



HOW WE GO

Niagara Region Multi-Modal Transportation Master Plan
Online Consultation Survey #1
**Summary: Shaping the Transportation
Vision in Niagara Region**



IBI Group in association with
Parsons and Brook McLroy

NIAGARA
2041

Fostering an environment for Economic Prosperity



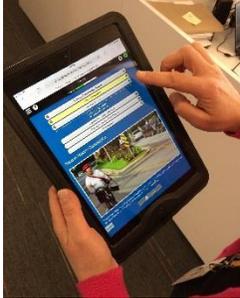
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1 Background & Methodology



As part of the Niagara Region Transportation Master Plan (TMP), an online survey was conducted in March 2016. The purpose of this survey was to gauge public opinion on the overall transportation vision for Niagara Region, and obtain input on the transportation priorities and strategies. Understanding the public's priorities early in the development of the TMP will ensure that the outcomes and recommendations reflect the needs of the community and that the plan is a truly *made-in-Niagara* solution.

This report presents the results of the data collected in the survey.

1.1 Survey Design

The survey was developed by the TMP project team based on the feedback received at Public Information Centre #1 and from stakeholder meetings. All transportation modes were considered in the survey including transit, driving, walking and cycling. Back-end logic enabled the survey to be customized to each individual in order to gain meaningful insight.

The survey questions focused on:

- Residents' preferred prioritization of issues;
- Potential strategies related to these priorities; and,
- Identifying existing problems and opportunities in the Region.

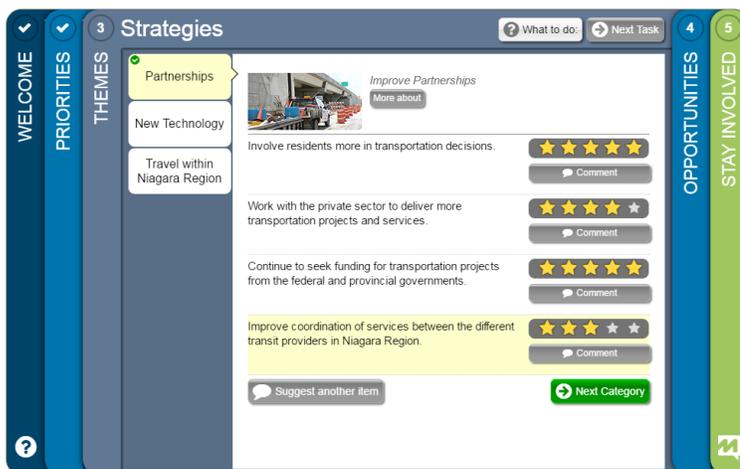
A copy of the survey questions is included in Appendix A.

1.2 Implementation

The survey was implemented using two online platforms:

1. **MetroQuest**, an interactive public engagement tool that is web and mobile friendly. The visual interface makes it easy for users to complete the survey. The tool is widely used for transportation engagement programs including recent projects in York Region, Mississauga and London, Ontario.
2. **Niagara Region Online Survey Tool**, an AODA-compliant surveying tool available through the Region's website. This text-based system is designed for those who prefer a less complicated or graphical user interface.

Exhibit 1: Sample screen from MetroQuest survey



Following the end of the survey, the data collected through both channels was consolidated for analysis purposes.

1.3 Promotion

The survey was promoted through a number of channels including:

- A direct link of the Region's website in March 2016;
- A direct email to all Public Information Centre #1 attendees who indicated they wished to receive emails;
- Distribution to partner organizations (e.g. Public Health, Brock University) who shared the information within their networks;
- Promotion on the Region's social media accounts. Many of these messages were 'retweeted' and 'shared' by members of the public and other organizations.
- A Facebook ad campaign that ran from March 8 to 16, 2016.

1.4 Report Structure

This report is structured into eight sections, including this one:

- **Section 2** presents the number of survey responses;
- **Section 3** presents the profile of survey respondents;
- **Section 4** describes how respondents ranked the Region's transportation priorities;
- **Section 5** describes how much respondents agree with particular transportation strategies for each priority;
- **Section 6** displays a series of maps illustrating where respondents indicated problems/opportunities for various categories;
- **Section 7** summarizes the written comments received; and,
- **Section 8** summarizes conclusions reached based on analysis of the survey results.

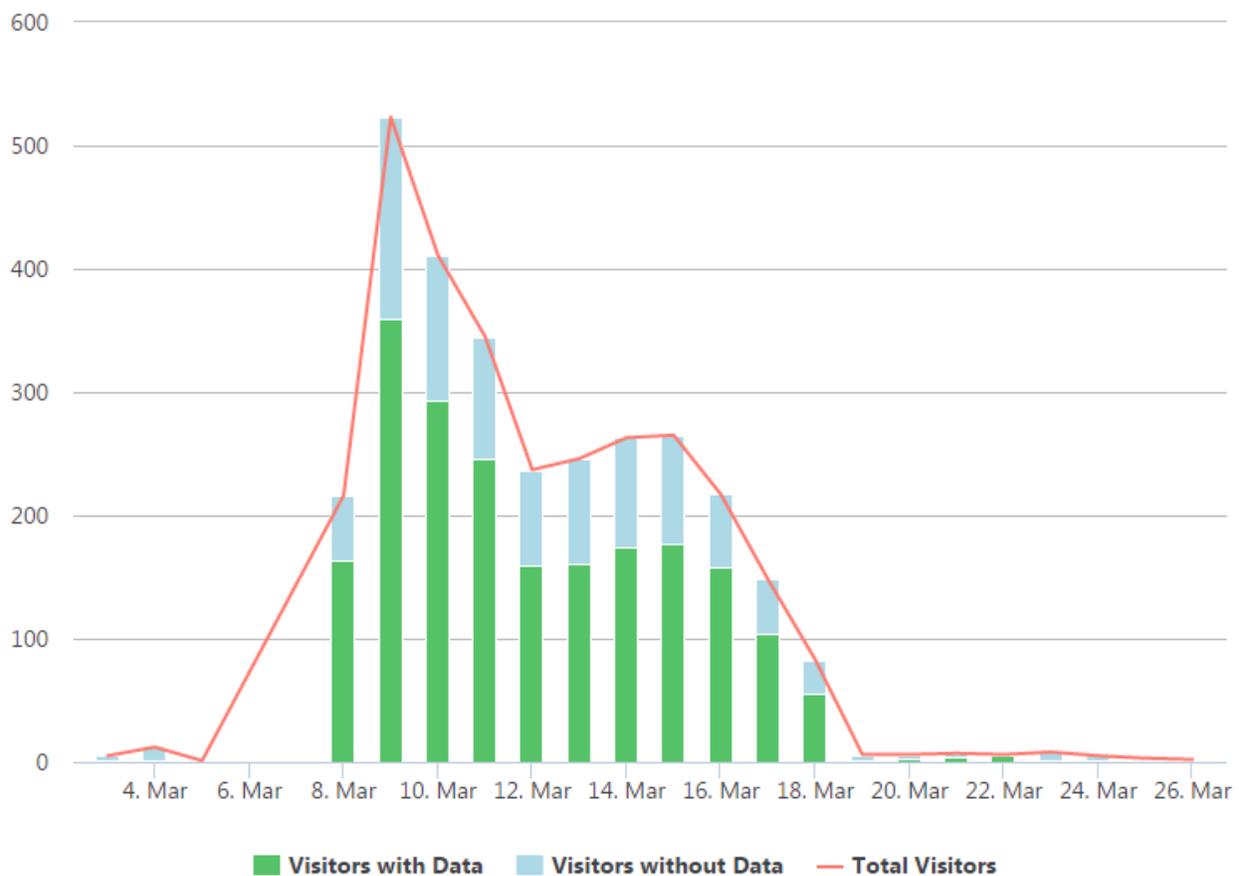
2 Number of Responses

The response to the survey was very good with over 3,118 online visitors over March 2016. The method of data collection demonstrated that online engagement with the public through mobile devices is important with 48% of site visits through mobiles.

A total of 2,150 visitors to the site provided data, of which 46 visits were to the Region's accessible survey site.

The number of online survey visitors by date is shown in Exhibit 2. Most of the visits to the site occurred between March 8 and 18, 2016, a direct result of the Region's promotional activity. The first peak occurred on March 9, 2016, immediately after the initial promotion began. The survey closed on March 31, 2016.

Exhibit 2: Online survey visitors by date



Source: MetroQuest

3 Respondent Demographics

The demographics of respondents to the survey are shown in Exhibits 3 to 8.

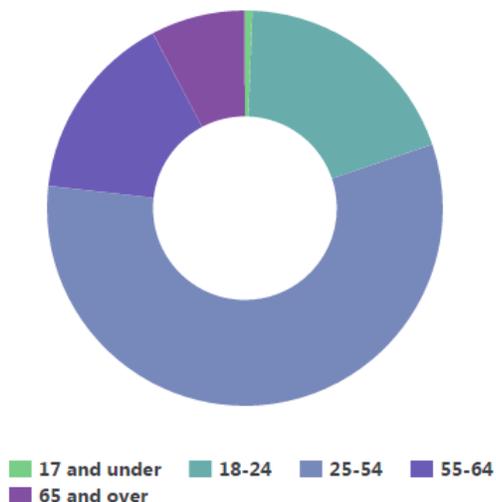
All groups were well represented in the survey, providing reliable survey results. In summary:

- The majority of respondents were female, which accounted for nearly 60% of respondents.
- The majority of respondents were between the ages of 25-54, which consisted of 57% of all respondents, followed by 18-24 and 55-64, with 19% and 15%, respectively.
- Over half of the respondents were employed full time, and 16% were students.

The most common mode of transportation for respondents was car as driver, which was selected by nearly 65% of respondents. After car as driver, the most common mode choices were public transit (bus) and car as passenger, with 20% and 7% of respondents, respectively.

Over 97% of respondents indicated that they reside in Niagara Region, with the remainder coming from a combination of Hamilton, the Greater Toronto Area, the United States, and Other. The municipality with the most respondents and employees/students was St. Catharines, with 37% of respondents indicating they reside in St. Catharines and 33% of respondents saying they work or go to school in St. Catharines. Niagara Falls was second with 19% and 16% respectively and Welland with 10% and 9%.

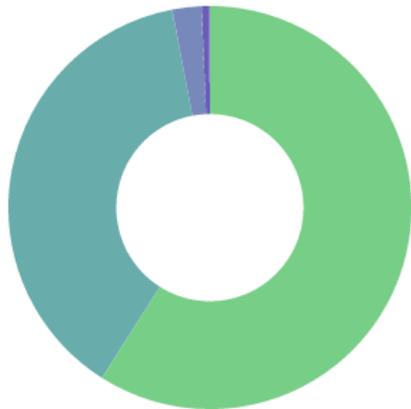
Exhibit 3: Respondent age split



Age	Number of respondents	Percent
17 and under	9	0.60%
18-24	287	19.17%
25-54	854	57.05%
55-64	232	15.50%
65 and over	115	7.68%
Total	1497	

Source: MetroQuest

Exhibit 4: Respondent gender split

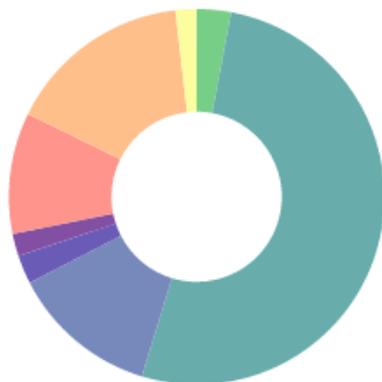


■ Female
 ■ Male
 ■ Prefer not to say
■ Trans*

Gender	Number of respondents	Percent
Female	886	59.0%
Male	571	38.0%
Prefer not to say	35	2.3%
Trans*	10	0.7%
Total	1502	

Source: MetroQuest

Exhibit 5: Respondent employment status

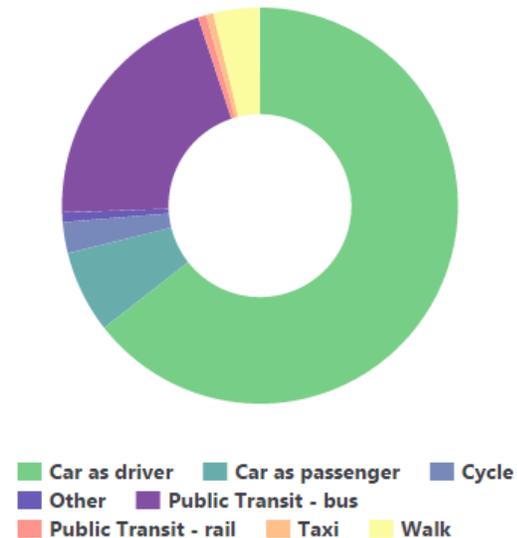


■ Don't know/Prefer not to answer
 ■ Employed full-time
 ■ Employed part-time
■ Homemaker
 ■ Out of work
 ■ Retired
■ Student
 ■ Unable to work

Employment Status	Number of respondents	Percent
Don't know/Prefer not to answer	44	2.9%
Employed full-time	774	51.8%
Employed part-time	190	12.7%
Homemaker	37	2.5%
Out of work	29	1.9%
Retired	156	10.4%
Student	238	15.9%
Unable to work	27	1.8%
Total	1495	

Source: MetroQuest

Exhibit 6: Respondent primary mode of travel



Primary mode of travel	Number of respondents	Percent
Car as driver	970	64.5%
Car as passenger	101	6.7%
Cycle	38	2.5%
Other	12	0.8%
Public transit - bus	308	20.5%
Public transit - rail	10	0.7%
Taxi	9	0.6%
Walk	57	3.8%
Total	1505	

Source: MetroQuest

Exhibit 7: Respondent area of residence

Location	Number of respondents	Location	Number of respondents	Location	Number of respondents
St. Catharines	561	Pelham	64	Hamilton	9
Niagara Falls	288	Thorold	60	Greater Toronto Area	9
Welland	152	Fort Erie	56	USA	2
Niagara-on-the-Lake	79	Port Colborne	51	Other	12
Lincoln	67	West Lincoln	19		
Grimsby	65	Wainfleet	15		

Exhibit 8: Respondent area of work/school

Location	Number of respondents	Location	Number of respondents	Location	Number of respondents
St. Catharines	486	Fort Erie	27	Haldimand County	7
Niagara Falls	231	Port Colborne	27	Hamilton	44
Welland	138	Pelham	25	Greater Toronto Area	86
Niagara-on-the-Lake	104	Grimsby	24	USA	2
Thorold	51	West Lincoln	15	Do not go to work/school	126
Lincoln	29	Wainfleet	2	Other	66

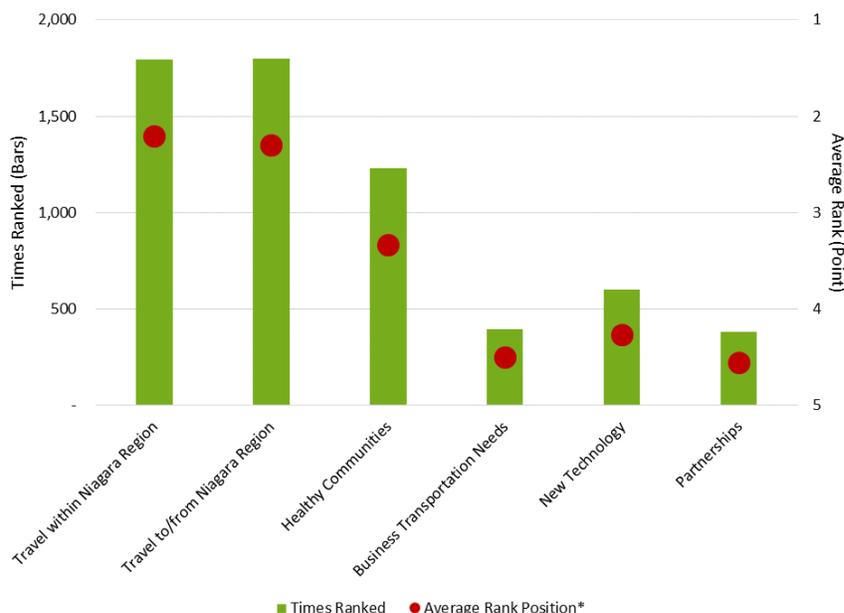
4 Priority Ranking

Respondents were asked to rank their top three transportation priorities from the following list of priorities:

- **Improve Travel within Niagara Region:** Making travel around Niagara easier for residents, businesses and visitors through improvements to transit, roads and walkways.
- **Improve Travel to and from Niagara:** Develop or expand transportation options for easier travel between Niagara and the Greater Toronto Area and other regions. This could include new or expanded services such as daily GO Train service.
- **Support Healthy Communities:** The transportation system will support healthy communities by providing residents with a wide range of travel options such as cycling and walking within their communities.
- **Embrace New Technology:** Incorporate new technologies that change the way we work, communicate, and travel, including alternative fuels and driverless vehicles.
- **Improve Partnerships:** Work with other levels of government and the private sector to deliver cost effective and timely transportation projects.
- **Support Business Transportation Needs:** Focus on improving the movement of goods and services to support local businesses and potential investors.

Exhibit 9 shows the priority ranking results with the bar indicating the number of times the priority was selected (6,100+ total selections were made), and the circle indicating the average ranking based on order of selection*. Travel within Niagara and Travel to/from Niagara were the highest priorities. Healthy Communities was the third most important priority.

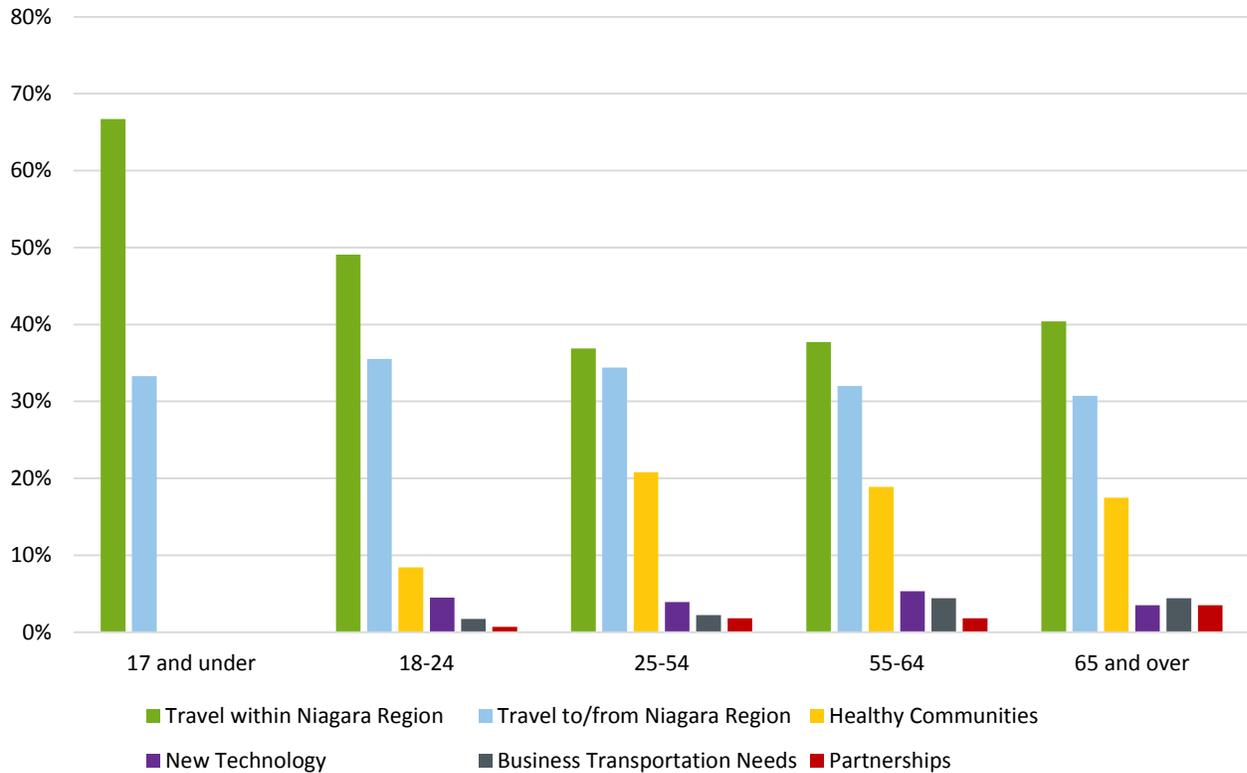
Exhibit 9: Priority ranking screen results



* Respondents were asked to prioritize their top 3 of the six priorities only. A rank of 5 was assigned to the remaining 3 unranked priorities for analysis purposes.

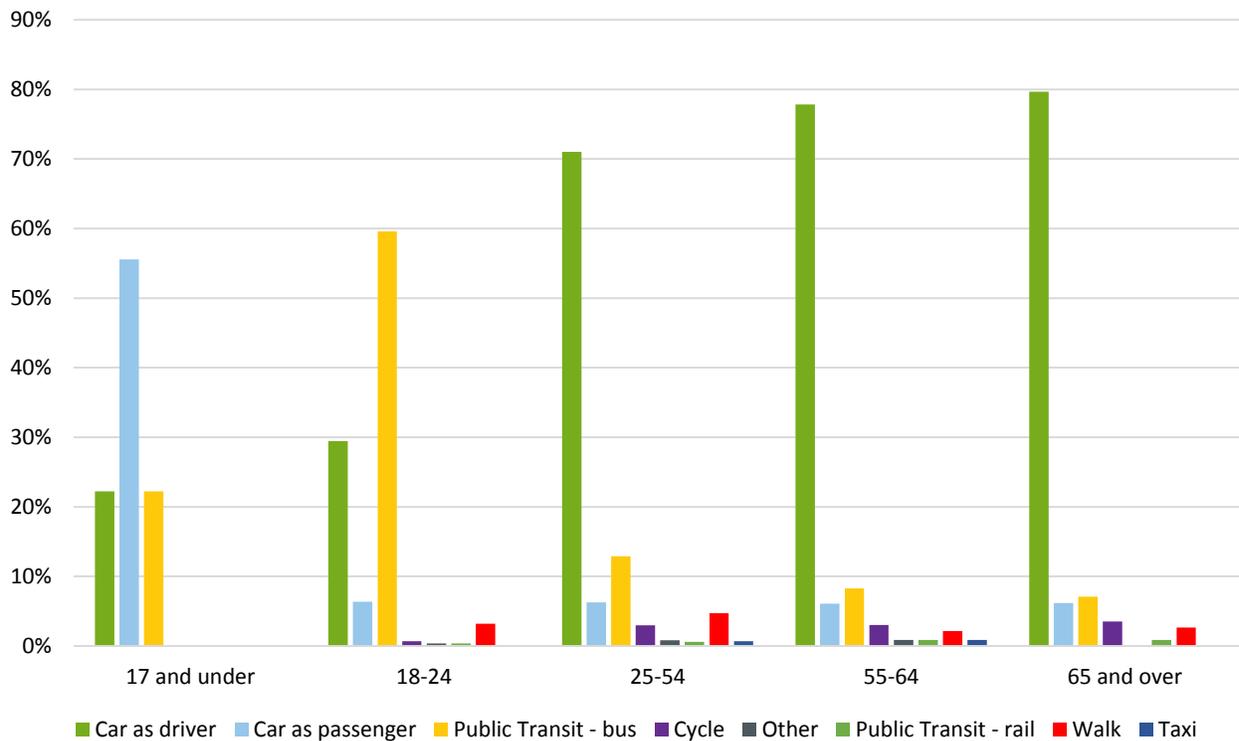
Exhibit 10 breaks down the priority ranking by age group, with each bar indicating the percentage of age group respondents who selected that particular priority, as their top priority. Travel within Niagara was selected the most among all age groups, ranging from 67% for the 17 and under age group to 38% for the 25-54 age group. Travel to/from Niagara Region was the second-most selected category, with a relatively tight range among the age groups from 31% to 34%. Healthy communities was the third-most selected priority, with higher percentages among the older age groups with the 25-54 age group the highest at 21%.

Exhibit 10: Percentage of the top ranking priority by age group



When age group data is further broken down by respondent travel mode, as shown in Exhibit 11, a difference between the under 25 age group and their older counterparts can be seen. The exhibit shows the high dependence on public transit and car passenger for those 24 and under relative to those 25 and older and who have greater access to a private automobile. Among the 18-24 age group, 59% use public transit, but this drops to 13% for the 25-54 age group and 8% for 55-64. Conversely, use of the car driver mode is between 70 and 80% for those 25 and over, compared to 22% and 29% for the 17 and under and 18-24 age groups, respectively.

Exhibit 11: Percentage of travel mode used by age group



5 Strategy Rating

5.1 Overall Rating

For each priority selected, respondents were asked to rate the importance of potential strategies on a scale of one to five, with one being the least important and five being the most important.

Exhibit 12 show the ratings given to each strategy, grouped by the six transportation priorities discussed in Chapter 4. The table is presented as follows:

- Strategy Rating shows the number of times the rating was chosen.
- Total Times Rated is the sum of the number of times that a strategy was rated.
- Average Rating is the average of the ratings for each strategy.
- Normalized Score is the Average Rating multiplied by the Total Times Rated, normalized to a scale where the top score is 100. In this case, extending year-round daily GO Train service to/from the greater Toronto and Hamilton area (B1) is the highest rated strategy.
- Score Rank is the order of the normalized score from most important strategy to least important strategy.

Based on the normalized score, the top five strategies deemed most important overall are:

- Extend year-round daily GO Train service to/from the Greater Toronto and Hamilton Area (B1);
- Increase roads and transit service between Niagara Region municipalities (A2);
- Improve connections between north and south Niagara (A1)
- Develop transportation hubs in the Region that connect multiple transportation options like buses, trains, cycling, etc. (B4); and
- Improve travel to and from Niagara by building a new Niagara to the Greater Toronto Area corridor (B3).

Exhibit 12: Strategy Rating by Priority Group

Strategy ID	Strategy	Strategy Rating (5 is most important)					Total Times Rated	Avg. Rating	Normalized Score	Score Rank
		1	2	3	4	5				
Travel within Niagara Region										
A1	Improve connections between north and south Niagara	36	54	233	371	865	1559	4.3	91	3
A2	Increase roads and transit service between Niagara Region municipalities	23	59	206	399	865	1552	4.3	91	2
A3	Improve road designs for walking and cycling	76	124	322	341	677	1540	3.9	83	6
A4	Improve rail crossing safety	255	284	427	263	273	1502	3.0	62	9
Travel to/from Niagara Region										
B1	Extend year-round daily GO Train service to/from the greater Toronto and Hamilton area	25	28	99	201	1225	1578	4.6	100	1
B2	Improve rail, road and water access to the United States	260	302	485	230	244	1521	2.9	61	10
B3	Improve travel to and from Niagara by building a new Niagara to the Greater Toronto Area corridor.	121	107	226	308	775	1537	4.0	84	5
B4	Develop transportation hubs in the Region that connect multiple transportation options like buses, trains, cycling, etc.	35	54	208	420	820	1537	4.3	90	4
B5	Encourage air travel for the movement of people and cargo	360	342	431	152	205	1490	2.7	54	13
Healthy Communities										
C1	Improve ways of moving around Niagara Region for residents of all ages by providing more walking, cycling pathways and trails	12	43	137	254	620	1066	4.3	63	7
C2	Design roads for the convenience of everyone, without one type of transportation dominating the other,	41	59	224	268	456	1048	4.0	57	11
C3	Design roads that are safer for pedestrians and cyclists.	26	34	121	254	619	1054	4.3	62	8
C4	Establish public awareness and education campaigns to encourage walking, cycling and safe road use.	62	89	216	215	458	1040	3.9	55	12
New Technology										
D1	Have an easy transit fare payment system to promote more transit use in the Region	17	23	53	116	289	498	4.3	29	15
D2	Support ways of sharing rides through carpooling and car sharing	55	77	143	93	118	486	3.3	22	17
D3	Have policies that put Niagara Region on the leading edge of new transportation related technologies	11	24	70	150	241	496	4.2	28	16
D4	Provide real-time transit and traffic condition information	9	21	62	107	296	495	4.3	29	14
Business Transportation Needs										
E1	Design Roads to support land development and economic investments	19	26	75	88	110	318	3.8	16	24
E2	Support tourism with more transportation options to popular area attractions	22	26	50	80	141	319	3.9	17	22
E3	Improve access to the United States to support border crossing and trade	41	39	85	69	83	317	3.4	15	25
E4	Support transportation policies that can help retain young people in Niagara.	9	11	41	69	186	316	4.3	19	20
Partnerships										
F1	Involve residents more in transportation decisions	6	22	37	104	144	313	4.1	18	21
F2	Work with the private sector to deliver more transportation projects and services	11	26	71	100	105	313	3.8	16	23
F3	Continue to seek funding for transportation projects from the federal and provincial governments	5	6	19	64	221	315	4.6	20	18
F4	Improve coordination of services between the different transit providers in Niagara Region	4	5	26	58	220	313	4.6	19	19

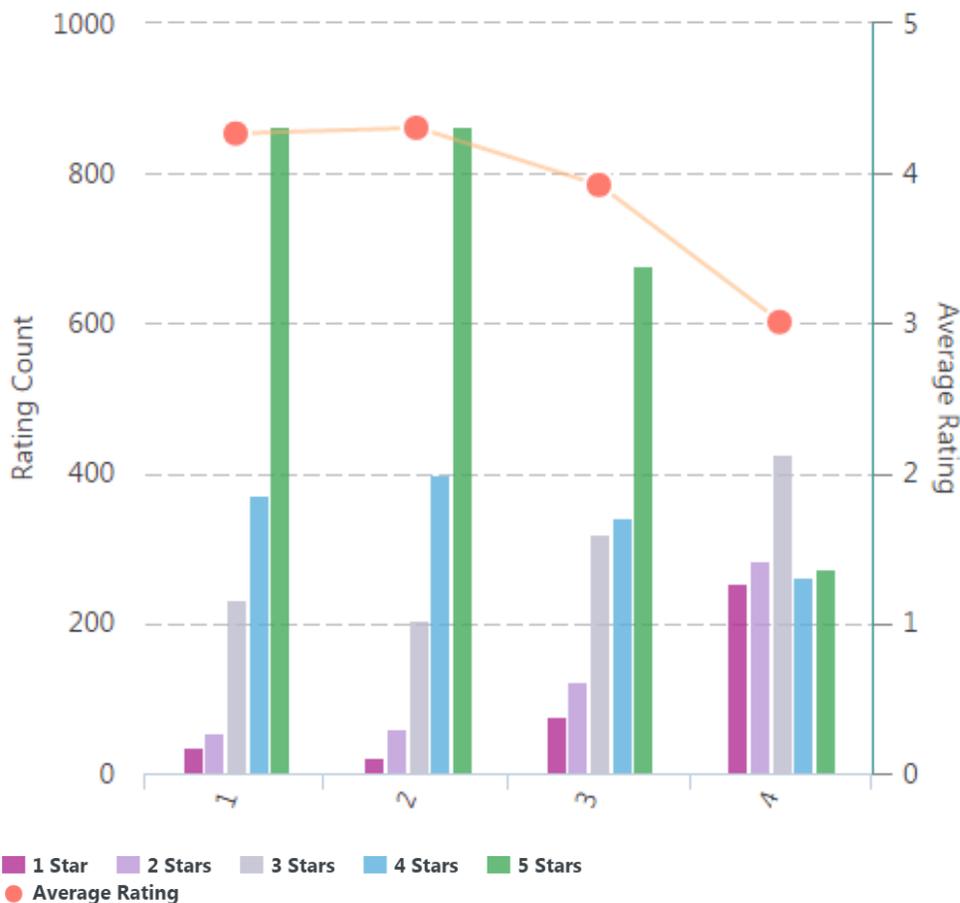
5.2 Travel within Niagara Region

As shown in Exhibit 13, the strategies within the Travel within Niagara Region priority that received the highest ratings were:

- Increasing roads and transit service between Niagara Region municipalities (82% rated 4 or higher);
- Improving connections between North and South Niagara (79% rated 4 or higher); and
- Improving road designs for walking and cycling (66% rated 4 or higher).

'Improving rail crossing safety' was not rated as important with over two-thirds of respondents rating it 3 or lower.

Exhibit 13: Travel within Niagara Region - Strategy ranking screen results



Source: MetroQuest

- 1 – “Improve connections between north and south Niagara.”
- 2 – “Increase roads and transit service between Niagara Region municipalities.”
- 3 – “Improve road designs for walking and cycling.”
- 4 – “Improve rail crossing safety (e.g. separating roads from rail).”

5.3 Travel to/from Niagara Region

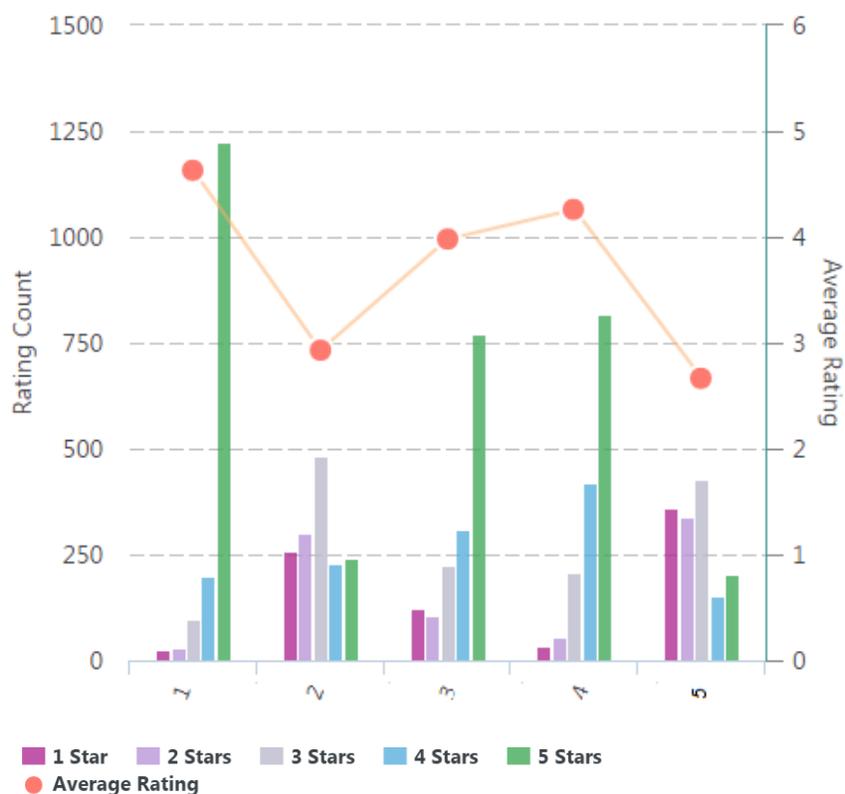
As shown in Exhibit 14, there was widespread support for a number of Travel to/from Niagara Region strategies, such as:

- Extending year-round daily GO Train service to/from the Greater Toronto Hamilton Area (91% rated 4 or higher);
- Developing transportation hubs in the Region that connect multiple transportation options (81% rated 4 or higher); and,
- Improving travel to and from Niagara by building a new Niagara to the Greater Toronto Area corridor (70% rated 4 or higher).

Strategies that respondents felt were not as important within the Travel to/from Niagara Region priority were:

- Improving rail, road and water access to the United States (69% rated 3 or lower); and,
- Encouraging air travel for the movement of people and cargo (76% rated 3 or lower).

Exhibit 14: Travel to/from Niagara Region - Strategy ranking screen results



Source: MetroQuest

1 – “Extend year-round daily GO Train service to/from the Greater Toronto and Hamilton Area.”

2 – “Improve rail, road and water access to the United States.”

3 – “Improve travel to/from Niagara by building a new Niagara to the Greater Toronto Area corridor.”

4 – “Develop transportation hubs in the Region that connect multiple transportation options like buses, trains, cycling, etc.”

5 – “Encourage air travel for the movement of people and cargo.”

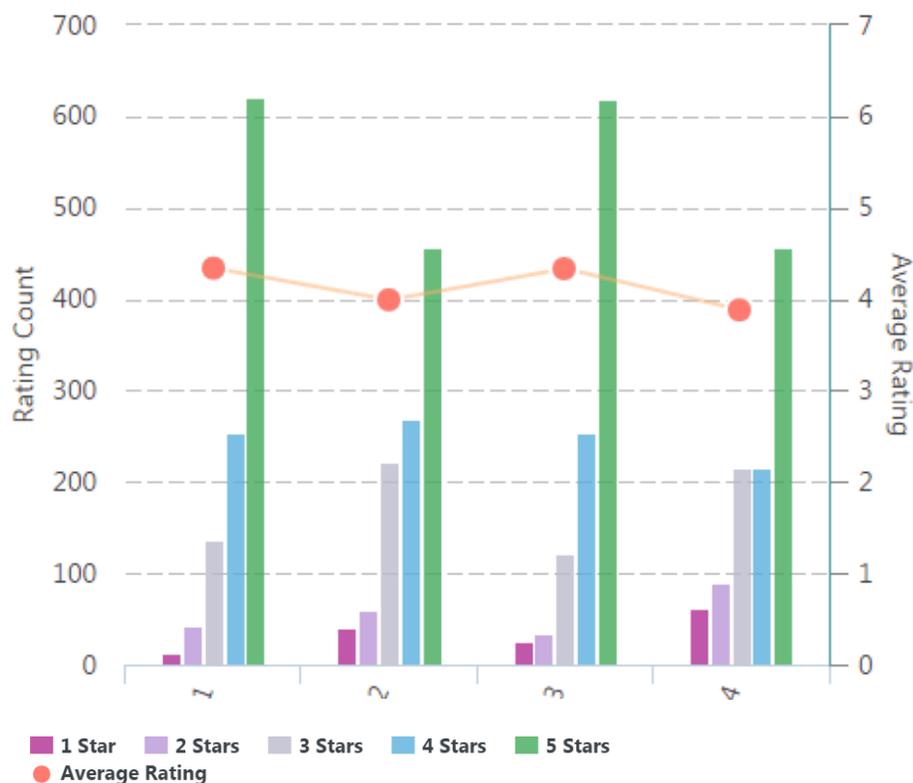
5.4 Healthy Communities

As shown in Exhibit 15, there was a majority of support for all the Healthy Communities strategies outlined, including:

- Ways of moving around Niagara Region for residents of all ages by providing more walking, cycling pathways and trails (82% rated 4 or higher);
- Road design for the convenience of everyone, without one type of transportation dominating the other (71% rated 4 or higher); and,
- Road design that are safer for pedestrians and cyclists (84% rated 4 or higher).

While there was a majority of support for all the strategies outlined in the survey, respondents placed more importance on action instead of awareness-related strategies.

Exhibit 15: Healthy Communities - Strategy ranking screen results



Source: MetroQuest

1 – “Improve ways of moving around Niagara Region for residents of all ages by providing more walking, cycling, pathways and trails.”

2 – “Design roads for the convenience of everyone, without one type of transportation dominating the other.”

3 – “Design roads that are safer for pedestrians and cyclists.”

4 – “Establish public awareness and education campaigns to encourage walking, cycling and safe road use.”

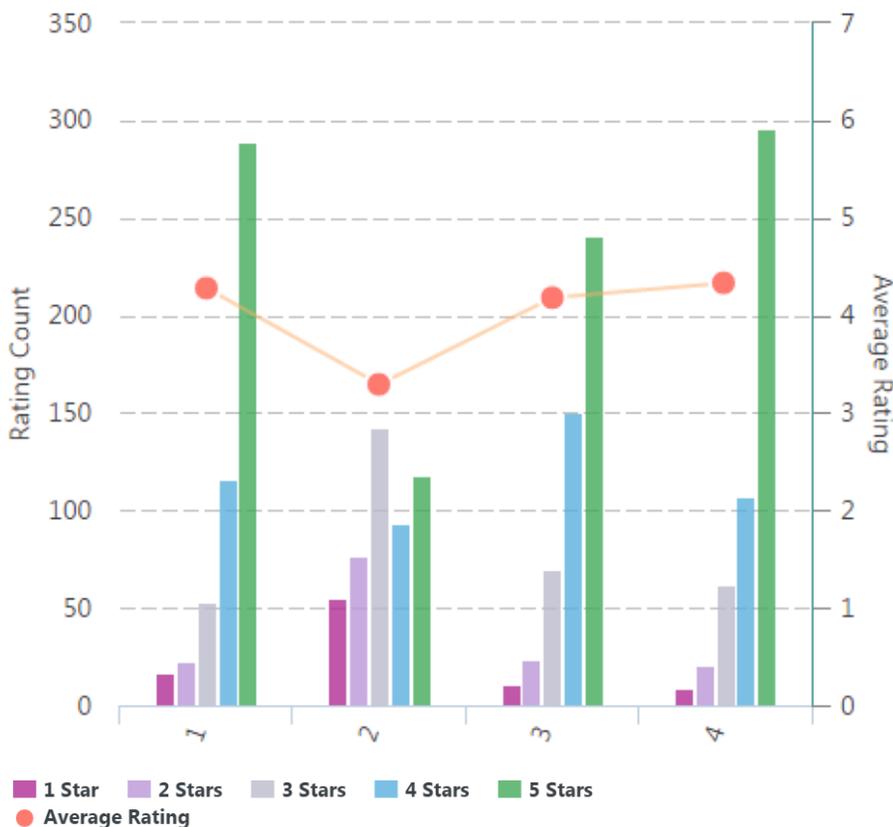
5.5 New Technology

As shown in Exhibit 16, the New Technology strategies with the highest support were:

- Have an easy transit fare payment system to promote more transit use in the Region (82% rated 4 or higher);
- Provide real-time transit and traffic conditions (82% rated 4 or higher); and
- Have policies that put Niagara Region on the leading edge of new transportation-related technologies (79% rated 4 or higher).

Respondents did not feel that ‘Support ways of sharing rides through carpooling and car sharing’ was as important.

Exhibit 16: New Technology - Strategy ranking screen results



Source: MetroQuest

1 – “Have an easy transit fare payment system to promote more transit use in the Region.”

2 – “Support ways of sharing rides through carpooling and car sharing.”

3 – “Have policies that put Niagara Region on the leading edge of new transportation-related technologies.”

4 – “Provide real-time transit and traffic condition information.”

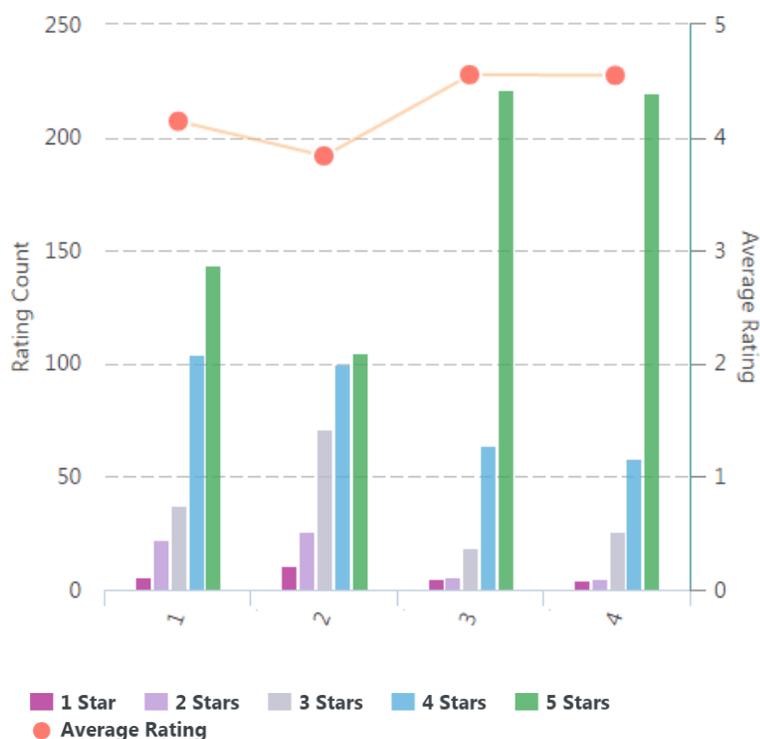
5.6 Partnerships

As shown in Exhibit 17, Partnerships strategies with the highest rating and almost evenly rated were:

- Continue to seek funding for transportation projects from the federal and provincial governments (90% rated 4 or higher); and
- Improve coordination of services between the different transit providers in Niagara Region (88% rated 4 or higher).

Slightly less emphasis was placed on involving resident more in transportation decisions, while 'Working with the private sector to deliver more transportation projects and services received the lowest rating in this category.

Exhibit 17: Partnerships - Strategy ranking screen results



Source: MetroQuest

1 – “Involve residents more in transportation decisions.”

2 – “Work with the private sector to deliver more transportation projects and services.”

3 – “Continue to seek funding for transportation projects from the federal and provincial governments.”

4 – “Improve coordination of services between the different transit providers in Niagara Region.”

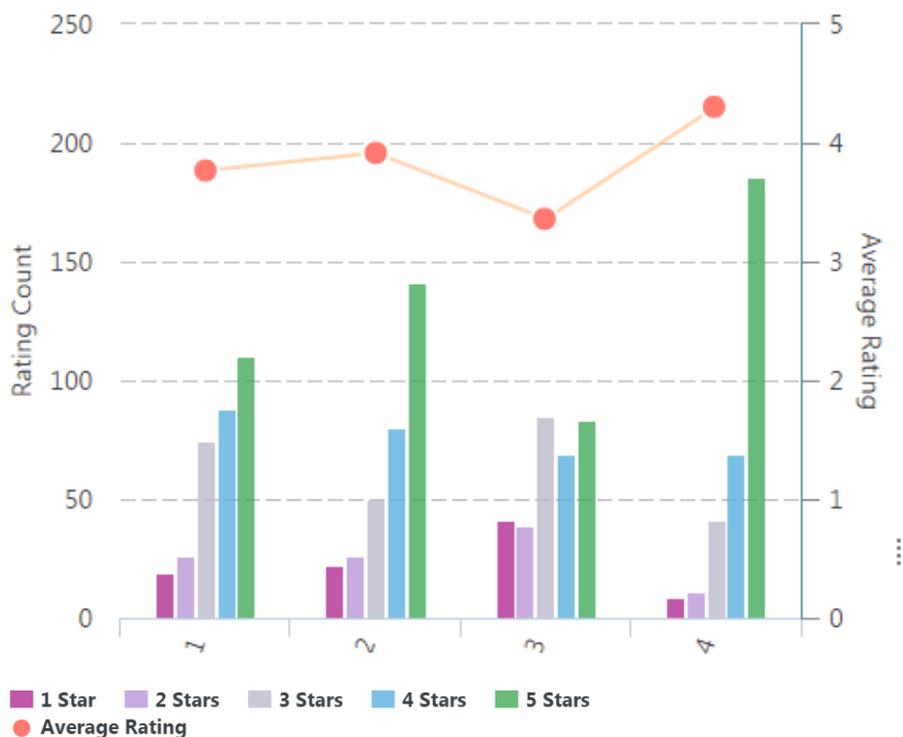
5.7 Business Transportation Needs

As shown in Exhibit 18, the Business Transportation Needs strategies rated most important were:

- Support transportation policies that can help retain young people in Niagara (80% rated 4 or higher);
- Support tourism with more transportation options to popular area attractions (68% rated 4 or higher); and
- Design roads to support land development and economic investments (63% rated 4 or higher).

The strategy deemed least important was ‘Improve access to the United States to support border crossing and trade.’

Exhibit 18: Business Transportation Needs - Strategy rating screen results



Source: MetroQuest

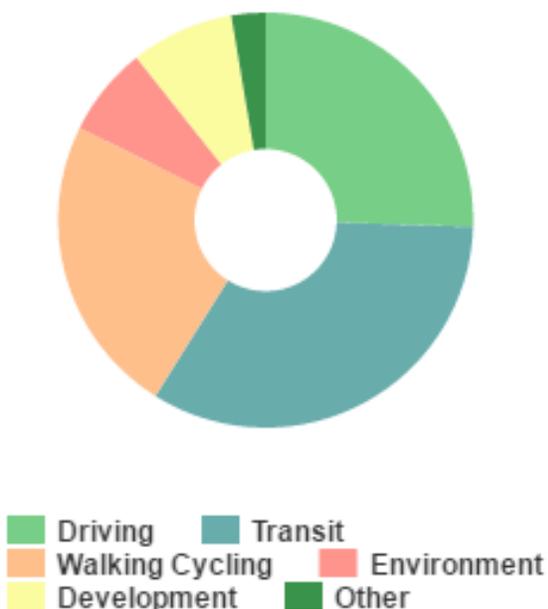
- 1 – “Design roads to support land development and economic investments.”
- 2 – “Support tourism with more transportation options to popular area attractions.”
- 3 – “Improve access to the United States to support border crossing and trade.”
- 4 – “Support transportation policies that can help retain young people in Niagara.”

6 Existing Problems and Opportunities

Respondents were asked to show where they encounter problems, provide their ideas for improvements and thoughts for how transportation in Niagara Region can be improved, by dropping at least three markers onto a map. The marker categories were: Driving; Transit; Walking/Cycling; Environment; Development; and Other.

The results of the markers dropped on the map are shown in Exhibit 19. The categories with the most markers dropped on the map were Transit, Driving and Walking/Cycling, with 33%, 26% and 23% of markers, respectively. For these categories, there were more problems than opportunities identified. Over 80% of the Driving markers were identified as problems. In both the Development and Environment categories, the opposite was true, with more than two-thirds of markers placed shown as opportunities rather than problems.

Exhibit 19: Map Marker results



Category	Respondents	Percent
Driving	974	25.5%
Transit	1274	33.4%
Walking/Cycling	894	23.4%
Environment	267	7.0%
Development	306	8.0%
Other	101	2.7%
Totals	3816	

Source: MetroQuest

The result of all the markers dropped is shown on the Overview Problem/Opportunity Map in Exhibit 20. The markers placed are spread throughout the Region, with large concentrations within the highest populated municipalities.

Exhibits 21-25 show the markers dropped for each category. The markers on the transit map are concentrated in the central areas of the municipalities, specifically St. Catharines, Niagara Falls, Welland, Port Colborne and Grimsby. On the driving map, the markers are more concentrated in the suburban areas of municipalities, as well as along the major highway corridors, such as the QEW and ON-406. The problems and opportunities for walking and cycling are concentrated in the central areas of the municipalities and along the waterfront (Lake Ontario, Welland Canal and Niagara River).

Exhibit 20: Overview Problem/Opportunity map results



Exhibit 21: Transit Problem/Opportunity map results

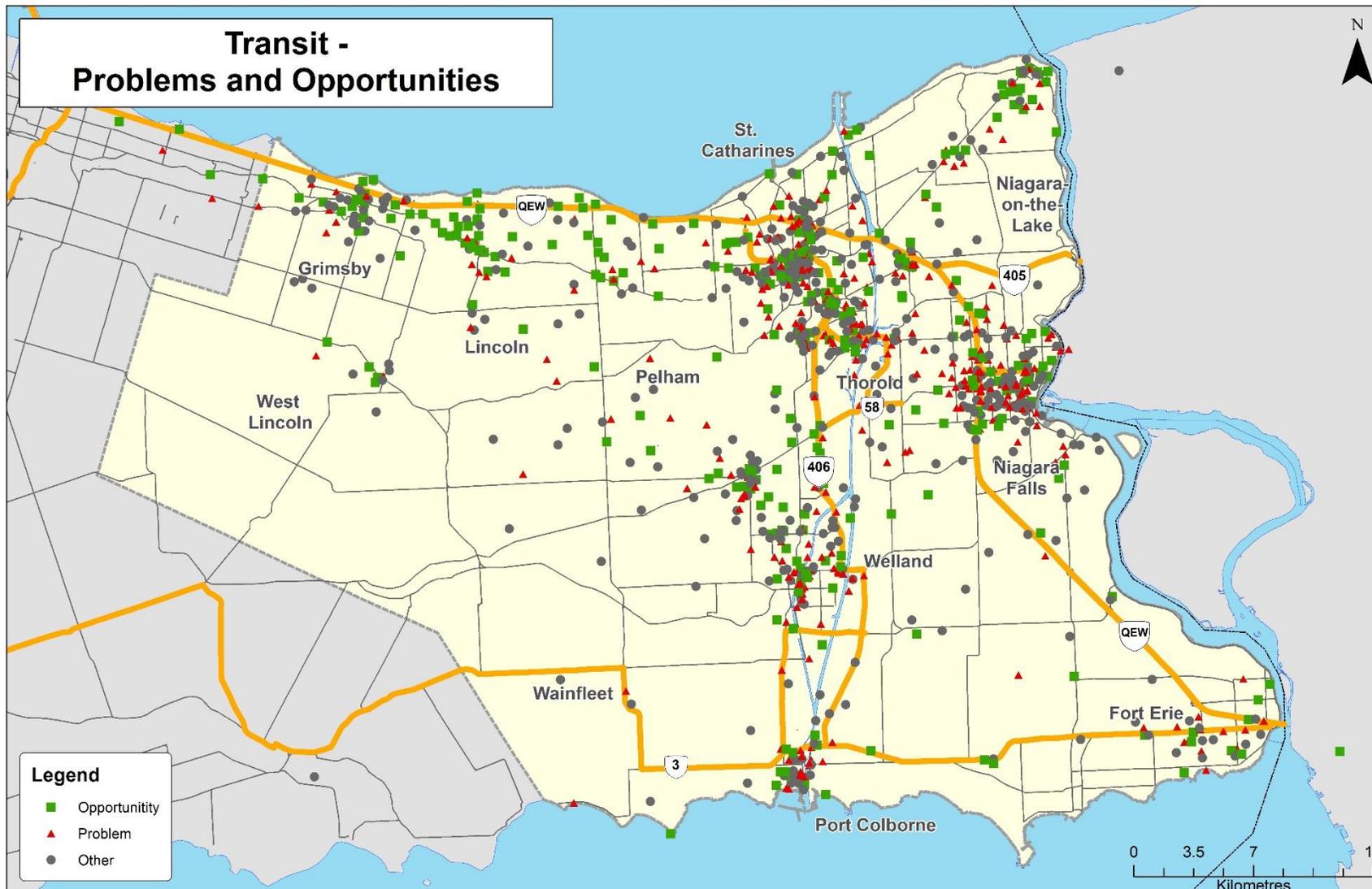


Exhibit 22: Driving Problem/Opportunity map results

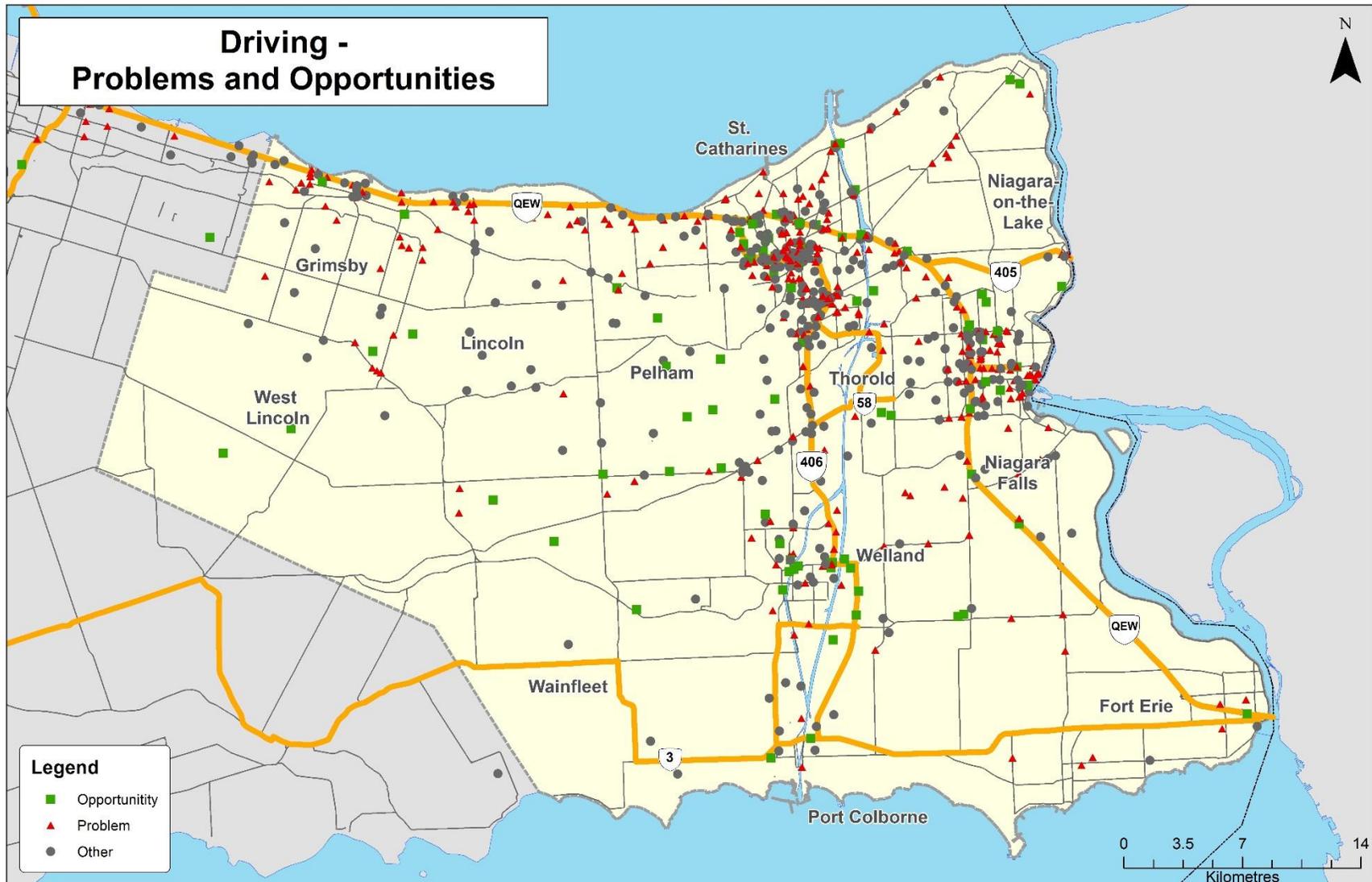


Exhibit 23: Walking and Cycling Problem/Opportunity map results

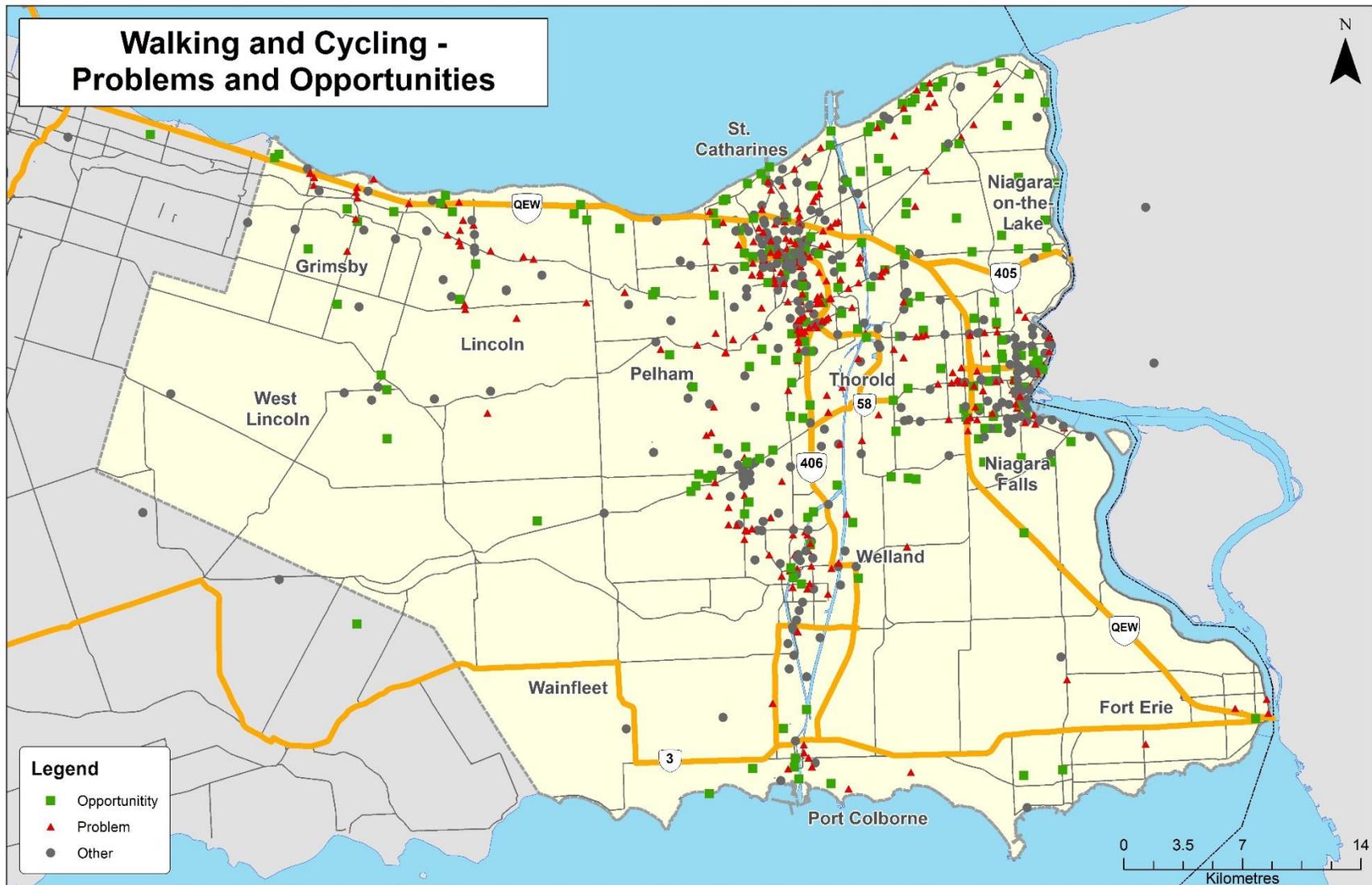
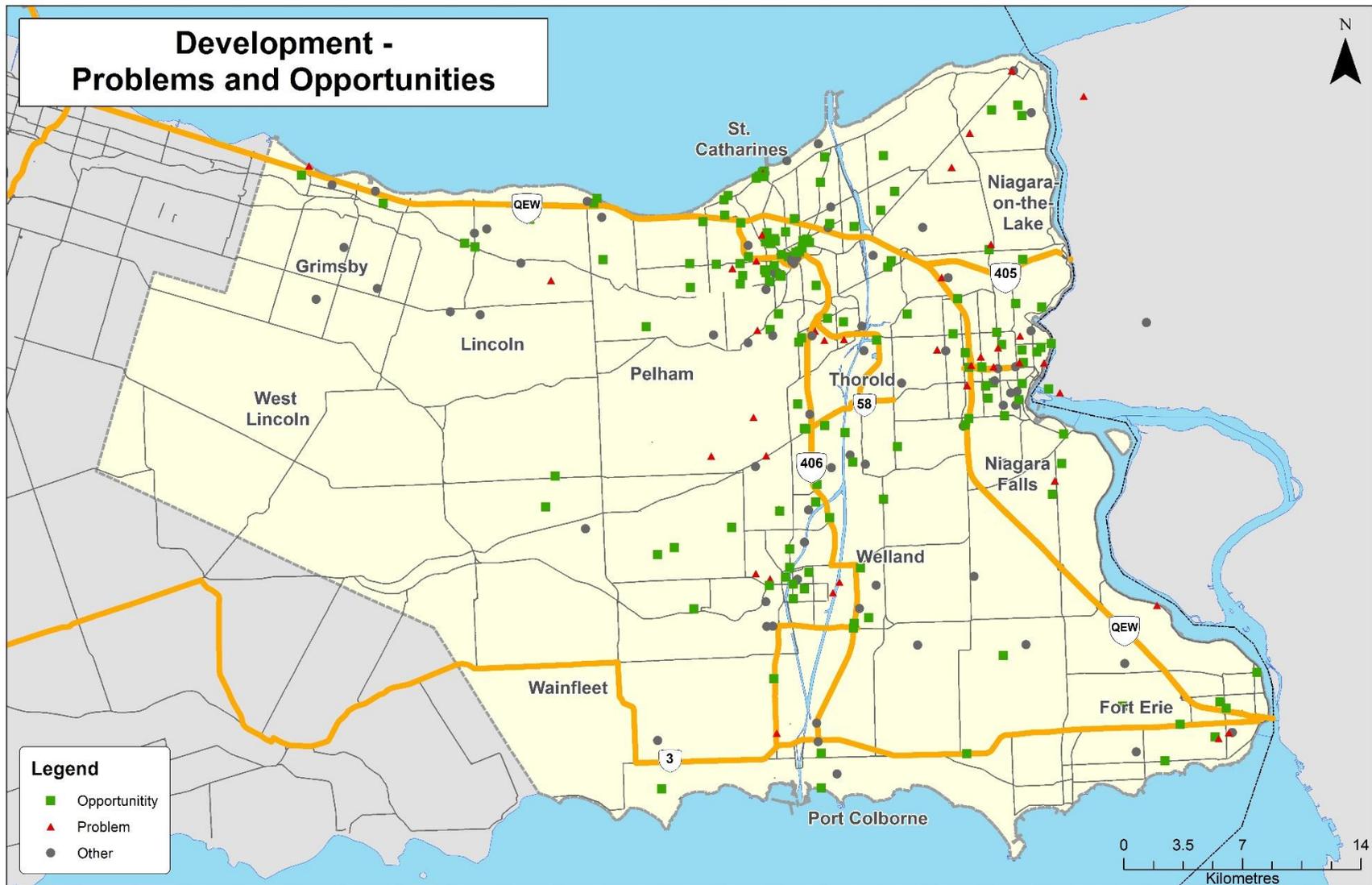


Exhibit 24: Environment Problem/Opportunity map results



Exhibit 25: Development Problem/Opportunity map results



7 Comments Received

A total of 3,784 comments were received through the online survey. Of these:

- 332 comments were received on Screen 2: Priority Ranking, with suggestions and commentary on the six starting priorities.
- 902 comments were received on Screen 3: Strategies, with commentary on the strategy rating.
- 2,550 comments were received on Screen 4: Opportunities, with specific marked descriptions of problems and/or opportunities facing Niagara Region residents, and what category they fall under (driving, transit, walking/cycling, environment, development, or other). 20 of the comments were from the accessible online survey.

In addition to the comments through the online survey, additional comments were received through social media, primarily Facebook. Three Niagara Region Facebook pages promoted the survey. The Facebook pages received a total of 585 likes, 96 comments and 379 shares. Positive, negative and neutral comments were received. The majority of comments focused on transit needs for the Region.

8 Conclusion

Based on the high volume of survey data and comments received, Niagara Region residents want to help shape the transportation vision in the Region. Key priority areas the Transportation Master Plan needs to focus (in order of importance) are:

- Travel within Niagara Region;
- Travel to/from Niagara Region;
- Healthy Communities;
- New Technology;
- Business Transportation Needs; and
- Partnerships.

Key strategies that must be addressed in the Transportation Plan include:

- Extending year-round daily GO Train service to/from the Greater Toronto and Hamilton Area (B1);
- Increasing roads and transit service between Niagara Region municipalities (A2);
- Improving connections between north and south Niagara (A1)
- Developing transportation hubs in the Region that connect multiple transportation options like buses, trains, cycling, etc. (B4); and
- Improving travel to and from Niagara by building a new Niagara to the Greater Toronto Area corridor (B3).

Respondents feel that there are numerous opportunities for transportation improvements within the Region, including transit, driving and active transportation.

Appendix: Survey Questions

Introduction: Shaping the Vision of Transportation in Niagara Region

Niagara Region is developing a Transportation Master Plan. It's a long-term vision for how we travel in and around Niagara, and how we can improve our transportation systems. It covers all modes of transportation – driving, walking, cycling, public transit and daily GO Train service. Niagara's new Transportation Master Plan will help manage the Region's growth in a more sustainable way and make transportation decisions that support economic prosperity. Please take a moment to answer the following questions to help us better understand the transportation issues that are important to you. We appreciate your input.

Section 1: Priorities

We need your input to help us better understand the transportation issues that are important to you. When thinking about Niagara's future transportation needs please select the three priorities most important to you.

- **Improve Partnerships:** Work with other levels of government and the private sector to deliver cost effective and timely transportation projects.
- **Improve Travel to and from Niagara:** Develop or expand transportation options for easier travel between Niagara and the Greater Toronto Area, and other regions. This could include new or expanded services such as daily GO Train service.
- **Support Business Transportation Needs:** Focus on improving the movement of goods and services to support local businesses and potential investors.
- **Embrace New Technology:** Incorporate new technologies that change the way we work, communicate, and travel, including alternative fuels and driverless vehicles.
- **Support Healthy Communities:** The transportation system will support healthy communities by providing residents with a wide range of travel options such as cycling and walking within their communities.
- **Improve Travel within Niagara Region:** Making travel around Niagara easier for residents, businesses, and visitors through improvements to transit, roads, and walkways.

Section 2: Strategies

The Region's Transportation Master Plan will address growth and related transportation needs through to 2041. Based on the priorities you have just identified, please indicate how important the following potential actions are to you.

Section 2A: Embrace New Technology

1. Have an easy transit fare payment system to promote more transit use in the Region.
2. Support ways of sharing rides through carpooling and car sharing.
3. Have policies that put Niagara Region on the leading edge of new transportation related technologies.

4. Provide real-time transit and traffic condition information.

Section 2B: Improve Travel within Niagara Region

1. Improve connections between north and south Niagara.
2. Increase roads and transit service between Niagara Region municipalities.
3. Improve roads for walking and cycling.
4. Improve rail crossing safety (for example separating roads from rails).

Section 2C: Improve Partnerships

1. Involve residents more in transportation decisions.
2. Work with the private sector to deliver more transportation projects and services.
3. Continue to seek funding for transportation projects from the federal and provincial governments.
4. Improve coordination of services between the different transit providers in Niagara Region.

Section 2D: Improved Business Transportation Needs

1. Design roads to support land development and economic investments.
2. Support tourism with more transportation options to popular area attractions.
3. Improve access to the United States to support border crossing and trade.
4. Support transportation policies that can help retain young people in Niagara.

Section 2E: Improve Travel to/from Niagara

1. Extend year-round daily GO Train service to/from the Greater Toronto and Hamilton area
2. Improve rail, road and water access to the United States.
3. Improve travel to and from Niagara by building a new Niagara to the Greater Toronto Area corridor.
4. Develop transportation hubs in the Region that connect multiple transportation options like buses, trains, cycling, etc.
5. Encourage air travel for the movement of people and cargo.

Section 2F: Support Healthy Communities

1. Improve ways of moving around Niagara Region for all residents by providing more walking, cycling pathways and trails.
2. Design roads for the convenience of everyone, without one type of transportation dominating the other.
3. Design roads that are safer for pedestrians and cyclists.
4. Establish public awareness and education campaigns to encourage walking, cycling and safe road use.

Section 3: Tell us your ideas

When travelling around Niagara, where do you encounter problems? Do you have any ideas for improvements? Let us know your thoughts on how we can improve transportation in Niagara.

Section 4: Final Questions (Optional)

Thanks for your input! You may also answer the final questions to help us understand your input better.

Where do you reside?

Where do you work or attend school?

What is your employment status?

How do you typically travel?

What is your age?

What is your gender?