



Get Moving BC

**Survey of Burnaby Residents  
Regarding Attitudes Toward  
Development of the Port Mann  
Bridge and Highway 1**

September 2007

**NRG Research Group**

[www.nrgresearchgroup.com](http://www.nrgresearchgroup.com)

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## SUMMARY

### Background and Objectives

NRG Research Group conducted a project for Get Moving BC to identify attitudes of Burnaby residents to:

- expanding Highway 1 by one lane each way from Vancouver to Langley,
- improving all the on and off ramps on this stretch of Highway 1, and
- twinning the Port Mann Bridge.

We developed a questionnaire about transportation issues related to expanding Highway 1, improving on and off ramps and twinning the Port Mann Bridge in consultation with Get Moving BC and interviewed 300 residents who lived in Burnaby. The sample was randomly selected utilizing the Survey Canada service. A random sample survey of 300 respondents is representative of the underlying population from which it is drawn within +/- 5.7 percent 19 times out of 20.

The interviews were conducted from September 10 to September 14, 2007.

## FINDINGS

### Mood of Respondents

Respondents were very positive about the current direction of BC with 63 percent indicated things are going on the right direction and only 27 percent said things are off on the wrong track.

**Table 1: Mood of Respondents**

Do you feel things in British Columbia are generally going in the right direction, or do you feel things have pretty seriously gotten off on the wrong track?	Total (N=300) %
Strongly right direction	16
Somewhat right direction	47
<b>Total Right Direction</b>	<b>63</b>
Somewhat wrong track	12
Strongly wrong track	15
<b>Total Wrong Track</b>	<b>27</b>
Don't know	9

## Top of Mind Issues

The number one top of mind issue in this survey, which was identified in the introduction as a transportation survey, was health care (12%), however the number two issue related to traffic flow/congestion/Port Mann Bridge (11%). In addition, we had four percent who identified transportation (general) as their top of mind issue.

**Table 2: Most Important Issue or Concern in Your Area for or Municipal Political Reps to Deal with in Next Three to Six Months**

	Total (N=300) %
Health Care	12
Traffic flow/Congestion/Port Mann Bridge	11
Crime/Public Safety	10
Public Transportation	6
Environment/Pollution	5
Poverty/Homelessness	4
Infrastructure	4
Transportation (General)	4
Affordable housing	3
Education	3
Civic Workers Strike	3
No Answer/Don't know/Refused	22

## Awareness of Highway1/Port Mann Bridge Project

Seventy three percent of respondents indicated that they had heard of the project to expand Highway 1, improve on and off ramps and twin the Port Mann Bridge

**Table 3: Have you heard About the Project to Expand the Port Mann Bridge, expand Highway 1 by one Lane Each Way and Improve On and Off Ramps**

There has been talk recently about the project that will: <ul style="list-style-type: none"> <li>• expand Highway 1 by one lane each way from Vancouver to Langley,</li> <li>• improve all the on and off ramps on this stretch of Highway 1, and</li> <li>• twin the Port Mann Bridge.</li> </ul> Have you heard about this project?	Total (N=300) %
Yes	73
No	27

### Knowledge of Project

Of those aware of the project 66 percent indicated that they were at least somewhat knowledgeable about it. Thirty two percent said that they were either not too knowledgeable or not at all knowledgeable.

**Table 4: Level of Knowledge about the Project of those Aware of Project**

Would you say that you are very knowledgeable, somewhat knowledgeable, not too knowledgeable or not at all knowledgeable about the project to expand Highway 1, improve on and off ramps and twin the Port Mann Bridge?	Total (N=218) %
Very knowledgeable	11
Somewhat knowledgeable	55
Not too knowledgeable	29
Not at all knowledgeable	3
Don't know	1

### Support or Oppose Project (initial section of questionnaire)

Near the start of the questionnaire we described the project and asked all respondents if they would support or oppose it.

Of all 300 respondents 72 percent said that they supported it with 46 percent being strongly in support. Opposition was only 21 percent, with only 12 percent strongly opposed. This is almost four times as many strong supporters as strong opponents – quite a high intensity of support.

There was stronger support from right direction respondents (77%) and heavier users of Highway 1 and the Port Mann Bridge (83% with those who use over 100 times in a year and 74% with those who use it 21 to 100 times; For 1 to 20 uses, support was 58% and for zero uses it was 53%). There is also more support with respondents who have lived in the City 5 to 15 years (79%) than those who have been there 15 years or more (67%).

**Table 5: Initial Support or Oppose Project**

Based upon what you now know about the project to expand Highway 1 from Vancouver to Langley, improve on and off ramps and twin the Port Mann Bridge would you say that you [ROTATE] support or oppose it? [IF SUPPORT/OPPOSE ASK] Would that be strongly or just somewhat support/oppose?	Total (N=300) %
Strongly support	46
Somewhat support	27
<b>Total Support</b>	<b>72</b>
Somewhat oppose	9
Strongly oppose	12
<b>Total Oppose</b>	<b>21</b>
DK/Neither	8

## **Arguments for and against the project**

We asked respondents a number of questions about statements that have been made about the project and asked whether they agreed or disagreed with them.

We rank ordered the arguments by the intensity of support for the project. Intensity is defined as the ratio of the percentage of those strongly in favour of the project to those strongly in opposition to the project.

### *The strongest arguments included:*

“Rebuilding and improving each of Burnaby’s Highway 1 overpasses will improve traffic flow in the north-south direction” - 73 percent favourable with 5.8 intensity

“Adding an extra lane to Highway 1 in each direction, and improving on and off ramps will improve traffic flow through Burnaby into Vancouver” – 73 percent favourable with 4.1 intensity

“Improving Highway 1 and the Port Mann Bridge will be good for the BC economy” – 72 percent agree with 4.0 intensity

“Improving Highway 1 and the Port Mann Bridge will improve the quality of life for people in the lower mainland” – 67 percent agree with 2.9 intensity

“Reducing vehicle idling by improving traffic flow on Highway 1 will result in an overall reduction in greenhouse gas emissions” – 65 percent agree with 2.9 intensity

### *Poorer argument included:*

“Adding an extra lane to Highway 1 in each direction, and improving on and off ramps will increase the number of commuters leaving Highway 1 to use Burnaby Streets as through streets” – only 42 percent disagree with and intensity of 0.8

“There should not be increased traffic problems in Burnaby due to the Highway 1, Port Mann Bridge project because Burnaby’s city traffic staff will be able to work with the Province’s traffic staff to identify and head off any potential problems with traffic flow onto Burnaby neighbourhood streets” – 51 percent agree but with an intensity of 0.9 percent.

“Doubling the capacity of the Port Mann Bridge, adding lanes to Highway 1 and improving on and off ramps will not “**significantly**” increase traffic on Burnaby streets” – 54 percent agree but with an intensity of 1.2

**Table 6: Agree/Disagree with Arguments for and Against the Project**

(Ranking of arguments is from strongest to poorest in favour of the project)

Do you agree or disagree that [INSERT ITEM] [IF AGREE/ DISAGREE ASK] Would that be strongly or just somewhat? Total (N=500)	Agree		Disagree		DK %	Strongly Fav divided by Strongly Unfav
	Total %	Strongly %	Total %	Strongly %		
Rebuilding and improving each of Burnaby's Highway 1 overpasses will improve traffic flow in the north-south direction	73	35	18	6	10	5.8
Adding an extra lane to Highway 1 in each direction, and improving on and off ramps will improve traffic flow through Burnaby into Vancouver	73	41	23	10	4	4.1
Improving Highway 1 and the Port Mann Bridge will be good for the BC economy	72	40	22	10	7	4.0
Reducing vehicle idling by improving traffic flow on Highway 1 will result in an overall reduction in greenhouse gas emissions	65	32	27	14	8	2.9
Improving Highway 1 and the Port Mann bridge will improve the quality of life for people in the lower mainland	67	38	27	13	6	2.9
Adding capacity to Highway 1 will reduce commuting time for Burnaby residents	61	36	33	17	6	2.1
Adding a new lane to Highway 1 in each direction, and improving on and off ramps will make traffic flow and safety worse on streets in Burnaby	44	19	51	25	5	1.3
Doubling the capacity of the Port Mann Bridge, adding lanes to Highway 1 and improving on and off ramps will not "significantly" increase traffic on Burnaby streets	54	23	40	19	6	1.2
There should not be increased traffic problems in Burnaby due to the Highway 1, Port Mann Bridge project because Burnaby's city traffic staff will be able to work with the Province's traffic staff to identify and head off any potential problems with traffic flow onto Burnaby neighbourhood streets	51	18	42	20	8	0.9
Adding an extra lane to Highway 1 in each direction, and improving on and off ramps will increase the number of commuters leaving Highway 1 to use Burnaby Streets as through streets?	52	24	42	19	5	0.8

## Final Support for or Opposition to the Project

We re-asked about support/opposition for the project at the end of the survey after respondents had the opportunity to indicate their agreement or disagreement with the statements about the project. There was no increase in support – although it remained high at 72 percent. There was a small increase in opposition.

Support remained stronger with right direction respondents (78%); heavier users (over 100 uses in a year – 87%: 21 to 100 uses – 74%: compared to lighter users 1 to 20 – 58 percent or non-users – only 35% support).

For the final question there was no significant difference by length of time living in Burnaby.

**Table 5: Initial and Final Support or Oppose Project**

Now that you have heard some of the arguments for and against the project to expand Highway 1 from Vancouver to Langley, on and off ramps and twin the Port Mann Bridge would you say that you [ROTATE] support or oppose it? [IF SUPPORT/OPPOSE ASK] Would that be strongly or just somewhat support/oppose?	Asked before arguments (N=300) %	Asked after arguments (N=300) %
Strongly support	46	44
Somewhat support	27	28
<b>Total Support</b>	<b>72</b>	<b>72</b>
Somewhat oppose	9	8
Strongly oppose	12	15
<b>Total Oppose</b>	<b>21</b>	<b>23</b>
DK/Neither	8	5

**Table 8: Sample Demographics**

	Total (N=300) %
<b>Age</b>	
18 to 34 years	33
35 to 54 years	39
55+ years	27
<b>Gender</b>	
Male	48
Female	52
<b>Rent or Own Residence</b>	
Rent	34
Own	62

<b>Length of time living in Burnaby area</b>	
Less than a year	6
1 – 4	14
5-9	17
10-14	15
15 or more years	46
DK/Ref	2
<b>Times used Port Mann or Hwy 1 last year</b>	
Over 200	18
101 to 200	10
51 to 100	18
21 to 50	20
1 to 20	27
Zero	5