

TRANSPORTATION MASTER PLAN: 2050

Phase 1 -Public Engagement Summary

July 2021

Background

The Transportation Master Plan: 2050 (TMP2050) is a supporting plan to OurWinnipeg, and is undergoing an update to take it through 2050. The updated plan will support the principles of the City's Climate Action Plan, and will serve as a 30-year blueprint to guide future investment in Winnipeg's transportation network.

The project is organized into three phases. The first phase is now complete. The contents of this report represent finding from the public engagement program in Phase 1.

Engagement

The public engagement strategy was developed to gather feedback from many users from a variety transportation modes. Residents were asked to share their perspectives and viewpoints and to learn about the TMP2050 project. Phase 1 of the public engagement program collected input on Winnipegger values, challenges and desires for the City's transportation system. The input collected will be considered alongside technical data and analysis relating to Winnipeggers' movements and travel patterns to understand the current state of transportation in Winnipeg. See Engagement Activities on page 2.

Promotion

Public engagement opportunities were promoted using the following methods:

- City of Winnipeg website – launched in early October 2020 the page received 7 900+ total visits by end of year
- News releases – October 14, 2020 calling for [Neighbourhood Advisory Group applications](#) and November 10, 2020 [inviting Winnipeggers to participate in Phase 1](#)
- Targeted outreach to major media outlet – live interviews with the project lead on CJOB, Global News and CTV news
- Six weeks of approximately thrice-weekly Facebook posts with 16,797 followers

- Six weeks of approximately thrice-weekly Twitter posts with 78,700 followers
- City of Winnipeg public engagement newsletter – 2 600+ subscribers received project updates on November 12, 26 and December 10, 2020
- Project subscribers – 101 subscribers as of early 2021
- Emails to Neighbourhood Advisory Groups and Interest-Specific Stakeholders – 223 members emailed four times throughout the engagement period
- Outdoor, Transit and street-level advertising – visible for five weeks
- Online and digital advertising – five weeks of ads placed on websites for La Liberté, Red River College, University of Manitoba and University of Winnipeg (random audience generation)
- Print advertising – two ads placed with the Winnipeg Free Press, La Liberté, Canstar (all six local papers) and The Manitoban over a five-week period
- Promotional video – shared on social media and project site with 584 views via YouTube



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Engagement Activities		
Date	Activity	Participation
Public opportunities		
November 10 – December 11, 2020	Online survey	767 respondents (764 in English and 3 in French)
November 10 – December 11, 2020	Online mapping tool	414 comments from 88 contributors
November 10 – December 11, 2020	Discussion kit	3 organizations made submissions representing 28 participants
November 24, 2020	Online panel and workshop	37 participants
December 2, 2020	Discussion event	22 participants
Round 1: November 2- 10, 2020 Round 2: November 30 – December 8, 2020	Stakeholder meetings	157 participants split between interest-specific and neighbourhood advisory groups. Each group met twice for a total of 18 meetings. An additional meeting was held with the Mayor's Youth Advisory Committee with 10 participants in attendance
October 14- 27, 2020	Statistically significant survey	600 respondents

Key Findings or What We Heard

Values

Winnipeggers value safety above all else, with three in five saying safety is “extremely important” as they move about the city. Through work with stakeholders, reliability emerged as an additional top value for consideration. Environmental sustainability was seen as a top priority by participants in the online and stakeholder engagement activities but was the least important to respondents of the statistically significant survey.

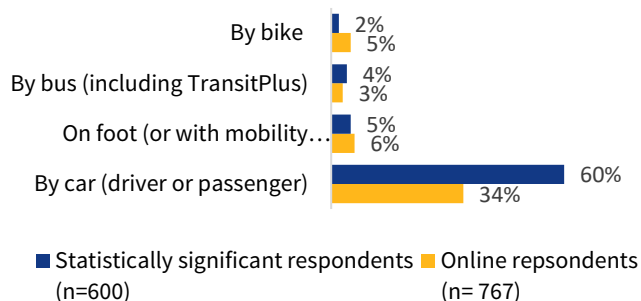
Current use

- Winnipeggers' commuting mode of choice is, by far, the car. A notable three in five say they always commute by car. Convenience, cost, care for the environment, and personal health are the top motivators across all transportation types. Convenience is a major motivator

for the use of all transportation options outside of cycling.

- Winnipeggers place high value on safety and indicated driving is the only transportation type which satisfies this need. The top reason for driving alone is also unique in that it is the only transportation type users deemed comfortable to do alone.

How do you get around the city right now? Transportation choice always used by Winnipeggers.



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- In general, Winnipeggers are happy with their respective mode splits (the amount they use each transportation mode), with at least half reporting satisfaction with the amount they travel by car, by bus, and on foot or by mobility device. However, two in five say they drive more often than they'd like, and the 62% say they don't bike as often as they'd like.
- Living close to work, family and friends, affordable and healthy food, and recreation are all top considerations for Winnipeggers when choosing a place to live. However, online respondents reported that socializing, entertainment, work and education are done outside of their neighbourhood more often than within their neighbourhood.
- COVID-19 and its secondary impacts saw about two thirds of Winnipeggers change their shopping habits in 2020, with just under a third indicating they expect to continue to receive an increased number of deliveries to their homes or work into the future.

Wants

- As for visions for the future, better maintained roads tops residents' wish lists. The top three visions emerging from the statistically significant survey are: better maintained roads (56%); effective expressways (38%); and, fewer potholes (33%). Online respondents provided a different top three: better bike infrastructure (54%); better bus service (45%); and better maintained roads (42%).
- More than any other type of transportation, feelings of doing it less than they'd like are tied to cycling, with 62% of Winnipeggers (67.1% online respondents) saying they cycle less than they'd like to.
- Discussion about electric vehicles dominated the conversations around emerging technologies, with roughly half of Winnipeggers indicating they are likely to choose an electric vehicle when they are ready to buy or lease their next vehicle.
- There is also desire to increase the ability of people to walk or cycle a portion of their trip and use other modes – such as transit – for the remainder.

MOST DESIRED IMPROVEMENTS BY 2050



Better maintained roads

56%

**Answer in top three on both surveys*



Effective expressways

38%



Fewer potholes

33%

OTHER TOP PRIORITIES



Better bike infrastructure



Bus service is better

Barriers

- In terms of ease of use by transportation type, the statistically significant survey found more than half of all users were able to move through Winnipeg with ease through their chosen transportation type, with 93% of car drivers/passengers finding it easy to get around. The users who reported the greatest difficulty were those traveling by bike (36% indicating travel is somewhat hard or very hard). This was followed by traveling by foot (35% indicating travel is somewhat hard or very hard), by bus (25% indicating travel is somewhat hard or very hard) and car (7% indicating travel is somewhat hard or very hard).
- Close proximity to busy roadways is seen as a major obstacle by both pedestrians and cyclists. Active transportation users feel threatened when sharing these roadways with vehicles due driver inattention, difficulty crossing, and the loud uncomfortable environment. Long delays at pedestrian crossing are also a barrier.
- Transportation issues were identified by more than a third of online respondents as the reason they may not participate in some activities they would otherwise be interested in. The top answer was shopping – non-

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essential chosen by 50.8% of respondents. Other commonly chosen answers were volunteering (41%), attending self-development courses or recreational activities (39.7%), accepting employment (33.3%), and dining out (31%).

Appendix I- Workshop and discussion event results

Appendix J – Submitted discussion kits

Appendix K - Promotion

Next Steps

This first phase of public engagement helped the project team understand how Winnipeggers view the city's transportation network, as well as how they use it, where they are challenged, and in what broad areas they would like to see improvements.

What we heard through public engagement will be combined with technical findings and analysis to create options and solutions for the transportation network.

These options and opportunities will be presented during Phase 2 public engagement in Fall 2021.

Appendices

Saved with project documents at winnipeg.ca/tmp2050

Appendices 1: Engagement planning

Appendix A – Pre-engagement planning workbook

Appendix B – Results and considerations from engagement planning

Appendices 2: Stakeholder engagement

Appendix C – Stakeholder engagement report

Appendix D– Poverty Reduction Strategy engagement report

Appendices 3: Public engagement

Appendix E – Probe research report

Appendix F - Online survey results

Appendix G - Online mapping tool results

Appendix H – Workshop and discussion event workbooks

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