

UBC RAPID TRANSIT OPINION STUDY RESULTS

January 2019



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- In field November 14 – 20, 2018
- Conducted by *Research Co. (Mario Canseco)*
- Online survey of 1,900 adults in Metro Vancouver
 - Vancouver: **300**
 - Surrey: **300**
 - Burnaby/Richmond/New Westminister: **150**
 - Tri-Cities: **600**
 - Pitt Meadows/Maple Ridge: **200**
 - Delta/White Rock/Langley: **200**
 - North Shore: **150**
- +/- 2.3%, 19/20

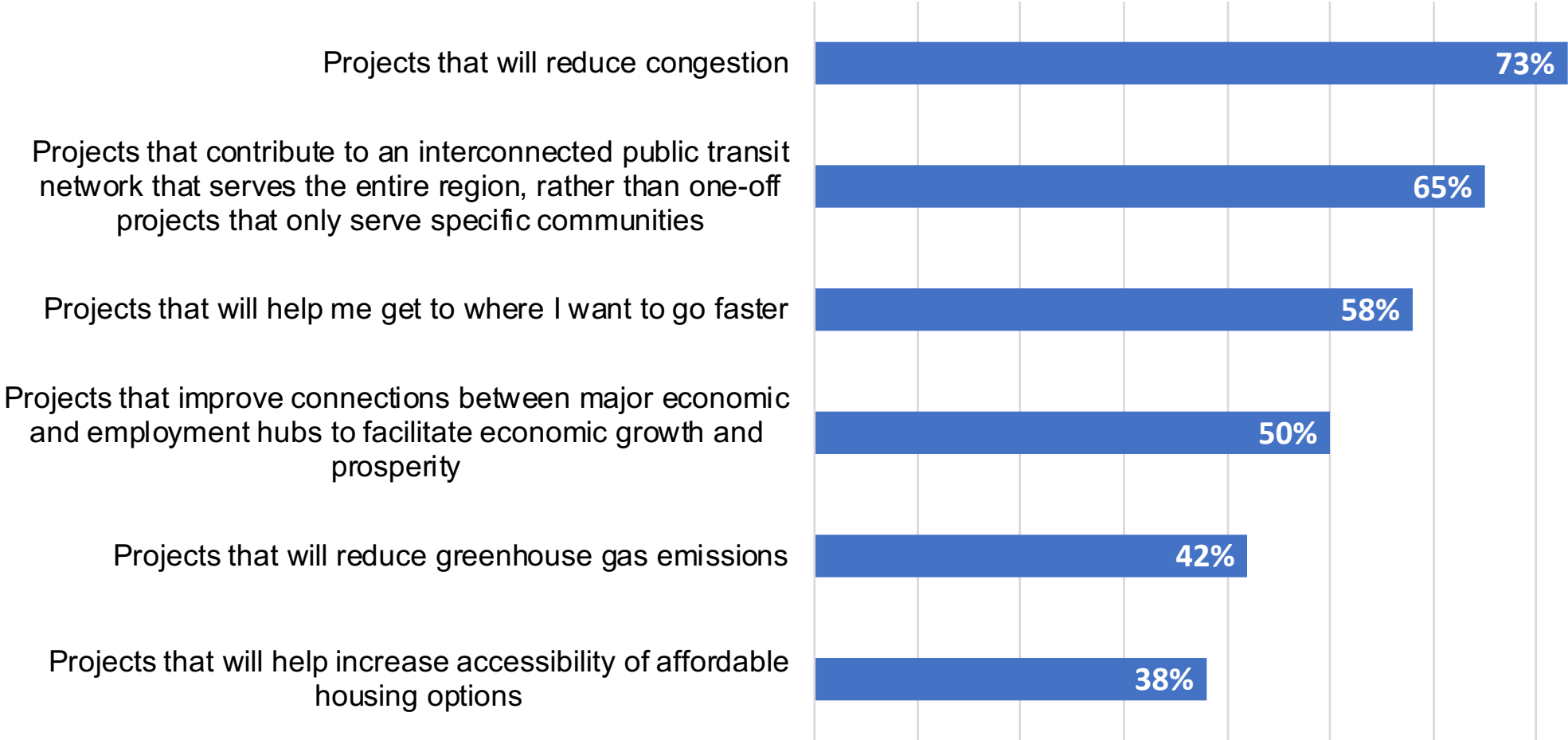


TOP HIGHLIGHTS:

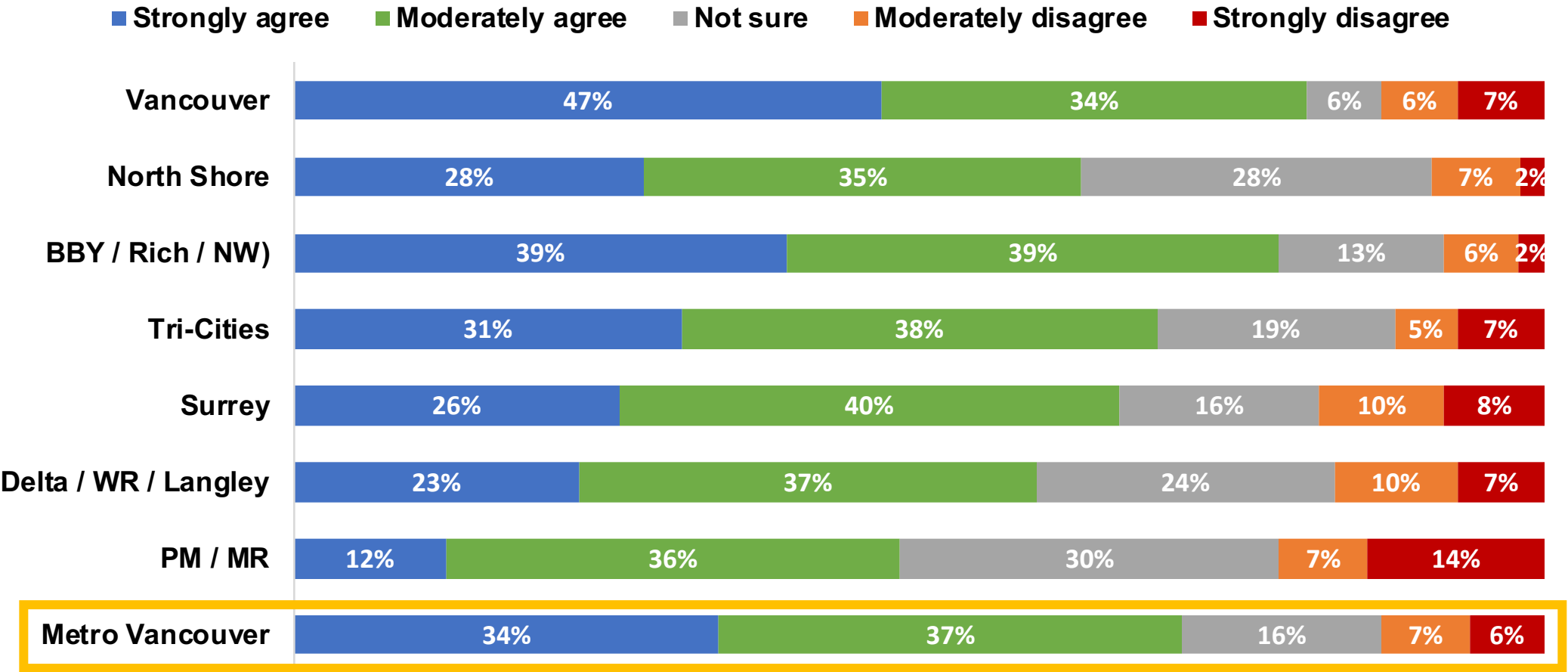
- Four-in-five Metro Vancouverites (82%) support extending the line to the UBC campus.
- Support for extending SkyTrain to UBC (82%) is higher than it is for extending the line to Arbutus (71%).
- Less than one-quarter (24%) of Metro Vancouverites think there are other more important transit projects that should be completed before the UBC portion of the line.
- Two-thirds (65%) of Metro Vancouverites favour SkyTrain as the best technology to use.
- Two-thirds (65%) of Metro Vancouverites said a “substantial financial contribution from the university” would make them more likely to support the project—the top factor among those tested.
- Metro Vancouverites understand a SkyTrain extension to UBC will benefit the entire region and not just UBC, with 60% of respondents calling it a “regional priority.”
- Across the region, people said it is important for their communities to be “well connected to the UBC Point Grey campus by transit.”
- Almost half of Metro Vancouverites (46%) say they are more likely to visit UBC if they can get there by SkyTrain.



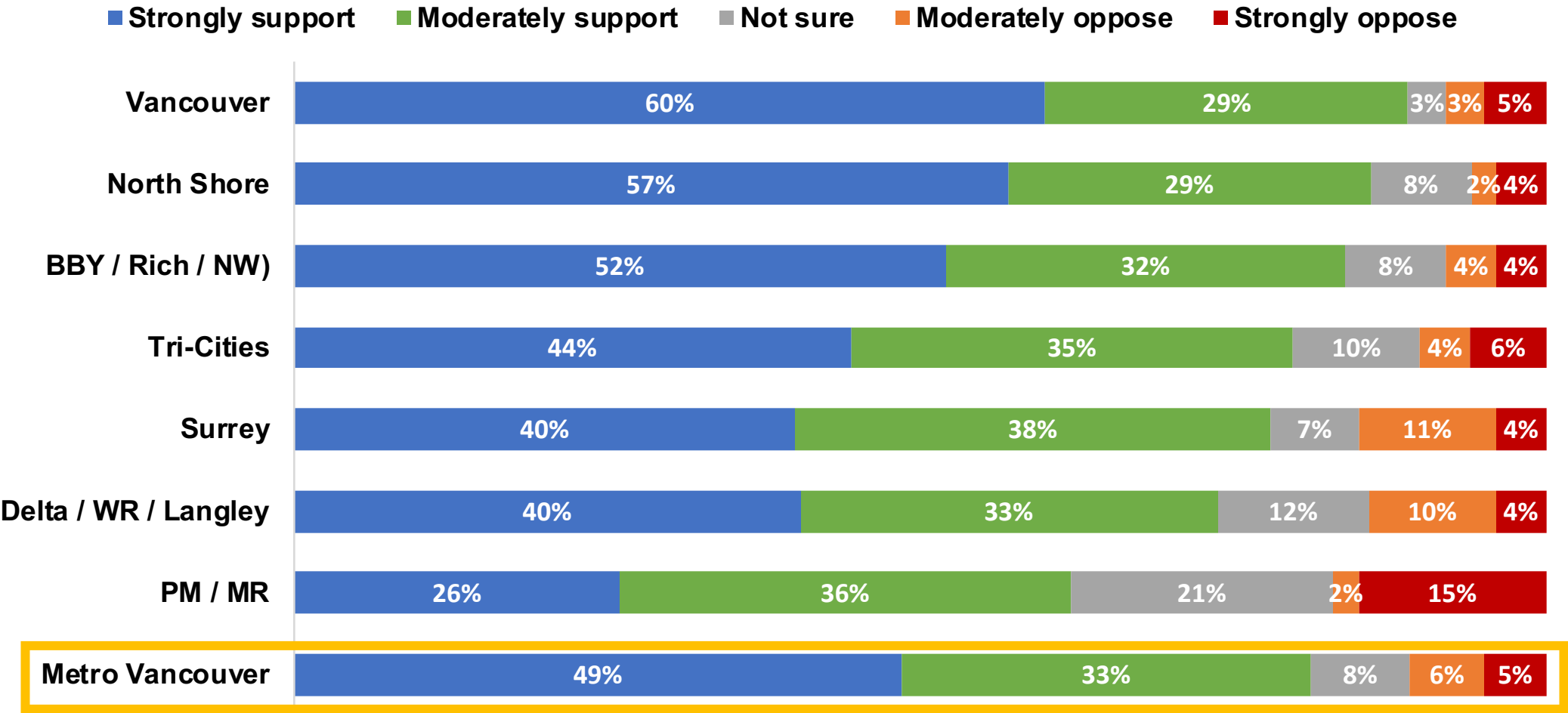
THINKING ABOUT REGIONAL TRANSPORTATION PLANNING IN METRO VANCOUVER,
WHICH OF THE FOLLOWING ARE MOST IMPORTANT TO YOU? CHOOSE UP TO FOUR.
(METRO VANCOUVER)



FROM WHAT YOU HAVE SEEN, READ OR HEARD ABOUT THE PROJECT, DO YOU AGREE OR DISAGREE WITH EXTENDING THE MILLENNIUM LINE SKYTRAIN UNDERNEATH BROADWAY TO ARBUTUS STREET IN VANCOUVER?



DO YOU SUPPORT OR OPPOSE EXTENDING THIS LINE BEYOND ARBUTUS STREET TO THE UNIVERSITY OF BRITISH COLUMBIA (UBC) CAMPUS AT POINT GREY?

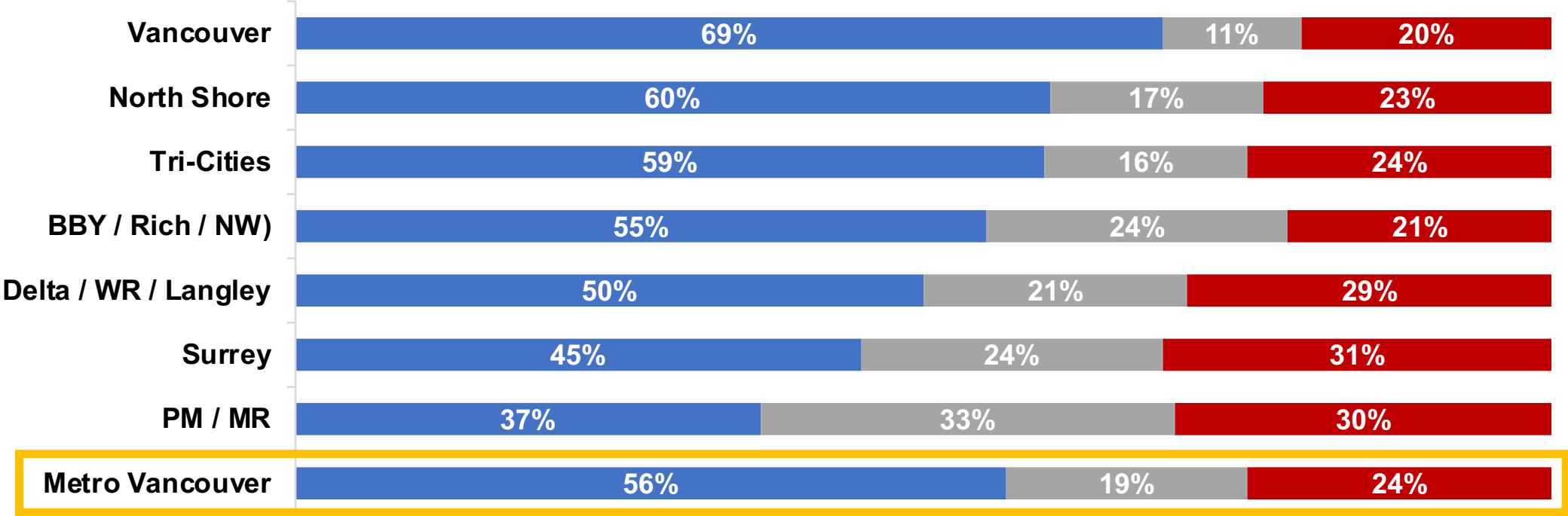


Do you support or oppose extending this line beyond Arbutus Street to the University of British Columbia (UBC) campus at Point Grey?



DON'T STOP THE LINE AT ARBUTUS ST.

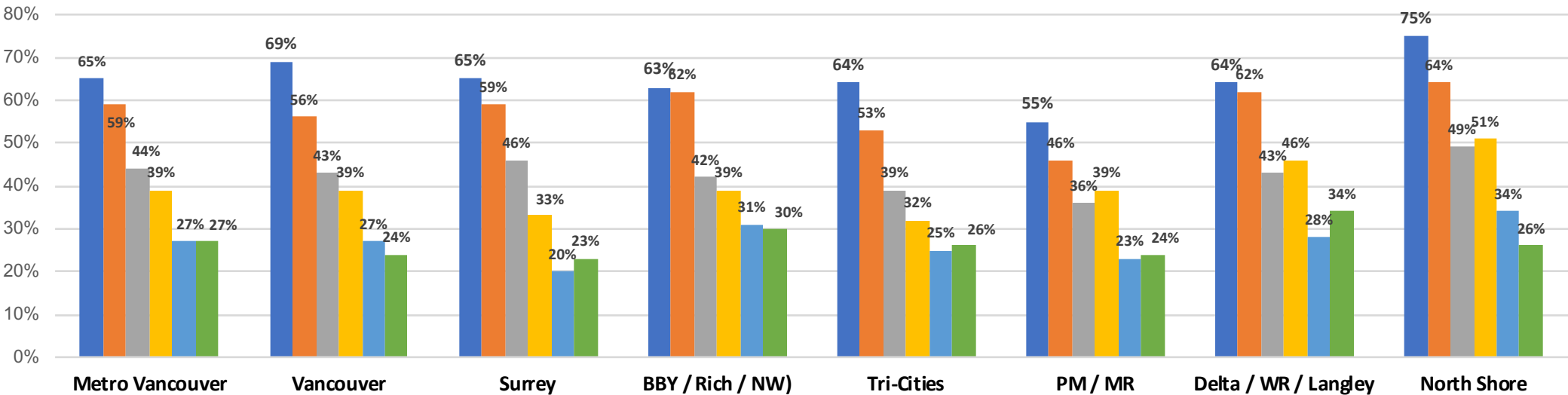
- Stopping the construction of the Millennium Line Extension at Arbutus Street does not make sense—construction should continue to UBC without delay
- Not Sure
- Stopping the construction of the Millennium Line Extension at Arbutus Street makes sense because there are other more important transit projects in the region that should be completed before the UBC portion



Which of these statements comes closest to your own point of view? Choose one.



WHAT WOULD ENCOURAGE PEOPLE TO SUPPORT THE PROJECT MORE? (TOP 2: SIGNIFICANTLY AND SOMEWHAT MORE LIKELY TO SUPPORT)

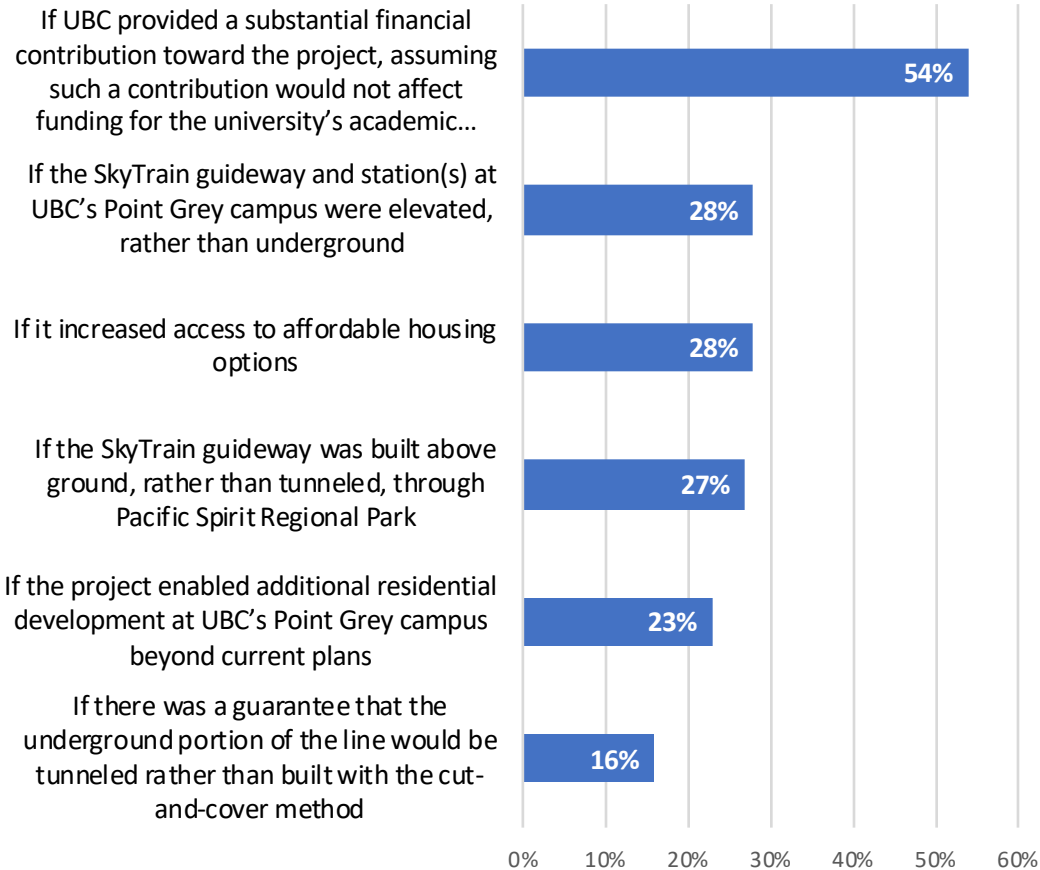


- If UBC provided a substantial financial contribution toward the project, assuming such a contribution would not affect funding for the university’s academic mission
- If it increased access to affordable housing options
- If the project enabled additional residential development at UBC’s Point Grey campus beyond current plans
- If there was a guarantee that the underground portion of the line would be tunneled rather than built with the cut-and-cover method
- If the SkyTrain guideway was built above ground, rather than tunneled, through Pacific Spirit Regional Park
- If the SkyTrain guideway and station(s) at UBC’s Point Grey campus were elevated, rather than underground

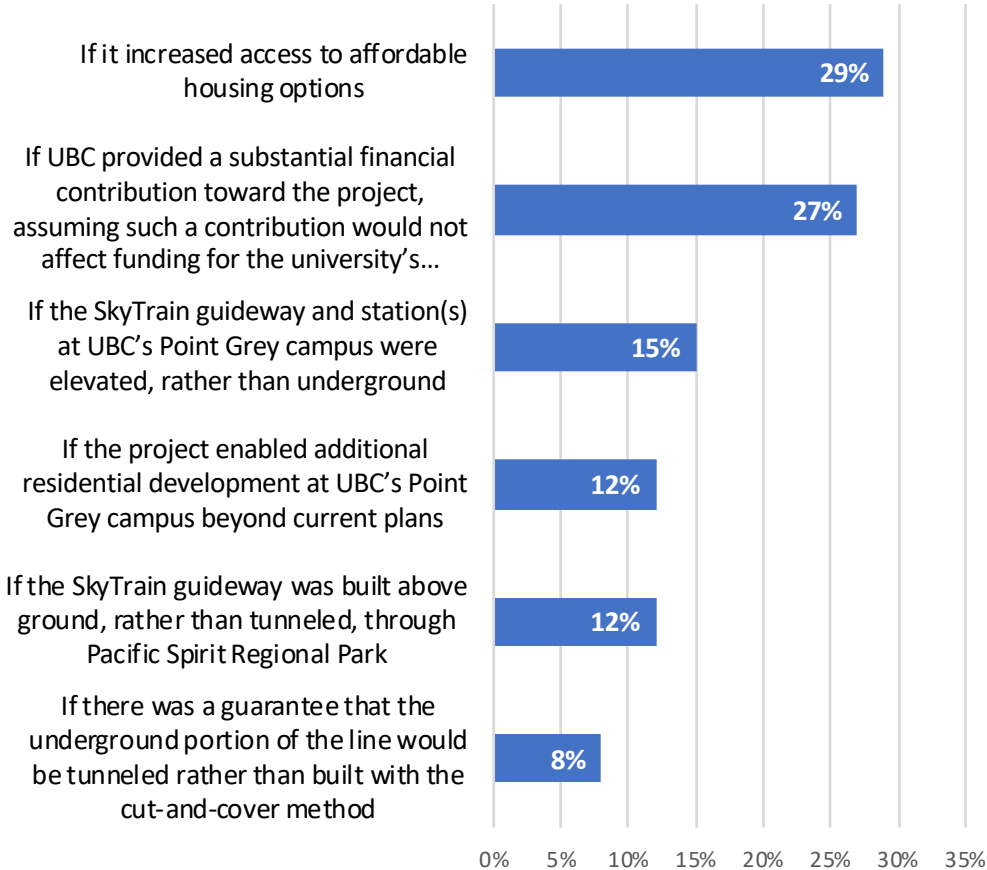
Would any of the following make you more likely, just as likely, or less likely to support extending the Millennium Line SkyTrain underneath Broadway beyond Arbutus Street to the UBC campus at Point Grey? Choose one for each row.



WHAT WOULD MAKE OPPONENTS MORE LIKELY TO SUPPORT THE PROJECT?

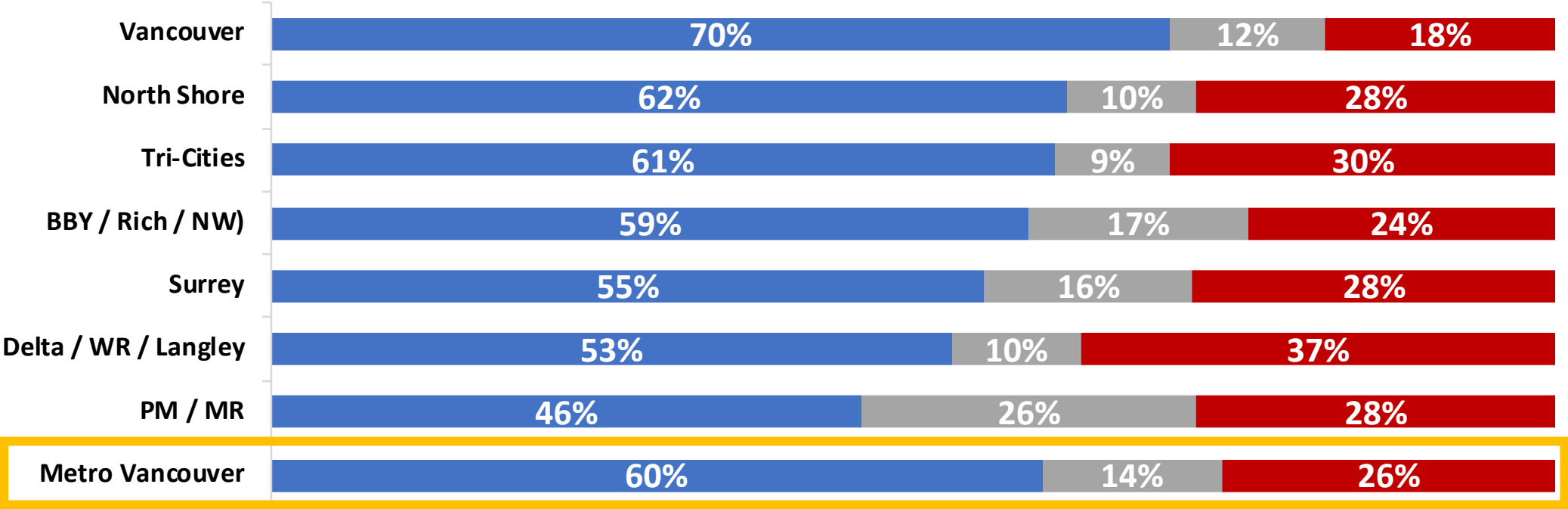


WHAT WOULD MAKE UNDECIDEDS MORE LIKELY TO SUPPORT THE PROJECT?



SKYTRAIN TO UBC IS A REGIONAL PRIORITY

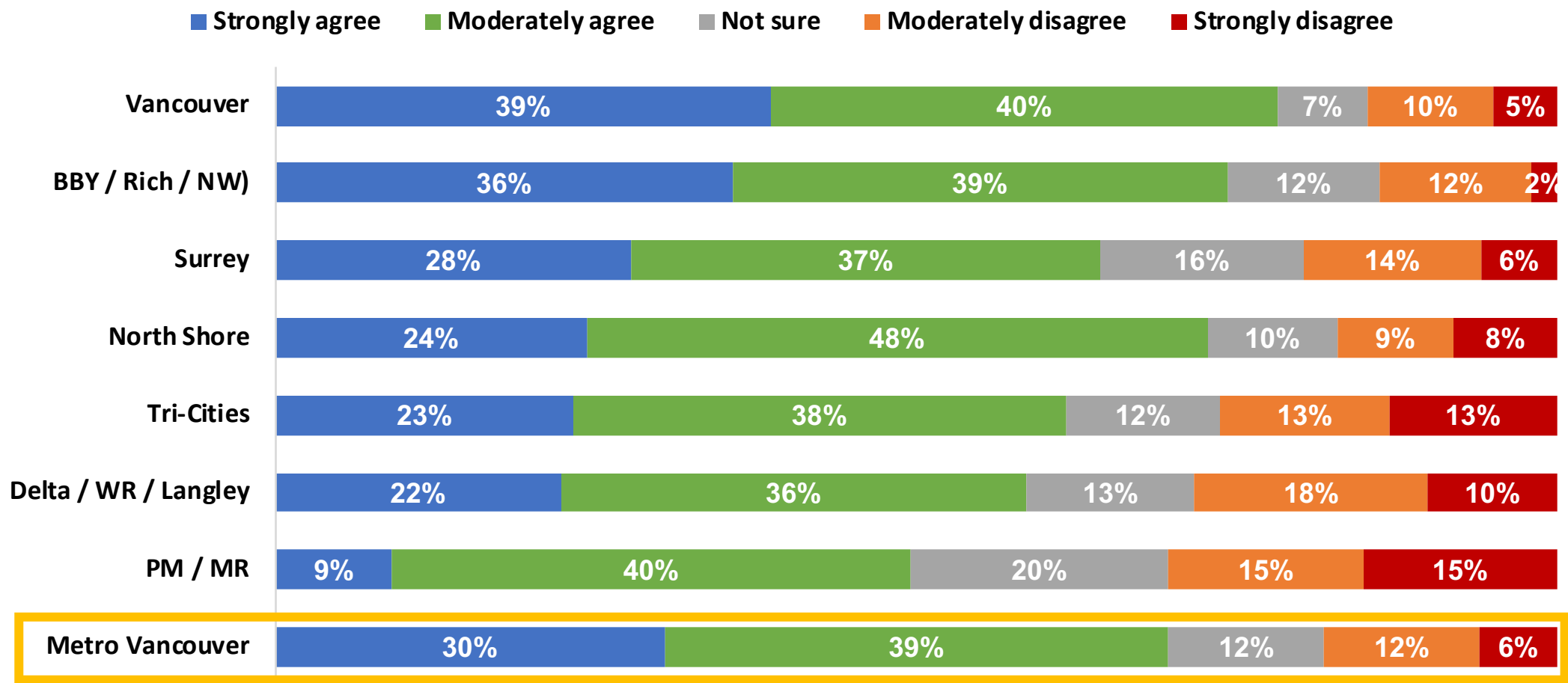
- Connecting UBC with a rapid transit line should be considered a regional priority as it will bring benefits to the entire region, not just the UBC campus community
- Not Sure
- Extending the Millennium Line SkyTrain to UBC is not a priority because the project primarily benefits only one community



Which of these statements comes closest to your own point of view? Choose one.



IT IS IMPORTANT FOR MY MUNICIPALITY TO BE WELL-CONNECTED TO THE UBC POINT GREY CAMPUS BY TRANSIT

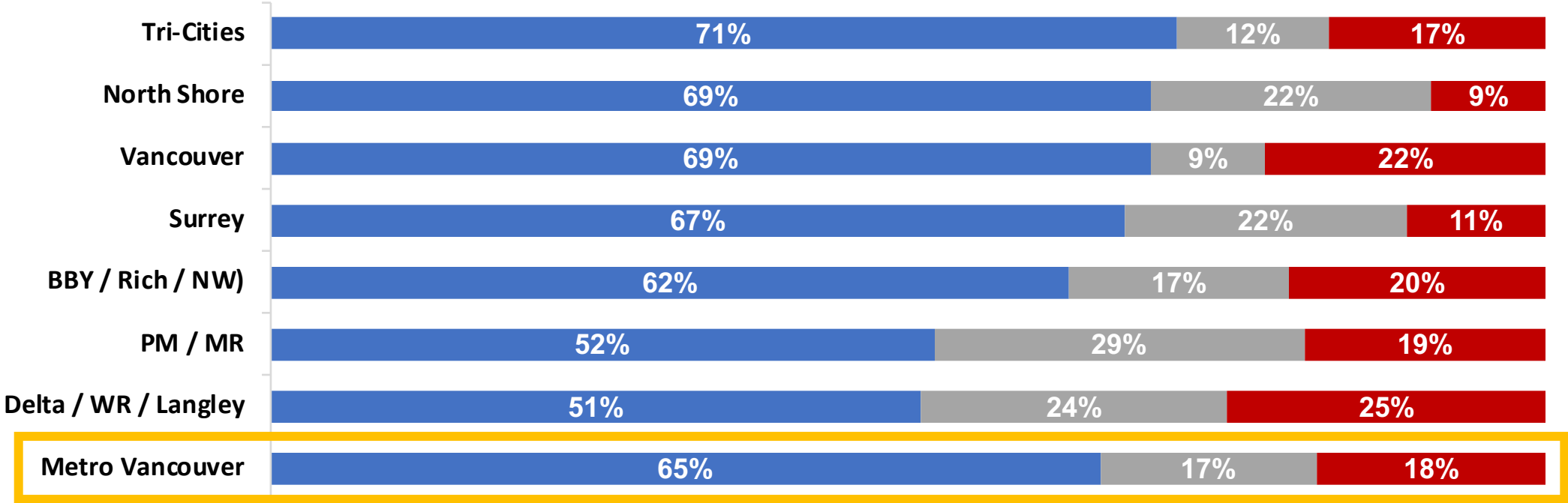


All things considered, do you agree or disagree with each of the following statements? Choose one for each row.
- It is important for my municipality to be well-connected to the UBC Point Grey campus by transit.



SKYTRAIN IS THE MOST DESIRABLE TECHNOLOGY

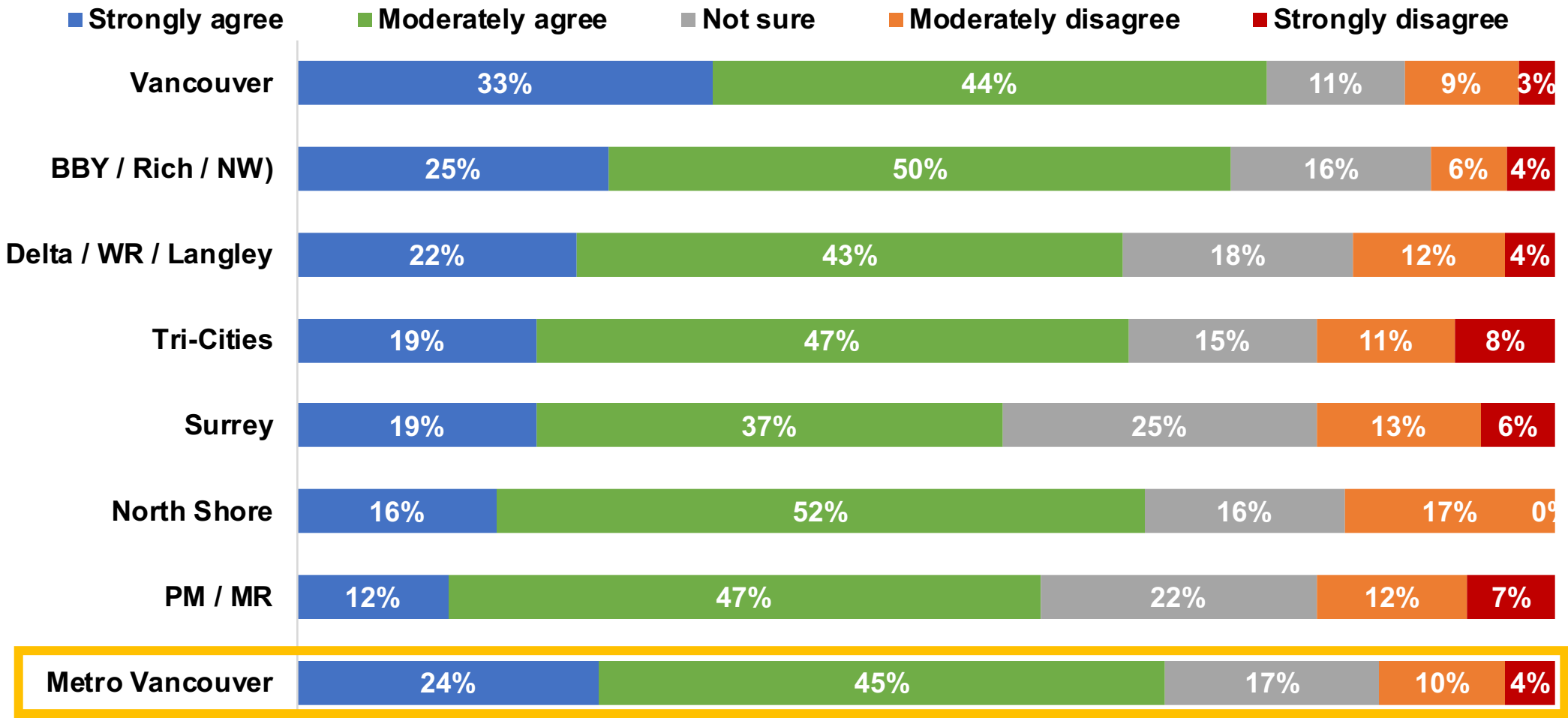
- Skytrain is the most appropriate form of transit to move people along the Broadway Corridor to and from the UBC Point Grey campus
- Not Sure
- There are other forms of transit better suited than SkyTrain to move people along the Broadway Corridor to and from the UBC Point Grey campus (e.g. At-grade Light Rail Transit)



Which of these statements comes closest to your own point of view? Choose one.



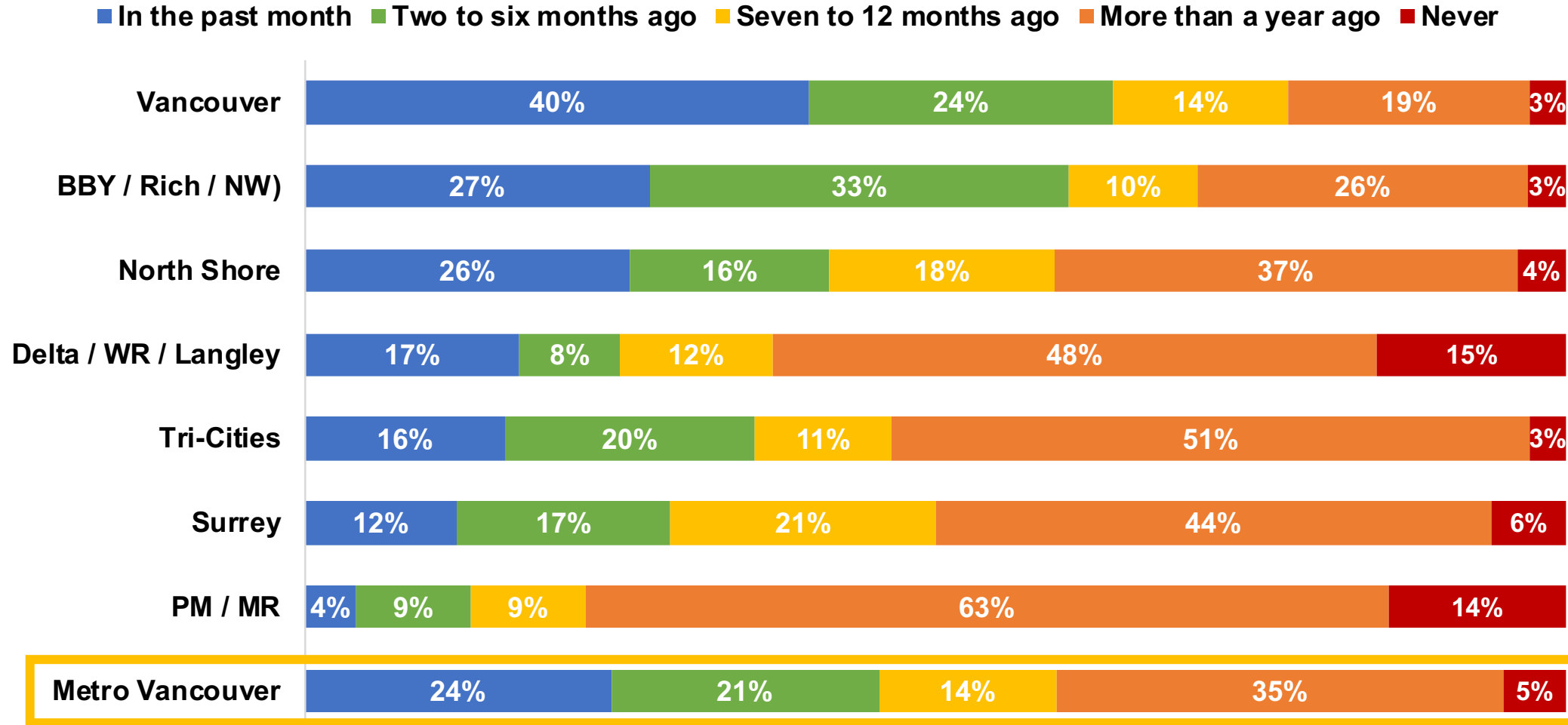
UBC IS A LEADING CONTRIBUTOR TO THE REGIONAL ECONOMY



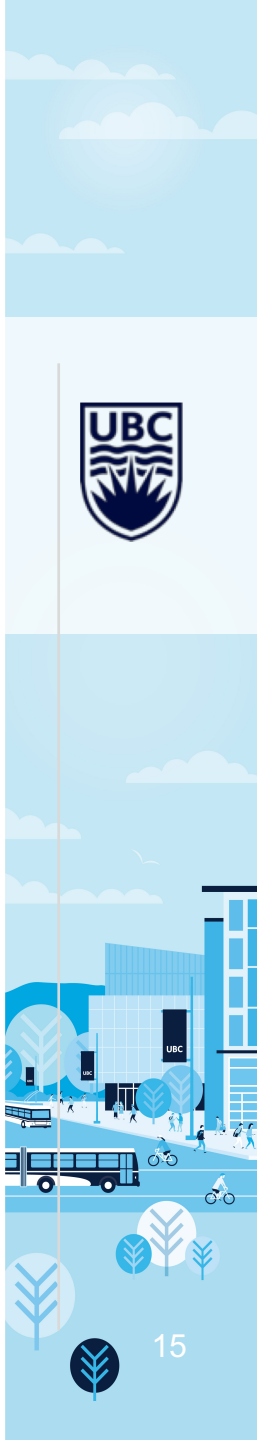
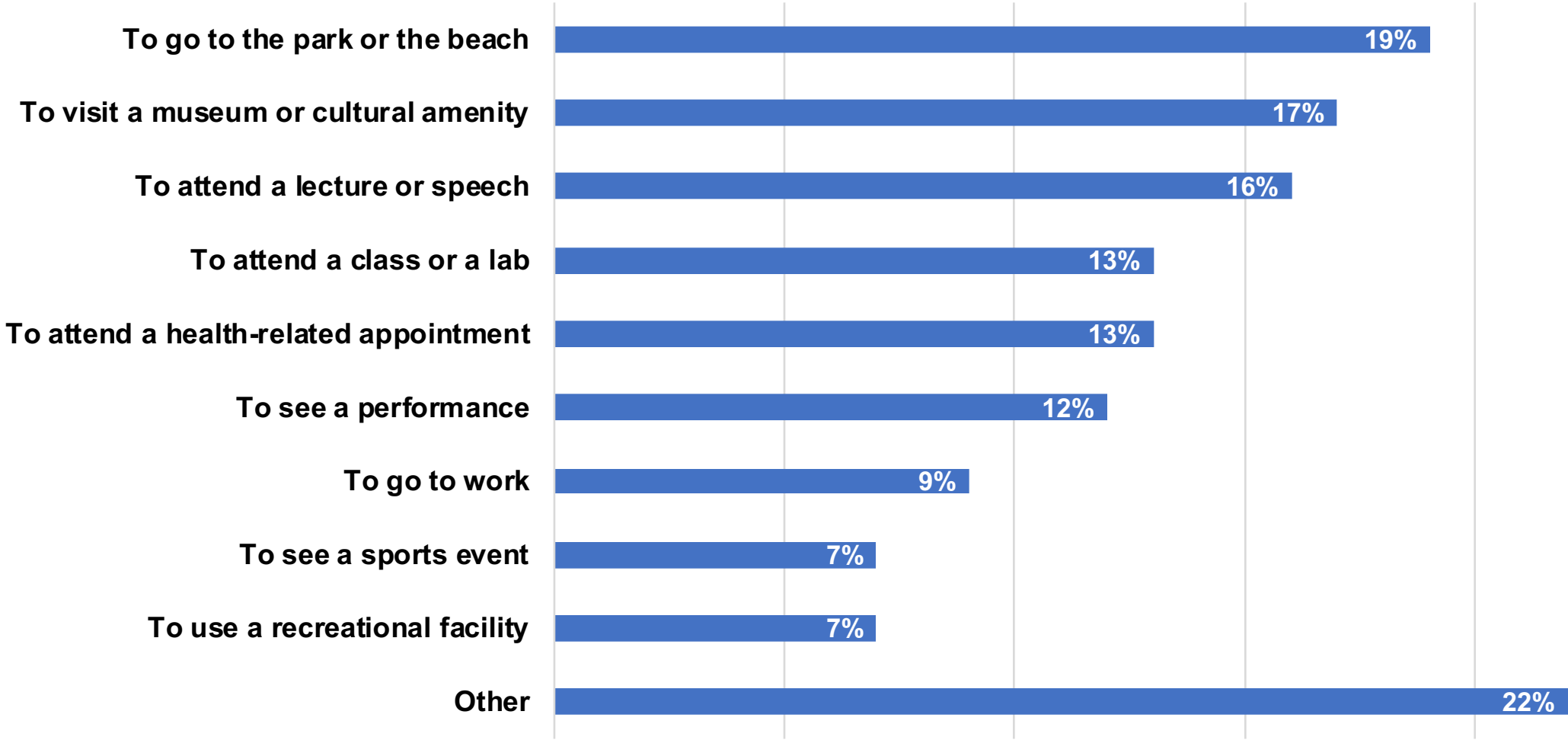
All things considered, do you agree or disagree with each of the following statements? Choose one for each row.
- UBC is a leading contributor to the regional economy.



WHEN WAS THE LAST TIME YOU PERSONALLY VISITED THE UBC CAMPUS AT POINT GREY?



**WHAT WAS THE REASON FOR YOUR LAST VISIT TO THE UBC CAMPUS AT POINT GREY?
(METRO VANCOUVER)**



IF THE MILLENNIUM LINE SKYTRAIN WENT TO THE UBC CAMPUS AT POINT GREY, WOULD YOU BE MORE LIKELY, JUST AS LIKELY OR LESS LIKELY TO VISIT THE CAMPUS?

