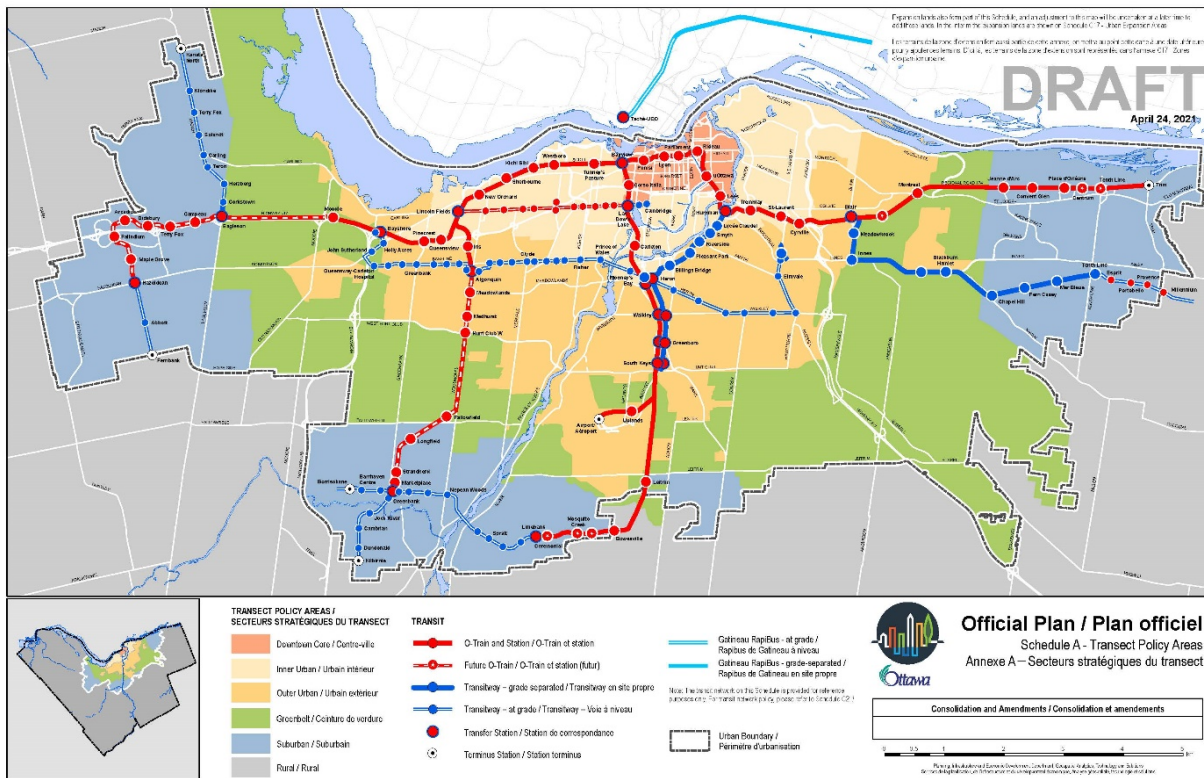


15-Minute Neighbourhoods Baseline Report: Appendix C – Public Survey Analysis & Rural Survey Analysis

Public Survey Overview:

An online public survey was conducted in Summer 2020 to understand the public’s needs and desires for a 15-minute neighbourhood. The survey duration was approximately six weeks and received over 4,000 respondents. The survey included optional demographic questions including age, gender, those with and without children at home, and those who use mobility aids.

Respondents had the option of providing their postal code, which allowed an examination of responses by transect. “Transect” is a concept introduced in the new draft Official Plan, where the city has been divided into six rings, called “transects”, based on different eras of development and different built forms. Each transect has unique policy considerations in the new draft Official Plan that respond to these different contexts. The transects are labelled as the Downtown Core, Inner Urban, Outer Urban, Suburban, and Rural. Review and analysis of survey responses by transect provides geographic understanding or viewpoint to the responses.



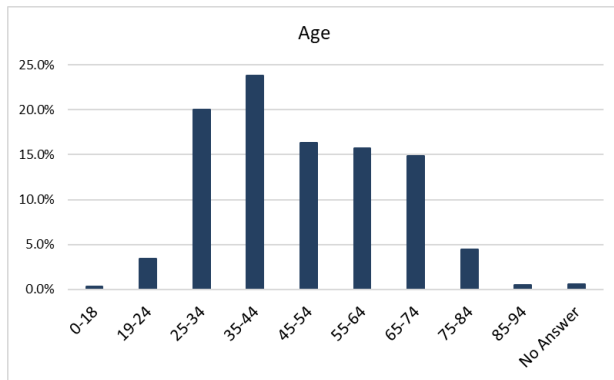
The public survey was disseminated through multiple channels, including the new Official Plan webpage, the City of Ottawa’s social media pages, Councillors’ websites and newsletters, and through the Official Plan Ambassador Working Group. The new Official Plan webpage also included a “Question and Answer”

page where respondents could ask questions relating to the concept of the 15-minute neighbourhood prior to answering the survey.

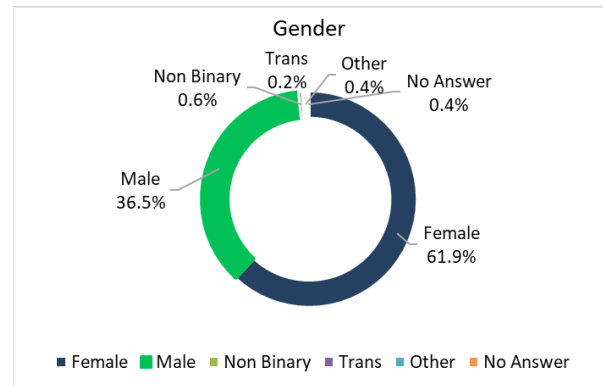
Public Survey - Demographics of Respondents:

Below includes a breakdown, by percentage, of respondents by the optional demographic questions in the survey.

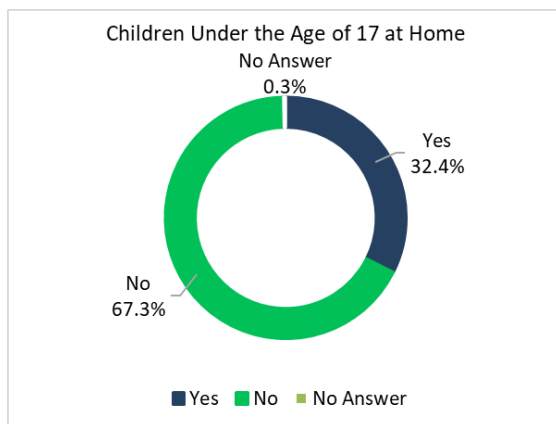
Age:



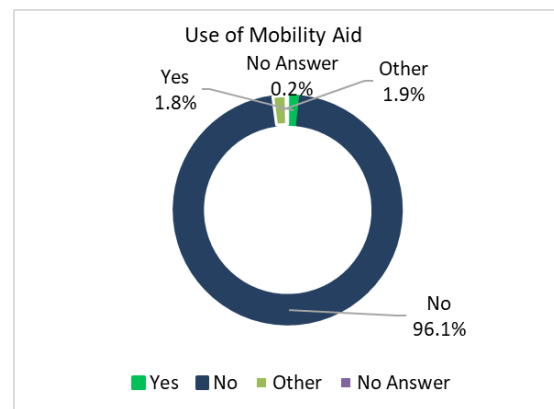
Gender:



Those with and without children under the age of 17 at home:



Use of mobility aid:



Public Survey Questions:

The survey questions assessed what services and amenities people prioritize within a neighbourhood; what is missing in their neighbourhood; how they get around to services and amenities in their neighbourhood; and factors and elements that effect their safety and enjoyment of walking in their neighbourhood.

Below is an analysis of each survey question and responses by transect and by demographic responses, if applicable.

Question 1: What basic services and amenities do you find important to be within a 15-minute walk from your home? Assign priority 1 through 9, with 1 being the lowest.

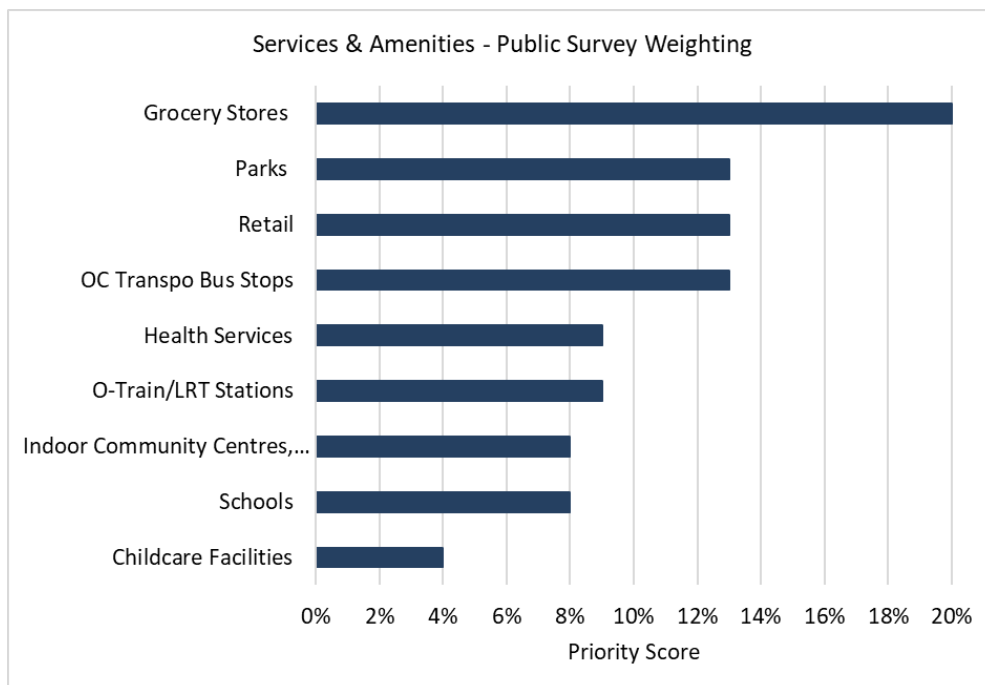
City wide responses:

There was a list of nine service and amenities that respondents were asked to prioritize, with the option of adding ‘other’ services and amenities that weren’t already listed. These services were:

1. Grocery stores and supermarkets
2. Parks with or without playgrounds or splash pads
3. Retail/commercial, such as restaurants, bookstores, laundry/dry cleaners, bakeries, pet stores, bars, and convenience stores
4. OC Transpo bus stops
5. Health services, such as doctor’s offices, dentist’s offices, and pharmacies
6. O-Train / LRT Station
7. Indoor community centres, recreational facilities, or libraries
8. Elementary and secondary schools
9. Childcare facilities

City-wide, grocery stores were the highest priority amenity that respondents want within a 15-minute walk from their home, and childcare facilities were the least prioritized. The weighting of the priority of services and amenities by respondents in the survey was directly used for scoring residential parcels’ access to services and amenities.

The survey had an option for respondents to enter “other” services and amenities they find important to be within a 15-minute walk from their home. The top two ‘other’ services and amenities respondents listed were “safe cycling and bike routes/trails” and “sidewalks and pathways for safe walking”. Sidewalks and pathways are a key need in 15-minute neighbourhoods, and they are assessed in the project as the “pedestrian experience”, which is a separate component of the study.



Question 1: What basic services and amenities do you find important to be within a 15-minute walk from your home? Assign priority 1 through 9, with 1 being the lowest.

Services and Amenities by Transect

Grocery stores were the top priority amenity in all transects, followed by “parks”, “retail”, and “OC Transpo bus stops” depending on the transect.

	1 st Priority	2 nd Priority	3 rd Priority
Downtown Core	Grocery	Retail	Parks
Inner Urban	Grocery	Retail & Parks	OC Transpo
Outer Urban	Grocery	Parks	OC Transpo
Suburban	Grocery	Parks	OC Transpo & Retail
Rural	Grocery	Parks	Retail

Services and Amenities: Gender Lens

When comparing the priority of services and amenities with a gender lens, grocery stores were the most prioritized amenity for all genders, while childcare facilities were the least prioritized for all.

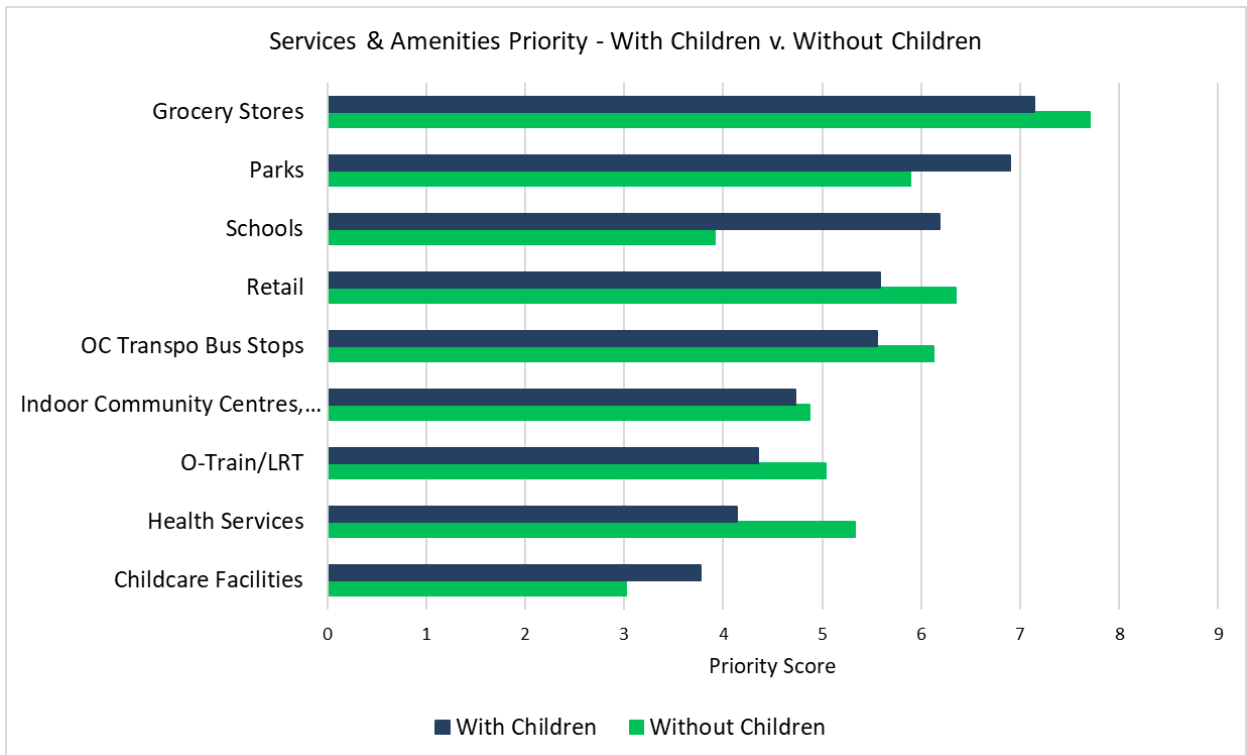


Question 1: What basic services and amenities do you find important to be within a 15-minute walk from your home? Assign priority 1 through 9, with 1 being the lowest.

Services and Amenities: Children under the age of 17 at home

When comparing those with children under the age of 17 at home to those without children under the age of 17 at home, grocery stores were the most prioritized amenity for both, while childcare facilities were the least prioritized for both.

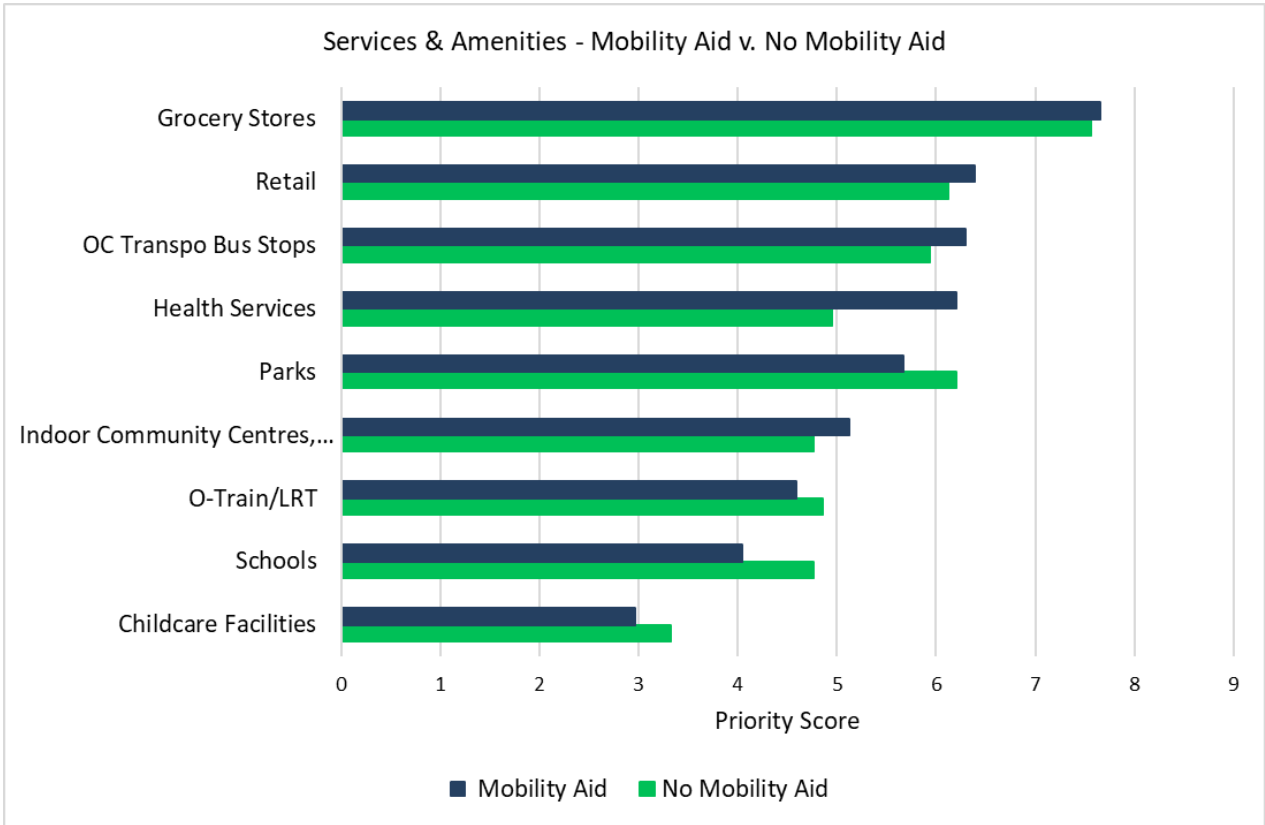
Those without children under the age of 17 at home ranked retail higher, and ranked schools, childcare facilities, and parks lower than those with children under the age of 17 at home.



Question 1: What basic services and amenities do you find important to be within a 15-minute walk from your home? Assign priority 1 through 9, with 1 being the lowest.

Services and Amenities: Mobility Aid

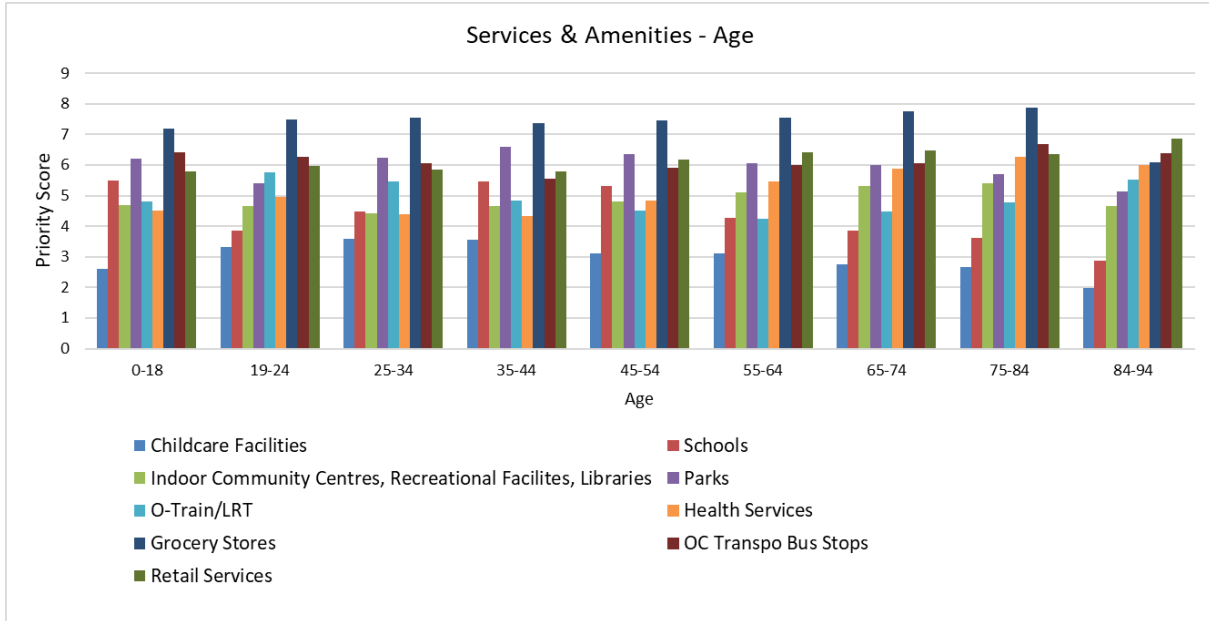
When comparing the priority of services and amenities by those who use mobility aids to those who don't use mobility aids, grocery stores were the highest priority for both, while childcare facilities were the lowest priority for both.



Question 1: What basic services and amenities do you find important to be within a 15-minute walk from your home? Assign priority 1 through 9, with 1 being the lowest.

Services and Amenities: Age

Grocery stores were the most prioritized for those aged 0-18, 19-24, 25-34, 35-44, 45-54, 55-64, 65-74, and 75-84. For those aged 84-94, retail services were the highest priority. For all ages, childcare facilities were the lowest priority.



Question 7: Within a 15-minute walk from your home, is there anything you feel your neighbourhood is missing? If so, what are they?

Question 8: In general, how do you get to the following services and amenities in your neighbourhood?

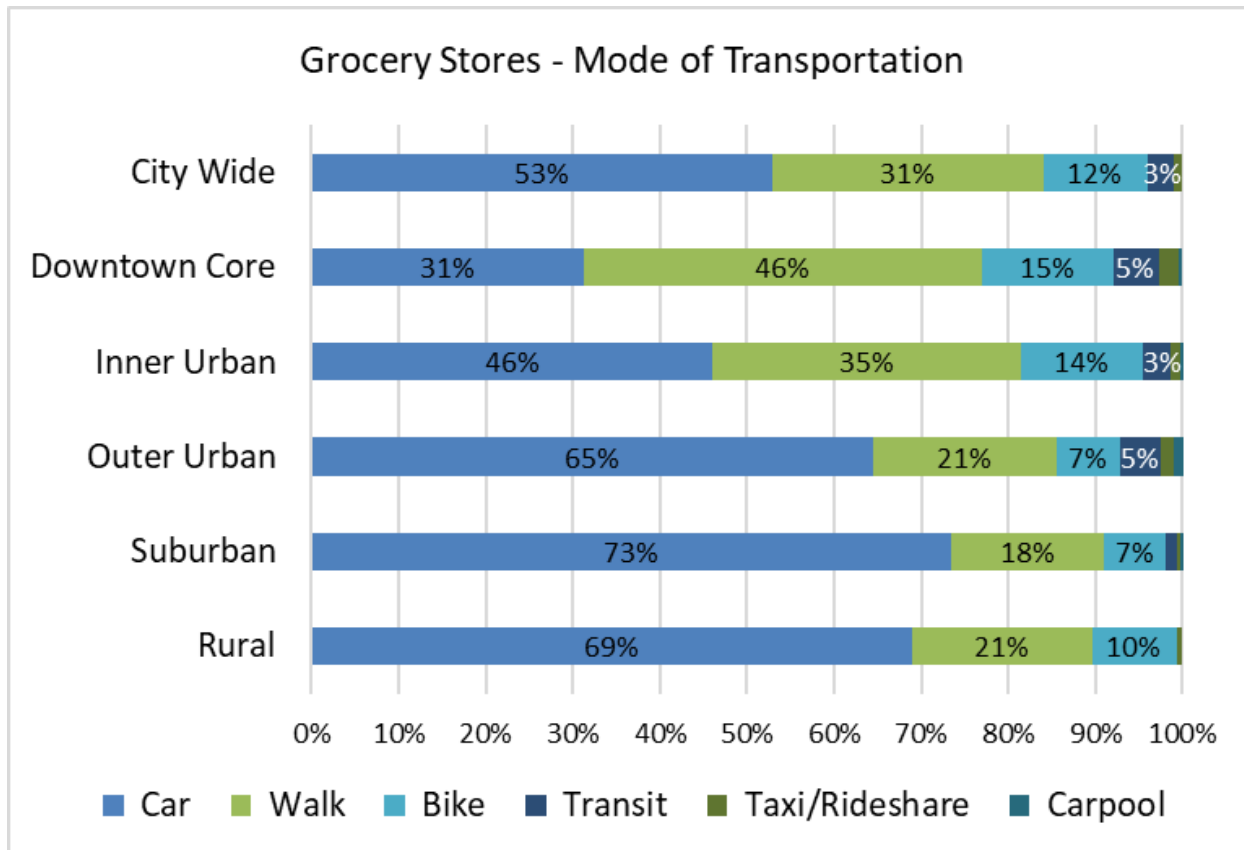
Questions 7 and 8 were analyzed together by transect for each service and amenity to provide a combined picture of missing services and how those services are normally accessed. Below are the results for each service and amenity for the two questions by transect.

Grocery Stores:

Rural, Downtown, and Outer Urban respondents were most likely to indicate that grocery stores are missing from their neighbourhoods.

Walking to grocery stores is the most common Downtown, while driving in the dominant mode elsewhere.

Percent of respondents that felt grocery stores are missing	
Rural	28%
Downtown	27%
Outer Urban	27%
Suburban	23%
City wide	21%
Inner Urban	16%



Question 7: Within a 15-minute walk from your home, is there anything you feel your neighbourhood is missing? If so, what are they?

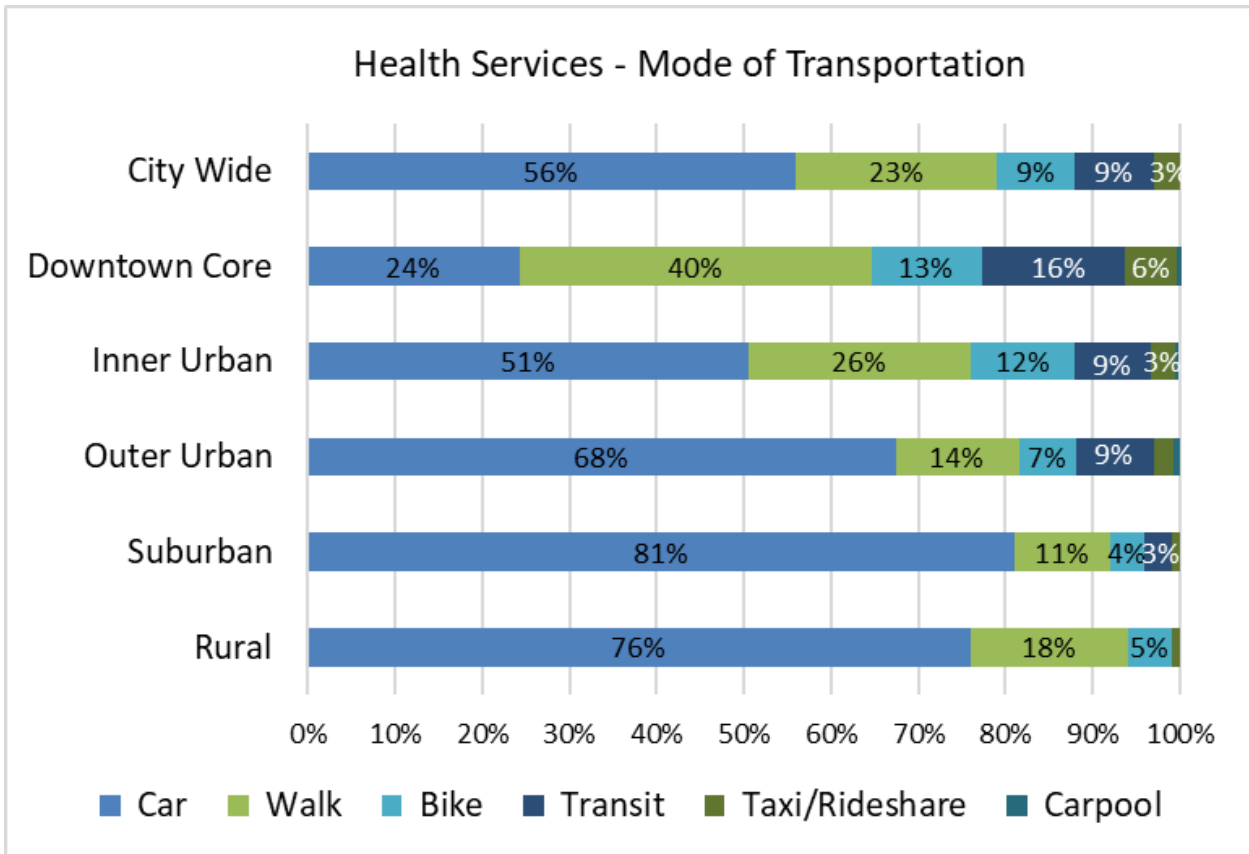
Question 8: In general, how do you get to the following services and amenities in your neighbourhood?

Health Services:

According to respondents, health services are missing most from neighbourhoods in the Suburban transect.

Walking to health services is the most common Downtown, while driving is the dominant mode elsewhere.

Percent of respondents that felt health services are missing	
Rural	28%
Downtown	27%
Outer Urban	27%
Suburban	23%
City wide	21%
Inner Urban	16%



Question 7: Within a 15-minute walk from your home, is there anything you feel your neighbourhood is missing? If so, what are they?

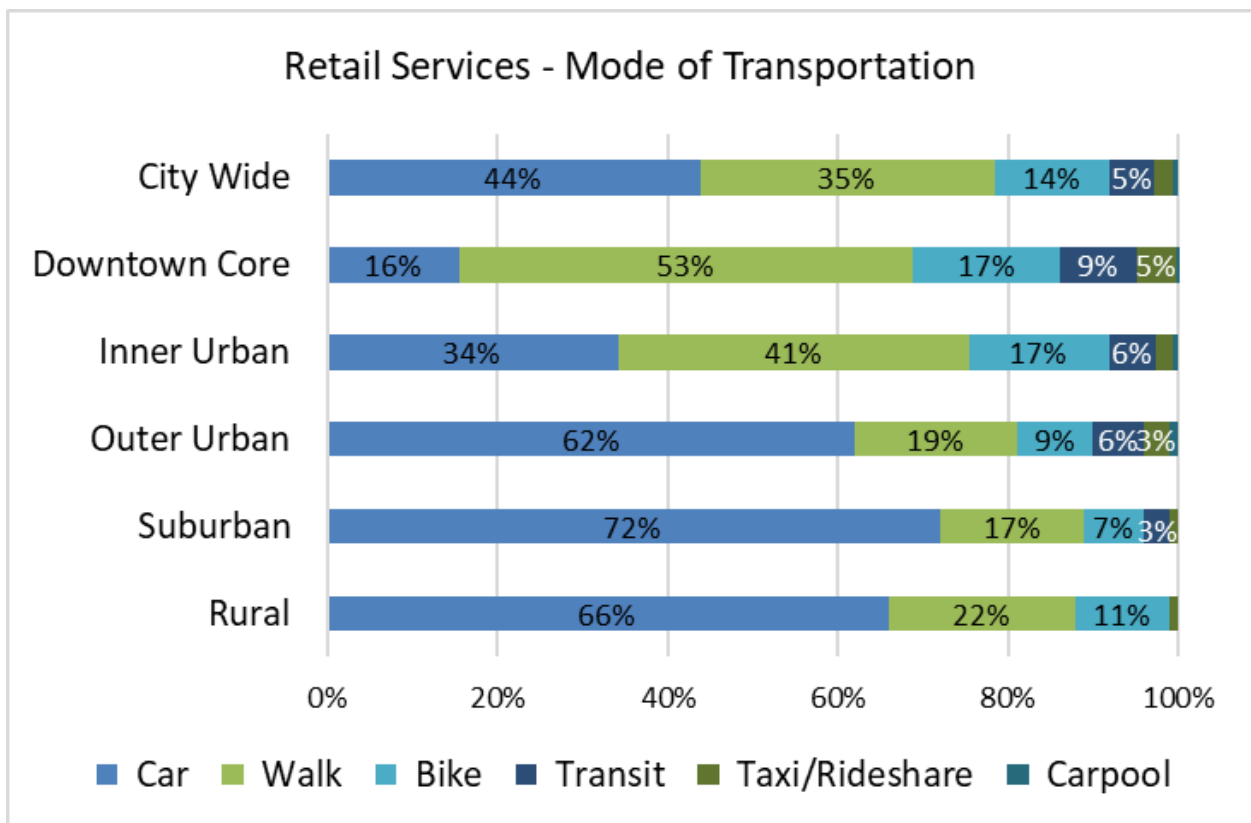
Question 8: In general, how do you get to the following services and amenities in your neighbourhood?

Retail Services:

Respondents from the Outer Urban and Suburban transects are most likely to indicate retail is missing from their neighbourhoods.

Downtown Core and Inner Urban respondents walk more often than drive to retail services, while the opposite is true elsewhere.

Percent of respondents that felt retail services are missing	
Outer Urban	35%
Suburban	33%
Rural	28%
City wide	24%
Inner Urban	20%
Downtown Core	15%



Question 7: Within a 15-minute walk from your home, is there anything you feel your neighbourhood is missing? If so, what are they?

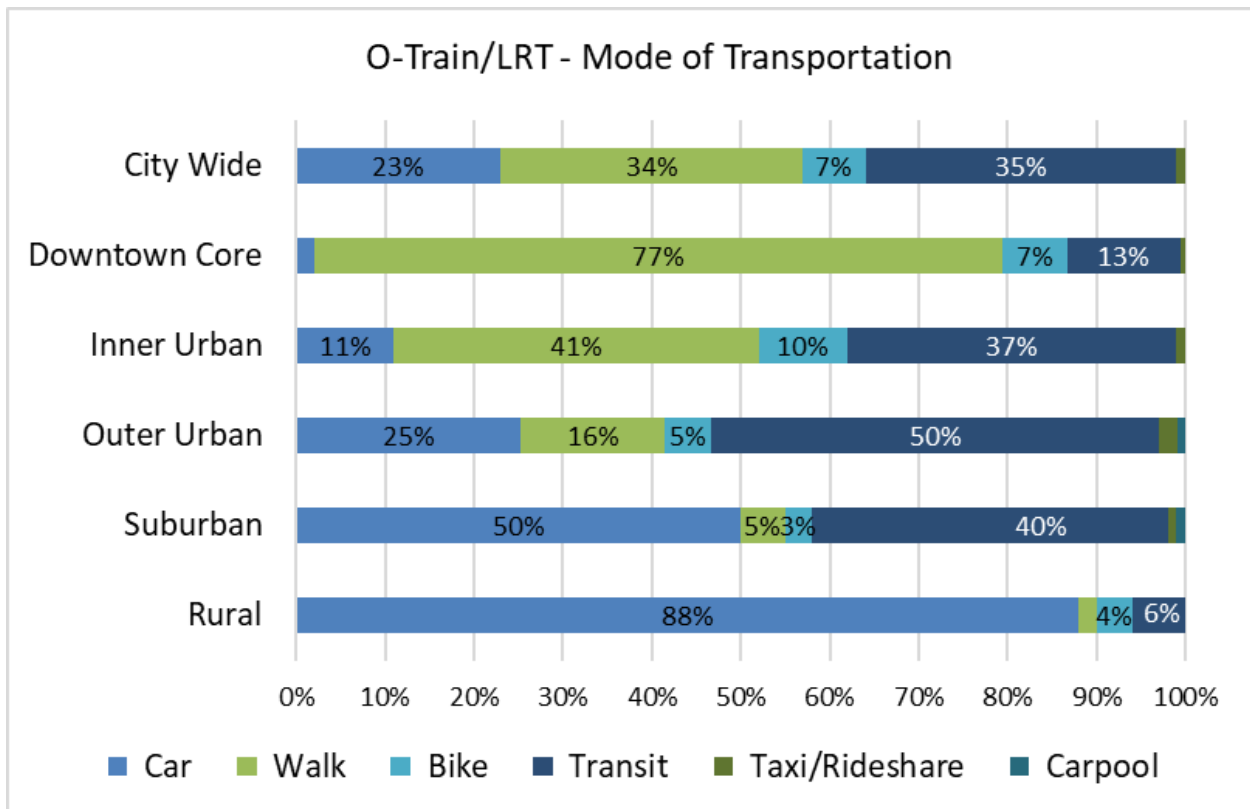
Question 8: In general, how do you get to the following services and amenities in your neighbourhood?

O-Train/LRT Stations:

Respondents from the Suburban Transect most likely to indicate that O-Train/LRT stations are missing.

Transit and walking are the most common ways to access the O-Train/LRT stations city-wide, with Downtown respondents most likely to walk and Rural respondents far more likely to drive.

Percent of respondents that felt O-Train/LRT stations are missing	
Suburban	45%
Outer Urban	33%
Rural	28%
City wide	28%
Inner Urban	24%
Downtown Core	9%



Question 7: Within a 15-minute walk from your home, is there anything you feel your neighbourhood is missing? If so, what are they?

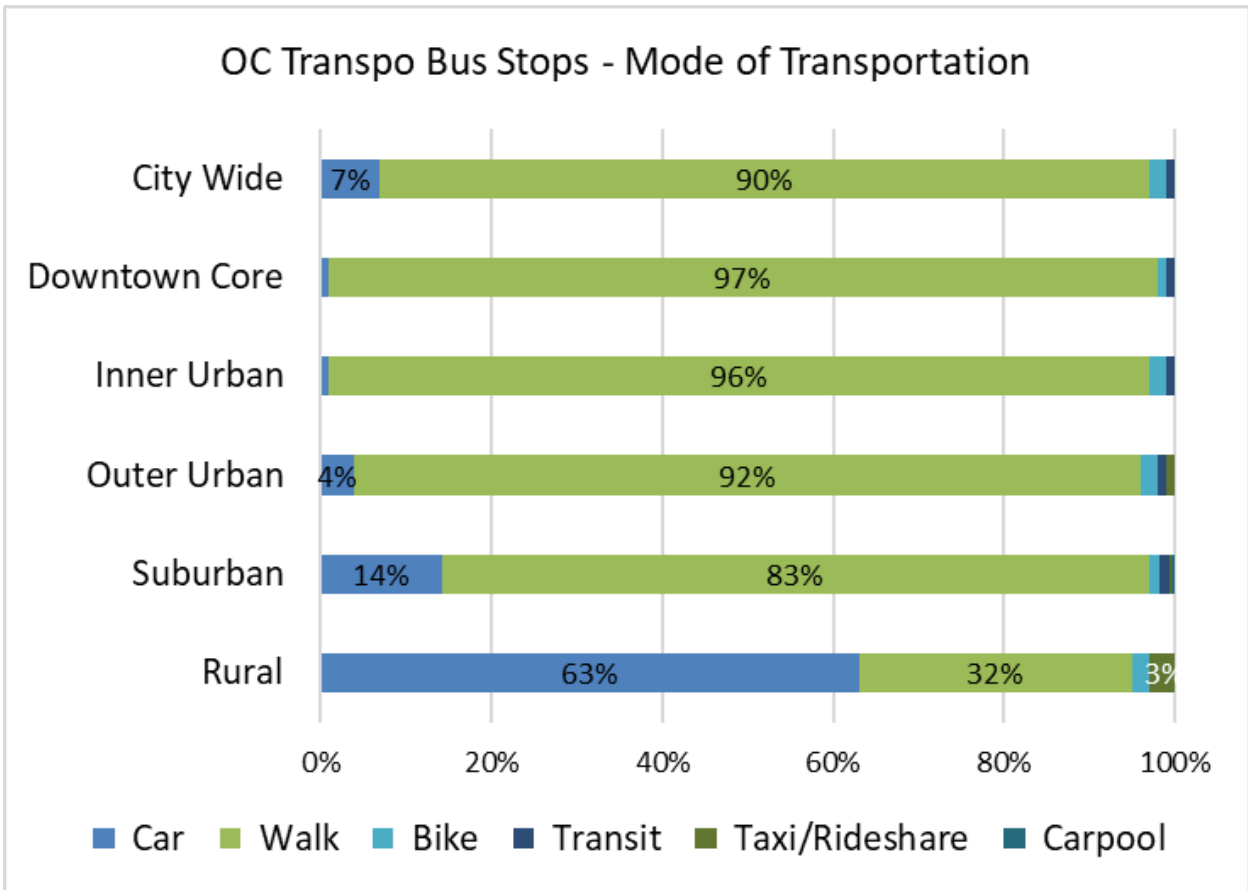
Question 8: In general, how do you get to the following services and amenities in your neighbourhood?

OC Transpo bus stops:

One in four Rural respondents indicate that bus stops are missing, while most respondents elsewhere indicate that they have bus stops in their neighbourhood.

In all areas except the Rural Transect most respondents walk to bus stops with progressively higher walking rates the closer to the Downtown Core.

Percent of respondents that felt OC Transpo bus stops are missing	
Rural	25%
Suburban	5%
City wide	3%
Outer Urban	2%
Inner Urban	1%
Downtown Core	0.5%



Question 7: Within a 15-minute walk from your home, is there anything you feel your neighbourhood is missing? If so, what are they?

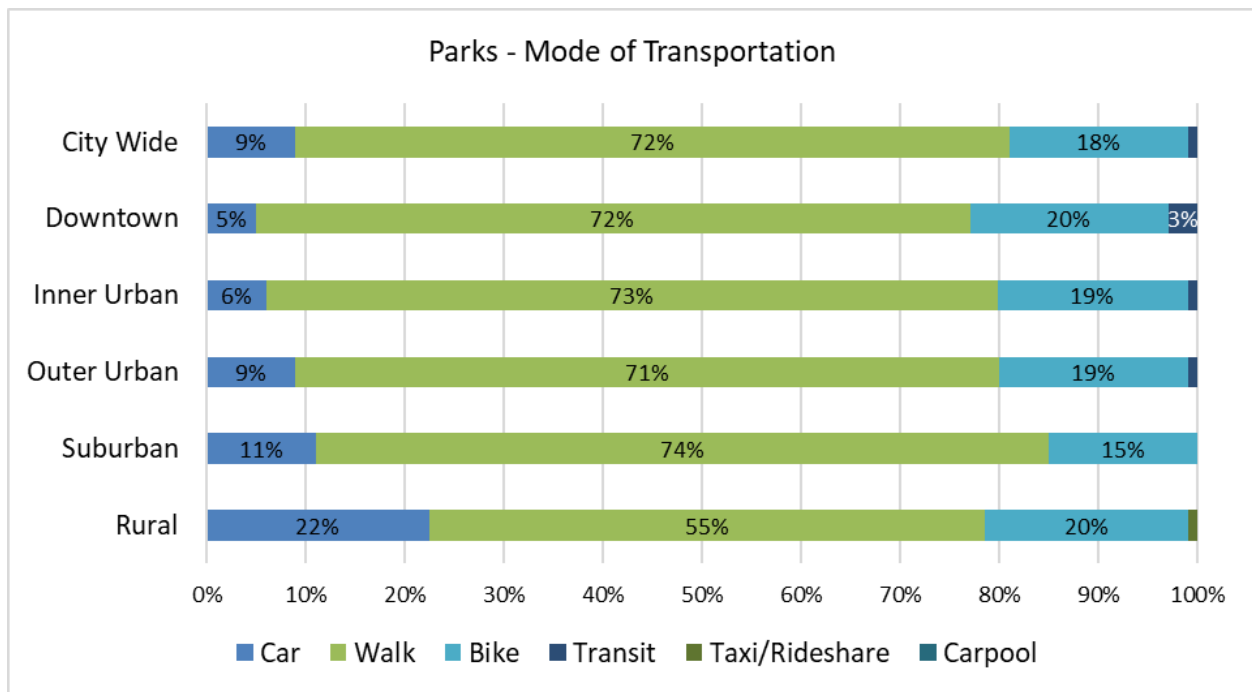
Question 8: In general, how do you get to the following services and amenities in your neighbourhood?

Parks:

Parks are indicated to be missing most often in the Downtown Core and in the Rural area. Downtown and rural respondents indicate that parks are missing at a rate more than twice that of residents in the Outer Urban and Suburban transects.

Walking is the most popular way to access parks across all transects.

Percent of respondents that felt Parks are missing	
Rural	10%
Downtown Core	8%
City wide	5%
Suburban	3%
Outer Urban	3%
Inner Urban	5%



Question 7: Within a 15-minute walk from your home, is there anything you feel your neighbourhood is missing? If so, what are they?

Question 8: In general, how do you get to the following services and amenities in your neighbourhood?

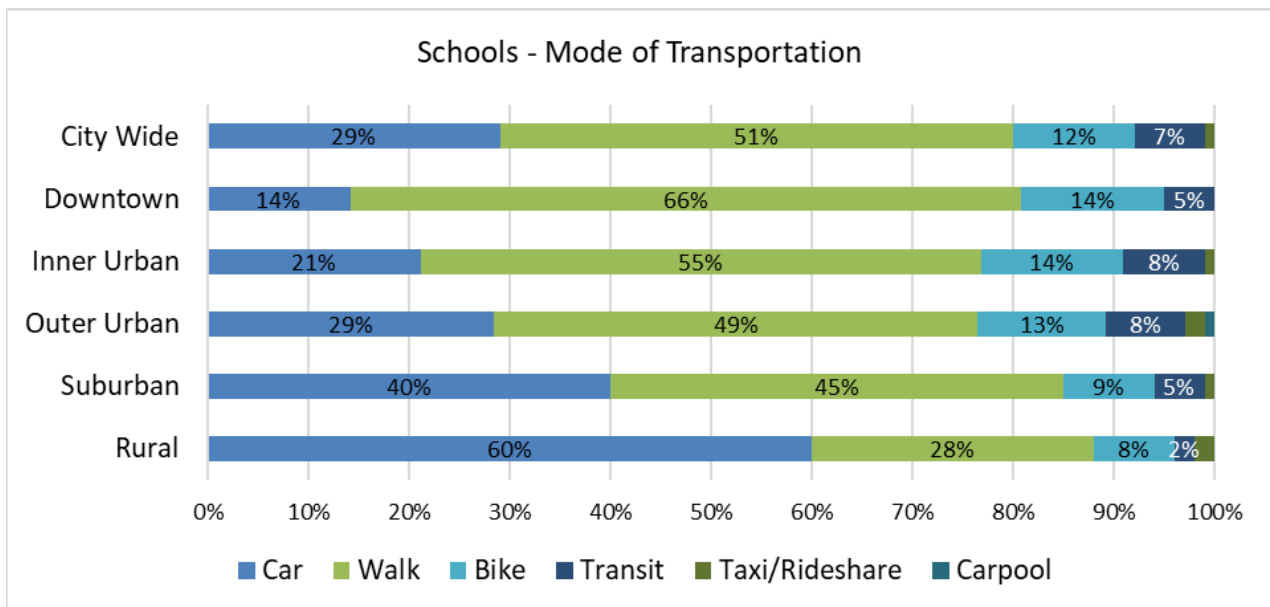
Schools:

Respondents felt that schools were absent the most in Rural and Suburban Transects at 16 and 11 per cent respectively.

Overall walking is the most common mode of transportation to schools in all areas except within the Rural Transect.

The rate of walking and biking to schools is highest in the Downtown Core, followed by the Inner Urban Transect. Sixty percent of respondents in the Rural Transect arrive to school by car. More than half of respondents use active transportation to arrive to school in all areas, including 80% of respondents downtown.

Percent of respondents that felt schools are missing	
Rural	16%
Suburban	11%
Inner Urban	6%
City wide	5%
Outer Urban	5%
Downtown Core	4%



Question 7: Within a 15-minute walk from your home, is there anything you feel your neighbourhood is missing? If so, what are they?

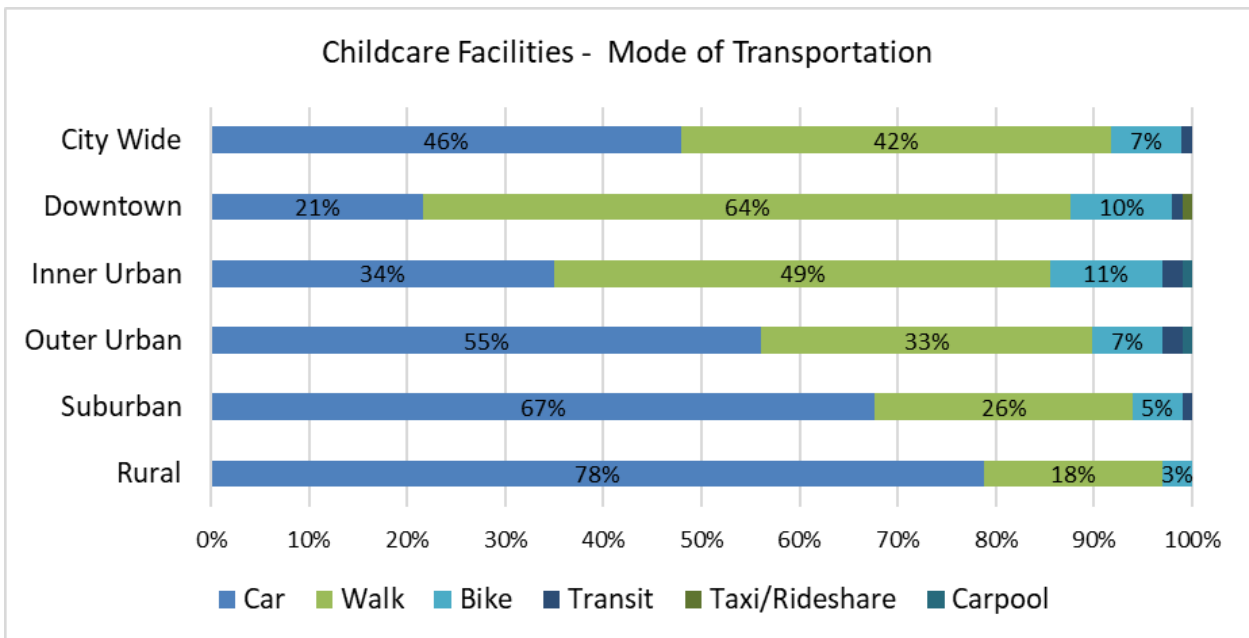
Question 8: In general, how do you get to the following services and amenities in your neighbourhood?

Childcare Facilities:

Rural and suburban respondents are most likely to indicate childcare facilities are missing from their neighbourhoods.

Walking is the most common mode of transportation to childcare facilities in the urban area, with cars being the dominant mode in the suburbs and in the rural area. Biking is not a popular option anywhere, but twice as common downtown and in the Inner Urban Transect compared to the Suburban Transect.

Percent of respondents that felt childcare facilities are missing	
Rural	13%
Suburban	8%
Outer Urban	8%
City wide	7%
Inner Urban	6%
Downtown Core	4%



Question 7: Within a 15-minute walk from your home, is there anything you feel your neighbourhood is missing? If so, what are they?

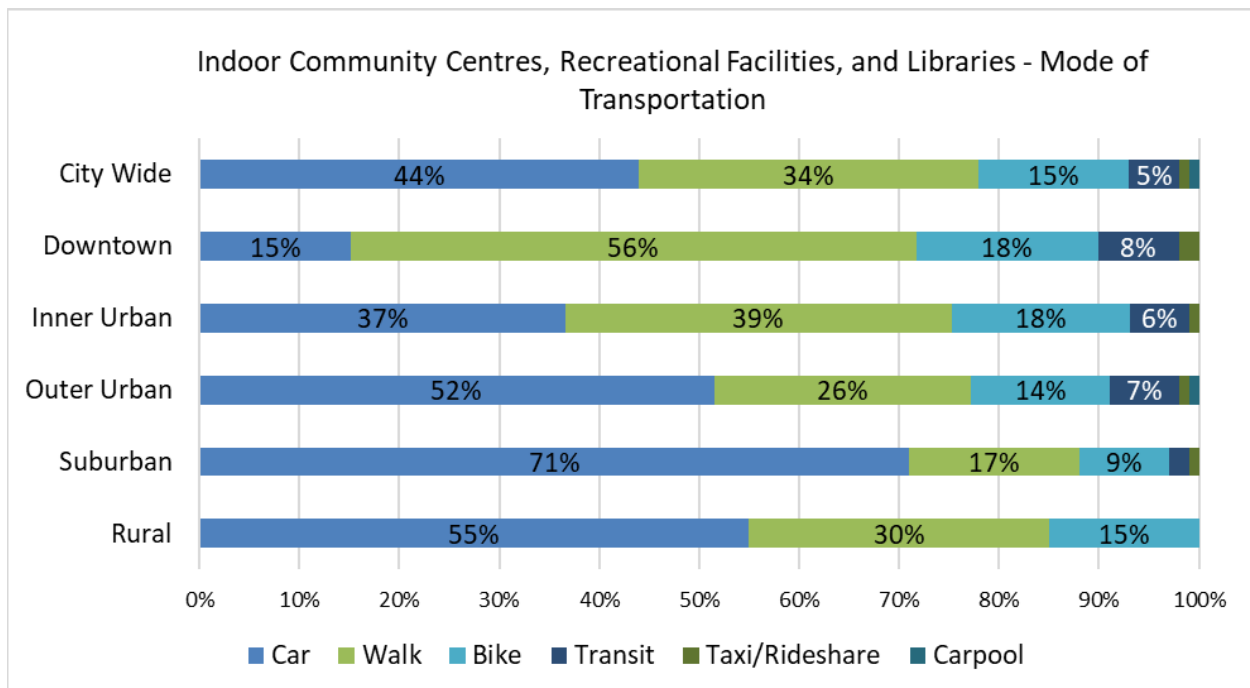
Question 8: In general, how do you get to the following services and amenities in your neighbourhood?

Indoor Community Centres, Recreational Facilities, and Libraries:

Respondents in the Suburban and Outer Urban Transects are most likely to indicate indoor community centres, recreational facilities, and libraries are missing from their neighbourhoods.

Car is the mode of transportation used by most residents of the suburban and rural areas to get to indoor community centres, community centres, and libraries. The rate of car use is also relatively high in the urban area, compared with transportation choices for other community infrastructure amenities.

Percent of respondents that felt indoor community centres, recreational facilities, and libraries are missing	
Suburban	28%
Outer Urban	25%
Inner Urban	22%
City wide	22%
Rural	19%
Downtown Core	15%



Question 9: How often does getting around as a pedestrian feel safe in your neighbourhood?

Walking safety:

Most respondents across all transects indicate they 'usually' or 'always' feel safe while walking. Respondents in the downtown transect indicate 'usually' feeling safe most often but are least likely to 'always' feel safe. Conversely, suburban respondents are most likely to 'always' feel safe but least likely to indicate they 'usually' feel safe. There were significantly more rural respondents that indicated

	Never	Sometimes	Usually	Always
City wide	2%	9%	42%	38%
Downtown	2%	10%	50%	29%
Inner Urban	1%	8%	43%	39%
Outer Urban	2%	10%	44%	35%
Suburban	2%	9%	40%	43%
Rural	7%	9%	30%	43%

'never' feeling safe relative to the other transects.

Male respondents are more likely than women to 'always' feel safe while walking. Those that use mobility aids are more likely to feel unsafe while walking with higher responses in 'never' or 'sometimes' categories. Seniors, both over age 65 and over age 75, indicated a feeling of safety comparable to the general population.

	Never	Sometimes	Usually	Always
Female	2%	10%	45%	34%
Male	2%	8%	38%	46%
Mobility Aid	11%	17%	28%	16%
Seniors (65+)	2%	6%	31%	48%
Older Seniors (75+)	3%	6%	35%	48%

Question 10: How often does getting around as a pedestrian feel enjoyable in your neighbourhood?

Looking at the combined responses in the 'always' and 'usually' columns, rural and downtown respondents enjoy walking less, relative to other transects. Despite this, 69 and 70 per cent of the respondents in these transects indicate they 'usually' or 'always' enjoy walking respectively, and rural respondents were most likely to 'always' enjoy walking in their neighbourhoods. Downtown residents, followed by suburban residents were most likely to indicate that they 'never' or only 'sometimes' enjoy walking in their neighbourhood.

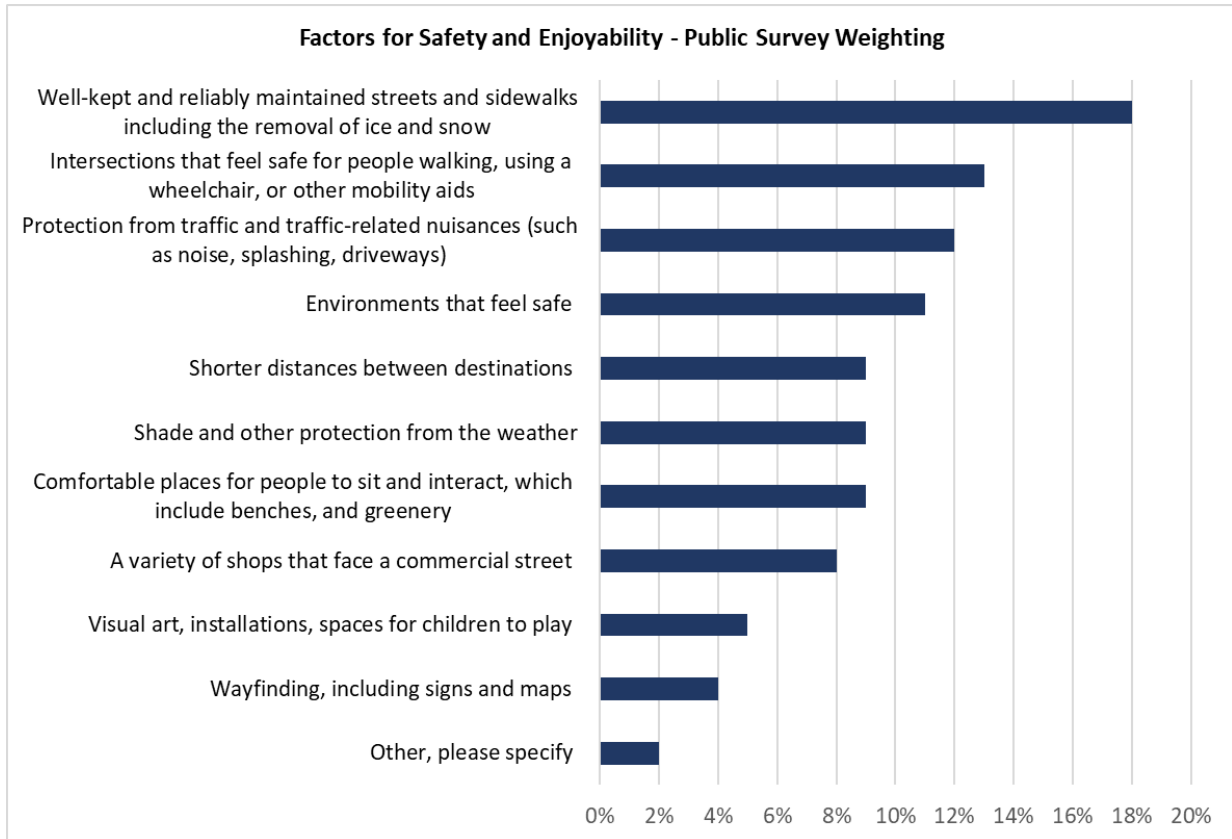
	Never	Sometimes	Usually	Always
City wide	3%	16%	46%	30%
Downtown	2%	22%	49%	21%
Inner Urban	1%	13%	48%	31%
Outer Urban	3%	16%	48%	26%
Suburban	3%	19%	42%	31%
Rural	5%	16%	29%	40%

There is little distinction between male and female respondents on feelings of walking enjoyability. Seniors, particularly those over the age of 75, had the highest percentages of respondents who 'usually' and 'always' enjoy walking in their neighbourhood. Respondents with mobility aids were twice as likely to feel that walking was 'never' or only 'sometimes' enjoyable.

	Never	Sometimes	Usually	Always
Female	2%	15%	47%	29%
Male	3%	16%	45%	32%
Mobility Aid	6%	30%	32%	25%
Seniors (65+)	2%	10%	43%	33%
Older Seniors (75+)	2%	8%	47%	37%

Question 11: Please rank the following factors or elements that are important for making walking safer and enjoyable. Assign priority 1 through 11, with 1 being lowest priority.

The most important factors impacting safety and enjoyability of walking relate to infrastructure maintenance, intersection functionality, and sidewalks that buffer people from traffic. Less important factors include shade and shelter, having a variety of shops, short distances between destinations, visual art, and wayfinding. Physical attributes of the pedestrian environment were generally ranked higher than shorter distances to destinations, highlighting the importance of the pedestrian environment in planning for 15-minute neighbourhoods.



Rural Survey Overview:

The supplementary rural survey questions were developed to help assess what services and amenities people prioritize within easy access of their home, where they most often go to access basic services and amenities (such as urban area or village), what services and amenities are missing at their closest village, how often they visit a village for services and amenities, and what factors and elements effect their safety and enjoyment of shopping in a village within Ottawa’s rural area.

Important takeaways from the rural survey:

- Over half of survey respondents access their basic services and amenities in urban areas of the city, including suburban commercial centres in Barrhaven, Kanata, Riverside South and Orléans
- More than one in four rural respondents access their services from villages
- Online is a source for services and amenities
- Similar to urban residents, the rural survey indicates grocery stores and retail are missing from rural areas

Three most important factors impacting the safety and enjoyability of walking:

1. Well-kept and reliably maintained streets and sidewalks including the removal of ice and snow. (80%)
2. A variety of shops that face a commercial street (67%)
3. Comfortable places for people to sit and interact, which include benches and greenery (67%)

The following comments were received from rural respondents, providing specific insight and context on the priorities and concerns of rural residents:

“I want to feel safer at night, better lighting, policing and more activity.”

“A quick place to grab milk.”

“To be able to meet, socialize and get to truly know people in my community. Less fear, more cheer.”

“Villages mean seniors can live comfortably in their own homes and areas without relying on government services.”

“Villages must be planned for the future in terms of technologies, transportation, retail and drone delivery.”