

MMM GROUP

**- Public Opinion on the Importance and Improvement of
Route 90 in Winnipeg -**



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project, please contact:

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1.0 RESEARCH METHODOLOGY AND BACKGROUND

MMM Group commissioned Probe Research Inc. to conduct a telephone survey of Winnipeg adults residing within a defined area bordering Route 90 in Winnipeg, Manitoba. The purpose of the study was to gain public opinion on route usage while examining the perceived suitability of this transportation route as it pertains to specific users. In addition, respondents were asked to provide suggestions for improving this stretch of Route 90. The section of Route 90 under study runs from Taylor Avenue north of the CN underpass to Ness Avenue near Polo Park, including the St. James Bridge and Portage Avenue interchange.

This survey was designed and conducted by Probe Research via telephone interviews taken between October 21st and 22nd, 2008 among a random and representative sampling of 303 adults residing within the specified sample area in Winnipeg. The sample area encompasses an area around the corridor from McGillivray Boulevard in the south, to Wellington Avenue in the north; to McCreary Road/Shaftesbury Boulevard/Winchester Street on the west and east to Waverley/Camden/Erin Streets.

The following table illustrates the margins of error associated with specific survey populations:

Area	Surveyed Population	Margin of Error (95% certainty)
Total Area	n=303	±5.63%
Corridor Area	n=150	±8.00%
Proximate Area	n=153	±8.00%
City of Winnipeg	n=537*	±4.23%

*Winnipeg respondents familiar with area of Route 90 under study

A city-wide survey mirroring these areas of inquiry was also conducted between September 15th and September 29th among 600 adults. These results are also presented in the following report and are used to illustrate attitudinal and behavioural differences between those near Route 90 and those in other areas of the city.

Modified random digit dialing was used to ensure that all Winnipeg adults residing within the specific area would have an equal opportunity to participate in this Probe Research Inc. survey. All data analysis was performed using SPSS statistical analysis software. No weighting has been applied to the data for this study.

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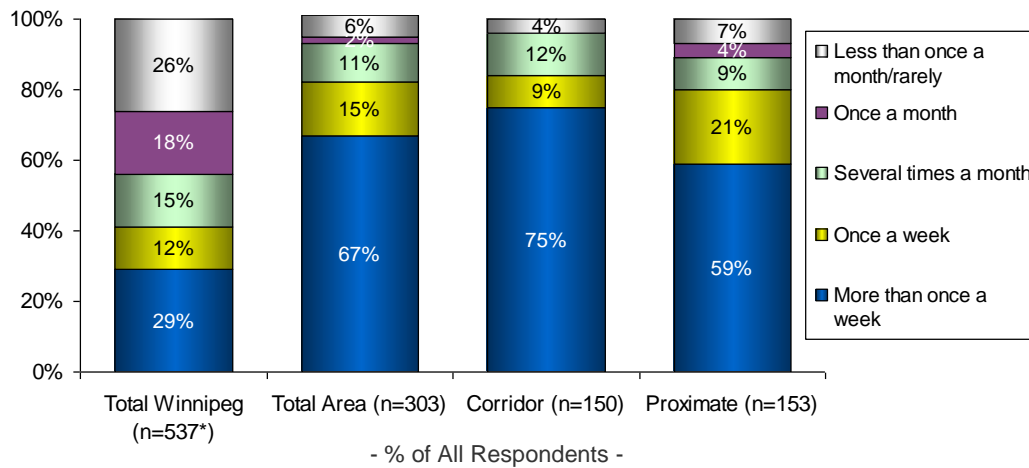
2.0 RESEARCH RESULTS

2.1 Frequency of Route 90 Usage

Area residents were asked how often they travel along any portion of Route 90 between Taylor Ave. and Ness Ave., regardless of which form of transportation they use.



1. "Regardless of whichever form of transportation you use, which of the following would you say best describes how often you travel along any portion of Route 90 between Taylor and Ness? Would you say you travel along it..."



* Winnipeggers familiar with section of Route 90 under study

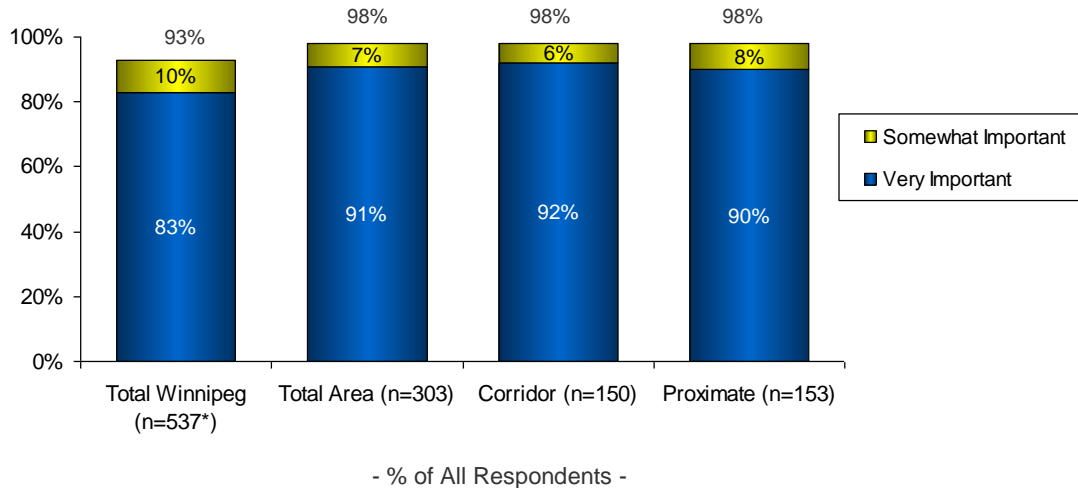
- Across the city, 29 percent travel on this route *more than once a week* and this figure rises to 67 percent among those in the area who report using this route this frequently. A further 12 percent of Winnipeggers overall and 15 percent of residents in this area say they travel this section of Route 90 at least *once a week*.
- Respondents living in the Corridor area were significantly more likely than those in the Proximate area to indicate they travel this portion of Route 90 *more than once a week* (75% versus 59% respectively).

2.2 Importance of Route 90 as a North-South Transportation Corridor

Respondents were asked how important they perceived Route 90 to be as a major north-south transportation link in Winnipeg.



2. "Still thinking about Route 90 between Taylor and Ness, and regardless of how often you personally use this road, how important is Route 90 as a major north-south transportation link in the City? Would you say it is..." (n=537)



* Winnipeggers familiar with section of Route 90 under study

- Virtually all respondents within the Corridor and Proximate areas report the view that this section of Route 90 is an important major north/south transportation link in Winnipeg (98%, including 91% "very" important). Only a mere two percent felt this was an unimportant transportation route.
- This assessment was echoed by Winnipeggers overall, where 93 percent felt this is an important transportation link.

2.3 Support for Upgrading Route 90

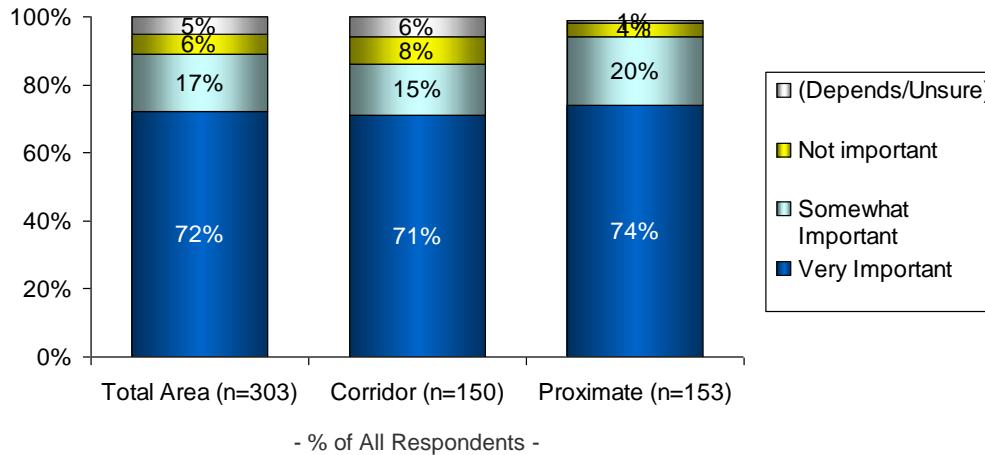
Residents of this area were asked to indicate how important they felt it was for this section of Route 90 to be improved and upgraded including adding new lanes and introducing features that would make the route more accessible for pedestrians and cyclists.



Figure 3

Attitudes Towards Improving Route 90

3. "And, in your view, how important is it that this section of Route 90 be improved and upgraded? These improvements would include adding new lanes and introducing features that would make the route more accessible for pedestrians and cyclists. Would you say this is..." (n=303)



- A solid majority of respondents in the area - regardless of whether they resided in either the Corridor or Proximate areas - support the notion of improving and upgrading this section of Route 90 (89% important including 72% "very" important and 17% "somewhat important"). Only six percent felt it was not important to upgrade this section (3% "not very" and 3% "not at all" important).
- Not surprisingly, respondents who are frequent users of Route 90 (more than twice a week) were significantly more likely than those who travel this portion of the road less often, to indicate that improvements/upgrades are "very" important (78% versus 60%).

2.4 Route 90 and Winnipeggers' Transportation Needs

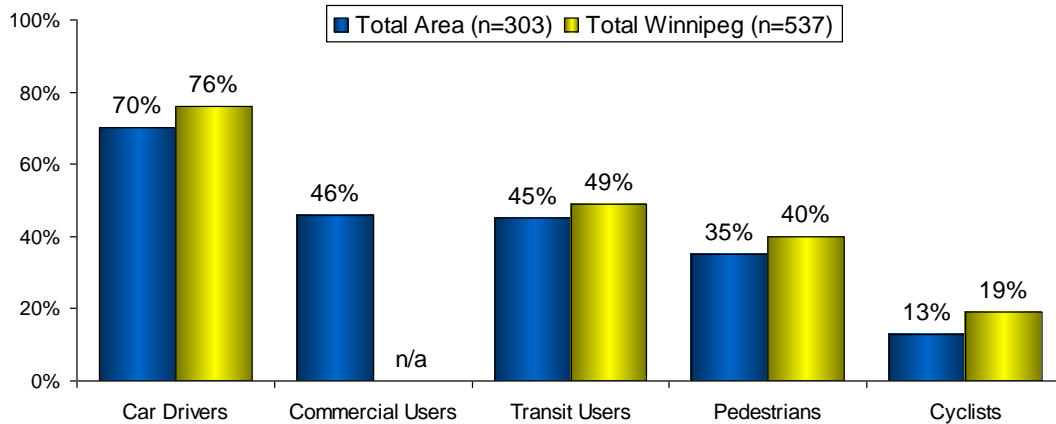
Respondents were asked to rate how well Route 90 meets the needs of the city's motorists, transit users, truckers and commercial operators, pedestrians and cyclists. Respondents were less than enthusiastic that this roadway met the needs of any group of users, especially when looking at the proportion of respondents that felt various user types were having their needs "very well" met.



Figure 4

Suitability of Route 90 by User Type

4. "I am going to read you some of the groups of people who use Route 90 between Taylor and Ness, and I would like you to tell me how well you think this road meets the needs of those types of users. The first one is... Would you say this part of Route 90 meets their needs very well, somewhat well, not very well or not well at all?"



- % of Respondents Indicating Route 90 Meets Needs "Very" or "Somewhat" Well -

- Most respondents felt that Route 90 serves the needs of Winnipeg's *car drivers* at least fairly well (70% well, including 21% "very" well). Slightly fewer than one-half of citizens in the total study area felt that this stretch of Route 90 met the needs of *commercial users* (46%). For their part, 45 percent of respondents felt that *transit users'* needs were being met while one-quarter (26%) were unable to offer an opinion on how well Route 90 suits the needs of those who ride the bus. Around one-third (35%) felt *pedestrians'* needs were being met, while only 13 percent felt this was the case for *cyclists*.
- Winnipeggers overall had the same patterns of opinion in terms of Route 90's ability to meet the needs of these various user groups, as did those who reside within the vicinity of this major transportation artery.

2.5 Desired Improvements to Route 90

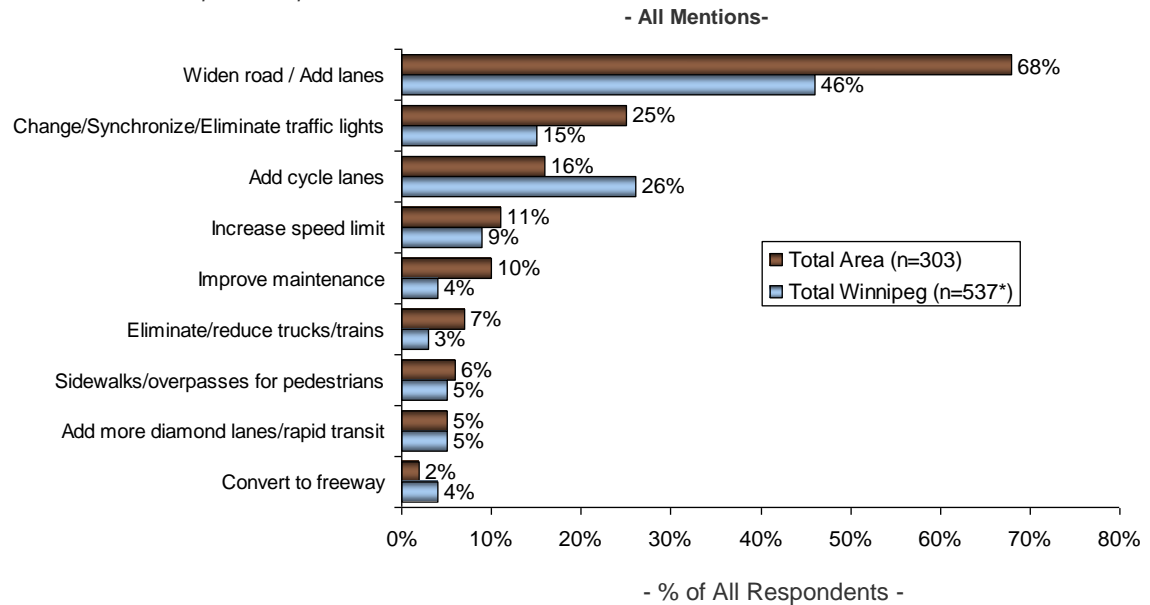
Respondents were asked to volunteer advice as to what should be done to improve the section of Route 90 between Taylor Ave. and Ness Ave. Widening or adding lanes to this section of roadway dwarfed all other volunteered improvements with this suggestion being particularly prominent among those residing in the vicinity of this route.



Figure 5

Suggested Route 90 Improvements

5. "In your opinion, what should be done to improve this part of Route 90 between Taylor and Ness? And is there anything else that should be done to improve this part of Route 90?"

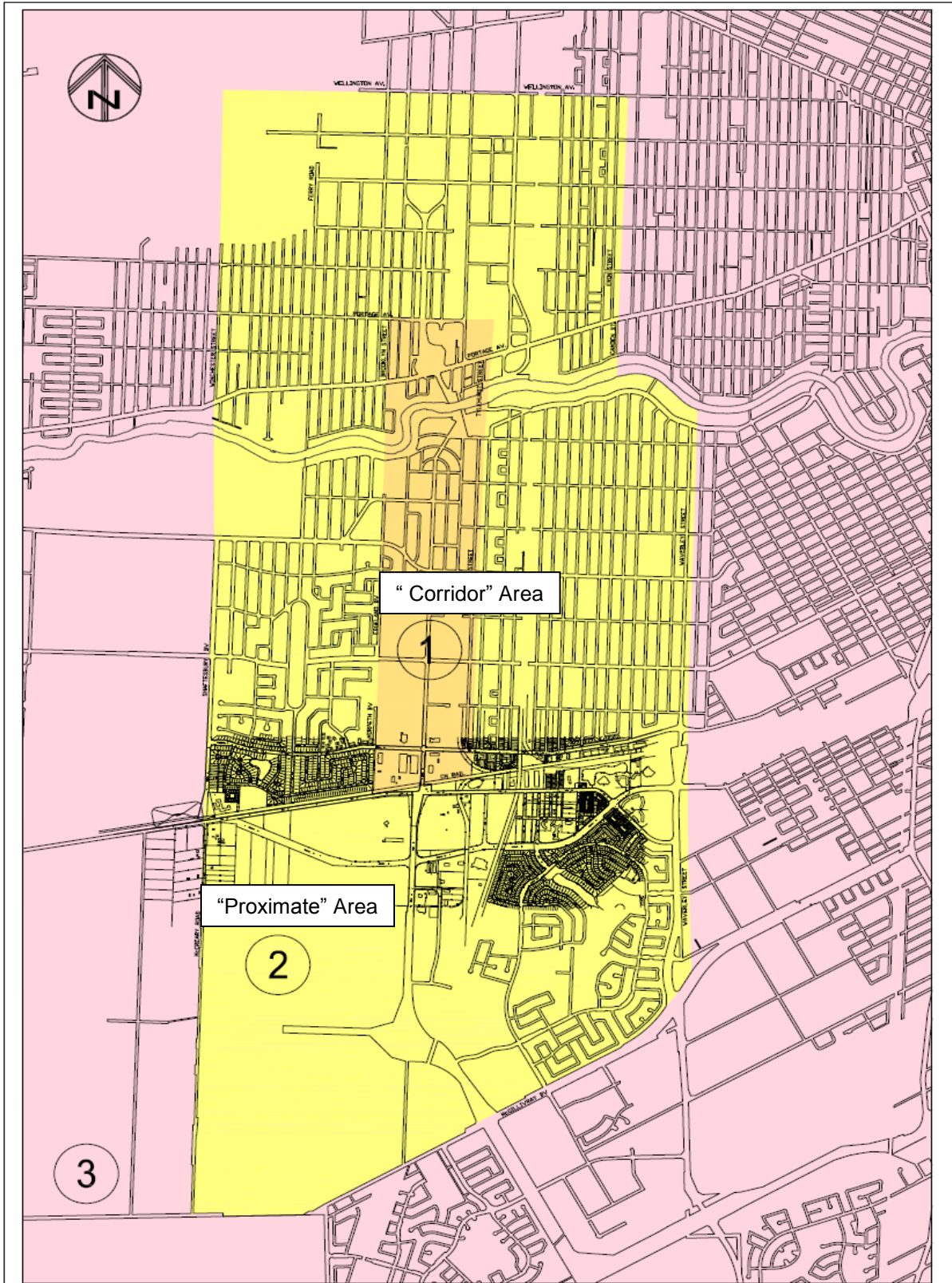



* Winnipeggers familiar with section of Route 90 under study

- Many residents indicated that their ideal version of Route 90 would be *wider* (68%), would have a *better system of traffic lights* (25%), would feature *bicycle lanes* (16%) or would have a *higher speed limit* (11%). Around one-in-ten offered that *fixing potholes and general maintenance* would improve this part of Route 90 (10%). Fewer respondents felt a *reduction in the number of trucks* would be an improvement (7%), a *pedestrian overpass or sidewalks* (6%), the *addition of diamond lanes or rapid transit* (5%) or *converting this roadway to a freeway* (2%) would benefit this stretch of the road. Other improvements can be found in the detailed tabular results.
- Those who live in the area around Route 90 were far more likely than those who live in the rest of the City of Winnipeg to indicate that additional traffic lanes (68% versus 46%) and making the traffic light system better (25% versus 15%) would be most welcome improvements to this motorway. However, more residents of Winnipeg in general felt that adding bicycle lanes would be an improvement, compared to those who live in the area (26% versus 16%).

Appendix I

Map of Survey Area



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