



Appendix B
TMP Questionnaire
Detailed Analysis





Memorandum

To: Amber Parnell – Town of Innisfil
Cc:
From: Carl Wong - HDR
Date: June 25, 2013
Re: **Innisfil TMP Questionnaire – Detailed Analysis**

The Town of Innisfil initiated a Transportation Master Plan (TMP) Study which guides the development of the Town's long-term transportation network. The study reflects the Town's desire to develop a sustainable transportation system with protection for future transit opportunities.

A key component of the Transportation Master Plan study is consultation with stakeholders, regulatory agencies, and the general public. In regard to consultation with the public, a public opinion survey was conducted to understand the transportation needs and concerns of the Town residents, particularly with regards to current issues with the transportation network and opportunities for active transportation and public transit improvements.

1. SURVEY METHODOLOGY

The Transportation Master Plan Questionnaire was designed jointly by HDR and the Town of Innisfil. Residents within Innisfil were first notified of the survey through the Town's website, but were also notified at community events such as Family Fun Day and Celebrate Lake Simcoe Day where hard copies of the survey were available to complete. The survey was conducted from June 2012 to June 2013.

The surveys were self-enumerated, with the choice of completing an internet-based survey or a paper-based survey. Direct links to the online survey were provided from the Town of Innisfil website main page, as well as through the surveys page and project pages. Paper surveys were provided at various community events and locations.

The purpose of the survey was to understand people's attitudes towards transportation needs within the Town of Innisfil. The survey addressed general concerns to understand which services the community values the most, where active transportation trails are desired, and the use of public transit. Open-ended responses were also included for respondents to include detailed feedback on the Transportation Master Plan, as well as any other comments or concerns. The survey is not intended to be statistically reliable but is considered representative of true views and opinions of the residents in the Town of Innisfil.

The online version of the Transportation Master Plan Questionnaire is provided below.

[Exit this survey](#)



Town of Innisfil Transportation Master Plan Questionnaire

Transportation Master Plan Questionnaire (June 2012)

The Town of Innisfil has initiated the Transportation Master Plan (TMP) Study. This Plan will guide the development of the Town's long-term transportation network. This study reflects the Town's desire to develop a sustainable transportation system with protection for future transit opportunities. We value your input on the Town's Transportation Master Plan. Please feel free to forward the questionnaire to others. Thank you for completing this questionnaire. For questions or comments, please contact:

Amber Parnell, BSc., C.E.T.
Project Manager
Town of Innisfil
2101 Innisfil Beach Rd.
Innisfil, ON L9S 1A1
Phone: 705-436-3740 ext. 3234
Email: aparnell@innisfil.ca

Carl Wong, P.Eng.
Consultant Project Manager
HDR
100 York Boulevard, Suite 300
Richmond Hill, ON L4B 1J8
Phone: 905-882-4100 ext. 5234
Email: carl.wong@hdrinc.com

1. Which area of Innisfil do you live in?

- | | |
|-------------------------------------|--|
| <input type="radio"/> Big Bay Point | <input type="radio"/> Innisfil Heights |
| <input type="radio"/> Sandy Cove | <input type="radio"/> Cookstown |
| <input type="radio"/> Alcona | <input type="radio"/> Stroud |
| <input type="radio"/> Lefroy | <input type="radio"/> Churchill |
| <input type="radio"/> Belle Ewart | <input type="radio"/> Fennell's Corner |
| <input type="radio"/> Gilford | <input type="radio"/> Barclay |
| <input type="radio"/> Other | |

2. What age group do you fall into?

- 18 and under
- 19-25
- 26-45
- 46-65
- More than 65 years old

3. Please rank the importance to you of the following items.

	Very important	Important	Somewhat important	Not important
Road / traffic congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of sidewalks, trails and paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of cycling paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of transit services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other concerns (please describe)?

4. Would you use a walking/cycling trail to get around Innisfil?

- Yes
- No

5. Which area of Innisfil would you most like to have a walking trail/cycling path go to?

- | | |
|-------------------------------------|--|
| <input type="radio"/> Big Bay Point | <input type="radio"/> Innisfil Heights |
| <input type="radio"/> Sandy Cove | <input type="radio"/> Cookstown |
| <input type="radio"/> Alcona | <input type="radio"/> Stroud |
| <input type="radio"/> Lefroy | <input type="radio"/> Churchill |
| <input type="radio"/> Belle Ewart | <input type="radio"/> Fennell's Corner |
| <input type="radio"/> Gilford | <input type="radio"/> Barclay |
| <input type="radio"/> Other | |

6. Which location would you most want to be connected to?

- Innisfil Recreational Complex
- Innisfil Beach Park
- Downtown Alcona
- Downtown Cookstown
- Cookstown Community Park
- Centennial Park
- Huron Court Park
- Leonard's Beach
- Cookstown Library Branch
- Churchill Library Branch
- Lakeshore Branch
- Stroud-Innisfil Community Centre and Library South Innisfil Community Centre (Lefroy)
- Tanger Outlets: Cookstown(formerly Cookstown Outlet Mall)

7. If a public transit service was available, what time(s) would you use it? (check more than one, if applicable)

- Monday to Friday standard working hours
- Weekends
- Evenings
- Early Morning/Late Evenings
- I would not use transit

8. If a public transit service was available, where should the service run? (check more than one, if applicable)

- Within Innisfil only (Municipal Facilities i.e. Innisfil Recreational Complex, Stroud Arena, etc.)
- Within Innisfil only (Within Own Community i.e. grocery shopping, banking, etc.)
- Within Innisfil only (Between Innisfil locations i.e. Stroud to Alcona)
- Connected north to Barrie
- Connected south to Bradford and York Region

Other (please describe)

9. Do you use the GO Train service?

- Yes (frequently – weekly, sometimes – monthly)
- No

10. Do you use the GO bus service?

- Yes (frequently – weekly, sometimes – monthly)
- No

11. If the GO Transit bus service made an additional stop into Alcona, would you use the service?

- Yes
- No

12. Do you have any comments regarding the Transportation Master Plan in Innisfil?



Done

2. ANALYSIS OF SURVEY RESULTS

A total of 625 responses were received for survey at the conclusion of the survey on June 6, 2013, including 476 responses for the online survey and 149 responses received for the paper survey. This sample size derived from random sampling of the population represents the opinions of approximately 2% of the population of Innisfil.

All survey responses were included in this analysis, including incomplete surveys. The results were analyzed based on the number of responses received for each question, and is provided in detail below.

2.1 Demographics

The majority of survey respondents currently live in the Alcona and Sandy Cove communities within Innisfil. Survey responses were received from residents in each settlement area except Fennell's Corner, as shown in **Table 1** and **Exhibit 1**. Although the number of survey responses is not necessarily representative of the population within each community, this was taken into consideration in the analysis of results.

The distribution of survey respondents by age is provided in **Exhibit 2**. The number of survey responses appears to under-represent residents in the age groups of 18 and under, as well as between 19-25 years of age. This was taken into consideration in the analysis of results, and numerous comments provided in the open-ended questions addressed concerns for the younger population.

Table 1: Areas in Innisfil which Respondents Reside In (Question #1)

Which area of Innisfil do you live in?	Response Percent	Response Count
Alcona	51%	317
Sandy Cove	14%	89
Big Bay Point	5%	32
Stroud	6%	35
Belle Ewart	5%	31
Other	5%	29
Cookstown	4%	24
Lefroy	4%	22
Gilford	2%	14
Churchill	2%	14
Innisfil Heights	2%	10
Barclay	1%	5
Fennell's Corner	0%	0

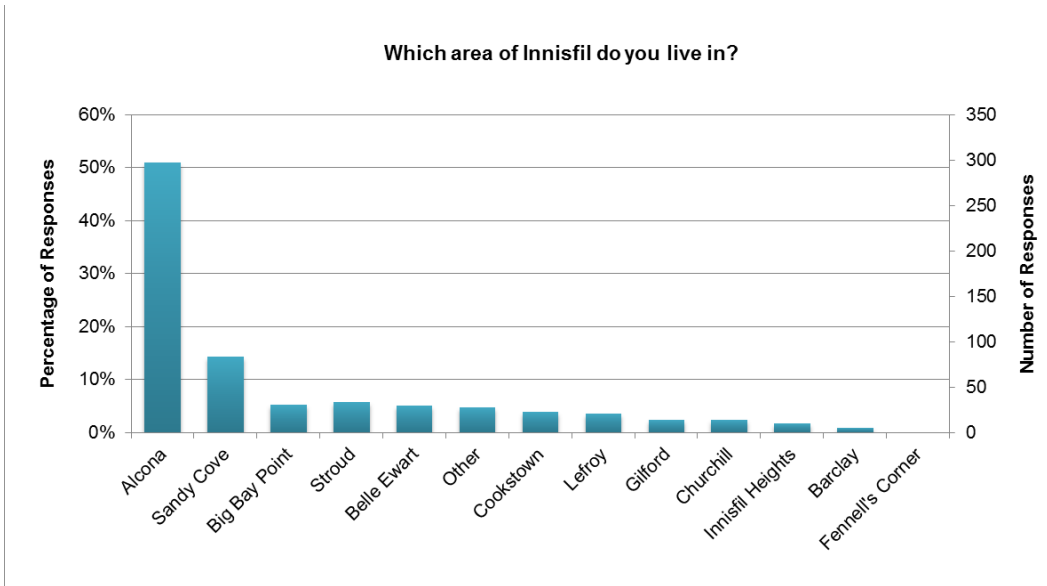


Exhibit 1: Areas in Innisfil which Respondents Reside In (Question #1)

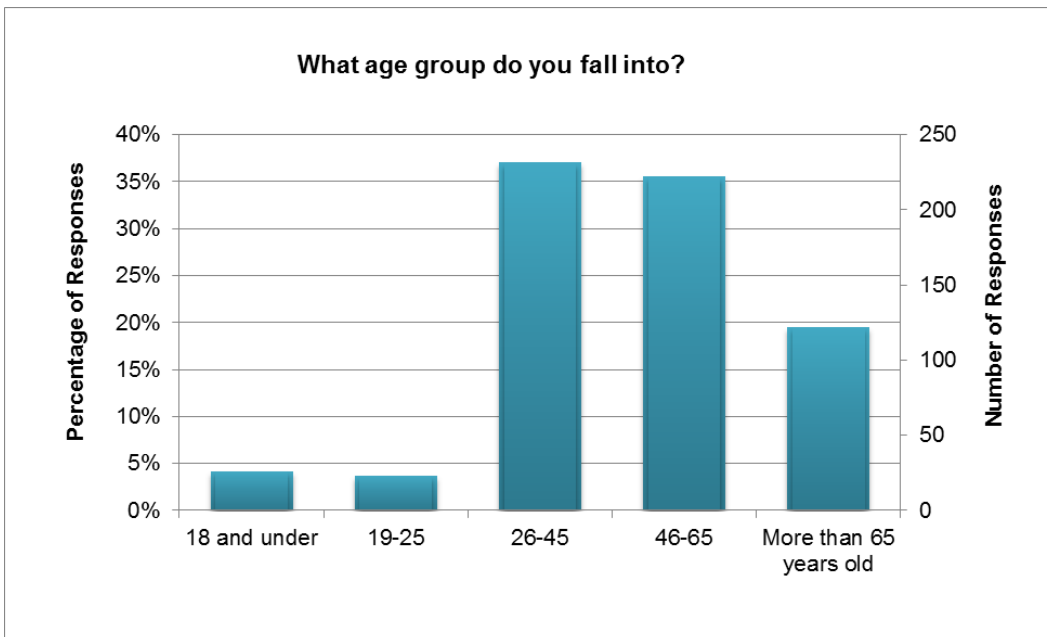


Exhibit 2: Age Groups of Survey Respondents (Question #2)

2.2 General Transportation

General transportation concerns were addressed in Question #2 of the survey by asking respondents to rank the importance of four major concerns. As shown in **Exhibit 3**, the lack of public transit, the lack of sidewalks/trails/paths, and the existing road/traffic congestion are of relatively equal high importance to the community. The lack of existing cycling facilities is slightly less important to the residents.

An open-ended question was also provided for respondents to address additional concerns. A summary of these comments are provided in **Section 2.6**.

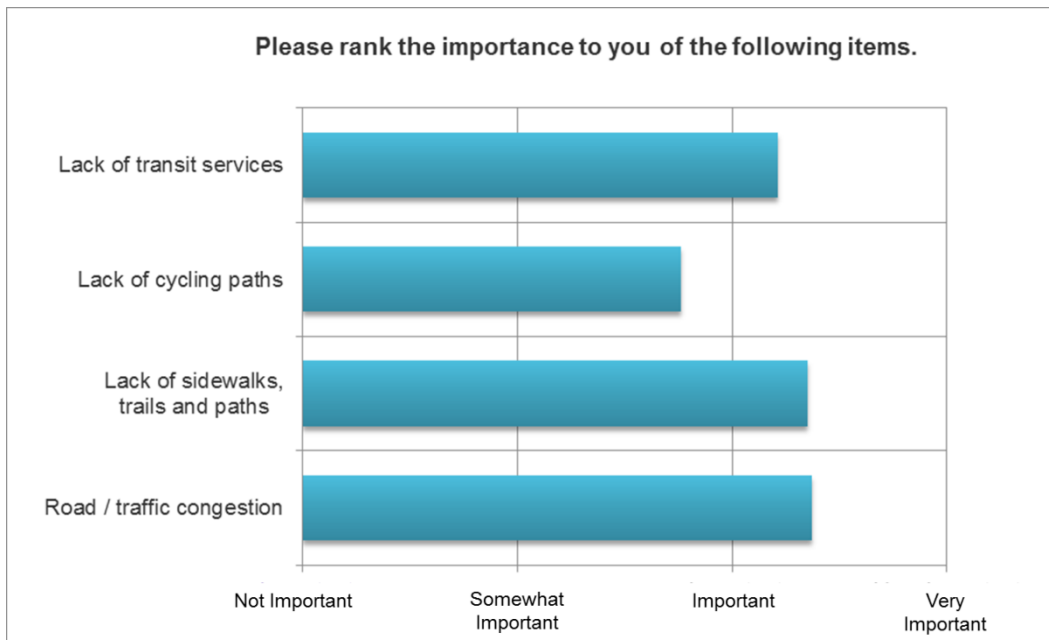


Exhibit 3: Importance of General Transportation Concerns (Question #3)

2.3 Active Transportation

A section of the questionnaire addressed active transportation needs within the Town of Innisfil. Respondents were asked whether or not they would use a walking or cycling trail to get around Innisfil, as well as which communities they would most desire trails to be constructed in, as well as which major locations they would like access to. Overall, 74% of survey respondents noted that they would use a walking or cycling trail to get around Innisfil.

The percentage of respondents who would use a walking/cycling trail to get around Innisfil is displayed below by age and by location, taking into consideration that the number of survey responses is not representative of the age demographics and population in the Town. As expected, the use of a walking or cycling trail declines with each age group, but remains fairly high even in the elderly population. As shown in **Exhibit 4**, over 90% of youth aged 25 and under would use a trail to travel within Innisfil, over 75% of respondents aged 26-65, and approximately 50% of respondents aged 65 and over would also use a trail.

Several of the communities also appear to have more interest in using a walking or cycling trail to travel within Innisfil. As shown in **Exhibit 5**, it appears that respondents who reside in Alcona, Stroud, Belle Ewart and Gilford are most likely to use a trail, while respondents who reside in Barclay, Churchill, Cookstown, Lefroy, and Sandy Cove are least inclined to use a trail. However, this distribution may be due to the low number of responses received in some

of the communities, the age demographics, and interpretation of whether or not the question related to existing trail conditions.

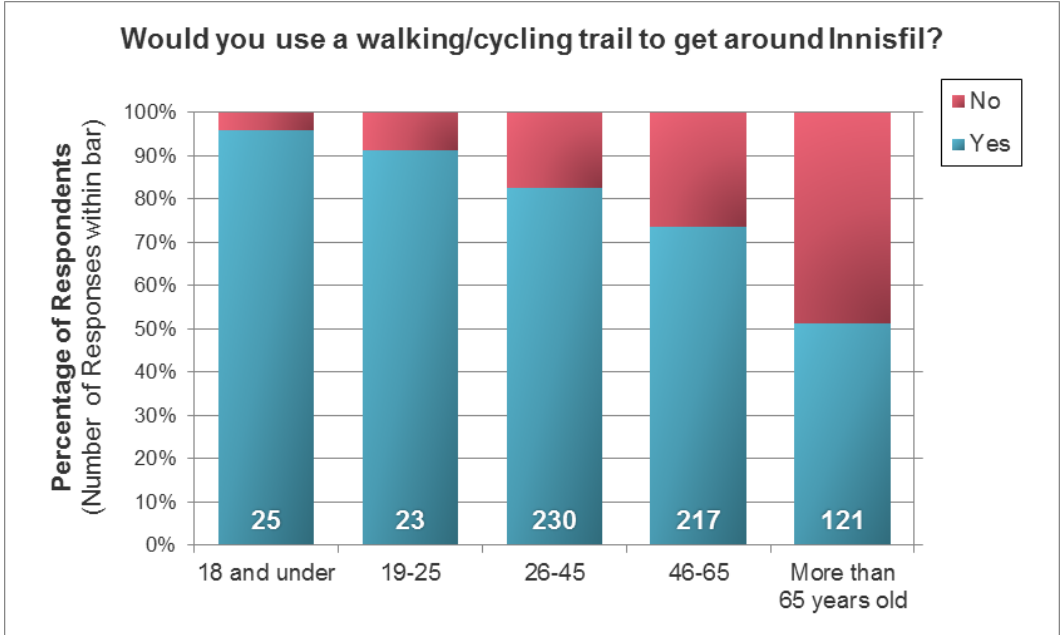


Exhibit 4: Percentage of Respondents Interested in a Walking/Cycling Trail by Age (Question #2, #4)



Exhibit 5: Percentage of Respondents Interested in a Walking/Cycling Trail by Community (Question #1, #4)

The distribution of communities in which respondents desire a walking trail/cycling path to be implemented in, as shown in **Exhibit 6**, is very similar to the distribution of respondents residing in each community. This is likely due to the ambiguous wording of the question, causing a large percentage of respondents to choose the same community as they reside in. In terms of major attraction points of implementing a trail, shown in **Exhibit 7**, the Innisfil Recreational Complex, Downtown Alcona, and Innisfil Beach Park are the most desired locations. Secondary locations that are desired are Tanger Outlets/Cookstown Outlet Mall, Stroud-Innisfil Community Centre, and Lakeshore Library Branch. Residents also indicated these desired locations and other concerns, in the detailed comments summarized in Section 2.6.4.

It should be noted that the survey design for Questions #5 and #6 prohibited respondents of the online survey to choose more than one preferred location, while respondents of the paper survey were not instructed to choose one response only.

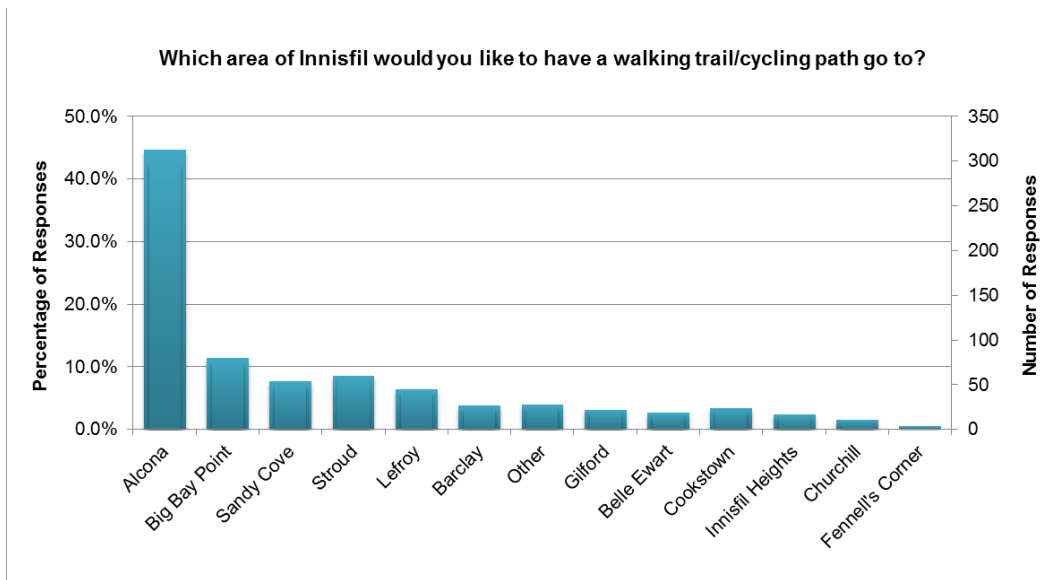


Exhibit 6: Innisfil Communities in which Respondents Desire a Trail (Question #5)

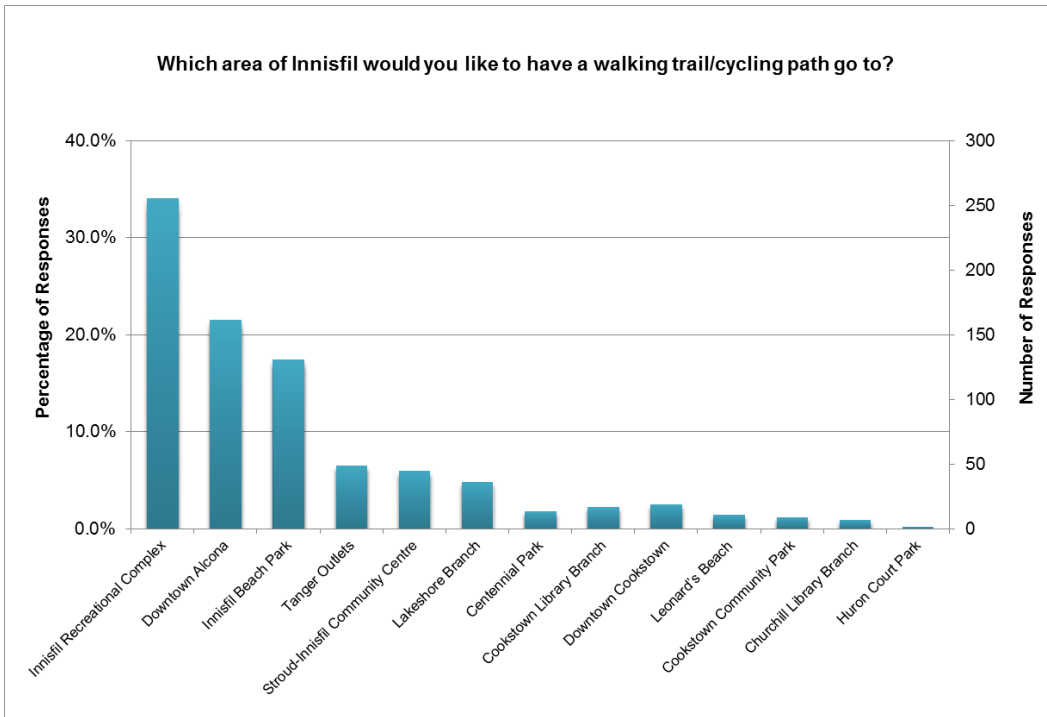


Exhibit 7: Destinations in Innisfil which Respondents Desire a Trail (Question #6)

2.4 Public Transit

The survey also included a section on public transportation, and questioned where respondents would want a local transit system within Innisfil, and when they would use the system. Respondents were allowed to choose more than one location or time of use.

Approximately 40% of respondents desire a local Innisfil public transportation system to support travel to municipal facilities, within each community, and between the different communities in Innisfil. In addition, over 70% of respondents would like a public transit connection to the north to connect to Barrie, and close to 40% of respondents would like a public transit connection to the south to Bradford and York Region. This distribution of desiring transit connections to the north and south were similar among respondents in each community, regardless of whether or not they resided in the northern or southern portion of Innisfil. The preferred transit destinations are illustrated in Exhibit 8.

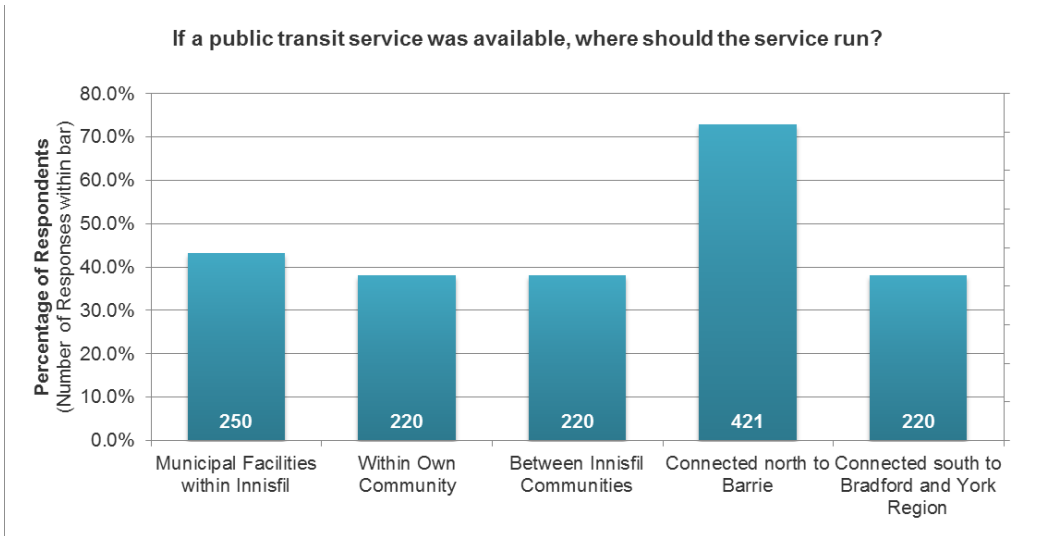


Exhibit 8: Desired Public Transit Service Connections (Question #8)

In terms of using the transit system, over 50% of respondents would use the system on weekdays during the day, and over 45% would use the system on weekends. Approximately 30% of respondents would use the service in the evenings, and 20% of respondents would use the service in the early mornings or late evenings. Although approximately 25% of respondents felt they would not use the local transit system, the detailed comments revealed that there is a need transit to support mobility of the youth and elderly within the community. A chart showing the desired operating times for a prospective transit service is presented in Exhibit 9.

This question also included an open-ended response for other suggestions to the public transit network. These comments are summarized in **Section 2.6.3**.

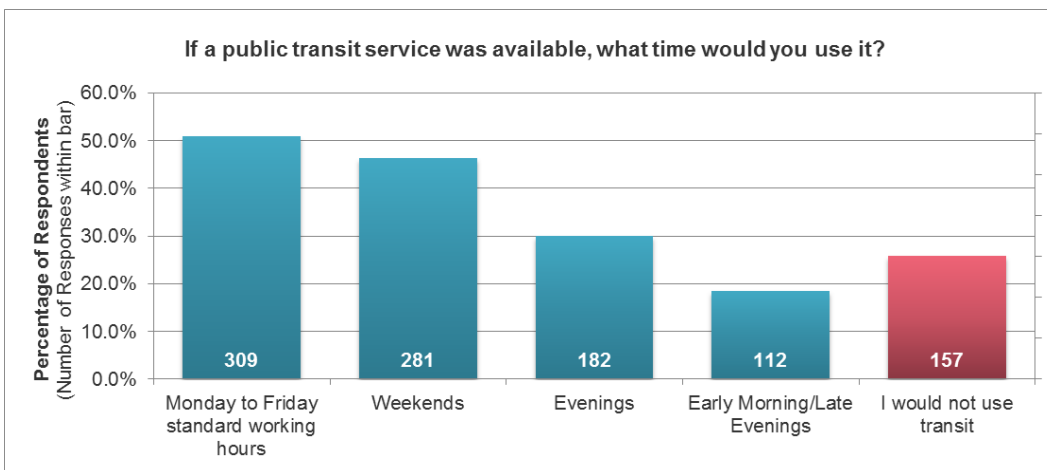


Exhibit 9: Desired Public Transit Service Operating Times (Question #7)

2.5 GO Transit

The TMP questionnaire also included a section pertaining to the GO Transit system. Respondents were asked whether or not they currently use the GO Train, or GO Bus, and whether or not they would utilize a new GO Bus stop in Alcona.

Approximately 62% of respondents currently do not use GO Transit. Of the 38% of respondents who use GO Transit, 44% use both the GO Train and Bus, 40% use the GO Train only, and 16% use the GO Bus only, as shown in **Exhibit 10**. If a GO Bus stop were to be added in Alcona, 71% of respondents who currently use GO Transit would use the new station. In addition, 40% of respondents who currently do not use GO Transit, would begin to take the GO bus at the new Alcona station. These results are shown in **Exhibit 11**.

Detailed comments from other sections of the survey revealed that there was strong interest in a GO Train station within Innisfil, as commuters are required to drive to Barrie or Bradford to access the GO Train. In addition, more active transportation or transit connection to existing and future GO services are desired. Other concerns related to GO Transit service are summarized in **Section 2.6.3**.

This section of the survey could have been improved by asking respondents how frequently they use the GO Transit service, and which stations they currently use.

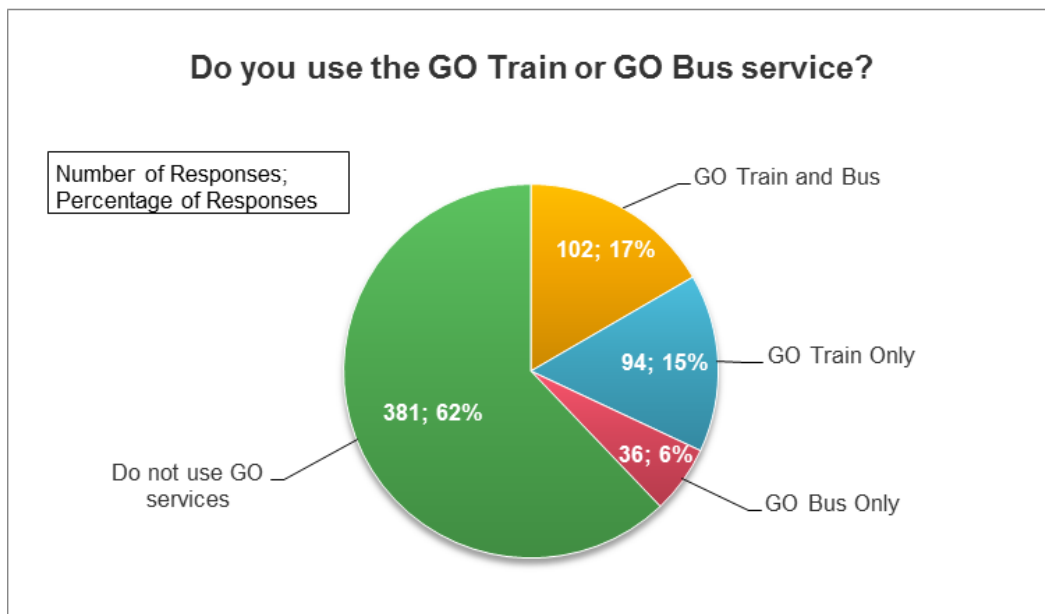


Exhibit 10: Percentage of Respondents using GO Transit (Question #9, #10)

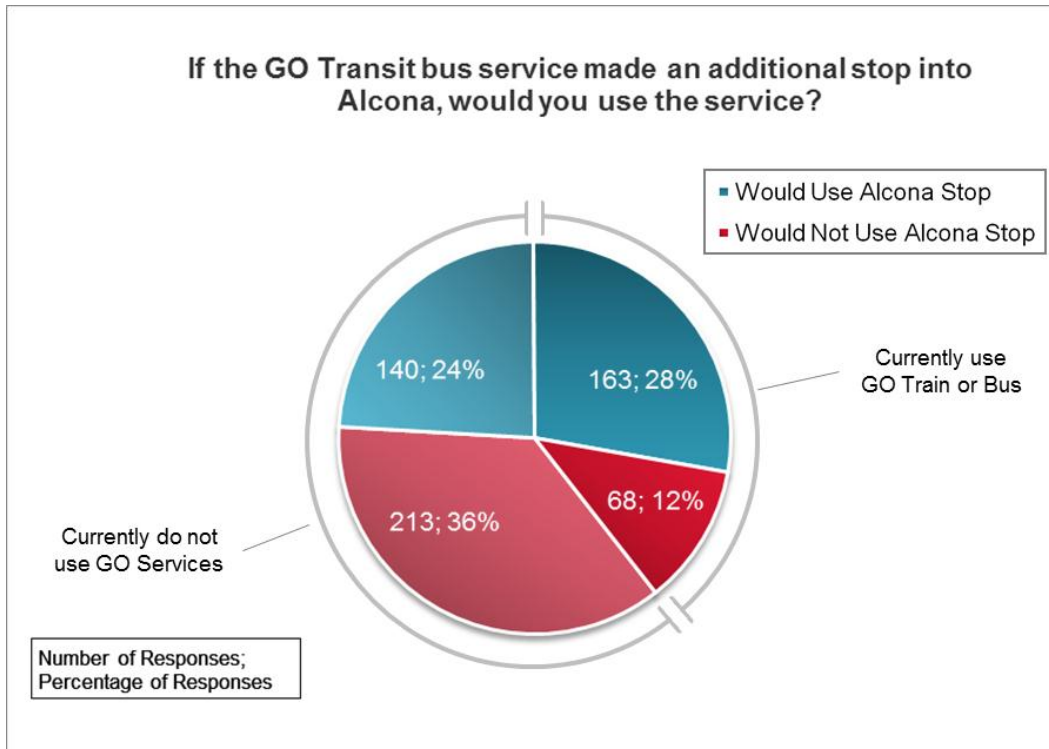


Exhibit 11: Percentage of Respondents Interested in a GO Bus Stop in Alcona (Question #11)

2.6 Comments and Concerns

Several open-ended questions allowed respondents to include general comments about their transportation needs, the survey, as well as the overall Transportation Master Plan in Innisfil. A total of 379 responses were received for the three open-ended questions (Question #3, #8 and #12), and are summarized by topic below. Many of the responses pertained to providing public transportation, sidewalks, and trails within Innisfil.

2.6.1 Summary of General TMP Comments

A large number of respondents were in favour of developing the Innisfil Transportation Master Plan to address traffic concerns and implementing public transit systems and active transportation networks. However, numerous respondents were also opposed to continued growth in Innisfil, as residents chose to live in a small town away from the city. Many residents are requesting countermeasures to reduce the noise pollution from roadways. In addition, ensuring that natural parks and green space remain protected is important to the Innisfil community.

Respondents who lived in southern communities Innisfil, such as Cookstown, Gilford, Churchill and Fennel's Corner felt that the transportation network has been neglected, with recent developments and improvements focused in Alcona, Sandy Cove, Big Bay Point, and

Innisfil Heights. As residents of these communities often travel to Bradford and Barrie for shopping and services, respondents felt that it was important to connect these areas together through the transportation network to recreate a sense of community within the Town of Innisfil.

2.6.2 Summary of Road Network Comments

In general, respondents are unsatisfied with current conditions of the road network. Numerous comments pertained to poor roadway maintenance, congestion, speeding, traffic infiltration to local roads, parking, poor pavement markings/signage, and road safety surrounding schools.

Respondents desired more focus on improving, widening, and maintaining the existing road network within Innisfil, rather than building new roads. Poor pavement conditions and insufficient shoulders and sidewalks for cyclists and pedestrians were particularly addressed on major roads such as Lockhart Road, Highway 27 and St. John's Road. Respondents also felt that many existing lane lines and pavement markings needed to be refreshed and maintained, as well as installing new pavement markings for roads such as St. John's Road. Other respondents felt more attention was required for better winter maintenance and snow clearance of the roads, particularly on Lockhart Road.

Roadway congestion was a less prevalent issue in the responses, but suggested that significant congestion exists travelling to Bradford and Barrie during weekday peak periods (early morning and late evenings). Respondents were also concerned about traffic infiltration on local roads to bypass congestion on major roads. Widening was suggested to relieve congestion particularly on Yonge Street, 10th Sideroad, and Innisfil Beach Road. Suggestions were also made to reduce on-street parking and reduce the number of traffic lights for facilitate faster movement of traffic.

Speeding was another concern for the safety of cyclists and pedestrians, particularly on Jans Boulevard, Highway 89, St. John's Road, Church Street, and for students near the Goodfellow Public School. It was suggested for speeds in the vicinity of schools to be reduced to 40 km/h, providing more visible signage of school zones, and for intersection controls such as four-way stops and traffic lights to be implemented at various intersections throughout Innisfil.

Numerous respondents were opposed to the new medians and planters on roads such as Innisfil Beach Road as they did not enhance the beauty of the street and made it difficult to access businesses. Respondents felt strongly about removing these medians as they are driving hazards.

2.6.3 Summary of Public Transportation Comments

There was positive feedback of many survey respondents supporting local public transportation and stating that they would use the system if it were provided. Numerous respondents noted that although they responded to not using the current GO Transit system

since they currently owned a vehicle for daily use, they expect that as they age, local transit service would be required to support their future mobility needs.

Respondents felt that providing public transit is an important part of improving the transportation infrastructure, as well as supporting and encouraging population and employment growth within Innisfil. In particular many respondents desire a public transportation to enable youth, seniors, and those without vehicles to access schools, libraries, shopping centres (particularly Tanger Outlets/Cookstown Outlet Mall), recreational centres (particularly Innisfil Recreational Centre / YMCA), and medical facilities. Several respondents noted that providing public transit services in the late evenings may help to reduce incidents of drunk driving.

Numerous bus service suggestions were provided by survey respondents. Respondents felt that transit service connections to Barrie and Newmarket are very important for residents to gain access to more shopping centres, medical services, and employment opportunities. For local service within Innisfil, bus service was particularly requested for coverage of all main roads, including Innisfil Beach Road, 20th Sideroad, 25th Sideroad, Yonge Street, Highway 89, Big Bay Point Road, and Lockhart Road. Respondents also felt that bus service was necessary to connect the different communities, particularly between Cookstown, Alcona, Sandy Cove, and Stroud. Other respondents recognized that the communities are spread out within Innisfil and it may be difficult to support a transit system. Suggestions were made to consider providing small transit loops within the larger communities, particularly in Sandy Cove, Alcona, and Cookstown. It is suggested that these small loop services be supported by taxes within each community.

In terms of GO Transit, there were numerous responses requesting a GO Train station be provided in Innisfil. This would significantly reduce travel time for commuters into Toronto who currently drive to the Barrie or Bradford stations, as well as reduce roadway congestion. Station locations suggested by respondents include Alcona, Lefroy and on 5th Sideroad. In addition, feeder bus service is desired for the GO Bus stops at Fennels Corner/Churchill and Stroud. Respondents felt that GO bus service is currently underutilized as residents are unable to access the stop, and would be improved if connections were provided particularly for Alcona, Sandy Cove, and Cookstown. Respondents also desired GO Train service to run more often during both weekdays and weekends, and also feeder bus services for the GO Train stops in Barrie and Bradford. However, some respondents also felt that GO buses would also be utilized less if additional stops, such as the Alcona stop, were to be added to the route, due to the increase in travel time.

The cost of providing a public transit system was another major concern of many survey respondents. Mixed responses were received between providing a self-sustaining system funded through user fares, and funding from taxes. Most respondents concerned with financial aspects felt that fares needed to be affordable for all users, and that reasonable service frequencies should be provided without bearing too high of a cost.

Although there was a large amount of interest for Innisfil to develop a public transportation network, several respondents felt that there was no need, nor sufficient funding to support the system.

2.6.4 Summary of Active Transportation Comments

The survey findings indicate that there is significant public support for developing and promoting active transportation alternatives, including sidewalks, cycling lanes, and trails within the Town of Innisfil. Suggestions were made to design networks using 8-80 concepts, in which an 8-year old or 80-year old would be able to travel within the city.

Respondents feel that paths are necessary for youth to travel throughout the town, to allow them to access schools, libraries, recreational centres (particularly the YMCA), and extracurricular events without depending on their parents, and thereby allowing them to occupy their time and stay out of trouble. Trails are also desired between the various communities for recreational purposes for biking and walking throughout spring, summer and fall, and for snowmobiling in the winter. In addition, access to GO Transit facilities through cycling and walking trails were noted to increase the connectivity of the system and encourage more transit use.

Many respondents had concerns of the existing condition of many sidewalks, requesting that there could be better maintenance of deteriorating areas. There was strong desire for more sidewalks and bike paths to be constructed particularly around school zones, recreational centres and parks, major roads, and in areas of disjointed sidewalks. Specific locations which were suggested include Goodfellow Public School (25th Sideroad), Innisfil Recreational Centre, on St. John's Road, on 9th line, Innisfil Beach Road, and throughout Cookstown, Gilford, and Lefroy/Belle Ewart areas. Paths were requested particularly in connection to the Innisfil Recreational Centre, Innisfil Beach Park, and Tanger Outlets/Cookstown Outlet Mall from all communities. Respondents also feel that providing sufficient street lighting for sidewalks and cycling paths is important for safety, while it is also important for residents to be able to enjoy the night sky.

Respondents also suggested that paved and marked shoulders or bike trails need to be provided for a safer cycling environment as cyclists are often forced off the road due to speeding, separation from vehicles, and driver behaviour. Suggestions were made to lower speed limits for these roads, as well as for greater enforcement.

3. DISCUSSION

The Town of Innisfil Transportation Master Plan Questionnaire was successful in obtaining detailed information on the transportation needs of residents in the Town of Innisfil. A wide variety of comments were received pertaining to deficiencies of the existing road network, providing more facilities for active transportation, and implementing and improving public transportation within the Town.

It is understood that providing a public transit system, increasing sidewalk connectivity, and improving road conditions are of highest importance to the Innisfil community. Specific issues and locations that require attention in the development of the TMP were identified.

Suggestions of how the survey could be improved for the future were also noted.