

December 2017

District of West Vancouver Ambleside Parking Research


westvancouver



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➤ Foreword

Introduction

- At the request of the District of West Vancouver, a random, onsite, intercept survey was conducted amongst those working in Ambleside, local employers, residents and visitors to the area. The survey asked respondents about how they traveled to the area, their reasons for being there, and, if they drove, where they parked.
- The key objectives of the research were to:
 - better understand transportation choices when traveling to Ambleside,
 - identify reasons for visiting, and
 - If parking, where they choose to park, and how challenging it is.
- A total of 456 surveys were completed throughout the survey area (see map in appendices) between December 5th and 15th 2017, with approximately 62% of interviews completed on weekdays and 36% on weekends.
- Conditions during the survey period were mostly dry and clear with temperatures ranging from a low of 4 degrees Celsius to a high of 9 degrees Celsius.
- An intercept survey of this nature is carried out as randomly as possible. For example, steps include random selection of persons approached by interviewers, distribution of interviews across the full time period and across the study area.
- The margin of sampling error for a simple random sample of 456 interviews is +/- 4.2 percentage points at the 95% confidence level.
- A copy of the questionnaire and study area map are appended.

Methodology

- The survey conducted in Ambleside employed a random selection, onsite intercept interviewing methodology.
- Respondents included those traveling to a destination in Ambleside for work or school, or visiting for shopping, services or recreation.
- At any one time during the fieldwork period there were between two and four interviewers traveling on foot throughout the study area intercepting respondents on both sides of the street. By continually moving, interviewers were able to intercept a cross section of visitors and avoid skewing towards users of any one particular business or service.

➤ Executive Overview

Sample Characteristics

- The majority of visitors to Ambleside resided in the District of West Vancouver (68%), many of whom live in the Ambleside/Hollyburn area and Dundarave.
- Most of the remaining 32% of visitors to Ambleside reside in other municipalities, particularly North Vancouver (18%), with just 3% visiting from outside the Lower Mainland.
- Just over half of those intercepted were female (55% compared with 45% male). One-in-five were aged under 45 years (21%), compared with one-third aged 45 to 64 (35%), and 44% aged 65 or older.
- One-in-ten of those randomly intercepted were business owners in Ambleside, with a further 20% who worked in Ambleside.
- Among those that did not work or own a business, most were West Vancouver residents (51%), with one-in-five visiting from elsewhere (19%).

Trip Characteristics

- The large majority of visitors to Ambleside began their trip from home (86%), with 10% coming from work, and the remaining 5% coming from various other locations.
- More than two-thirds of visitors to Ambleside (70%) were on their way to a destination or multiple destinations in Ambleside to shop or visit other businesses, with a further 14% visiting for recreation, and 13% there for work or school.

- The large majority of those intercepted in Ambleside (93%) said they intended to make a stop at one of the businesses there, the most popular being the grocery store (44%), coffee shops (30%), the drugstore (19%), and the bank (18%).

Frequency of Visiting and Mode of Travel

- The majority of people intercepted (71%) frequently visit Ambleside, i.e., three or more times in a typical week, with an additional 19% that visit once or twice a week.
- On the day of the survey, half of all visitors to Ambleside drove themselves in their own vehicle (49%), with a further 12% arriving as a passenger in a private vehicle.
- This compares with 40% opting for active transportation modes, including one-quarter who walked to Ambleside (26%), and just over one-in-ten that took transit (12%).
- Usual modes of travel largely reflect those recorded on the day of the survey and are generally consistent between those interviewed on a weekday versus weekend.
- If not driving, about one-third said they would use transit (30%), almost one-quarter would walk (22%), and 6% would bike, but 41% would not consider anything but driving.

➤ Executive Overview

Parking Behaviour

- The most commonly used on-street parking area was on the 1400 block of Marine Drive on the south side of the street, used by almost one-third of those parking a vehicle.
- The majority of those driving to Ambleside chose on-street parking spaces (70%), one-quarter used off-street free parking such as at the grocery store (23%), and just 2% parked at a paid lot.
- The majority parked within a block of their primary destination (63%), with most no more than two blocks away (89%).
- Asked how far they would be willing to walk from their car to their primary destination, the large majority said they would be willing to walk 2 blocks or more (80%), with more than half willing to walk 3 blocks or more (55%).
- The large majority of those that parked a vehicle found it easy to find parking (81%), with half that found it “very easy” (50%).
- When unable to find a parking space initially, the majority of those that drive to Ambleside tend to drive around until they find a space (67%), or will park outside the area and walk to their destination (10%).
- Almost one-quarter of visitors to Ambleside say that they sometimes park at Park Royal and walk to the Ambleside business area (23%).
- Just less than half of those that drive to Ambleside would ever park in private lots behind businesses (48%). Those that don’t, generally have no need to use them (28%), or believe the lots are not meant for public use (48%).
- About one-quarter of those encountered in Ambleside had mobility issues or traveled with someone who does (23%), 40% of whom make use of handicap parking stalls in Ambleside. The majority of those say they have difficulty finding an available spot (69%).
- Asked for any further comments about parking in Ambleside, the majority of those that provides a comment simply states a need for more parking (38%)

Summary

- About half of all visitors to Ambleside drive to the area, most of whom did not have trouble finding parking. Visitors appreciate the fact that parking is free, contributing to the small town feel of the area, though time limits could be longer.
- While most were able to park within a block of their destination, the majority would be prepared to walk further if necessary, with some already doing so when they have to.
- When asked, those with an opinion feel more parking is needed, including provision for those that work in the area, and those with mobility issues.



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Detailed Findings

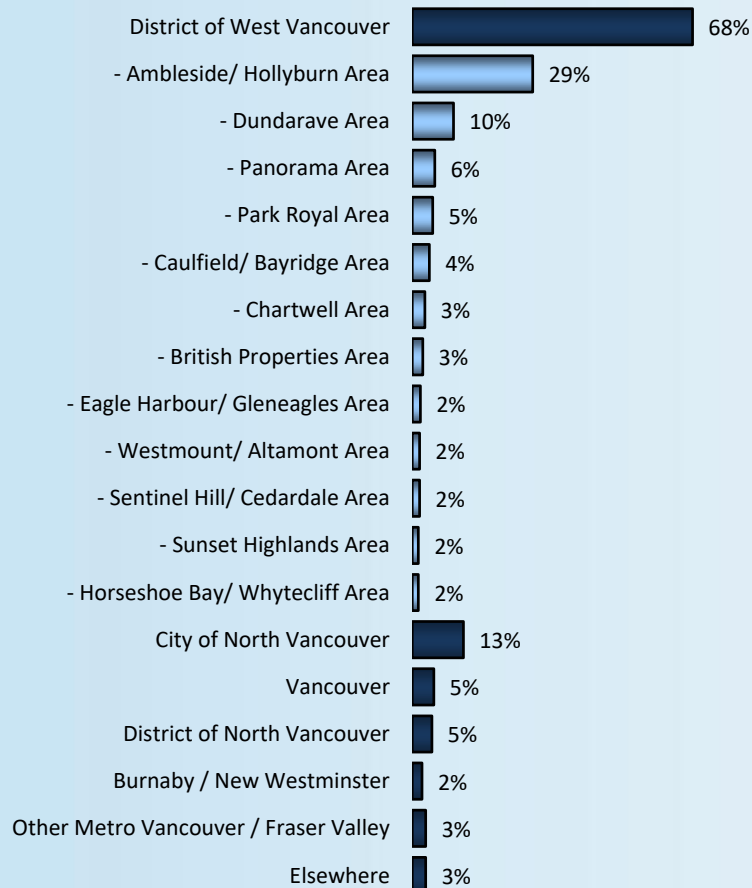


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1. Sample Characteristics



➤ Sample Characteristics: **Place of Residence**



Base: Total (n=456)

Q.1) In which municipality do you live?

- Two-thirds of visitors to Ambleside resided in the District of West Vancouver (68%), many of whom live in the Ambleside/ Hollyburn area and Dundarave.
- Most of the remaining 32% of visitors to Ambleside reside in other municipalities, particularly North Vancouver (18%), with just 3% visiting from outside the Lower Mainland.
- *See appendices for map of West Vancouver sub-areas.*



➤ Sample Characteristics: Gender, Age, Connection

	Total (456) %
Gender	
Male	45
Female	55
Age	
18 to 24	4
25 to 34	7
35 to 44	10
45 to 54	17
55 to 64	18
65 to 74	25
75 to 84	15
85 years or older	4
Connection to the District of West Vancouver	
Employer	10
Employee	20
Student	2
Resident	51
Visitor	19

- Just over half of those intercepted were female (55%), compared with just less than half male (45%).
- About one-in-five visitors intercepted in Ambleside were aged under 45 years (21%), compared with one-third aged 45 to 64 (35%), and 44% aged 65 or older.
- One-in-ten of those randomly intercepted were business owners in Ambleside, with a further 20% who worked in Ambleside.
- Among those that did not work or own a business, most were West Vancouver residents (51%), with one-in-five visiting from elsewhere (19%).

➤ Sample Characteristics: **Transportation Choices**

	Ambleside (134) %	Dundarave (46) %	Panorama (26) %	Park Royal (23) %	City of North Vancouver (56) %	Vancouver (24) %	District of North Vancouver (22) %
Drive	31	72	86	48	64	58	64
Active Transportation	69	28	12	52	36	42	37
Walk	60	24	8	17	4	4	-
Take Transit	8	4	4	26	32	38	32
Bike	1	-	-	9	-	-	5

- Active transportation is most popular amongst local residents of Ambleside, many of whom who are able to walk to the area.
- It's also quite popular amongst those coming from Park Royal, where residents walk or take transit.
- While the majority of those living further afield tend to drive, a sizable proportion of those coming from Vancouver and North Vancouver, about one-third in each case, choose transit.

	Employer (47) %	Employee/ Student (98) %	Resident of West Vancouver (233) %	Visitor to the Area (85) %
Drive	57	63	53	74
Active Transportation	43	37	47	21
Walk	9	14	39	5
Take Transit	34	22	7	15
Bike	-	-	1	1

- With the majority who live in West Vancouver (72%), over half of all local business owners drive to Ambleside, with 43% that choose an active transportation option.
- About half of those that work or study in Ambleside live outside of West Vancouver and are somewhat more likely to drive to the area (63%).
- West Vancouver residents are about evenly split between those who drive (53%) and those that walk or take transit (47%), with those living closer more likely to choose active transportation.
- Visitors from elsewhere are most likely to drive to the area (74%).

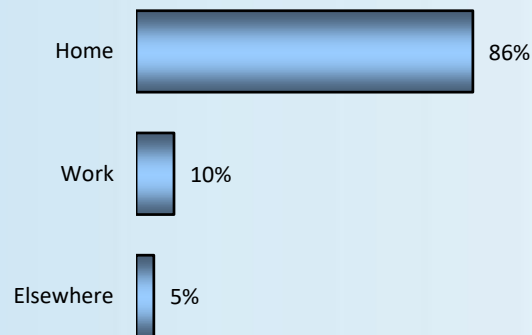


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2. Trip Characteristics



➤ Trip Origin



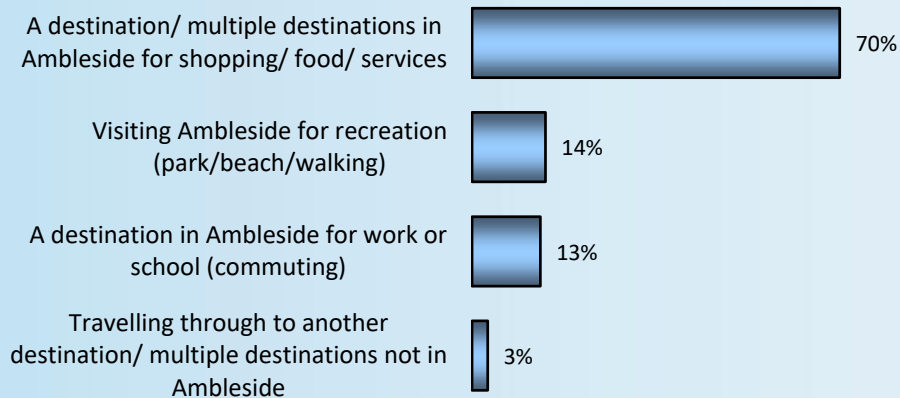
- The large majority of visitors to Ambleside began their trip from home (86%), with 10% coming from work, and the remaining 5% coming from various other locations such as visiting friends, running errands or shopping in other parts of Metro Vancouver.

Base: Total (n=456)

Q.3) Where are you traveling from today?



➤ Trip Destination



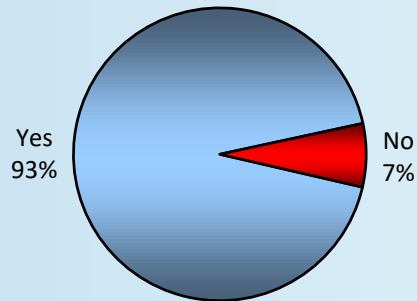
- More than two-thirds of visitors to Ambleside (70%) were on their way to a destination or multiple destinations in Ambleside to shop or visit other businesses, with a further 14% visiting for recreation, and 13% there for work or school.
- Just 3% said they were traveling through to another destination not in Ambleside.

Base: Total (n=456)

Q.4) And where are you traveling to today (your primary reason for visiting Ambleside)? Is it:



➤ Stopping at a Business in Ambleside



- The large majority of those intercepted in Ambleside (93%) said they intended to make a stop at one of the businesses there, while fewer than one-in-ten were either there only for recreation, just hanging-out or traveling through (7%).

Base: Total (n=456)

Q.4) And where are you traveling to today (your primary reason for visiting Ambleside)? Is it:

Q.5) Will you be making any stops in Ambleside today?



➤ Businesses Visited in Ambleside

Base: Those making a stop in Ambleside	Total (422) %
Grocery store	44
Coffee shop	30
Drugstore	19
Bank/ Financial	18
Healthcare: NET	10
Healthcare: Doctor	7
Healthcare: Dentist	2
Healthcare: Other	2
Restaurant: NET	10
Restaurant: Sit Down	8
Restaurant: Take Out	2
Liquor store	8
Clothing/ Footwear	6
Convenience store	6
Health/ specialty food	5
Home décor/ Hardware	5
Esthetics/ Massage/ Beauty	4
Antique store	3
Post Office	3
Hair salon/ Barber	2
Salvation Army	2
Toy store	1
Lawyer/ Notary	1
Fitness/ Yoga	1
Realtor	1
Bar	1
Pet store	1
Other	4

- The most popular businesses being visited by those intercepted in Ambleside were the grocery store (44%), coffee shops (30%), the drugstore (19%), and the bank (18%).
- One-in-ten of those intercepted were headed to a healthcare appointment, with the same proportion going to a restaurant.
- A variety of other businesses were each visited by fewer than one-in-ten visitors, among which included the liquor store (8%), clothing stores (6%), convenience stores (6%), health or specialty food stores (5%), and home goods and furnishings stores (5%), along with numerous others visited somewhat less frequently.

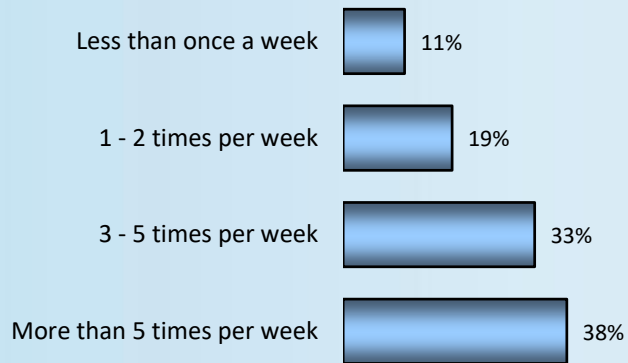
Q.6) Which business(es) did you or will you visit on this trip?



3. Frequency of Visiting and Mode of Travel



➤ Frequency of Travel to Ambleside



- The majority of people intercepted (71%) frequently visit Ambleside, i.e., three or more times in a typical week, with an additional 19% that visit once or twice a week.
- The remaining one-in-ten visits less than once a week (11%).
- Those that visit the area most frequently include local residents (50% visit more than 5 times a week), and those aged 65 or older (49% visit more than 5 times a week).

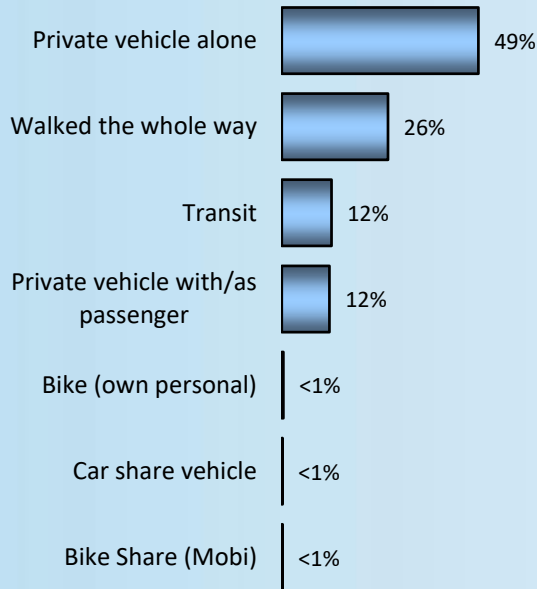
Base: Total (n=456)

Q.7) In a typical week, how many days do you visit Ambleside?

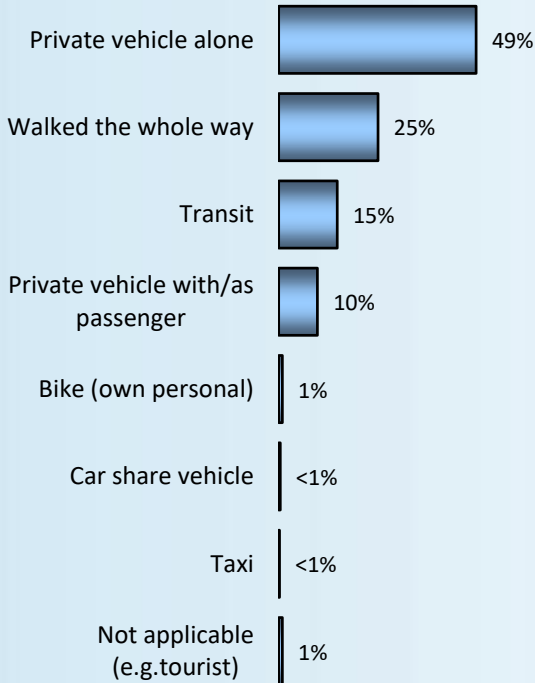


Mode of Travel to Ambleside

On Day of Survey



Usual Mode



Base: Total (n=456)

Base: Total (n=456)

Q.8) How did you travel to Ambleside today?

Q.10) How do you usually travel to Ambleside (mode used most often)?

- On the day of the survey, half of all visitors to Ambleside drove themselves in their own vehicle (49%), with a further 12% arriving as a passenger in a private vehicle.
- This compares with 40% of visitors to Ambleside that used active transportation modes. This includes one-quarter of those intercepted who walked (26%), and just over one-in-ten that took transit (12%).
- When asked how they most commonly travel to Ambleside, usual modes of travel largely reflect that of the day of the survey, with 40% usually choosing active transportation modes .
- Travel choices among those with mobility issues do not differ significantly from those without, with 48% that usually drive alone, 20% that walk and 10% that take transit.

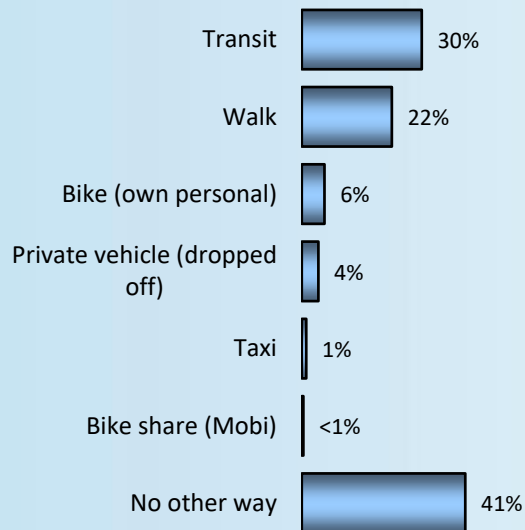
➤ Profile of Transportation Choices

	Total Drive (269) %	Total Walk (112) %	Total Use Transit (66) %
Gender			
Male	44	38	56
Female	56	62	44
Age			
18 to 24	3	3	12
25 to 34	6	4	17
35 to 44	11	5	12
45 to 54	16	14	24
55 to 64	22	14	11
65 to 74	25	30	14
75 to 84	15	21	6
85 years and over	3	8	5
Connection to the District of West Vancouver			
Employer	10	4	24
Employee	22	11	30
Student	2	2	3
Resident	46	80	24
Visitor	23	4	20
Frequency of Visiting Ambleside			
Less than once a week	13	4	9
1 to 2 times per week	23	7	23
3 to 5 times per week	32	24	52
More than 5 times per week	32	65	17
Mobility Issue (self or companion)			
Yes	23	15	32
No	77	85	68

- Drivers:** The profile of those who usually drive to Ambleside is largely representative of the overall profile of those intercepted, with a fairly even gender split, leaning somewhat older.
 - About two-thirds are either residents of West Vancouver (46%) or visitors to the area (23%).
 - Two-thirds are regular visitors to the area, at least 3 or more times per week (64%).
 - One-quarter of those who drive (or someone they travel with) has a mobility issue (23%)
- Walkers:** Those who usually walk to Ambleside are more likely to be female (62%), and lean older. The large majority are residents of West Vancouver (80%), and frequent visitors to Ambleside, more than 5 times per week (65%). Just 15% have any mobility issues, a proportion not significantly different from those that drive.
- Transit Users:** Those using transit are fairly evenly split according to gender, and more evenly distributed according to age than those that drive or walk. Transit use is similarly popular amongst business owners, employees, residents and visitors, with use skewing slightly towards those visiting 3 to 5 times per week. One-third of transit users report having mobility issues.



➤ Mode of Travel to Ambleside if not Driving



- When those who drove or usually drive to Ambleside were asked an alternative mode of travel they would use, about one-third said they would use transit (30%), almost one-quarter would walk (22%), and 6% would bike.
- However, the largest proportion said they would not consider any other means of traveling to Ambleside (41%).

Base: Those who drove/ usually drive (n=269)

Q.11) How would you travel to Ambleside if you didn't drive?

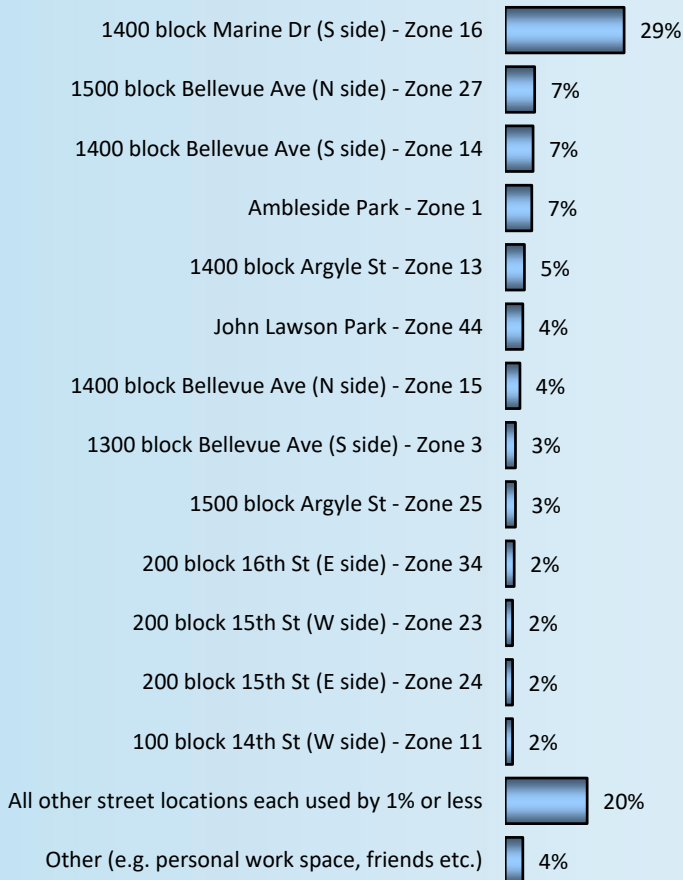


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4. Parking Behaviour



➤ Parking Locations on day of Survey



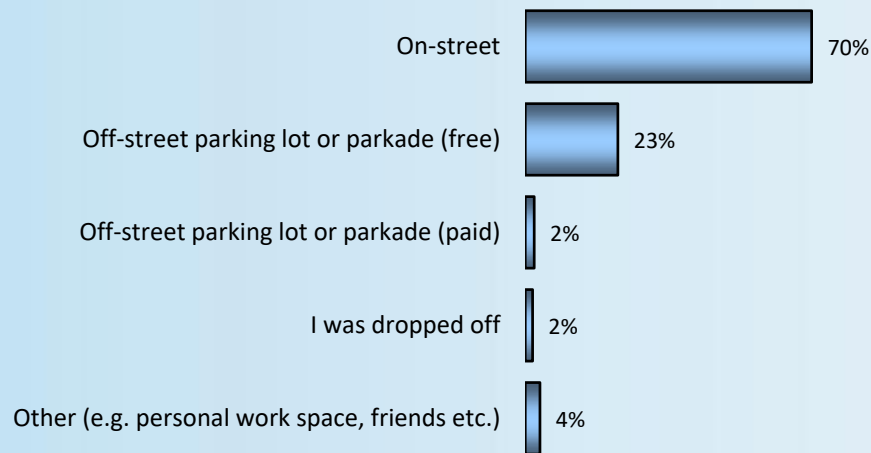
- Among those who traveled by vehicle, the most common on-street parking area was on the 1400 block of Marine Drive on the south side of the street, used by almost one-third of those parking a vehicle.
- The next most common choice for parking was on the 1400 and 1500 blocks of Bellevue Avenue and the parking area at Spirit Trail and Argyle Street, each used by 7% of those parking.
- The remaining vehicle users parked at various locations throughout the Ambleside area, with just 4% using allocated private parking.
- *See appendices for map of parking locations.*

Base: Those who traveled by vehicle (n=279)

Q.9a) Where did you park? Please indicate on the map



➤ Type of Parking Space



- Asked the type of parking space they used, the majority of those driving to Ambleside chose on-street parking spaces (70%).
- About one-quarter had used off-street free parking such as at the grocery store (23%).
- Just 2% had parked at a paid lot, with the same proportion saying they were dropped off.
- A total of 4% used allocated private parking.

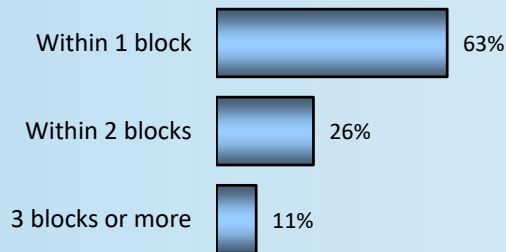
Base: Those who traveled by vehicle (n=279)

Q.9b) And was your parking:



➤ Distance from Parking Space to Primary Destination

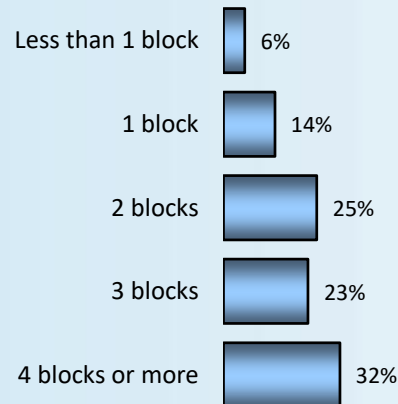
On Day of Survey



Base: Those who traveled by vehicle and parked (n=277)

Q.9c) How far away did you park from your main destination?

Distance Willing to Walk



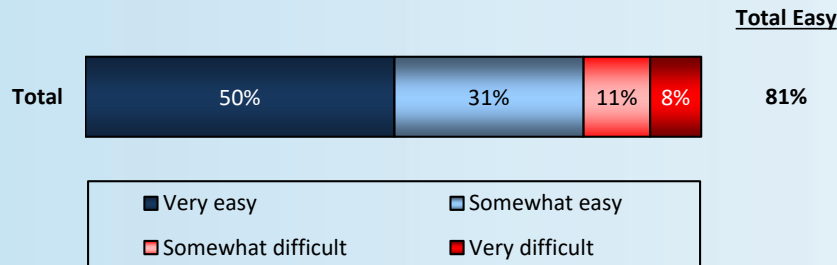
Base: Those who usually drive to Ambleside (n=378)

Q.13) How far are you willing to walk to your destination in Ambleside?

- The majority of those that parked a vehicle were within a block of their primary destination (63%), with most no more than two blocks away (89%).
- Just one-in-ten found themselves three blocks away or further (11%).
- When asked how far they would be willing to walk from their car to their primary destination, the large majority of those driving to Ambleside said they would be willing to walk 2 blocks or more (80%), with more than half willing to walk 3 blocks or more (55%).
- Those interviewed at the weekend are somewhat more willing to walk further than those interviewed on a weekday (34% willing to walk 4 blocks or more versus 23% of those interviewed on a weekday).



➤ Ease of Finding Parking



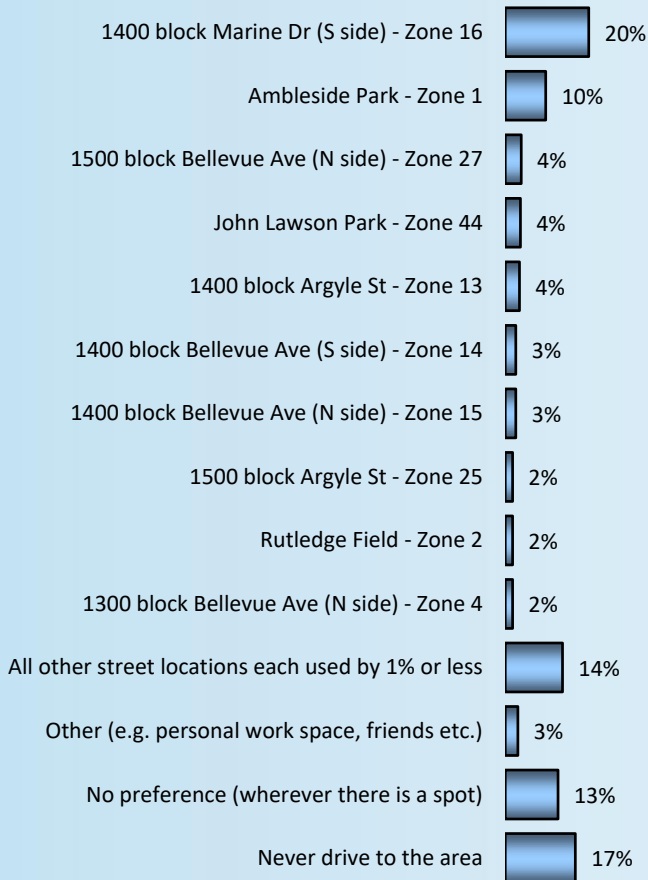
- The large majority of those that parked a vehicle found it easy to find parking (81%), with half that found it “very easy” (50%).
- Those interviewed at the weekend were more likely to find parking easily compared with those interviewed on a weekday (95% said it was easy to find parking at the weekend compared with 73% of those interviewed on a weekday).

Base: Those who traveled by vehicle and parked (n=277)

Q.9d) How easy was it to find parking today? Would you say:



➤ Preferred Parking Spot when Visiting Ambleside



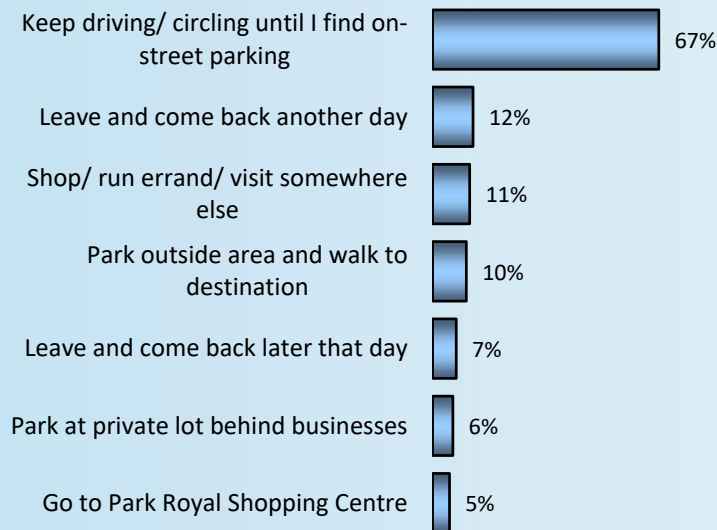
- The most popular areas for parking in Ambleside are the 1400 block of Marine Drive followed by the parking area found at Spirit Trail and Argyle Street, which is particularly popular amongst those interviewed at the weekend.
- Most of the remaining vehicle users expressed a preference for various locations throughout the Ambleside area.
- About one-third of visitors to Ambleside have no preference for where they park (13%), use a personal allocated space (3%), or simply don't ever drive to the area (17%).
- *See appendices for map of parking locations.*

Base: Total (n=456)

Q.12) When you usually drive to this area, where do you prefer to park?



➤ Action Taken When There is no Parking Space Available



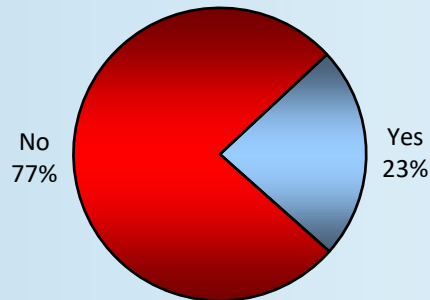
- When unable to find a parking space initially, the majority of those that drive to Ambleside tend to drive around until they find a space (67%), or will park outside the area and walk to their destination (10%).
- Otherwise, visitors will likely leave and come back later that day (7%) or another day (12%), or will go somewhere else to shop or run errands (11%), including Park Royal (5%).
- Just 6% will choose to park at a private lot behind businesses.

Base: Those who usually drive to Ambleside (n=378)

Q.14) What happens if you don't find a parking space close to your destination in Ambleside?



➤ Parking at Park Royal and Walking to Ambleside



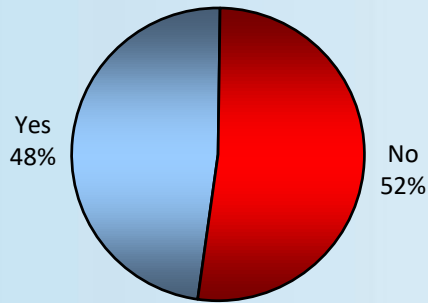
- Almost one-quarter of visitors to Ambleside say that they sometimes park at Park Royal and walk to the Ambleside business area (23%).
- Those more likely to do so include visitors under the age of 65 (28% versus 18% of those 65 or older), and those that own businesses in Ambleside (43% versus 20% of those that work in Ambleside or live in West Vancouver).

Base: Total (n=456)

Q.16) Do you ever park at Park Royal and walk to the Ambleside business area?

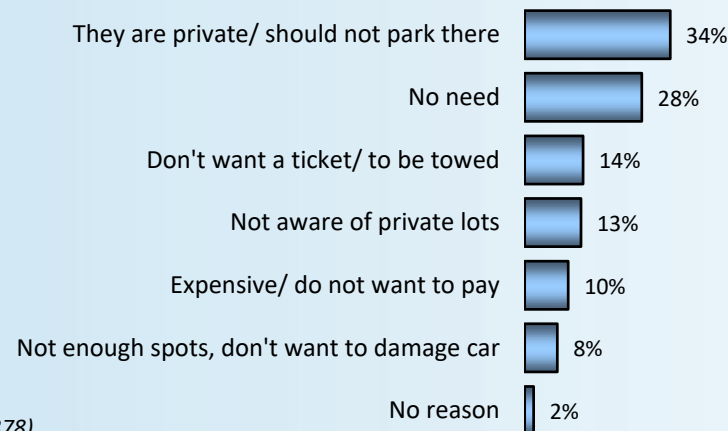


Use of Private Parking Lots in Ambleside



Base: Those who usually drive to Ambleside (n=378)

Q.15a) Do you sometimes park in private parking lots (behind businesses, usually accessed via laneways)?



Base: Those who do not park in private lots (n=378)

Q.15b) Why is that?

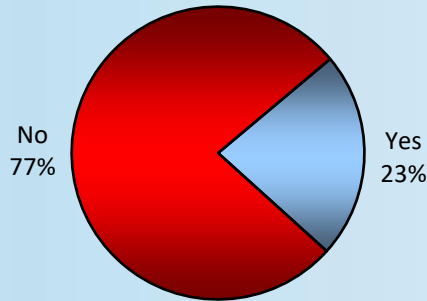
- Just less than half of those that drive to Ambleside ever park in private lots behind businesses (48%).
- Those interviewed at the weekend are somewhat more likely to sometimes use private lots (56% compared with 44% of those interviewed on a weekday).

- Those that don't use private lots generally have no need to use them (28%), or believe the lots are not meant for public use (48%).
- Some don't want to have to pay for parking, are concerned the spots would be problematic or were simply not aware of them.



Use of Handicap Parking Stalls in Ambleside

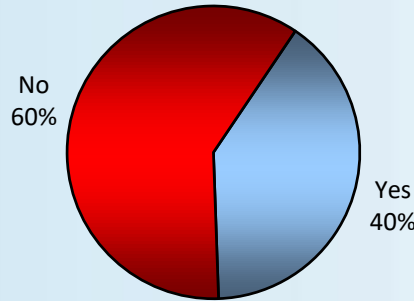
Mobility Issues



Base: Total (n=456)

Q.17a) Do you or someone you travel with have any personal mobility issues or other challenges that make it difficult to walk more than 1-2 blocks?

Use Handicap Parking Spaces

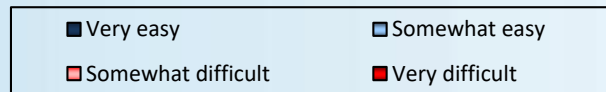
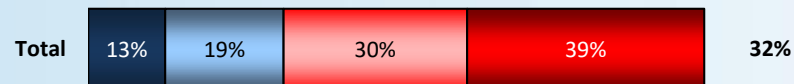


Base: Those with mobility issues (n=104)

Q.17b) Do you make use of handicap parking stalls in Ambleside?

- About one-quarter of those encountered in Ambleside had mobility issues or traveled with someone who does (23%).
- Of those, 40% makes use of handicap parking stalls in Ambleside.
- And, among those that make use of handicap parking stalls, the majority find it difficult to find an available handicap parking stall (69%).

Total Easy



Base: Those who use handicap parking stalls (n=104)

Q.17c) How difficult is it to find an available handicap parking stall in Ambleside?



➤ Additional Comments

	<u>Total</u> (456) %
Need more parking	38
Do not put in parking meters/ paid lots	6
Parking time limit is not long enough	5
Need more parking for people who work in the area	3
Miscellaneous comment	<1
No comment	54

- Asked for any further comments about parking in Ambleside, the majority of those that provides a comment simply states a need for more parking (38%).
- Other comments include opposition to the introduction of parking meters, calls for extending the time limit for parking, and more parking provision for those that work in the area.

Q.18) Do you have any comments or concerns about parking in Ambleside?



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Demographics



Demographic Profile

	<u>Total</u> (456) %
Gender	
Male	45
Female	55
Age	
18 to 24	4
25 to 34	7
35 to 44	10
45 to 54	17
55 to 64	18
65 to 74	25
75 to 84	15
85 years and over	4
Mobility impairment observed	
Cane/ crutches	4
Walker	1
Baby stroller	1
Visually impaired/ cane for the blind	<1
Other	4
None	91



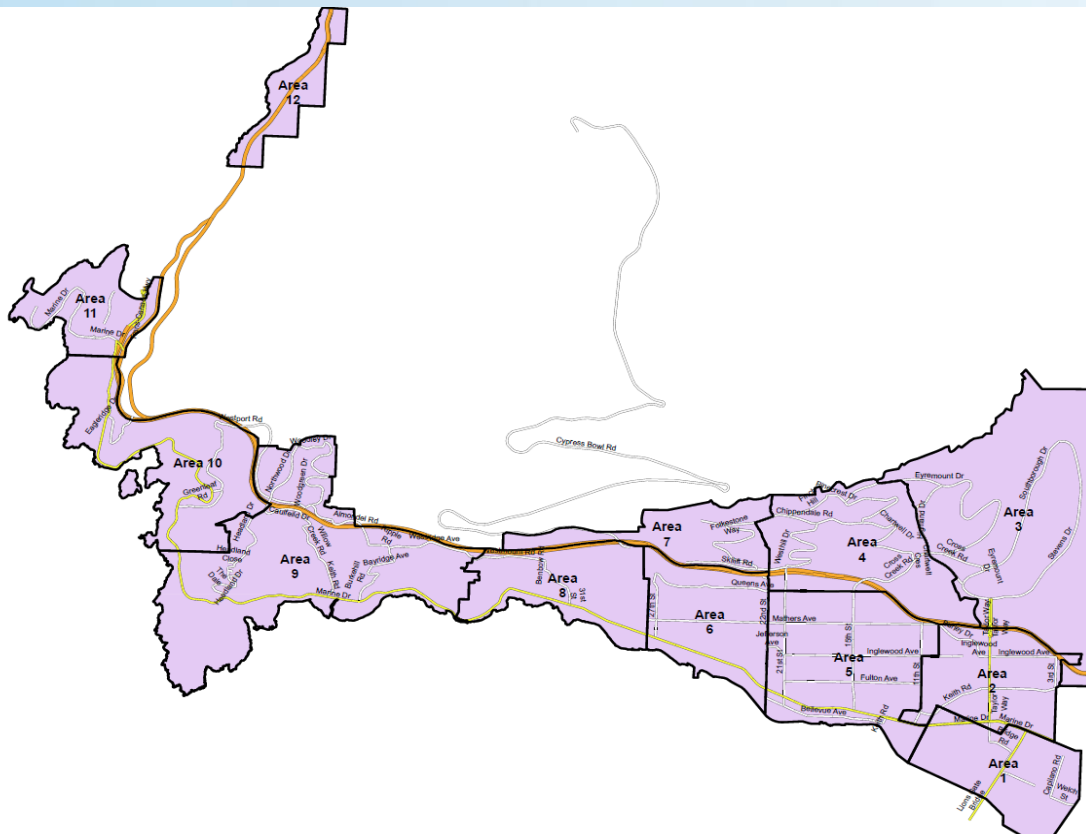
MUSTEL GROUP
MARKET RESEARCH

Appendices:

- i. West Vancouver Sub-Areas Map**
- ii. Ambleside Parking Locations Map**
- iii. Questionnaire**



West Vancouver Sub-Areas



1. Park Royal Area
2. Sentinel Hill/Cedardale Area
3. British Properties Area
4. Chartwell Area
5. Ambleside/Hollyburn Area
6. Dundarave Area
7. Panorama Area
8. Westmount/Altamont Area
9. Caulfeild/Bayridge Area
10. Eagle Harbour/Gleneagles Area
11. Horseshoe Bay/Whytecliff Area
12. Sunset Highlands Area



➤ Ambleside Parking Locations



See key on following page.

➤ Ambleside Parking Locations - Key

Zone / Street / Side

1. Ambleside Park
2. Rutledge Field
3. 1300 Block Bellevue (s)
4. 1300 Block Bellevue (n)
5. 1300 Block Marine Drive (s)
6. 1300 Block Marine Drive (n)
7. 1300 Block Clyde Ave (s)
8. 1300 Block Clyde Ave (n)
9. 300 Block 14th Ave (w)
10. 300 Block 14th Ave (e)
11. 100 Block 14th Ave (w)
12. 100 Block 14th Ave (e)
13. 1400 Block Argyle Ave
14. 1400 Block Bellevue Ave (s)
15. 1400 Block Bellevue Ave (n)
16. 1400 Block Marine Drive (s)
17. 1400 Block Marine Drive (n)
18. 1400 Block Clyde Ave (s)
19. 1400 Block Clyde Ave (n)
20. 1500 Block Clyde Ave
21. 300 Block 15th Street (w)

Zone / Street / Side

22. 300 Block 15th Street (e)
23. 200 Block 15th Street (w)
24. 200 Block 15th Street (e)
25. 1500 Block Argyle Ave
26. 1500 Block Bellevue Ave (s)
27. 1500 Block Bellevue Ave (n)
28. 1500 Block Marine Drive (s)
29. 1500 Block Marine Drive (n)
30. 500 Block 16th Street (w)
31. 500 Block 16th Street (ne)
32. 500 Block 16th Street (se)
33. 200 Block 16th Street (w)
34. 200 Block 16th Street (e)
35. Hollyburn Medical Centre
36. 500 Block 17th Street (e)
37. 500 Block 17th Street (w)
38. Fresh St Market 1600 Block Marine Drive
39. 200 Block 17th Street (nw)
40. 200 Block 17th Street (sw)
41. 200 Block 17th Street (se)
42. 1600 Block Bellevue Ave (n)

Zone / Street / Side

43. 1600 Block Bellevue Ave (s)
44. John Lawson Park Lot
45. 1700 Block Bellevue Ave (n)
46. 1700 Block Bellevue Ave (s)
47. 1700 Block Marine Drive (n)
48. 1700 Block Marine Drive (s)
49. 700 Block 18th Street (nw)
50. 700 Block 18th Street (ne)
51. 700 Block 18th Street (se)
52. 700 Block 18th Street (sw)
53. 300 Block 18th Street (w)
54. 300 Block 18th Street (e)
55. 1800 Block Bellevue Ave (s)
56. 1800 Block Bellevue Ave (n)
57. 1800 Block Marine Drive (s)
58. 1800 Block Marine Drive (n)
59. 1000 Block 19th Street (e)
60. 1000 Block 19th Street (w)
61. 19th Street south of Marine/ north of Bellevue (e)
62. 19th Street south of Marine/ north of Bellevue (w)

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1. In which municipality do you live? **(IF WEST VAN - SHOW MAP ASK FOR NEIGHBOURHOOD)**
 - West Vancouver
 - 1 Neighbourhood 1
 - 2 Neighbourhood 2
 - 3 Neighbourhood 3
 - 4 Neighbourhood 4
 - 5 Neighbourhood 5
 - 6 Neighbourhood 6
 - 7 Neighbourhood 6
 - 8 Neighbourhood 6
 - 9 Neighbourhood 6
 - 10 Neighbourhood 6
 - 11 Neighbourhood 6
 - 12 Neighbourhood 6
 - 13 City of North Vancouver
 - 14 District of North Vancouver
 - 15 Vancouver
 - 16 Burnaby/New Westminster
 - 17 Port Moody/Coquitlam/PoCo
 - 18 Maple Ridge/Pitt Meadows
 - 19 Richmond/Delta
 - 20 Surrey/White Rock
 - 21 Langley
 - 22 Other Lower Mainland/Fraser Valley
 - 23 Elsewhere

2. Are you: **(READ - CHECK ALL THAT APPLY)**
 - 1 A business owner in West Vancouver
 - 2 Working in West Vancouver
 - 3 Studying in West Vancouver
 - 4 None of these

3. Where are you travelling from today? **(READ IF NECESSARY)**
 - 1 Home
 - 2 Work
 - 96 Other Specify: _____

4. And where are you travelling to today (your primary reason for visiting Ambleside)? Is it: **(READ)**
 - 1 A destination/multiple destinations in Ambleside for shopping/food/services →**GO TO Q6**
 - 2 A destination in Ambleside for work or school (commuting) →**GO TO Q5**
 - 3 Visiting Ambleside for recreation (park/beach/walking) →**GO TO Q5**
 - 4 Other: _____

IF WORK IN AMBLESIDE / VISITING FOR RECREATION ASK Q4:

5. Will you be making any stops at businesses in Ambleside today?
 - Yes
 - No – **GO TO Q7**

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IF DESTINATION IN AMBLESIDE FOR SHOPPING/FOOD/SERVICES ASK Q6:

6. Which business(es) **in Ambleside** did you or will you visit on this trip? **(READ OR SHOW LIST IF NECESSARY - LIST CAN BE SPECIFIC BUSINESS NAMES OR GENERAL CATEGORIES)**

<input type="checkbox"/> 1 Antique store	<input type="checkbox"/> 7 Coffee shop	<input type="checkbox"/> 13 Healthcare – Dentist	<input type="checkbox"/> 19 Lawyer/ Notary
<input type="checkbox"/> 2 Bank/ Financial	<input type="checkbox"/> 8 Convenience store	<input type="checkbox"/> 14 Healthcare – Doctor	<input type="checkbox"/> 20 Liquor store
<input type="checkbox"/> 3 Bar	<input type="checkbox"/> 9 Drugstore	<input type="checkbox"/> 15 Healthcare – Other	<input type="checkbox"/> 21 Pet store
<input type="checkbox"/> 4 Bicycle shop	<input type="checkbox"/> 10 Esthetics/massage/beauty	<input type="checkbox"/> 16 Health/specialty food	<input type="checkbox"/> 22 Realtor
<input type="checkbox"/> 5 Fitness/Yoga	<input type="checkbox"/> 11 Grocery store	<input type="checkbox"/> 17 Home décor/ hardware	<input type="checkbox"/> 23 Restaurant (sit down)
<input type="checkbox"/> 6 Clothing / Footwear	<input type="checkbox"/> 12 Hair salon/barber	<input type="checkbox"/> 18 Insurance	<input type="checkbox"/> 24 Restaurant (take out)
<input type="checkbox"/> 96 Other Specify: _____			

7. In a typical week, how many days do you visit Ambleside? **(READ IF NECESSARY)**

- 1 Less than once a week
- 1 1-2 times per week
- 2 3 to 5 times per week
- 3 More than 5 times per week

8. How did you travel to Ambleside today?

- 1 Transit
- 2 Bike
- 3 Walked the whole way
- 4 Vehicle drove alone– **GO TO Q9**
- 5 Vehicle with/as passenger– **GO TO Q9**

6 Taxi

96 Other (Please specify): _____

9. **IF TRAVELLED BY VEHICLE ASK Q9:**

a. Where did you park? **(SHOW MAP - CHOOSE BLOCK)** # Block Code _____

b. And was your parking? **(READ)**

- 1 On street
- 3 Off-street parking lot or parkade (free)
- 4 Off-street parking lot or parkade (paid)
- 5 I was dropped off
- 96 Other (e.g. personal work space, friends etc.)

c. How far away did you park from your main destination? **(READ IF NECESSARY)**

- 1 Within 1 block
- 2 Within 2 blocks
- 3 3 blocks or more away

d. How easy was it to find parking today, would you say: **(READ)**

- 1 Very easy
- 2 Somewhat easy
- 3 Somewhat difficult

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4 Very difficult

10. How do you usually travel to Ambleside (mode used most often)?

- 1 Transit
- 2 Bike
- 3 Walk
- 4 Vehicle - drive alone
- 5 Vehicle – with/as passenger
- 6 Taxi
- 96 Other (Please specify): _____

IF Q10=VEHICLE ASK:

11. How would you travel to Ambleside if you didn't drive?

- 1 Transit
- 2 Bike
- 3 Walk
- 4 Vehicle – Dropped off
- 5 Taxi
- 96 Other (Please specify): _____
- 97 NO OTHER WAY – would not travel here

12. When you usually drive to this area, where do you prefer to park? (**CHOOSE BLOCK ON MAP**)

Block Code _____

13. How far are you willing to walk to your destination from your parking spot? (**READ IF NECESSARY**)

- 1 Less than 1 block
- 2 1 block
- 3 2 blocks
- 4 3 blocks
- 5 4 blocks or more

14. What usually happens if you don't find a parking space close to your destination in Ambleside? (**DO NOT READ**)

- 1 Keep driving / circling the block until I find an on-street space
- 2 Park at a private parking lot (behind businesses, usually accessed via laneways) – **GO TO Q16**
- 3 Leave and come back later that day
- 4 Leave and come back another day
- 5 Go to Park Royal shopping centre
- 6 Shop/ run errand/ visit somewhere else
- 96 Something else: _____

IF DON'T MENTION "PARK AT PRIVATE PARKING LOT" ASK:

15a. Do you sometimes park in private parking lots (behind businesses, usually accessing via laneways)?

- 1 Yes – **GO TO Q16**
- 2 No

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15b. Why is that? _____

16. Do you ever park at Park Royal and walk to the Ambleside business area?

- 1 Yes
- 2 No

17a. Do you, or someone you normally travel with have any personal mobility issues or other challenges that make it difficult for you to walk more than 1-2 blocks?

- 1 Yes – **GO TO Q17b & c**
- 2 No – **SKIP TO Q18**

17b. Do you make use of handicap parking stalls in Ambleside?

- 1 Yes
- 2 No

17c. How difficult is it to find an available handicap parking stall in Ambleside? **(READ)**

- 1 Very difficult
- 2 Somewhat difficult
- 3 Somewhat easy
- 4 Very easy

18. Do you have any comments or concerns about parking in Ambleside? _____

Finally, just to make sure our study includes a mix of people.

A. Can you just confirm for me the gender you identify with (OBSERVED OR ASKED):

- 1 MALE
- 2 FEMALE
- 3 TRANSGENDER
- 4 NONE OF THE ABOVE, I IDENTIFY AS _____
- 98 PREFER NOT TO ANSWER

B. Into which of the following categories may I place you? (READ LIST)

- 1 18 to 24 years
- 2 25 to 34 years
- 3 35 to 44 years
- 4 45 to 54 years
- 5 55 to 64 years
- 6 65 to 74 years
- 7 75 to 84 years
- 8 85 years or older
- 98 Rather not say

C. Mobility Impairment/Aid Observed:

- 1 Visually impaired/Cane for the blind
- 2 Cane/crutches

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- 3 Wheelchair
- 4 Electric scooter
- 5 Walker
- 6 Baby stroller
- 96 Other Specify: _____
- 97 NONE

D. DAY OF INTERVIEW:

- 1 WEEKDAY
- 2 WEEKEND