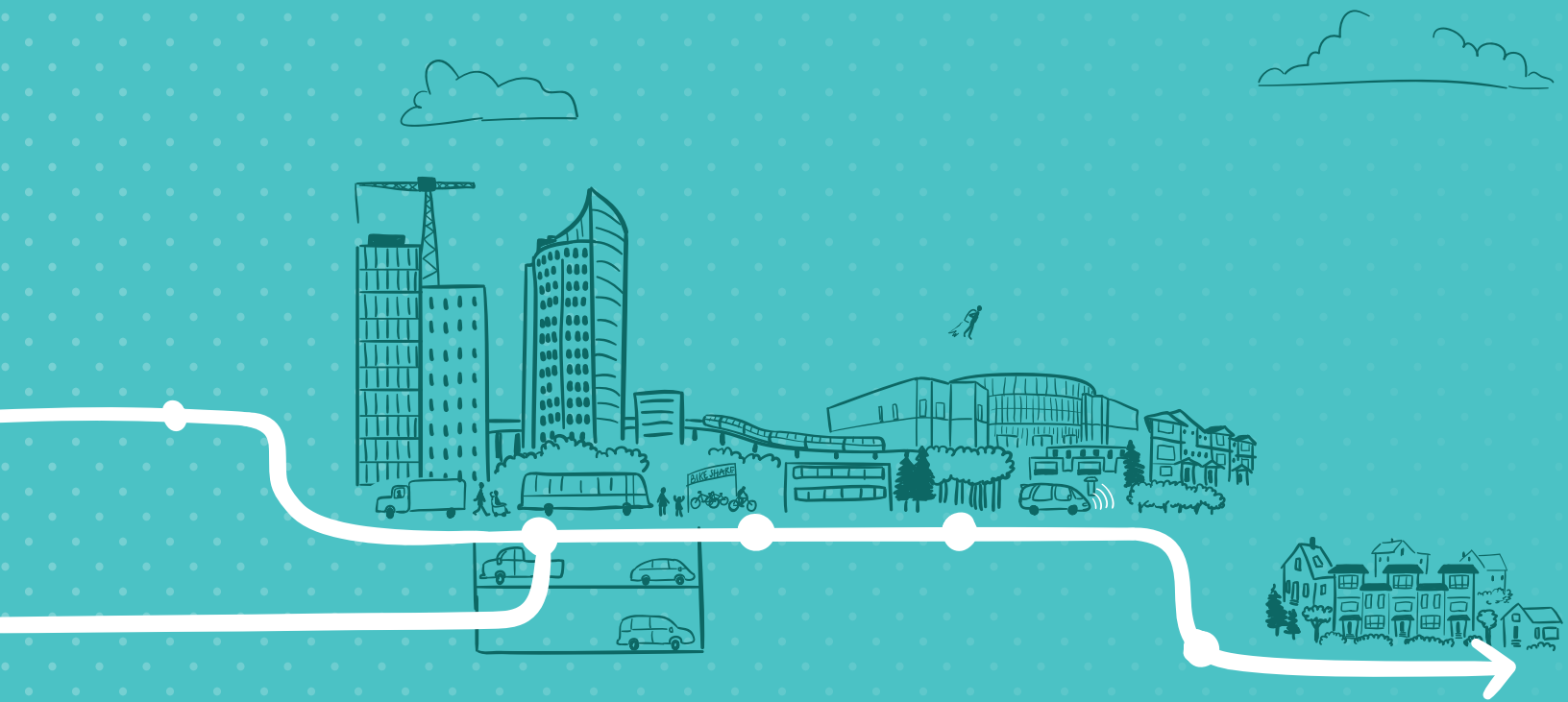


Surrey Transportation Plan Phase 3

# Engagement Findings Report



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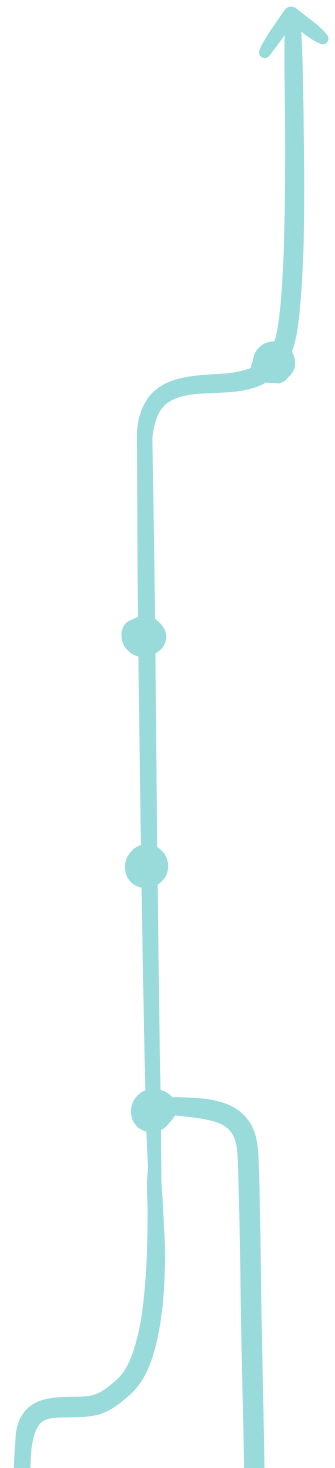
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# Executive Summary

The purpose of the Phase 3 engagement process (June 15 to September 10), was to seek feedback from the community, and interested and affected parties, on the draft Surrey Transportation Plan (STP) 'Big Vision' and four proposed 'Bold Moves.' Engagement focused on identifying the strengths and weaknesses of each of the Bold Moves and how the City of Surrey should address potential trade-offs and/or barriers and opportunities for implementation.

The draft vision and proposed Bold Moves were developed based on public input from the Fall 2020 Phase 2 engagement which focused on understanding community values and gaining insights from the public on what is working well, or could be improved, regarding transportation both in Surrey and between Surrey and the broader region. There were consistencies in the key themes heard in both Phase 2 and 3, with some notable nuances, including Phase 3 participants showing an even stronger focus on safety, regardless of the mode of transportation. A total of 4,170 participants were engaged through a public survey (4,119), virtual focus groups (43), and interviews (8). This comprehensive public engagement process sought to engage diverse participants with unique interests in the STP. The scope of these unique interests included neighbourhood associations, key community influencers and business representatives, those who commute, walk and travel through and within Surrey as well as those who are seldom heard in large-scale planning processes. We sought out diverse members of the community who have shared valuable perspectives and insights into Surrey's transportation future. Respondents were characteristic of the diversity of Surrey, with significant participation across all communities, age groups, ethnicities, and income levels. A second random sample probability survey with 1,019 responses confirmed that the public survey results are generally reflective of the broader community. Overall, there was strong support for the Big Vision and Four Bold Moves.

Moreover, in Phase 3, participants collectively agreed that transportation change requires innovation beyond buses, electric vehicles, and the traditional modes. While improving transportation options may result in a longer process with added costs and trade-offs, participants remained highly supportive of the Big Vision and Four Bold Moves while also acknowledging that these improvements are necessary for the success of Surrey's transportation future.



# Key Feedback Themes:

**Draft Big Vision**—The draft vision was agreed to represent the necessary areas of focus for transportation in Surrey, with the suggested addition of equity for all members of the community. Further themes included the need to ensure adequate funding for this ambitious vision and an implementation plan to support a growing city. Opposition to the Big Vision was 6% in the public survey and 4% in the propability survey.



**Put Safety First**—Community safety and protecting human life was identified as a necessary focus of the transportation plan. This included creating transportation options that reduce vehicles on the road, making improvements to transit routes and schedule connections, improving infrastructure so that active transportation options are safer for all users and ensuring the personal safety of all users is a focus when planning is being done. Opposition to Put Safety First was 4% in the public survey and 3% in the propability survey.



**Support 15-minute Neighbourhoods**—Creating better social connections within the community was identified as a key benefit. Improving the community’s physical and mental health, supporting climate change by expanding transit services to support convenient access to daily services and needs and removing the reducing the car as a primary source of transportation from city planning (OCP) will encourage community participation in this Bold Move. Opposition to Support 15-minute Neighbourhoods was 3% in the public survey and 5% in the propability survey.



**Connect Communities with Rapid Transit**—Connecting Surrey’s communities was a key theme of support as the current rapid transit system is designed to move people out of Surrey rather than connecting communities within the city. Providing an equitable and accessible transportation option that benefits the environment and climate change initiatives, as well as supporting the existing transit system, resulted in very strong support. Opposition to Connect Communities with Rapid Transit was 3% in the public survey and 4% in the propability survey.



**Invest in Green Transportation Choices**—It is anticipated that the public’s transportation habits will change to include more active choices, when multi-modal options are made available. Benefits to the environment were noted as a key reason for support. Improving transit service, educating the community on the environmental and health benefits of various modes of transportation and to ensure that the cost for the public is done on a scale where we are not excluding any demographics. Opposition to Invest in Green Transportation Choices was 6% in the public survey and 10% in the propability survey.



# Introduction

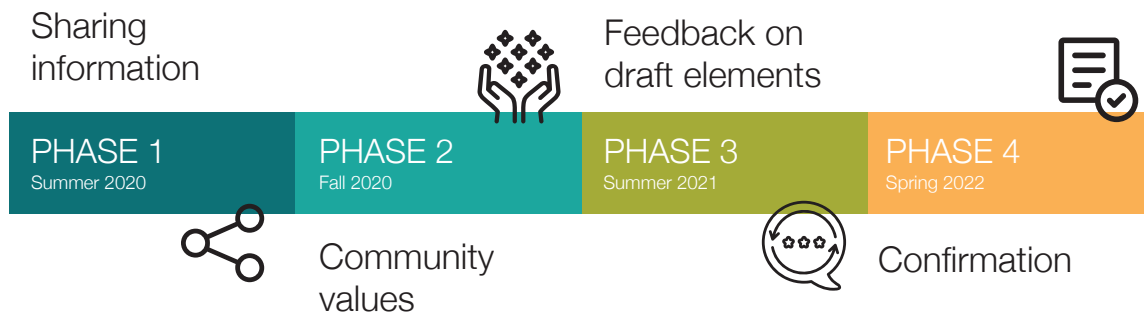
This Phase 3 engagement findings report summarizes the engagement process, which includes interviews, focus groups, broad-based engagement survey and associated findings. The engagement approach was developed based on the International Association for Public Participation (IAP2) planning methodology and best practices. This report was prepared by Delaney, the engagement people, a neutral third party who assisted in planning, implementing, and reporting on the engagement process.

In 2008, the City of Surrey developed its current Strategic Transportation Plan. This plan identified a number of priorities and issues related to transportation. Over time, significant emerging trends including the climate crisis and an increased emphasis on safety and changes to the City’s policies and transportation network have identified the need for an updated plan.

At the [June 24, 2019 Regular Council meeting](#), Surrey City Council approved the development of an update to the 2008 Transportation Strategic Plan. The new Surrey Transportation Plan (STP) will develop a long-range vision for transportation and will include action plans and a decision-making framework that will help the city prioritize transportation investments for the next 10 years.

As part of developing the STP, the City has been actively engaging with the community and interested and affected parties, to identify current and future transportation needs.

The engagement process was divided into the four phases shown below.



Phase 1, Sharing Information, began in late August 2020, and was followed by the launch of Phase 2 in October 2020. In Phase 2, the City engaged with the community and interested and affected parties with a focus on shared values and the project’s five pillars.

This new STP will be guided by the following five pillars, approved by Surrey City Council at their [February 24, 2020 Regular Council Meeting](#).

1. **Grow the Transportation Network:** Surrey will become a vibrant urban centre of 1 million people.
2. **Prioritize Vision Zero Surrey:** Human life is valued above all else in the City's transportation network.
3. **Tackle the Climate Crisis:** Tackling the climate crisis requires decisive action on how we get around.
4. **Innovate through Technology and New Mobility:** Connected, autonomous, shared, and electric mobility options are available.
5. **Balance Equity:** All members of the community should benefit from and have equitable access to the transportation network.

Due to COVID-19 and public health orders, all engagement for Phase 2 was delayed from the original schedule and ultimately completed virtually, using both the Zoom and Teams meeting platforms and an online survey. This shift to online engagement created both opportunities and challenges for those interested in participating. While technology was a barrier to some, the online platform provided flexibility and an ease of participation for others. Creating opportunities for direct connection and communication with City staff, by both email and phone, helped to bridge the technology barrier for those who required additional support. This phase of engagement was completed in Fall 2020 and the engagement summary can be reviewed [here](#).

The 10 themes from Phase 2 public engagement, Understanding Community Values, which the City reported on, are outlined below:

1. There is a strong desire to walk, cycle and take transit more, with 95% of respondents wanting to walk more, 70% wanting to cycle more, and 89% wanting to take transit more than they do today
2. Safety motivates transportation choices, and is the biggest barrier to walking, cycling, and taking transit more
3. Local connected transportation networks are needed
4. Land use shapes transportation outcomes
5. Equity needs improving, including the geographic equity of active transportation and transit services in different communities in Surrey
6. Change requires a community-wide commitment
7. Shift to zero carbon transportation is broadly supported but transition needs investment
8. The sharing economy provides a significant opportunity to improve choices
9. Walking, cycling and transit need increased investment and prioritization to be viable alternatives to car trips
10. Rapid transit is needed to connect all Surrey communities

Due to the continued public health orders, Phase 3 engagement was also completed in a virtual environment. The purpose was to seek community input on the vision and four proposed Bold Moves which had been developed based on phase 2 feedback (*as shown below*), including potential trade-offs, and to help prioritize key transportation investments over the next 10 years.

## DRAFT VISION STATEMENT:

Connecting a million people and places with safe, convenient, and green transportation choices for all.

### Draft Bold Moves:

- 1. Put Safety First:** Value human life above all else in the transportation network by building streets that prioritize safety over the movement of vehicles.
- 2. Support 15-minute Neighbourhoods:** Complete the walk and bike networks for all Surrey residents that live within an easy walk or roll of their daily needs.
- 3. Connect Communities with Rapid Transit:** Build a Rapid Transit Network that supports and connects all of Surrey's town centres.
- 4. Invest in Green Transportation Choices:** Increase and prioritize investment in walking, cycling and transit before personal vehicles.

The objectives for Phase 3 were developed to align with the International Association for Public Participation (IAP2) and use IAP2 spectrum language. (see Appendix A).

- To consult (i.e., receive feedback from) community members and key interested and affected parties on the draft vision statement, specifically to understand what resonates with them and why, and what they would change and why.
- To consult community members and key interested and affected parties on the draft four Bold Moves to understand the degree to which they align with their own values and priorities and what might be missing or could be improved.

Project information was shared through a project webpage on the City's website at [www.surrey.ca/transportationplan](http://www.surrey.ca/transportationplan), and was managed by City staff. Project team staff and Delaney representatives worked together to facilitate and collect feedback and insights from focus group and interview participants. The additional resources created an opportunity for a broader audience to be included in the engagement process.

## Project and Engagement Timelines – Next Steps

This phase of engagement has provided the public with the opportunity to share their feedback and insights related to the draft Vision and Four Bold Moves.

Phase 4 will begin in Spring 2022 and will seek feedback from the community and interested and affected parties, to refine and validate a draft of the transportation plan.

# Engagement Approach + Objectives

## Engagement Goal

The engagement goal for Phase 3 was to:

**Provide the community and interested and affected parties with an opportunity to participate in an inclusive engagement process so that they can share their feedback on the draft vision and four Bold Moves.**

## Engagement Objectives

The engagement objectives detail who will be engaged (group/individual), at what level of the IAP2 Spectrum, for what result (outcome/output), and by when (time). The IAP2 Spectrum is available as Appendix A. Following are the engagement objectives for this project:

- To consult community members and key stakeholder organizations on the draft vision statement, specifically to understand what resonates with them and why, and what they would change and why.
- To consult community members and key stakeholder organizations on the draft four Bold Moves to understand the degree to which they align with their own values and priorities and what might be missing or could be improved.
- To involve community members and stakeholders to understand the opportunities that can be leveraged and the barriers that need to be overcome to achieve a 15-minute neighbourhood where residents can easily access their daily needs such as grocery stores, daycares, schools, etc.

## Engagement Techniques + Results

The engagement process was open to the public from June 15 to August 2, 2021. While this timing of the engagement posed a few challenges, these were easily overcome by adjusting the engagement techniques. First and foremost, the engagement took place during the COVID-19 pandemic when in-person engagement was not recommended by public health officials. Second, scheduling any engagement processes throughout the summer months can be challenging due to scheduled vacations affecting attendance and the public's access to events and information.

Due to this, public engagement techniques were provided virtually, using the Microsoft Teams and Zoom platforms. Using online platforms provided flexibility for the engagement process related to scheduling and decreased barriers posed by traditional in-person engagement. Participants could join focus groups and interviews from any location at a variety of times, and online survey options provided flexibility for participants to partake in their own time when it was most convenient for them.

This engagement process aligned with the City of Surrey [Public Engagement Strategy](#).



that was endorsed by Council on June 14, 2021 to provide a consistent foundation for community engagement. This strategy provides a framework for an approach to engagement that is respectful, responsive, transparent, and accountable. To add, the strategy is supported by a [Public Engagement Toolkit](#) that provides staff with a clear process to consistently plan, design, and deliver engagement initiatives..

The section below details the engagement techniques and total participants by technique.

TECHNIQUE	NUMBER OF PARTICIPANTS
Broad-based online engagement survey	4,119
Nine focus groups	43
Telephone interviews	8
Two virtual information sessions	9
Random sample probability survey	1,019

## Online Surveys

An online survey was **developed by the W-Group** to seek community feedback from Surrey residents, on the draft vision and four Bold Moves. All survey analysis was completed by the W-Group. In summary, 4,119 participants took the survey and provided over 13,000 comments. The full report of the engagement survey findings can be found [here](#). Where survey questions aligned with those addressed in the focus groups and interviews, the results have been added to this report for comparison purposes.

This survey was a **broad-based engagement survey** that was shared with the public, via an open link on the project website page at [engage.surrey.ca](https://engage.surrey.ca), the CitySpeaks panel, direct email, and social media. The survey launched on June 15, 2021 and closed on August 2, 2021. As the survey respondents were self-selected and not a random sample, *the results should typically not be extrapolated to a specific community or group, nor can the results be deemed representative of the broader community.*

To address this potential bias, a complementary “random sample probability survey” was undertaken. In this latter approach a third-party research firm Leger deployed the questionnaire to 1,019 Surrey residents from a randomly selected list, matching key demographic characteristics of the community. The survey also included quality control and weighting of responses to match the census profile, by age, income level and neighbourhood, providing a statistically valid, representative sample of community opinions. This approach serves to validate and balance the opt-in survey and, to ensure biases are minimized. The random sample probability survey can be found at this [website](#).

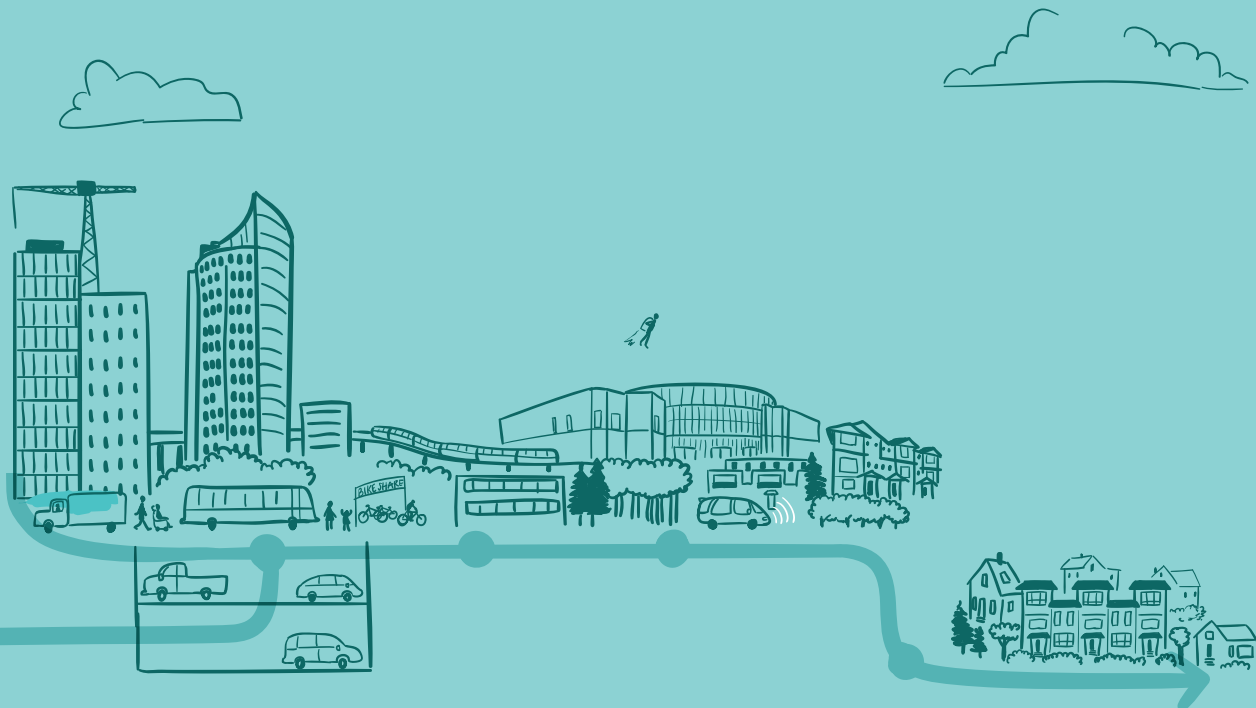
## Focus Groups

Nine virtual focus groups were facilitated using the Microsoft Teams online platform. The purpose of these focus groups was to connect with key community organizations who represent diverse audiences and perspectives. The list of participants was created

by the project team. Participants were asked a pre-developed set of questions, based on the public survey, to seek feedback and build consensus on the draft vision statement and four Bold Moves. Each session included a speaking order to ensure that airtime was balanced, and all participants had the opportunity to share their input.

Focus Group meeting dates and number of participants are listed below:

FOCUS GROUP DATE AND TIME	GROUP NAME	PARTICIPANTS
July 6	Surrey Business Improvement Association 1	2
July 7	Community Association	4
July 15	Academic, Health and Road Safety 1	3
July 15	Community Service Agencies	4
July 19	Surrey Business Improvement Association 2	5
July 22	Seniors	2
July 26	Academic, Health and Road Safety 2	5
July 27	Youth	14
July 29	Surrey for Future	4



## Interviews

Eight key influencers, representing diverse audiences and perspectives, participated in six interviews. The purpose of these interviews was to connect with key influencers in the community who represent diverse audiences and perspectives. The list of interview participants was provided to the consultant, by the City project team.

Interviews were completed by phone by the consultant. Interview questions (see Appendix B) and a link to the project website were provided to interviewees in advance. Notes were taken during the interview and shared with the interviewees to confirm their feedback had been accurately and to identify any necessary corrections/additions. The interviewees represented the following positions and organizations:

DATE OF INTERVIEW	STAKEHOLDER ORGANIZATION
July 13	Immigrant Services Society
July 13	HUB Cycling Network
July 15	TransLink
July 20	Surrey Board of Trade
July 27	Metro Vancouver
September 10	City of Surrey Mayor

## Information Sessions

These virtual sessions were scheduled to provide project information and updates to key interested and affected groups. Nine people participated, as follows:

DATE OF SESSION	STAKEHOLDER ORGANIZATION
July 5	Local Government Meeting
August 24	Surrey School Board

# Communications Approach + Objectives

Clear, accessible, and fact-based communications supported engagement participants in providing informed feedback on the vision and four Bold Moves.

## Communications Goal

The communications goal sets the overall purpose for the project communications.

**To share information and receive feedback and input from the community and interested and affected parties on the draft vision and four Bold Moves and to identify trade-offs and options for the Surrey Transportation Plan.**

## Communications Objectives

The communications objectives below support this phase of engagement by creating understanding of the project and ensuring that those most interested and affected are aware of how they can share their insights and feedback.

1. To ensure residents, businesses and interested and affected parties were aware of the engagement process and opportunities to participate and understand how their feedback would be used.
2. To ensure participants had the necessary information to participate in ways that were meaningful to them and relevant to the project.
3. To build understanding and awareness among residents, businesses and interested and affected parties, of the vision and proposed four Bold Moves and how they would be used guide and inform an action plan.

Phase 3 communications activities were led by the City of Surrey Marketing and Communications Division. These included:

- City of Surrey municipal website – designated project page
- Social media (Twitter, Facebook, Instagram)
- Traditional and digital media – radio, digital, newspaper, and transit ads; digital billboards; and outdoor print signage
- Email newsletters
- Outreach activities

# Communications Engagement Promotion

Communications channels were utilized to build awareness of engagement opportunities and to encourage participation in the process.

## City of Surrey Website

The City website hosted a project webpage that received 4,445 page visits. The project page included the following engagement and communication materials:

- Phase 2 Findings Video – An interactive video to summarize the findings heard in Phase 2
- Four Bold Moves Information Videos – Interactive videos that provided information and context on the proposed four Bold Moves.
- Ask a Planner
- Email subscription to project news and updates
- Key documents and corporate reports

## Social Media (Paid Ads and Organic)

PLATFORM	# OF IMPRESSIONS <sup>1</sup>
Facebook	197,329
Twitter	34,612
Instagram	59,163
Online Gaming Pilot	193,997

<sup>1</sup> Impressions are a calculation of the number of people who have heard of a project or within a given time. An impression can be nearly any interaction a reader or viewer has with a piece of content.

## Traditional & Digital Media

PAID MEDIA TYPE	# OF IMPRESSIONS/ REACH
Link and Indo-Canadian Voice	255,000
Surrey Now-Leader, Cloverdale Reporter and Peace Arch News	322,371
Black Press digital ads	59,967
Pattison digital ads	800,000
Transit shelter ads	800,000
Skytrain station posters and digital kiosks (4 weeks)	720,000
Email newsletters	41,000
Earned media (13 mentions)	33,000
Red FM (80 spots)	Unknown

## Outreach

OUTREACH TOOL	NUMBER
Outdoor digital billboards and signs	7
Parks kiosks	16
Posters at City of Surrey/Surrey Libraries	25
Recreation facility TV screens	42
Signs targeting youth-oriented parks facilities	104
Youth reached through Outdoor Connection Program through flyers and signage	55
Partner package downloads	134
Instagram and Twitter poll votes	522
Families reached through Surrey Food Bank through flyers and signage	250
Video views (website and survey)	2,062

# Key Findings: What Was Heard

The objectives were to listen and learn from the community and interested and affected parties on the draft vision statement and four Bold Moves, to understand how they align with their own values and priorities and what might be missing or could be improved.

Throughout this section, the key themes are presented in relation to each Bold Move, with survey results first followed by focus group and interview results shared first, followed by survey results as supporting information. Where there are similarities or key differences, this is noted. Where possible, we have included quantitative results, followed by qualitative results.

## Big Vision

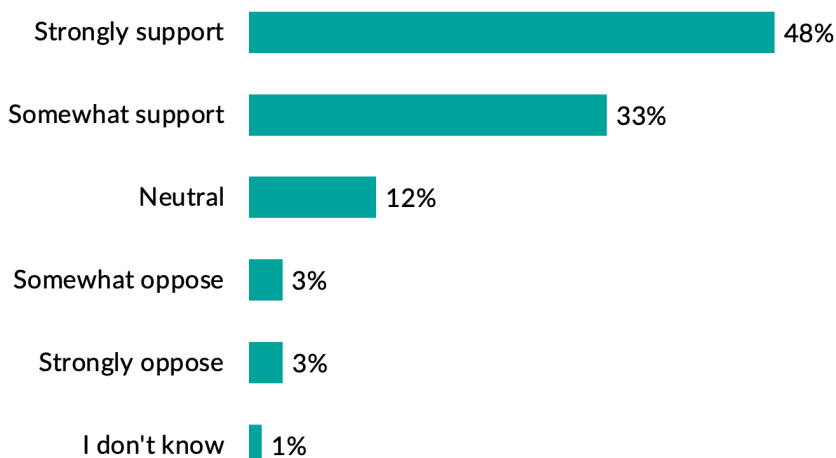
**Draft Big Vision: Connecting a million people and places with safe, convenient, and green transportation choices for all.**

### RANDOM SAMPLE PROBABILITY SURVEY RESULTS

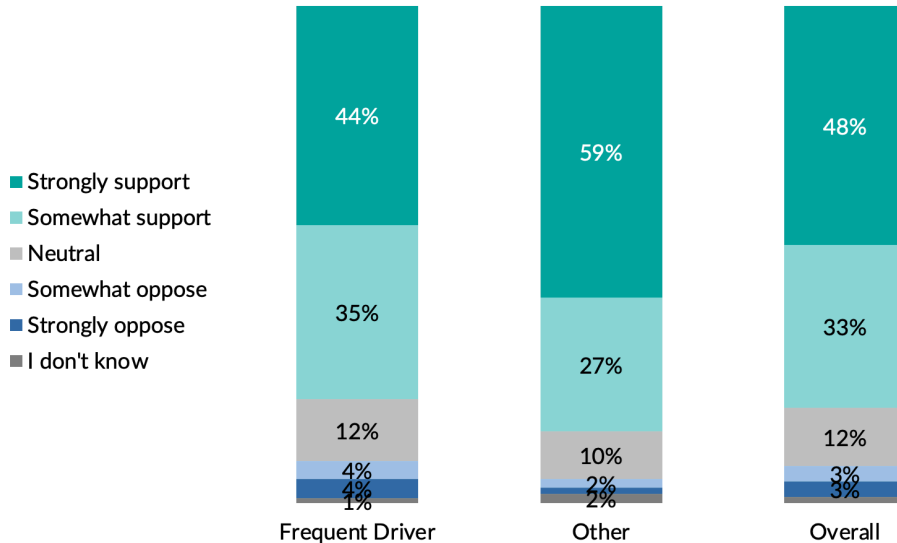
Random sample probability survey respondents showed a high level of support for the draft vision. Eight in 10 supported the draft vision as outlined (51% strongly and 31% somewhat), with 13% being neutral and only 4% opposition.

### PUBLIC SURVEY RESULTS

Much like what was heard in the random sample probability survey, public survey respondents showed overall support for the draft vision, with 81% of participants in support of the draft vision and just 6% opposed.



While those public survey participants who are more likely to use their car are slightly less supportive than others, overall support is high among both those who are considered frequent drivers (79% supportive, among whom 44% in strong support) and those who are not frequent drivers (86% support, among whom 59% in strong support).



Public survey participants were also asked to share why they support the draft vision. To this question, the following themes emerged:

- **Connectivity.** Connectivity of transportation modes was agreed to be important whether by car or bus to rapid transit and vice versa.
- **Transportation choice.** Rapid growth in Surrey’s population requires more public transit options. Given Surrey’s geographic size, more options are necessary to enable free movement of people.
- **Environment.** In general, participants agreed that the plan addresses the climate crisis.

In addition, public survey respondents noted that increased public transit options and service levels will reduce dependency on cars. They also said that there is a need to recognize that not everyone can walk or use public transit to meet their daily needs.

To add, feedback included suggestions to improve the vision, including:

- Affordability is considered an imperative focus prior to implementing the plan.
- Connected, multi-modal systems within the city are of high importance.
- Frequency of services, (both time of day and day of week), regardless of modality is top of mind.
- Any improvements must consider the automobile.
- The issue of speed limit reduction is not top of mind as a safety measure.
- Creating an equitable transportation system that has accessibility for all was a key theme.



## FOCUS GROUP AND INTERVIEW RESULTS

Focus group and interview participants shared the same high level of overall support that was heard in both the public survey and random sample probability survey. Focus group and interview participants were asked to share their level of support for or opposition to the draft vision, in its reflection of their personal vision for transportation in Surrey.

Across these engagement events there was an overall strong support for this draft vision, with many agreeing that it represents the necessary areas of focus for transportation in Surrey. Key areas of support for the draft vision focused on two key elements, namely “connecting” and “green transportation choices”:

- **Connectivity.** A new transportation plan for Surrey needs to provide the City with a greater ability to improve interconnectivity between its neighbourhoods and communities, to address growth. In addition, a key theme was the need to connect to regional destinations outside of Surrey such as hospitals, airports, and border crossings. Creating transportation options that create connection to other cities or destinations was agreed to not only reduce vehicle traffic but also to increase economic benefits and to decrease overall congestion in and out of the city.
- **Transportation choices.** Creating various modal choices in the community that will encourage more people to choose alternatives to jumping in their car and to choose more active transportation<sup>2</sup>, was agreed by most participants to be a priority for the plan. This is linked in many peoples’ minds to the importance of reducing the environmental impact of transportation.
- **Green transportation.** When discussing the environment and the impacts of climate change, there was strong support for including green transportation choices in the vision to encourage active transportation choices that will support the move to reducing the environmental impacts of traffic congestion.

*“We must get away from just talking about equity and not just getting over the barriers but eliminating them.”*

## CONSIDERATIONS TO IMPROVE THE DRAFT VISION

While there was strong support for the draft vision, to ensure that it more accurately represents the community and Surrey’s transportation future, some suggestions for improvements to the vision were made. Below are some themes of suggested topics to consider for inclusion into the vision.

- **Representing equity.** There was overall agreement that creating equitable opportunities to encourage people to move to active transportation must be a priority. A common theme in the discussions was the importance of eliminating barriers to transportation options in Surrey through affordability and accessibility for

<sup>2</sup> Active transportation is human-powered transportation such as walking or cycling that connects your destinations.

all ages and levels of mobility.

- **Affordability.** To ensure that the public supports the transportation plan and moves to more active modal transportation choices, there was agreement that affordability needs to be a key focus. While this was agreed by most participants, some shared the concern that increasing active transportation options such as rapid transit and safer walking and cycling paths, will result in increased costs for taxpayers so funding must be addressed within the plan.
- **Ambitious vision.** While there was strong support for the draft vision, it was agreed by most participants that it is very ambitious and that a strong plan is needed to support the city's growth. Some participants noted the multiple elements and questioned the ability for the city to implement such a comprehensive plan.

*"It's frustrating that we talk about autonomous vehicles, and you can't get a bus to Cloverdale."*



# Bold Move #1

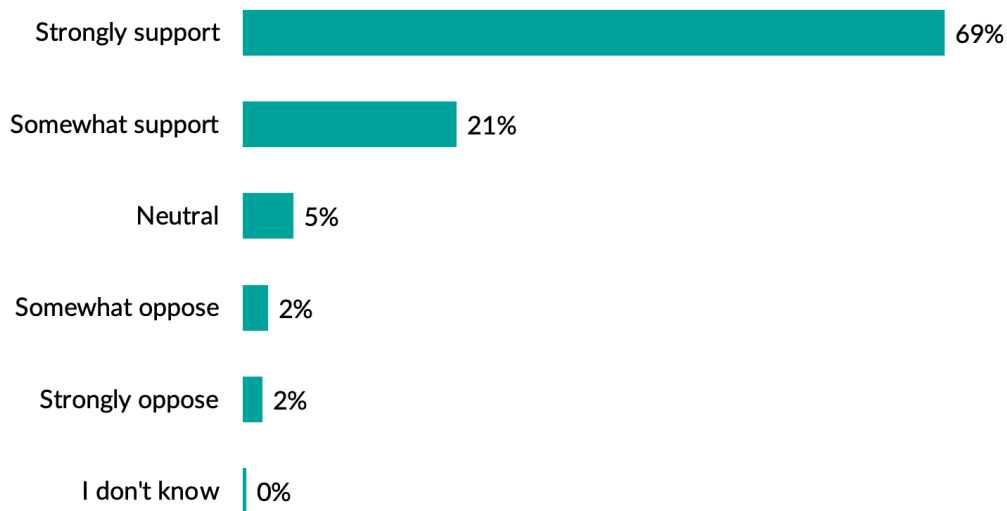
Put Safety First: Value human life above all else in the transportation network by building streets that prioritize safety over the movement of vehicles.

## RANDOM SAMPLE PROBABILITY SURVEY RESULTS

With 88% support, random sample probability survey respondents were clear that Putting Safety First was a priority. Nine in 10 supported the Put Safety First plan as outlined (62% strongly and 26% somewhat), with 8% being neutral and only 3% opposition.

## PUBLIC SURVEY RESULTS

Similar to the feedback heard in the random sample probability survey, public survey results show a high level of support for this Bold Move (69% strongly and 21% somewhat).



*“We have a right to safety.”*

When asked why they support this Bold Move, public survey participants said that **human life is priority**. Similar to what was heard in engagement sessions, survey participants also agreed that **improvements to existing infrastructure** such as sidewalk improvements/pavement and roadway conditions, would improve safety for pedestrians and cyclists. Additional reasons for support included **increased accountability** and responsibility for all road users and **improving general traffic** flow throughout the city.

Survey participants suggested that to improve Bold Move 1, there needs to be a focus

on **improving traffic flow** so that getting from point A to B is most efficient. This goes beyond decreasing speed. To echo what was heard in engagement sessions, **increasing awareness** by adding enhanced driver, cyclist and pedestrian **education**, can help increase the safety of all road users.

## FOCUS GROUP AND INTERVIEW RESULTS

**Focus group and interview participants** were asked to provide their level of support for or opposition to Bold Move #1: Put Safety First. In addition, participants were asked if they support a slight increase in travel time to make streets safer and to share what that suggested increase should be. Putting safety first would mean building streets that prioritize safety over the movement of vehicles and valuing human life above all else in the transportation network.

It was **unanimous that safety was first for all participants** and that this Bold Move was a key priority to action for the transportation plan. These results echoed what was heard in both the public and random sample probability surveys. There was collective agreement that safety means different things to different people but to address safety in the community and to support Vision Zero, actioning the transportation plan must become a priority for the city. While members of the public have a responsibility to ensuring their own safety in the community, it was agreed that it is a fundamental and core government service that should be provided to the residents of Surrey.

***“The safer we can make our roads, the less collisions will occur, which are key factors in adding travel time due to delays, etc. If we can improve road safety, we can improve reliability.”***

To support this, there was strong support for safety measures even if they resulted in an increase in travel times as an effort to improve safety on the roads but a focus on safety needs to be first before the movement of people. The **key insights and themes** identified from these discussions to support this Bold Move, are noted below:

**Human Life is Priority.** It was unanimous that the focus of the transportation plan needs to be on community safety and protecting human life. There was strong feedback in all groups that indicated a level of fear in the community for the safety of pedestrians and cyclists due to speed of traffic and a lack of protected areas to walk or cycle within the city. If it is not safe, people will just continue to use their cars. To add, many participants spoke to this same concern being shared by drivers who are fearful of sharing the road with pedestrians and cyclists because of fear of collisions. Participants collectively agreed that everyone wants to be safe in their day-to-day movements. To support this, it was suggested by many participants that education regarding road safety, for youth, seniors and travelers through the city, should be a necessary focus.

**Transportation Options/Equity.** Growing the transportation network and creating varied and safe transportation options will encourage more people to move to more active modal choices. Including safe and equitable transportation options for youth and children is necessary to increasing active transportation use and ensuring independence for this demographic of the

community.

**Transit Improvements.** When discussing public transit in Surrey, many participants spoke to the lack of route and schedule connections as being a deterrent to them using this mode of transportation. Improving the efficiency of transit scheduling and ensuring equity for all riders, related to affordability and accessibility, were key areas identified when discussing necessary improvements to increase ridership. In addition, it was suggested that when planning for future SkyTrain/transit hubs, it is necessary to ensure that these nodes are developed with safety as the priority.

**Infrastructure improvements.** While many participants shared the perspective that improving roadways and current infrastructure is paramount to improving safety and making travel safer, there were some who said this idea of improving roadways needed to be approached with caution, adding that they believe that the city should not use this plan as a reason to build *more* roads. There was collective agreement from most participants that safety for active modes of transportation is encumbered by existing infrastructure, traffic speed and historic accessibility impediments such as power poles being in the middle of sidewalks that impede wheelchairs or other active modal options. Suggested changes to improve safety include design changes for city infrastructure, a lowered speed limit throughout the city and Leading Pedestrian Indicators (where pedestrians get a walk signal a few seconds before drivers get a green light to improve safety) installed in more intersections, not just for school zones.

**Personal Safety.** For most participants, personal safety/security was a priority focus that is needed when the City is planning modal options. It was agreed by most participants that transportation safety goes beyond modes of travel. Personal safety was a topic consistently identified when discussing access to modes of transportation such as lighting for bus stops, pathways and SkyTrain platforms. The topic of personal safety was broadly noted as being necessary to address the security of women walking alone when accessing varied modes of transportation.

*“Once you leave Fraser Highway, a lot of roads don’t have sidewalks, so safety is paramount.”*



# Bold Move #2

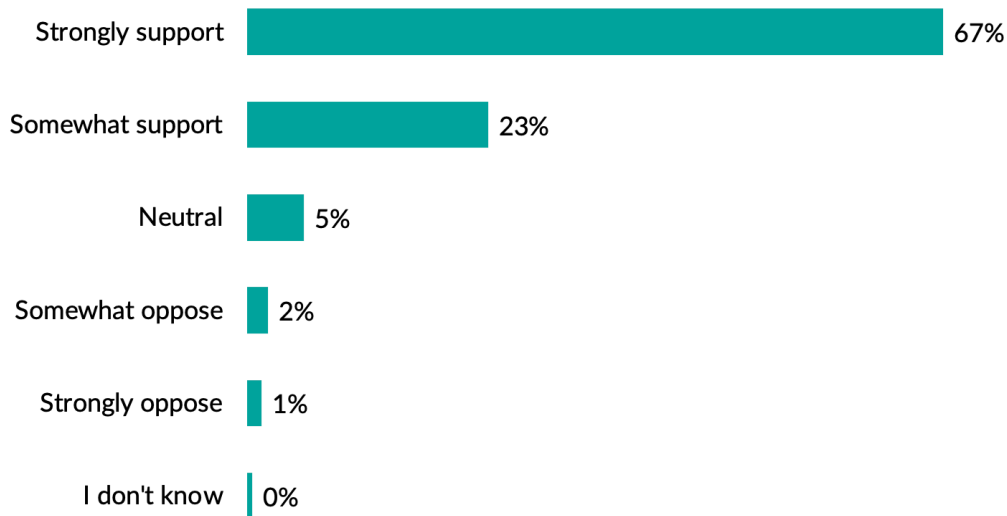
**Support 15-minute Neighbourhoods: Complete the walk and bike networks for all Surrey residents who live within an easy walk or roll of their daily needs.**

## RANDOM SAMPLE PROBABILITY SURVEY RESULTS

Survey results show strong support for Bold Move #2. Eight in ten supported the 15-minute Neighbourhoods as outlined (51% strongly and 32% somewhat), with 12% being neutral and only 5% opposition.

## PUBLIC SURVEY RESULTS

Public survey respondents showed a higher level of support for this Bold Move than those in the random sample probability survey. Nine in ten supported the 15-minute neighbourhood plan as outlined (67% strongly and 23% somewhat), with 5% being neutral and only 3% opposition.

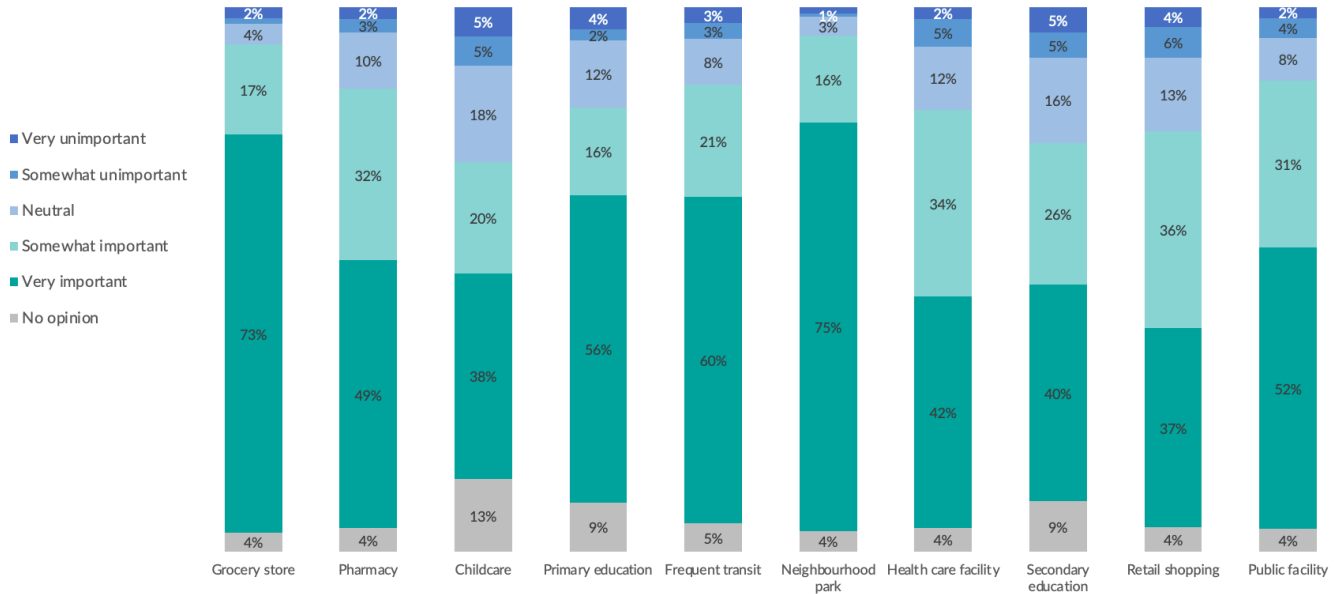


Public survey results also showed that the results for the top five most important shops and services were virtually parallel to those from the focus groups and interview polls, with the exception that number five was a pharmacy instead of healthcare facility.

Survey results showed the following ranking in level of importance, from most to least important:

1. Neighbourhood park
2. Grocery store
3. Frequent transit
4. Public facility

5. Pharmacy
6. Primary education
7. Health care facility
8. Retail shopping
9. Secondary education
10. Childcare

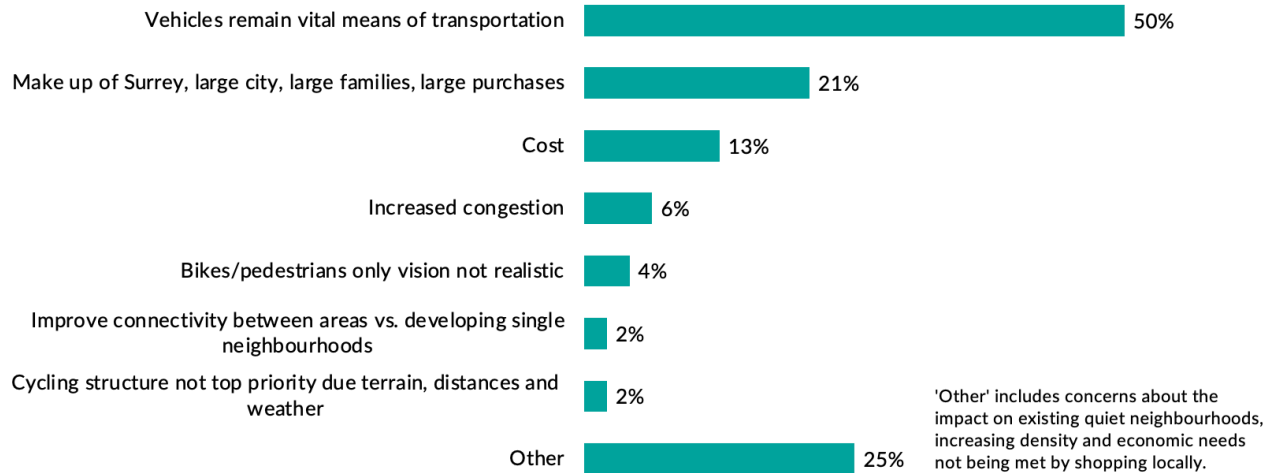


When asked why they **support** the 15-minute neighbourhood, the response shared by most public survey participants was: health **benefits for the community** that would support healthier lifestyles and result in a happier society and **support for climate action and environmental benefits** by reducing the reliance on automobiles to improve traffic congestion and reduce pollution. In contrast, some agreed that it may also be challenging to members of the community (such as the elderly, disabled and those who need their vehicles for employment) to reduce their car dependence. This would also count for anyone else when needs arise outside the 15-minute neighbourhood.

To add, some public survey participants questioned the practicality of Surrey’s **suburban communities** being able to implement these types of neighbourhoods.

A small (3%) number of survey participants were opposed to this bold move for the following reasons.

*“Surrey is so big and spread out. Love the idea of incorporating safe passages for all ages, children up to seniors.”*



## FOCUS GROUP AND INTERVIEW RESULTS

**Focus group and interview participants** were asked to share their level of support or opposition towards Bold Move #2: Support 15-minute Neighbourhoods. It is anticipated that these neighbourhoods would include localized shops and services and access to transit within a short distance from residential areas. By providing access to daily needs within a short walk or roll from most homes, the community can spend less time in traffic and more time with friends and family.

Completing these networks may include tradeoffs such as less road expansion to add vehicle lanes and building more neighbourhood sidewalks and protected bike lanes instead.

Overall, as shared by public and random sample probability survey respondents, feedback received by focus group and interview participants showed very strong support for this Bold Move. This included discussion of this Bold Move as being an equity booster by providing the opportunity for people to be within a 15-minute walk to what they need. In contrast to this, while most participants strongly support this Bold Move, some felt that a 30-minute neighbourhood may be more appropriate as Surrey does not currently have the infrastructure in place to create these nodes in all areas of the city. This feedback echoes what was heard from participants in the public survey.

*“This is a great idea. The goal is to get people out of their cars.”*

**Key insights and themes** identified from these discussions to support this Bold Move, are noted below:

**Creating community.** Creating 15-minute neighbourhoods was identified in most discussions as a positive opportunity to create better social connections within the community and its neighbourhoods. The **key tangible benefits include improving the community’s physical and mental health**, convenient access to daily services and needs, and together sharing a common goal in supporting the climate action strategy.



**Environmental benefits.** For most participants, the environmental benefits of implementing this Bold Move made it a priority item within the transportation plan. It was collectively agreed that the need for fewer cars and associated infrastructure and the addition of greenways and multi-use pathways along with protected bike lanes, would provide for more green transportation infrastructure and an increase in the public moving to active transportation modes.

**Transit.** When discussing 15-minute neighbourhoods, it was collectively agreed by participants that improvements to transit service in Surrey are necessary to get people out of their cars and using transit to access daily services and activities when active transit is not reasonable. There was general agreement that transit frequency and evening service needs to be improved for more people to choose this mode of transportation over their vehicles.

**City Planning.** When discussing 15-minute neighbourhoods, a general concern that was shared by most participants was the practicality of Surrey’s existing suburban communities being able to experience these type of neighbourhoods. It was suggested that instead of creating new neighbourhoods, the city may want to look at improving the ones that already exist.

This echoed the concerns of some who were hesitant to support this Bold Move if it meant that grocery stores would replace greenspace or that the tradeoff would be nature versus development. Participants agreed that higher density walking areas means that people will spend less time in their cars and that reallocating roadspace from parking to walking neighbourhoods will benefit business areas and public services. Removing the car as a primary source of transportation from City planning, transportation planning and funding allocations would help to provide support to other modes of travel.

Of those **focus group and interview participants polled**, the top five most important shops and services to be included in a 15-minute neighbourhood are listed below:

SHOP/SERVICE	LEVEL OF SUPPORT TO INCLUDE THIS SERVICE OR AMENITY
Grocery store	78%
Neighbourhood park	70%
Frequent transit – Bus every 15 minutes	59%
Public facility	52%
Health care facility such as dentist, massage therapist	35%

## PUBLIC SURVEY RESULTS

### Level of support or opposition for transportation investments supporting a 15-minute neighbourhood if transportation infrastructure in neighbourhood would change

There was 68% support among survey respondents for transportation investments supporting a 15-minute neighbourhood if transportation infrastructure in neighbourhood would change, with 40% showing strong support and 28% saying they are somewhat supportive. Opposed accounted for 20% of respondents (39 somewhat and 11% strongly); neutral accounted for 10% of respondents.

## FOCUS GROUP AND INTERVIEW RESULTS

### Transportation investments supporting 15-minute neighbourhoods

Much like the public survey results, focus group and interview participants showed general support for transportation investments supporting a 15-minute neighbourhood if it meant that neighbourhood infrastructure may change. It was generally understood that this may result in converting on-street parking to walking or cycling routes. Key themes and insights are below:

**Parking.** Removing parking lanes to widen sidewalks and increase patios for businesses were ideas that many participants shared and agreed were transportation investments that would benefit the community as a whole. In addition, creating underground parking options to get cars off the road while being mindful of equity and those who have accessibility challenges, were discussion topics supported by many of the participants.

**Electric Vehicle Infrastructure.** Ensuring that access to electric vehicle (EV) infrastructure is available in all areas of the community as well as to create separate travel lanes for zero emission cars, were priorities shared by many participants.

**Planning.** There was collective agreement that when making transportation investment decisions, the City needs to be strategic in planning and managing the increase in density and growth that is occurring.

*“All these plans should be in dense areas. King George needs to be re-thought. Some of these corridors have to be used to re-route truck traffic and add greenspaces to the overpasses.”*

# Bold Move #3

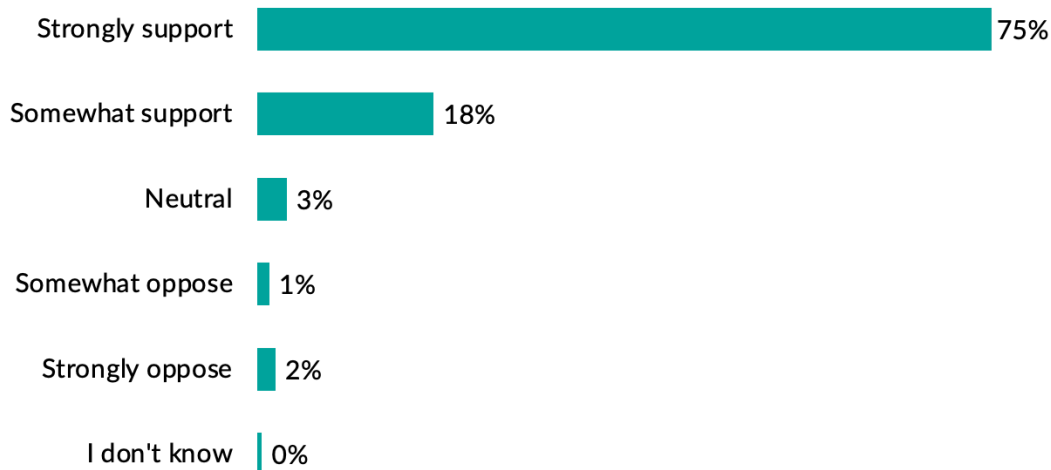
Connect Communities with Rapid Transit: Build a rapid transit network that supports and connects all of Surrey’s Town Centres.

## RANDOM SAMPLE PROBABILITY SURVEY RESULTS

This Bold Move had strong support among survey respondents (62% strongly supported the Connecting Communities with Rapid Transit plan, and 26% somewhat supported this. The remainder were neutral (8%) or opposed (4%).

## PUBLIC SURVEY RESULTS

Public survey respondents showed the highest level of support for this Bold Move. Three quarters (75%) strongly supported the Connecting Communities with Rapid Transit plan, and another 18% somewhat supported this. The remainder were either neutral (3%) or opposed (3%).



When asked why they **support** Connecting Communities with Rapid Transit, public survey participants showed support due to **increased mobility and accesibility** for residents and citizens and a **reduced dependency on private vehicles**, therefore relieving traffic congestion.

*“Less cars ease congestion, NOT more roads.”*

## FOCUS GROUP AND INTERVIEW RESULTS

**Focus group and interview participants** were asked to share their level of support or opposition towards Bold Move #3: Connect Communities with Rapid Transit. By focusing on this Bold Move, the City will plan for a rapid transit network that supports and connects all of Surrey's town centres: Whalley and City Centre, Cloverdale, Fleetwood, Guildford, Newton and South Surrey, with transit that is fast, frequent, and high capacity.

Overall, focus group and interview participants were **quite supportive** of this Bold Move. This includes those who agreed that adding rapid transit as a transportation option in Surrey is forward thinking and will improve interconnectivity. In contrast to this, some participants felt that the community would struggle with the trade-offs in terms of space for vehicles.

**Key themes and insights** for this Bold Move are below:

**Inter-city connections.** A common theme when discussing the benefits of rapid transit in Surrey was its ability to improve and create new connections within the city and to other transit lines. The growing workforce in Surrey needs access to connected town and employment centres. There was general agreement among participants that if the City wants to change transportation habits, they will need to make changes to the way Surrey is currently dispersed as it is very inefficient and is a deterrent to various modes of active transportation. It was agreed that this may include connecting not only town centres but Port Kells and other industrial areas that are spread on the periphery.

***“We need to focus on allocating road space and using infrastructure that we already have to deliver transit to more places quickly.”***

**Planning/Equity.** Creating equity in the community through the development of accessible employment centres, to reduce the need for personal vehicles, was a key topic among participants. It was agreed that to support city planning, new transportation infrastructure must become part of the City's formal capital improvement budget. When discussing increased development to support the transportation plan, it was suggested to prioritize the Regional Growth Strategy as a way to help reduce development when and where possible.

**Transit.** Most participants agreed that the current rapid transit system is designed to move people out of the city rather than to connect communities within the city. There was collective agreement from participants that partnering with TransLink, with a goal to improve service and infrastructure within the city, may result in an increase in additional buses to connect to SkyTrain stations, increased services to connect Surrey neighbourhoods and secondary bus lanes, to name a few. It was noted that to address density and growth, some areas of the city are now competing for transit options. This shows a desire in the community to use transit options, if the service can meet the need. There is a growing need to expand the rapid transit network AND significantly invest in the rest of transit services.

**Climate and Environment.** When discussing the benefits of Rapid Transit, it was agreed by the majority of participants that if this option takes cars off the road then it will benefit the city and the environment. In contrast, some participants questioned why the City would remove trees and make more roads, when there is a climate crisis. Limiting new road construction and creating accessible modes of transportation that reduced the need for personal vehicles, was collectively supported by the majority of participants. There was agreement that while trade-offs are expected, this multi-modal approach would be a positive move for the city.



# Bold Move #3: Support for Road Space Options

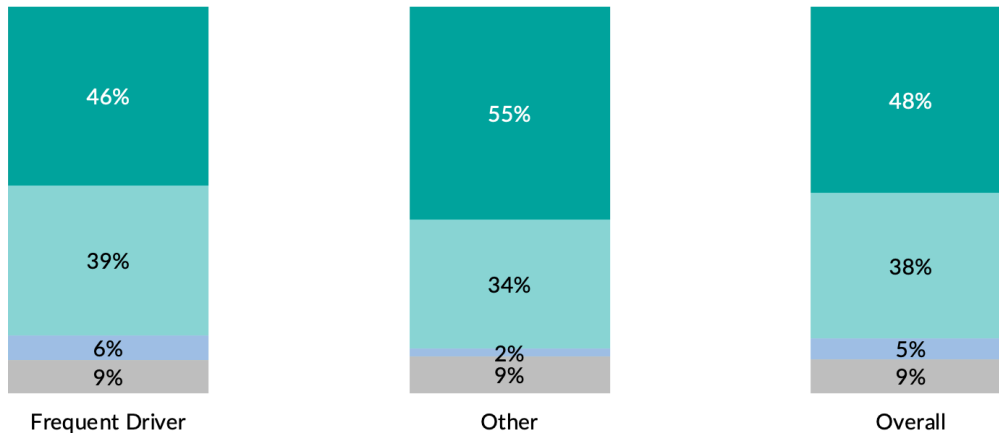
## RANDOM SAMPLE PROBABILITY SURVEY RESULTS

Echoing TransLink’s findings in a region-wide survey, the community was split regarding which transit options were best for Surrey. Of those surveyed, 48% supported giving some existing road space to build more rapid transit on the street, a solution that allows for quicker implementation and the ability to connect more people on a wider network. Maintaining current road space and only building SkyTrain was supported by 38% of those surveyed, which would connect to fewer people and places compared to other options.

## PUBLIC SURVEY RESULTS

Public survey results almost mirrored those from the random sample probability survey with responses more split, with half (49%) preferring to give up some existing road space to build more rapid transit on the street and 40% preferring to maintain current road space and only build SkyTrain.

- Give some existing road space to build more rapid transit on the street; expanding sooner and connecting more people and places
- Maintain current road space and only build SkyTrain; expanding to fewer people and places
- I do not support either of them



## FOCUS GROUP AND INTERVIEW RESULTS

**When focus group and interview participants** were asked whether they would prefer to give up existing road space to build more rapid transit on the street, or to maintain current road space and only build SkyTrain, participants showed 60% support to give up some existing road space to build more rapid transit on the street and 15% preferring to maintain current road space and only build SkyTrain.



# Bold Move #4

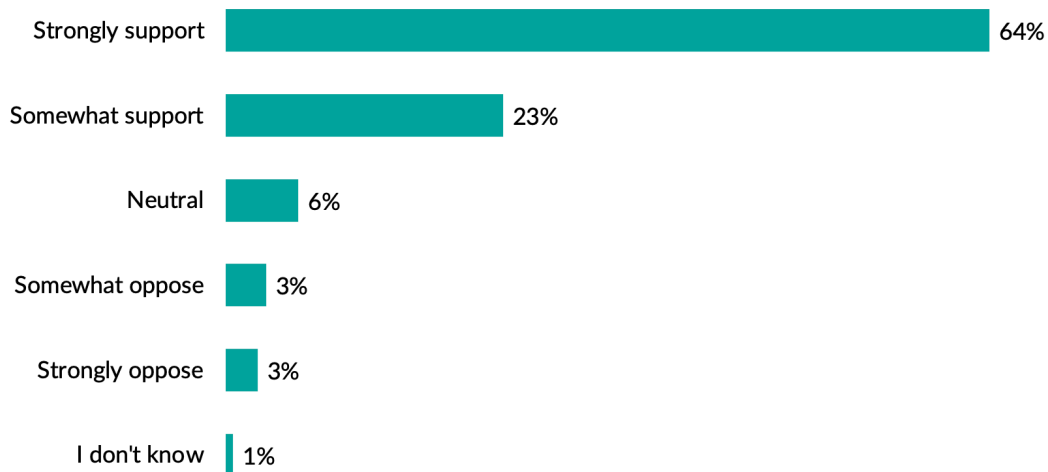
Invest in Green Transportation Choices: Increase and prioritize investment in walking, cycling and transit before personal vehicles.

## RANDOM SAMPLE PROBABILITY SURVEY

Survey respondents showed strong support for this Bold Move (46% strongly and 31% somewhat), with 13 % being neutral and 10% opposition.

## PUBLIC SURVEY RESULTS

Public survey results show that respondents have a higher level of support for this Bold Move than those responding to the random sample probability survey. Nine in ten supported an Investment in Green transportation Choices, as outlined (64% strongly and 23% somewhat), with 6% being neutral and only 6% opposition.



When identifying why they support Investing in Green Transportation Choices, survey results showed some parallels to the discussion with focus groups and interview participants in the areas of **environmental benefits and transit improvements**.

They noted that green transportation choices will have a **positive impact on the environment** and will help to address the climate crisis. In addition, they agreed that including **reliable, frequent transit options** will change the public's transportation habits to include more active choices. Increasing green transportation choices will generate a better and **healthier balance for cyclists, pedestrians, and motorists**.

When asked for suggested improvements to Bold Move #4: **Invest in Green Transportation Choices**, survey respondents shared the following insights and themes:

- It is necessary to take into consideration the aging population and those who would be physically unable to ride a bike or walk great distances. Pedestrian and cycling infrastructure requires more planning to address these concerns.



- Be cautious around **removing parking** that may have negative effects on businesses and neighbourhoods. Alternatives will be necessary to address this issue.
- Population is exploding in Surrey – more mass transit options are needed.
- Improving the flow of traffic throughout the city will have a greater impact on the environment and to reduce trip times, idling and congestion and fewer greenhouse gases.

## FOCUS GROUP AND INTERVIEW RESULTS

**Focus group and interview participants** were asked to share their level of support for or opposition to Bold Move #4: Invest in Green Transportation Choices. Investing in Green Transportation Choices will result in strengthening multi-modal options in Surrey by prioritizing investment in walking, cycling and transit before personal vehicles, and identifying ways to provide more convenient and accessible transportation options.

Participants were **strongly supportive** of this Bold Move and generally agreed that Surrey needs improvements for all modal options. When options are made available in the community, this will change the public's transportation habits to include more active choices.

*“This all seems so obvious.”*

**Key insights and themes identified** from these discussions to support this Bold Move, are noted below.

**Transit Improvements.** To encourage cyclists to access transit as a modal choice, it was agreed that adding additional bike racks to the buses, creating separated bus lanes throughout the community to help reduce travel times, and making the service more efficient would support and encourage usage.

**Environmental Benefits.** Reducing air pollution by adding new transportation choices was agreed to benefit the environment and was a priority discussion among most participants. Developing green infrastructure that tie into current park assets, was agreed to be an effective way to leverage Surrey's existing natural landscape. Creating slow and consistent change will result in a more walkable and bike-friendly city where cars are not necessary.

**Education.** When discussing the need to prioritize green transportation choices, many participants agreed that the City of Surrey can be a leader in educating the community on the environmental and health benefits of various modes of transportation. This includes helping the public understand that cycling can be a mode of choice and not just recreational as well as defining the positive impacts of shifting away from road and vehicle travel. To support the move to more active transportation choices, there was agreement that offering cycling and road safety training would be beneficial to the successful move to active transportation in Surrey.

**Infrastructure.** There were many discussions related to infrastructure with some participants agreeing that the City needed to focus on modal share options and safety improvements as well as utilizing the bike lanes it currently has before adding

infrastructure to create new ones. This was in contrast to some participants who agreed that current infrastructure in Surrey may not be structured for the varied modes of transportation and required replacement. Suggested infrastructure improvements that most participants agreed to, were increasing protected bike lanes, adding dedicated hybrid or EV lanes and installing High Occupancy Vehicle (HOV) lanes within the community.

**Affordability/Equity.** When discussing the topic of funding to improve transportation choice, it was generally agreed that there is a need to ensure that the cost for the public is done on a scale where no groups are excluded, especially for public transportation. The allocation of funds for transportation improvements was generally agreed to be dependent on the densification of new neighbourhoods and should be balanced to reduce impacts on lower income residents. A key topic to address improvements needed in high-density areas was to develop user-pay models for extra funding needed for area improvements.

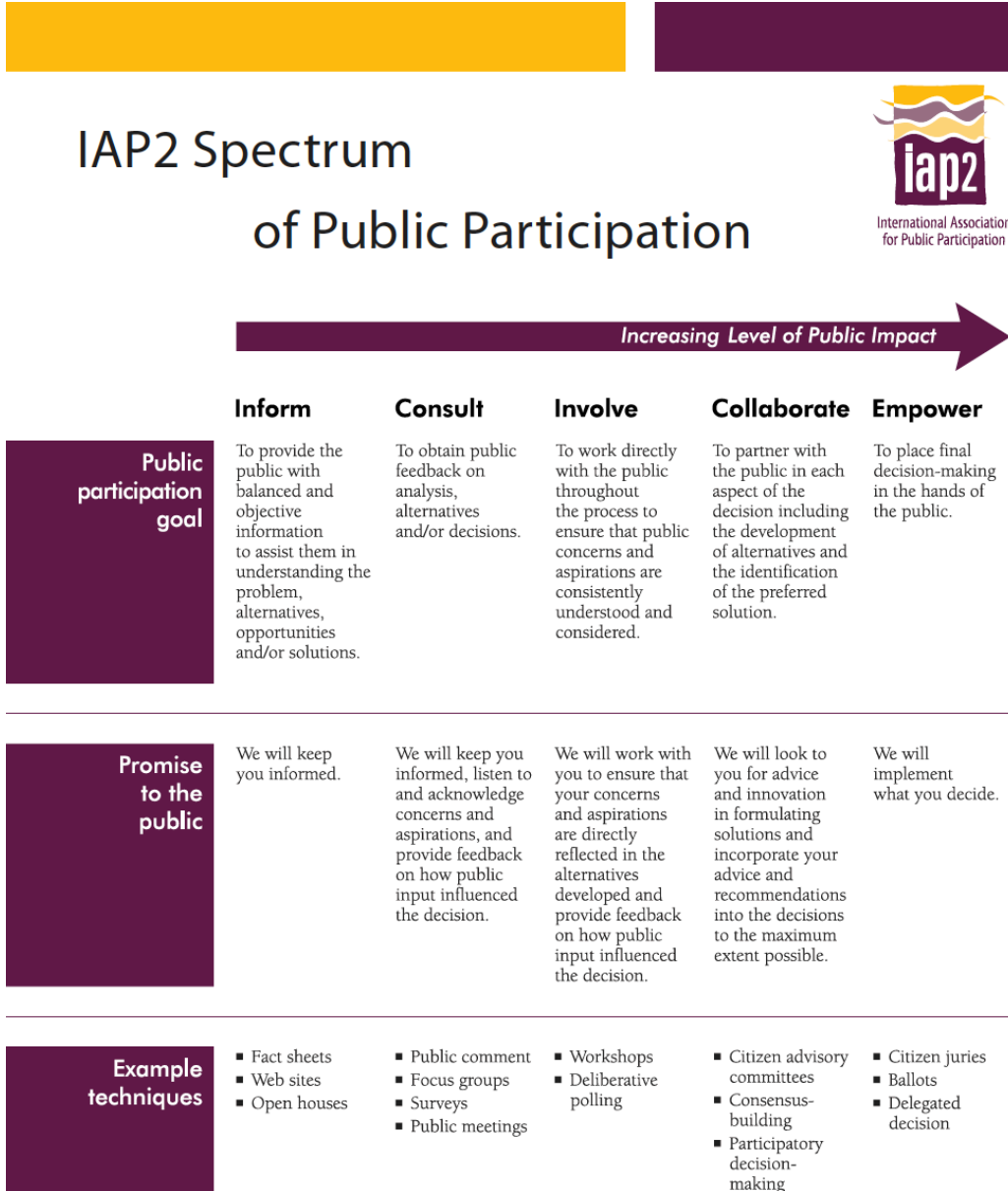
## Next steps

This report describes in detail the engagement and communications efforts that were planned and implemented to engage Surrey community members, community groups and interested and affected parties.

The planned approach to engagement and communications was informed by the International Association for Public Participation (IAP2) planning methodology and best practices.

The next step is for Surrey City Council and staff to use the feedback on the Vision and four Bold Moves, to create the draft transportation plan. This will be presented to the community in Phase 4 engagement, in Spring 2022.

# APPENDIX A: IAP2 Spectrum of Engagement



# APPENDIX B: One-on-One Interview Questions

## Draft Vision

*Connecting a million people + places with safe, convenient, and green transportation choices for all*

1. Do you strongly support, somewhat support, neutral, somewhat oppose or strongly oppose the draft vision, in its reflection of your personal vision for transportation in Surrey?
  - I. What suggestions do you have for improving this vision?
  
2. Every year on average, 20 people are killed and 12,000 are injured on Surrey's roads. To address **safety** as a priority for this plan, the City will put safety first by building streets that prioritize safety over the movement of vehicles. This may result in trade-offs in how we move and travel, including reduced speed limits and longer travel times for vehicles throughout the transportation network.
  - I. What is your level of support or opposition for this Bold Move?
  - II. Would you support a slight increase in travel time (1-2 minutes) to make our streets safer for everyone?
  - III. What is the maximum increase in travel time that you would accept?
  
3. To achieve the benefits of **Supporting the 15-minute neighbourhood**, shops and services and access to transit need to be within a short distance for people. By having daily needs close at hand, we can spend less time in traffic. Completing these networks may include making changes to transportation infrastructure in your area. Examples of these changes may be:
  - Less road expansion to add vehicle lanes and building more neighbourhood sidewalks and protected bike lanes instead.
    - i. What is your level of support or opposition for this Bold Move?

4. On a scale of 1 – 5 with 5 being very important and 1 being not important at all, please rank how important it is to you to have the following shops or services within a **15 -minute walk** of where you live?
- Pharmacy
  - Secondary education
  - Neighbourhood park
  - Retail shopping
  - Childcare
  - Grocery store
  - Public facility (library, arena, rec centre)
  - Primary education
  - Health care facility such as dentist, massage therapist, etc.
  - Frequent transit with a bus every 15 minutes or less
  - Is there anything important to you that is not listed here that you would like to add?
- ii. What is your level of support or opposition for transportation investments supporting a 15-minute neighbourhood if it means the transportation infrastructure in your neighbourhood would change, for example converting on-street parking to walking or cycling routes?
5. Prior to COVID-19, bus ridership in Surrey was growing faster than any other city in North America. **Connect Communities with Rapid Transit** will plan for a rapid transit network that supports and connects all of Surrey's town centres.
- I. What is your level of support or opposition for rapid transit connecting all Surrey town centres?
  - II. **Which of the following two options would you be more supportive of?**
    - i. Maintain current road space and only build SkyTrain, expanding to fewer people and places, or
    - ii. Give up existing road space to build more rapid transit on the street, expanding sooner and connecting more people and places.
    - iii. I do not support either option.

6. Today there are many gaps in the sidewalk network and most neighbourhoods don't have protected cycling routes. The City is proposing to **Invest in Green Transportation Choices** by prioritizing investments in transportation for pedestrians, those using scooters, e-bikes, etc. as well as implementing ride sharing and transportation technologies.
  - I. What is your level of support or opposition for shifting some of the current funding for adding new car lanes towards safety improvements that will increase choices for walking, rolling (cycling, electric scooters, etc.) and transit, even if it means building fewer roads? (i.e. building missing sidewalks and improving their accessibility in more locations and a network of protected bike lanes?)
  
7. Do you have any final thoughts you would like to share?

