

# ISSUES & OPPORTUNITIES SURVEY SUMMARY REPORT

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White Rock Integrated Transportation and  
Infrastructure Master Plan

## 1 INTRODUCTION

An online survey was available on the Talk White Rock website for all interested White Rock residents to complete between December 9, 2020 and Feb 3, 2021. The survey was designed to better understand current travel habits and priorities for the City's transportation network. In addition, the survey included an interactive map, where respondents were able to drop markers on a map of the City to identify issues and ideas for improvements related to transportation in White Rock.

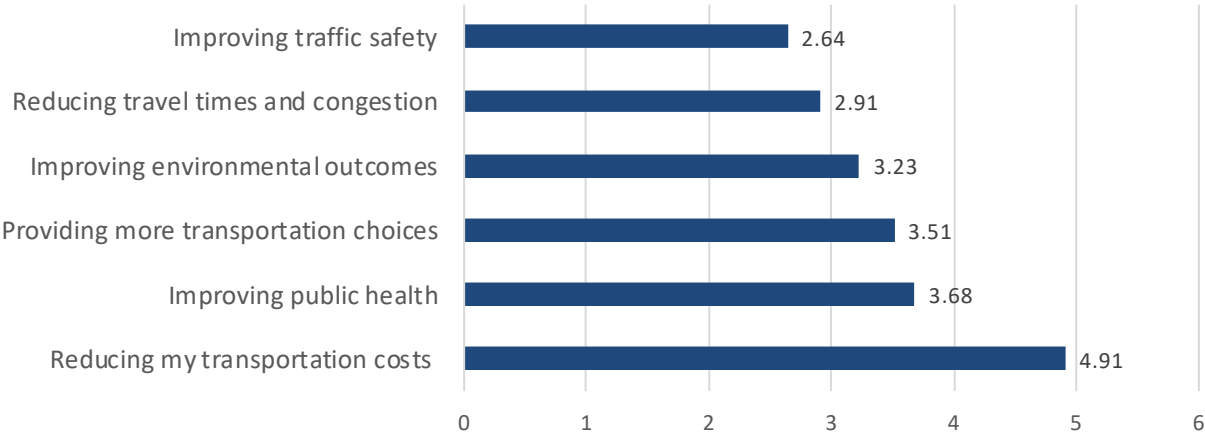
The survey received 428 views, resulting in 188 responses. The results of the online survey will be used to inform the draft Integrated Transportation and Infrastructure Master Plan, along with the results of the technical review. The following is a summary of what we heard through the online survey.

# 1.1 IDENTIFYING PRIORITIES

**As the City of White Rock develops its Integrated Transportation and Infrastructure Master Plan, which of the following outcomes are most important to you? Please rank these topics in order from most important (1) to least important (6)**

Survey respondents were asked to identify their priorities for White Rock’s Integrated Transportation and Infrastructure Master Plan. A list of 6 topics were provided for participants to rank from 1 (most important) to 6 (least important). Improving traffic safety was identified as a top priority among respondents receiving an average ranking of 2.64, followed by reducing travel times and congestion with an average ranking of 2.91. Reducing transportation costs was identified as the lowest priority among respondents with an average ranking of 4.91.

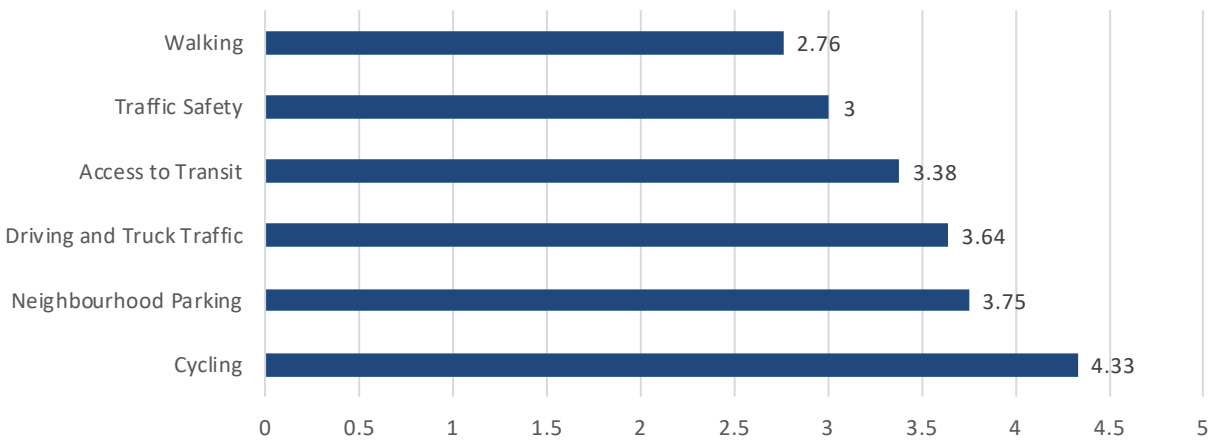
*As the City of White Rock develops its Integrated Transportation and Infrastructure Master Plan, which of the following outcomes are most important to you?*



## What aspects of White Rock’s transportation system should be considered the highest priority areas?

Survey participants were then presented with a list of six topics areas and asked to indicate their highest priority areas for White Rock’s transportation system from 1 (most important) to 6 (least important). Walking was identified as the top priority among respondents with an average ranking of 2.76, followed by traffic safety (average ranking 3). Neighbourhood Parking and Cycling are the lowest priorities among respondents with average rankings of 3.75 and 4.33, respectively.

*What aspects of White Rock’s transportation system should be considered the highest priority areas?*

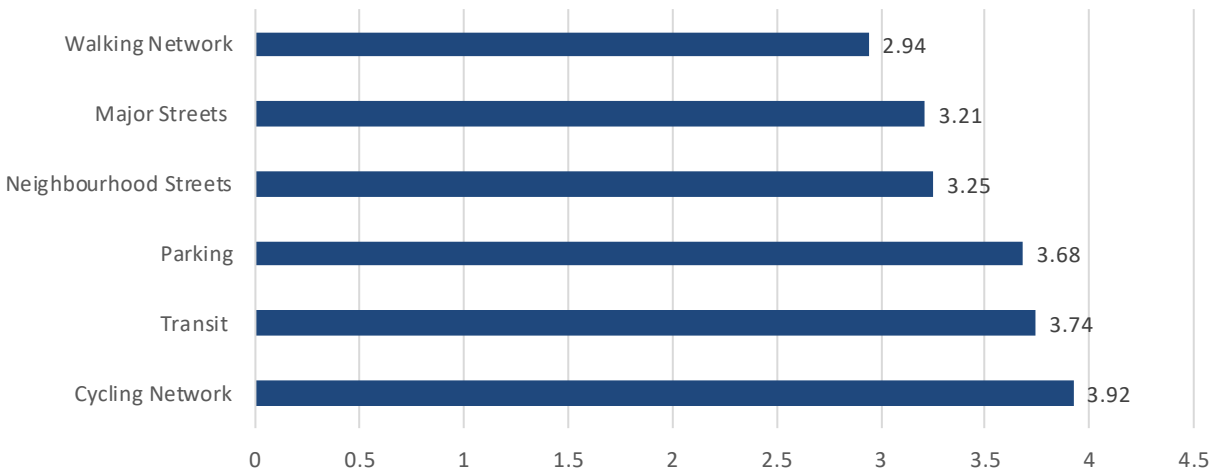


## What are the transportation facilities need the most improvement in White Rock today?

Survey respondents indicated that the Walking network should be White Rock's highest priority as an improvement towards our transportation facilities with a weighted score of 2.64.

Whereas the cycling network is considered the lowest priority amongst respondents with a weighted score of 3.92.

*What transportation facilities need the most improvement in White Rock today?*



## What are the top three transportation issues or challenges facing White Rock today or in the future?

### Theme 1: Pedestrian infrastructure (117 comments)

- **Pedestrian safety, traffic safety and traffic calming measures (72 comments)-**  
Respondents noted that with increasing traffic and speeding within the city which include Johnston Rd, North Bluff Rd, 16<sup>th</sup> Ave, Marine Dr, there needs to be a larger focus on pedestrian safety throughout the City. This includes implementing traffic calming measures for motor vehicles, controlled pedestrian lights, safer pedestrian crossings and wider sidewalks.
- **Pedestrian network improvements and implementing new sidewalks (36 comments)-**  
Respondents noted that there is need to add new sidewalks due to the lack of sidewalks (Buena Vista to Columbia/West of Anderson) as well as maintaining, improving, and repairing existing sidewalks.
- **Walkability within and between neighbourhoods (9 comments)**  
Respondents stated that there was an overall lack of a “walkable community” design. It

is difficult to walk due to the lack of sidewalks and construction inhibiting neighbourhoods

### **Theme 2: Connectivity within White Rock community (24 comments)**

- **Connectivity to the beach (12 comments)**

Respondents noted that developing a reliable and accessible connection to the beach through means of a funicular or shuttles.

- **Improving access throughout neighborhood communities (6 comments)**

It was noted creating a cost-effective connection between uptown, waterfront and marine drive as well improving points of access into neighbourhoods would be beneficial.

- **Improving the connection to other areas in Metro Vancouver (6 comments)**

Participants noted that there are currently not enough reliable transit options to Vancouver and other areas across Metro Vancouver. One suggestion that participants noted was developing a form of rail transit or service to Vancouver.

### **Theme 3: Congestion (83 comments)**

- **Improving congestion planning around new developments (21 comments)**

Participants stated that there are currently too many new developments that are creating congestion due to construction and poor transit planning as more people plan to move into White Rock.

- **Congestion along Marine Dr (12 comments)**

It was stated that there is too much traffic congestion along Marine Drive.

- **Congestion across communities in White Rock (50 comments)**

It was stated that generally that there is too much congestion with some areas referenced by participants (North Bluff, 152<sup>nd</sup> Street, 16<sup>th</sup> Avenue). This increased in congestion is typically associated with increase in travel speeds which creates a concern for traffic and pedestrian safety. Participants are also concerned with the added noise pollution and emissions from vehicles idling.

#### **Theme 4: Transit system improvements and transit planning to meet needs (58 comments)**

- **Improving transit frequency, reliability, access, and cost improvements (39 comments)**

It was stated that transit options needed improvements for transit access, frequency, reliability for White Rock. Due to the growing seniors' population, it was also stated that accessibility and the need for community busses or shuttles that serve where people reside are important. Pricing and cost improvements was another area of suggestion,

- **Access to reliable transit to the Lower Mainland and Downtown Vancouver (9 comments)**

It was noted that there is a need for efficient transit access to the Lower Mainland as there are few choices to travel to other municipalities as well as rapid and reliable transit into Downtown Vancouver.

- **Need for improved transit options (5 comments)**

Respondents mentioned that there is a need for accommodating more transit options including scooters, electric bikes and ride hailing in White Rock.

- **Holistic transit planning is needed to manage future growth (8 comments)**

It was stated that that there should be better management of transit planning for future growth, noise levels and more strategic and accessible routes for the aging population across the city.

#### **Theme 5: Parking (59 comments)**

- **Neighbourhood and residential parking (15)**

Respondents called for more residential parking in neighbourhoods as well as more enforcements for people parking unlicensed without a permit.

- **Street Parking and parking for businesses access (14 comments)**

Currently respondents did not feel that there is sufficient on-street parking for merchants and businesses.

- **Lack of parking (28 comments)**

Respondents felt that there is a currently a lack of parking throughout White Rock.

- **EV Parking (2 comments)**

White Rock should consider investing in more EV parking stalls to support the transition to electrification.

### Theme 6: Investments in a cycling network (28 comments)

- **Cycling infrastructure (20 comments)**  
Respondents called for more cycling lanes, cycling paths and trails, and an overall well-defined cycling network.
- **Cyclist safety (8 comments)**  
Currently respondents did not feel safe cycling around White Rock. Comments indicated that there should be proper signaling to assist with safe passage across the city and cycling lanes are clearly marked and separated from motor vehicles.

### Theme 7: Miscellaneous (22 comments)

- **Emissions and environmental considerations (8 comments)**  
Respondents noted that overall increase in pollution and emissions from vehicles or trucks idling on the road in particular Marine Drive.
- **Infrastructure and road maintenance (8 comments)**  
Respondents stated that there are streets that are crumbling and need to be repaved (32<sup>nd</sup> Avenue). There are also comments indicated that the road quality and infrastructure should be consistently maintained.
- **Traffic enforcement (5 comments)**  
Respondents stated that there was a lack of law enforcement for vehicles that are currently speeding.
- **Garbage or organic trucks (2 comments)**  
Respondents stated that there are too many large garbage or organic trucks travelling along the streets of White Rock.

# 1.2 TRAVEL PATTERNS

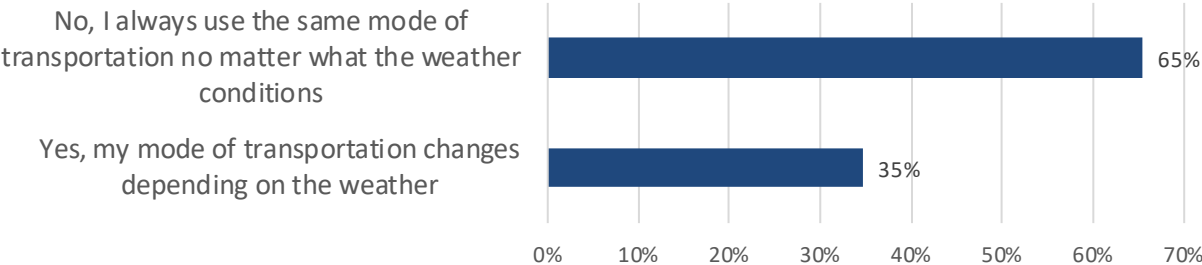
Acknowledging the significant impact of COVID-19, questions related to travel patterns were broken down for respondents to consider their travel patterns and habits before and during the pandemic.

## Before COVID-19

### **Before COVID-19, did the weather impact what mode of transportation you choose when commuting to work or school?**

Of those who provided an answer to this question, the majority (65%) indicated that weather has not influence of their choice of transportation mode.

*Before COVID-19, did the weather impact what mode of transportation you chose when commuting to work or school?*



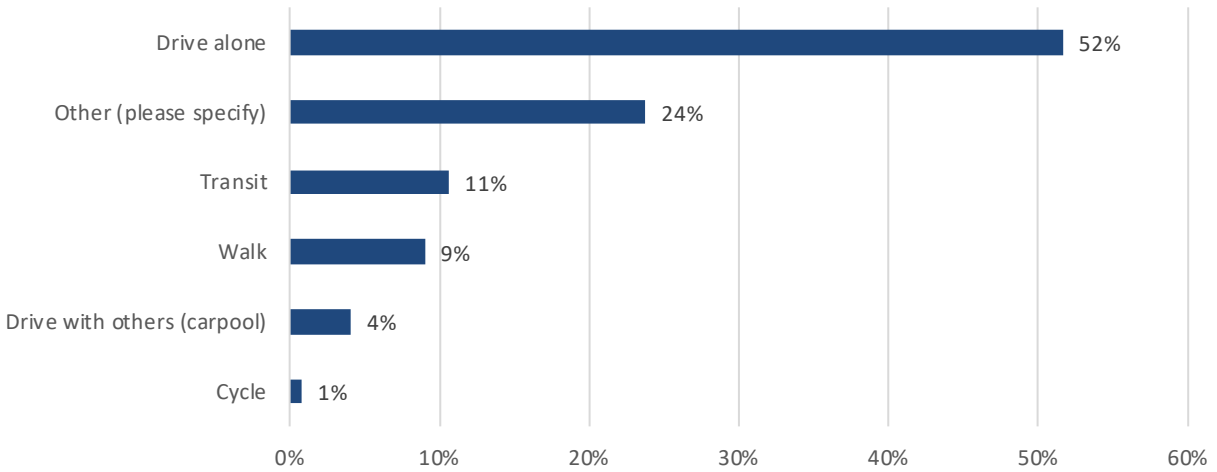
162/188 answered this question.



## What is your usual mode of transportation to commute to work or school?

Respondents who answered “no” to the question above were then asked to identify their usual mode of transportation when commuting to work or school. The results show that over 50% of survey respondents who are not influenced by the weather choose to “drive alone” when commuting to work or school.

*What is your usual mode of transportation to commute to work or school?*

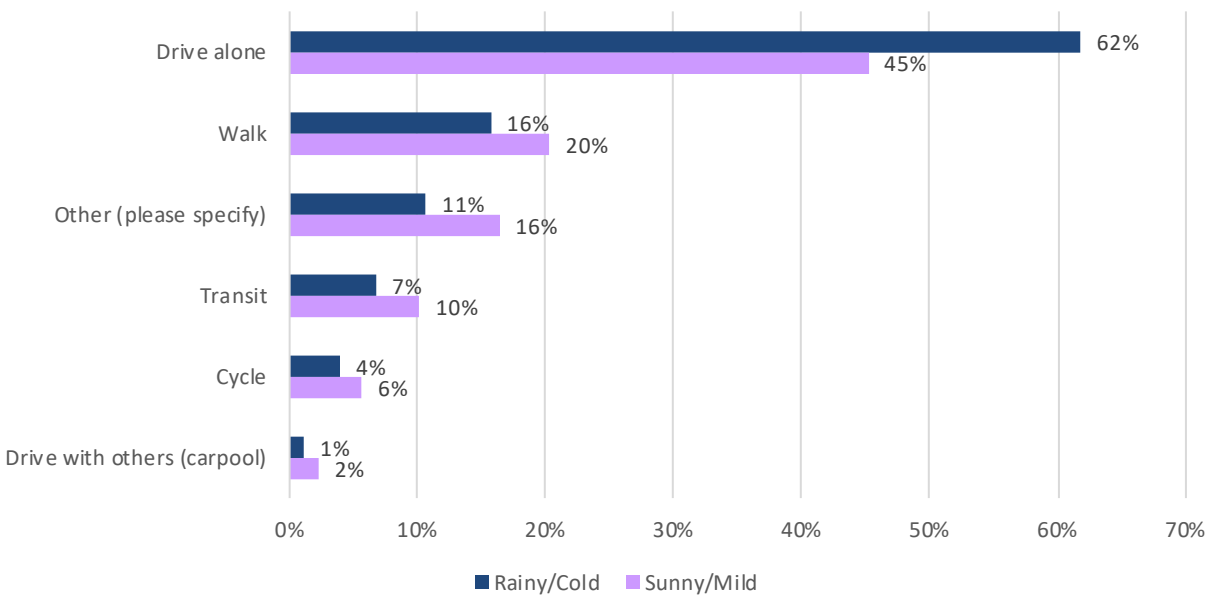


*122/188 answered this question.*

## On a typical day, what is your usual mode of transportation to commute to work or school?

Those who indicated that weather plays a role in what mode of transportation they choose to commute to work or school were asked separately to identify what mode of transportation they choose when the weather is sunny/mild as well as rainy/cold. While many still choose to drive, the results show a higher percentage of people choosing to walk and cycle when it is sunny/warm outside.

*On a typical day, what is your usual mode of transportation to commute to work or school?*

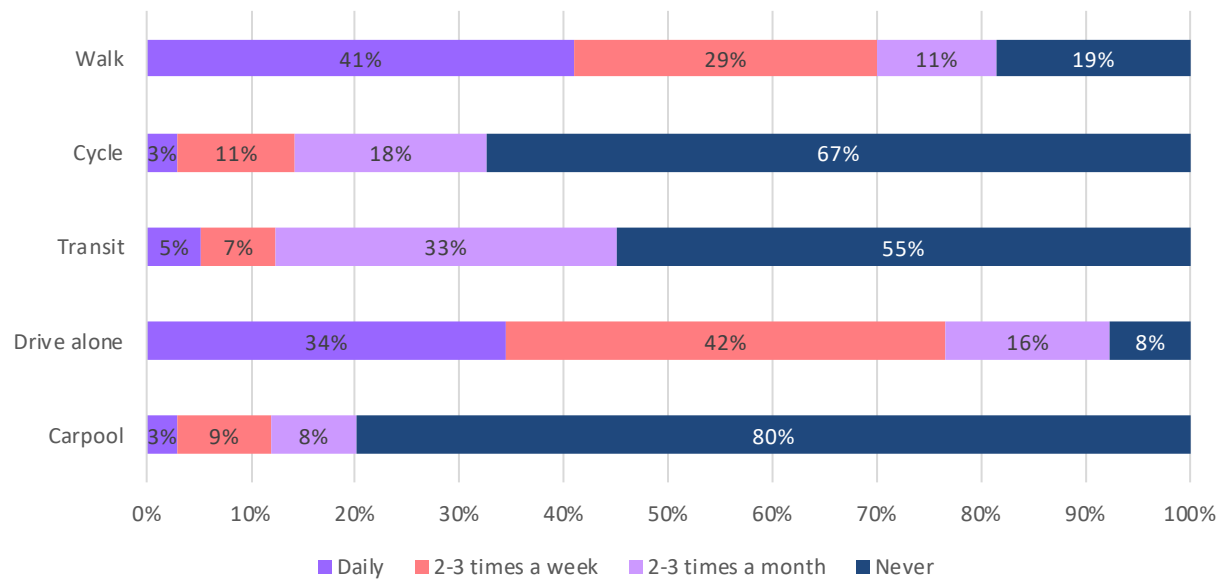


177/188 answered this question.

## How often do you walk, cycle, take transit, drive, or carpool for transportation purposes?

Survey participants were then asked how often they walk, cycle, take transit, drive or carpool for transportation purposes (before COVID-19). Of those who indicated they walk for transportation purposes, 41% said they walk daily. 34% of those who said they drive for transportation purposes do so daily. More than half of those who responded to this question indicated they never cycle, carpool, or take transit for transportation purposes.

*How often do you walk, cycle, take transit, drive or carpool for transportation purposes?*

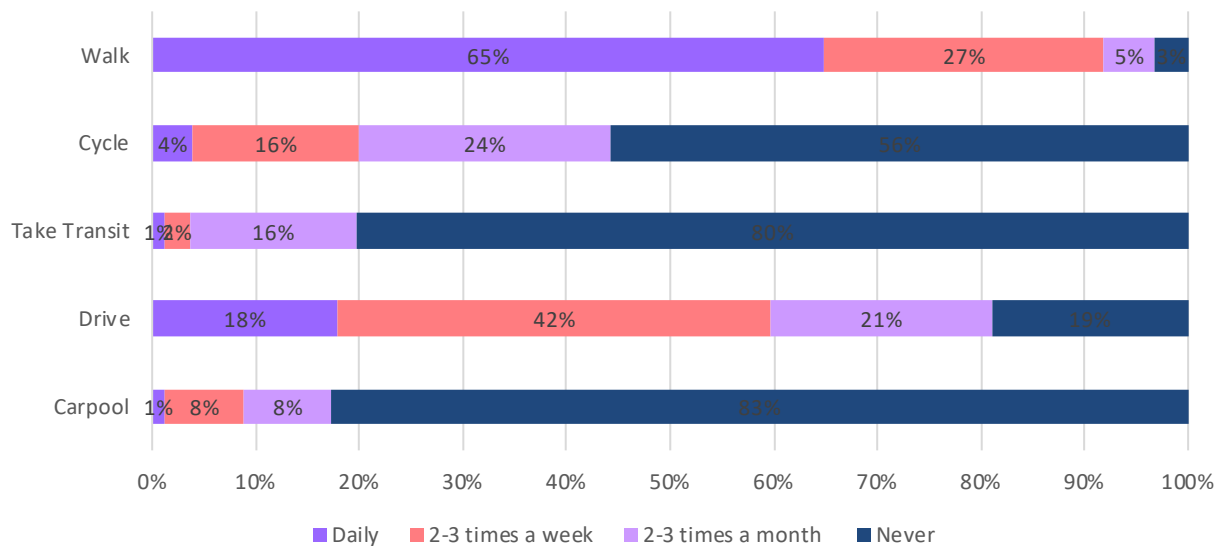


177/188 answered this question.

## How often do you walk or cycle for recreation or exercise purposes?

When it comes to walking and cycling for recreation or exercise purposes, rates of cycling among respondents continue to be low with more than half indicating they never cycle for recreation or exercise. However, rates of walking increase compared to those who walk for transportation purposes. Nearly half of those who provided a response to this question said they walk for recreation or exercise daily, with only 3% indicating they never walk for this purpose.

*How often do you walk, cycle, take transit, drive or carpool for recreation or exercise purposes?*

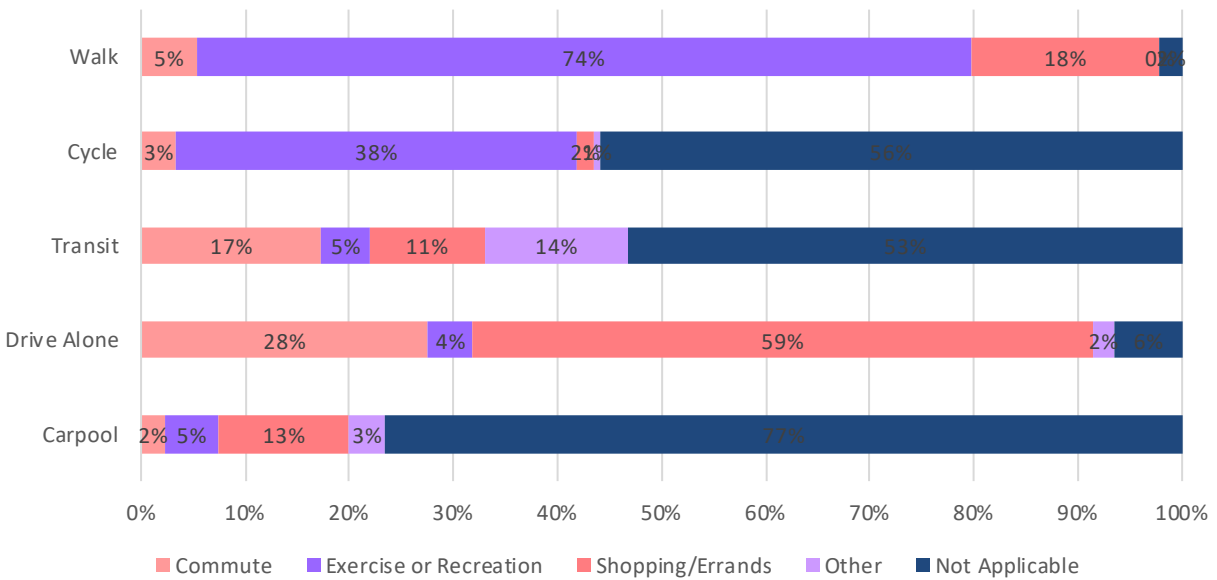


172/188 answered this question.

## What is the main purpose of most of your walking, cycling, transit, driving or carpool trips?

The next question was focused on understanding the main reason why people use a variety of modes of transportation. The majority of those who walk indicated they do so for exercise and recreation purposes. Whereas shopping/errands or commuting were the most common reason why people drive alone. The rates of cycling have grown as it is a common mode for exercise and recreation, while transit users purpose vary for different trips. Carpooling use continues to be low based on the results.

*What is the main purpose of most of your walking, cycling, transit, driving or carpool trips?*



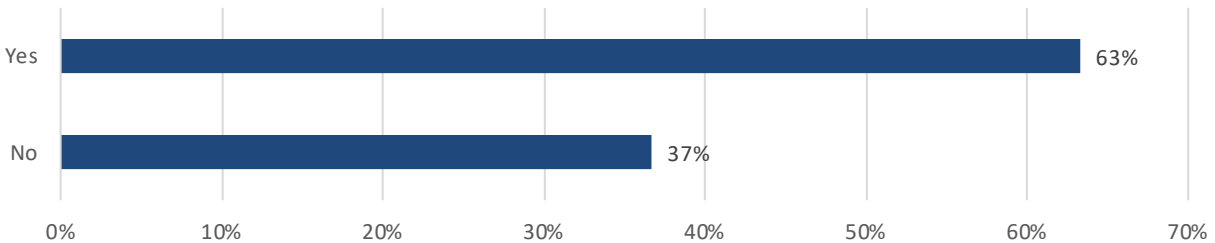
171/188 answered this question.

## During COVID-19

### Has Covid-19 impacted your transportation habits and travel patterns?

To begin to understand the impacts of COVID-19 on transportation, respondents were asked to indicate if their habits and travel patterns have changed since the COVID-19 pandemic began in early 2020. The results indicated a slight majority, with over half of respondents indicating their habits have changed (63% compared to 37%).

*Has Covid-19 impacted your transportation habits and travel patterns?*



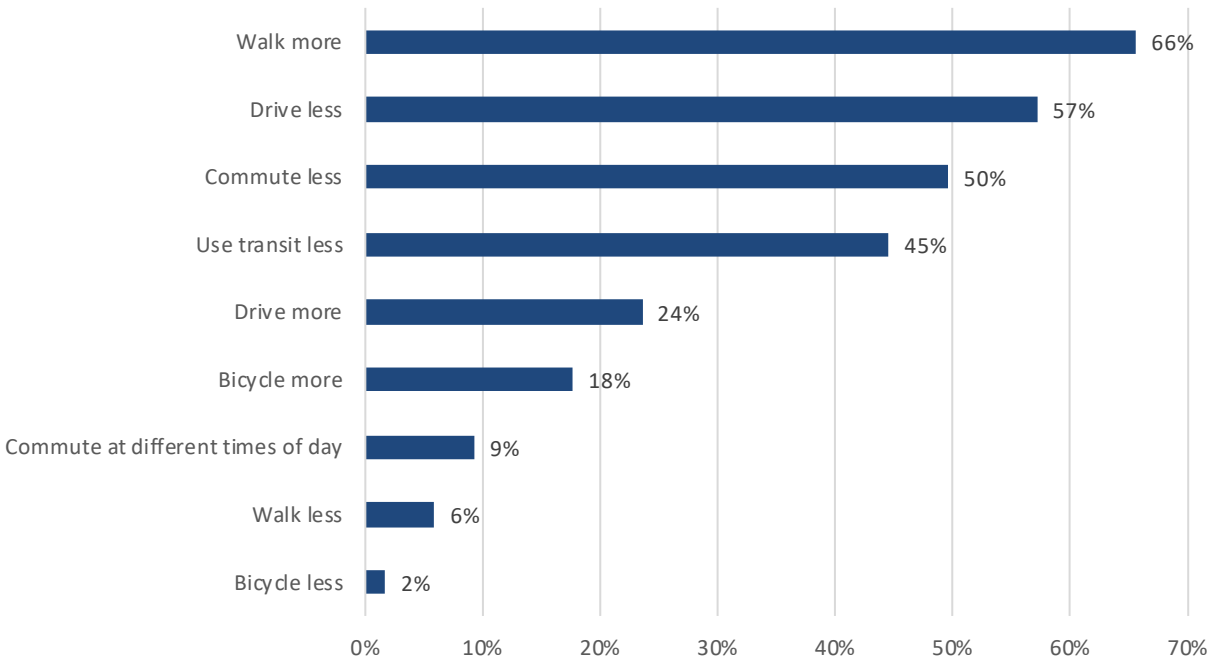
Those who indicated their transportation habits and patterns have changed as a result of COVID-19 were asked a follow-up question.

*188/188 answered this question.*

## How has COVID-19 impacted your transportation habits and travel patterns?

The first follow-up question asked respondents to indicate how their transportation habits and patterns have changed. Several reasons were provided with participants able to select as many as applicable to them. Half of those who answered this question are both driving and commuting less. Transit usage is also lower with 45% saying they use transit less. Rates of walking have increased among those who answered this question with 66% indicating they are walking more.

*How has COVID-19 impacted your transportation habits and travel patterns?*



*119/188 answered this question.*

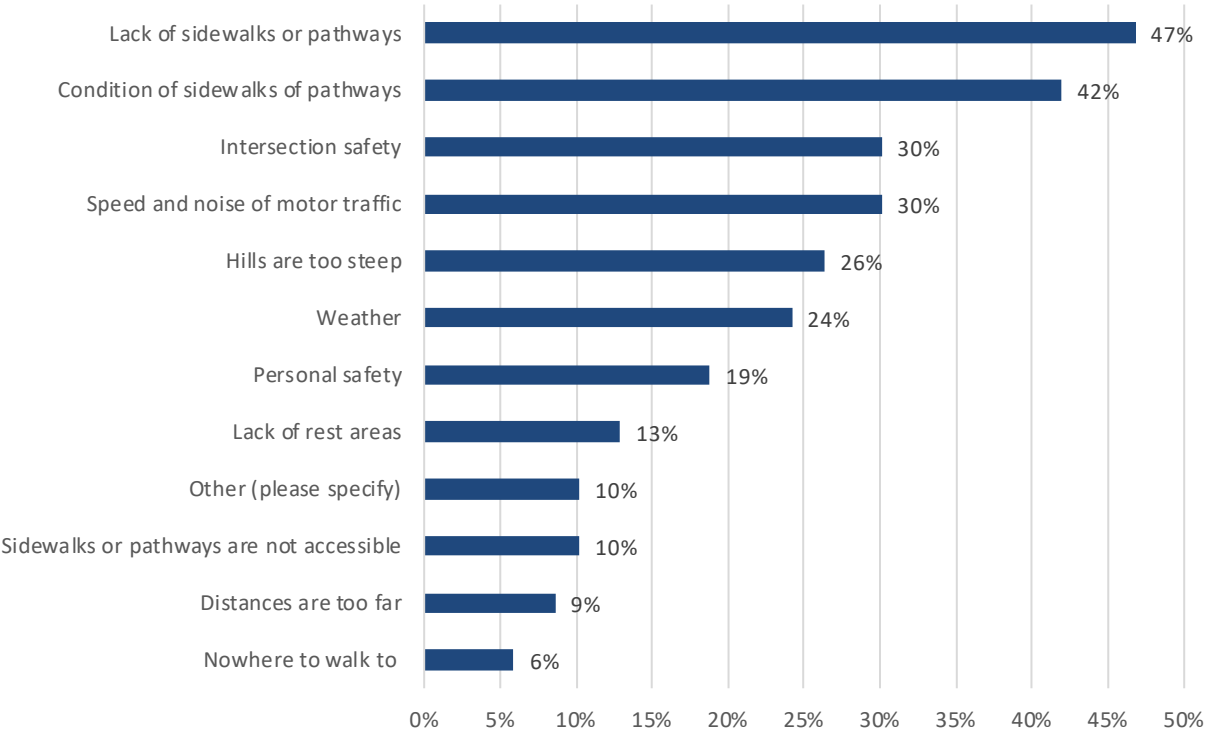
# 1.3 ISSUES AND OPPORTUNITIES

## WALKING

### What are the main issues or challenges for walking in White Rock? (pick your top 3)

When asked to identify their top 3 issues or challenges for walking in White Rock, nearly 50% of respondents selected *lack of sidewalks or pathways* as a top issues/challenge. This is followed by just 42% of respondents who identified *condition of sidewalks of pathways* as one of their 3 top issues/challenges.

What are the main issues or challenges for walking in White Rock?



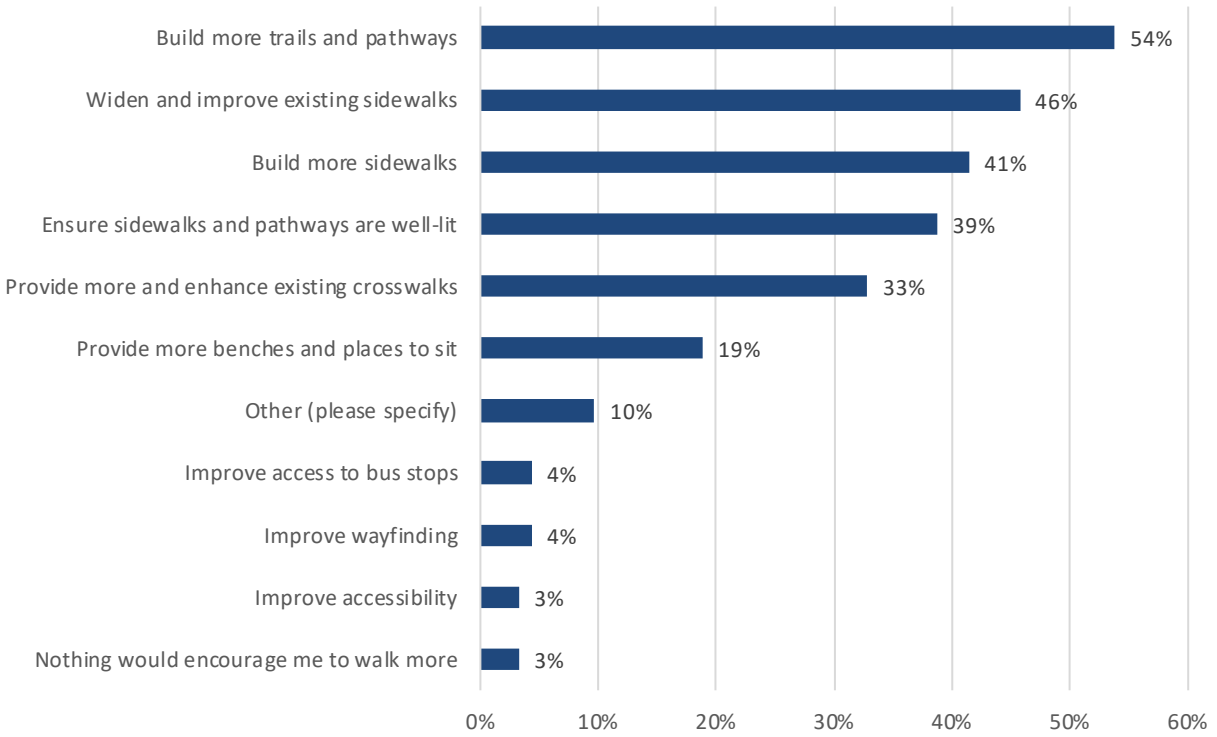
186/188 answered this question.



### What could we do to encourage you to walk more? (pick your top 3)

When asked what the City could do to encourage more walking, *build more trails and pathways* (54%), *widen and improve existing sidewalks* (46%), and *build more sidewalks* (41%) were the most popular responses among respondents.

*What could we do to encourage you to walk more?*



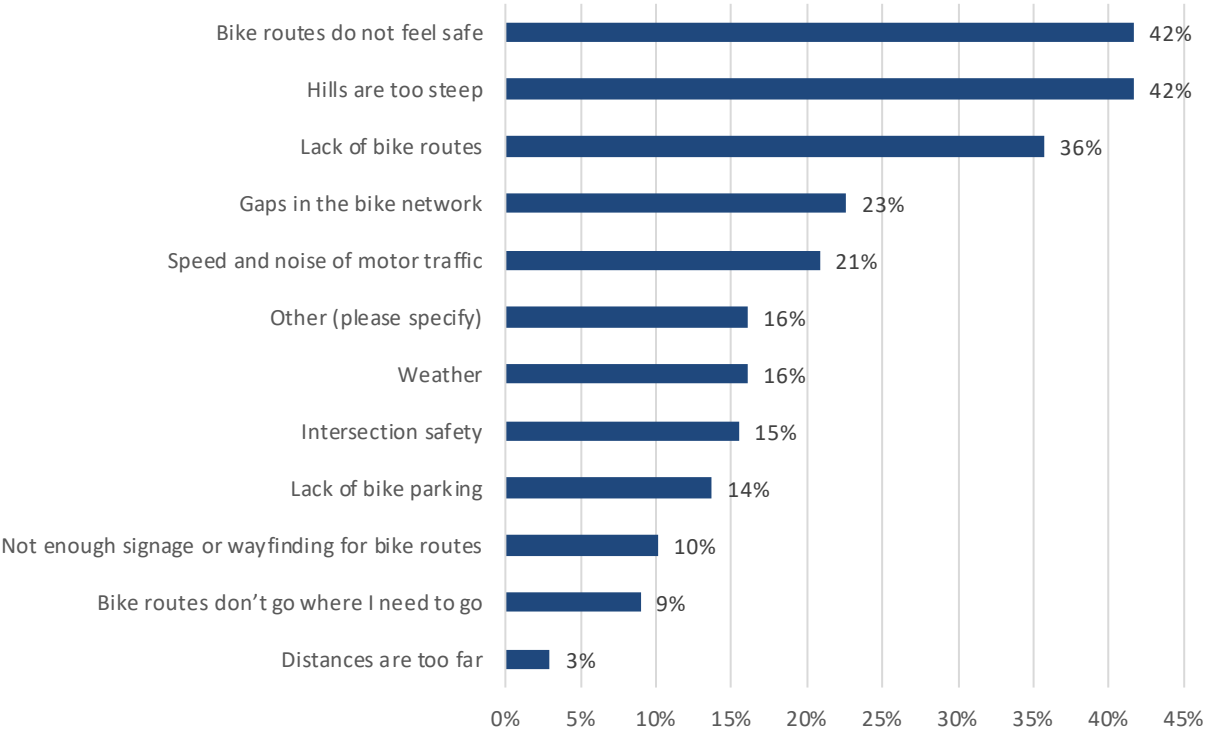
186/188 answered this question.

# CYCLING

## What are the main issues or challenges for cycling in White Rock? (pick your top 3)

When asked to identify the main issues or challenges for cycling in White Rock, more than 40% of those who responded to this question selected *bike routes do not feel safe* and *hills are too steep* as two of their top three issues/challenges. *Lack of bike routes* (36%) was also a key issue/challenge among respondents.

What are the main issues or challenges for cycling in White Rock?

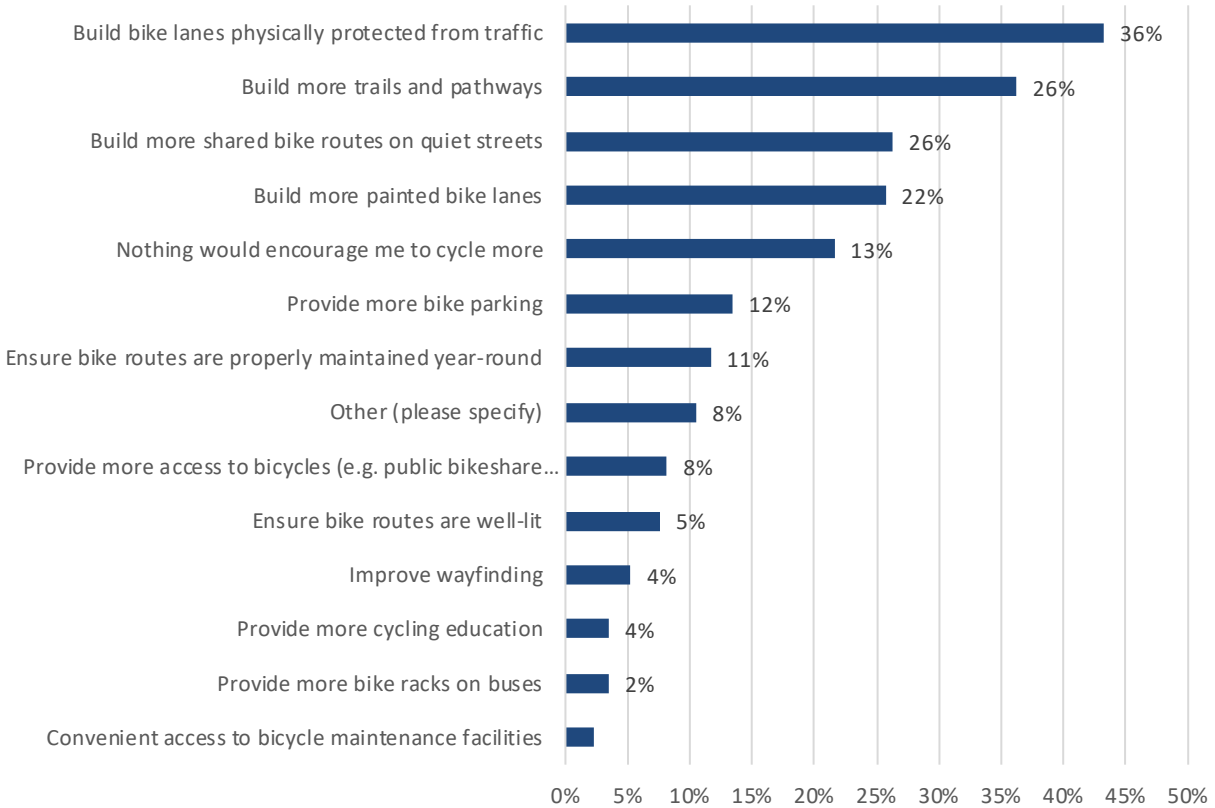


168/188 answered this question.

### What could we do to encourage you to cycle more? (pick your top 3)

Among surveyed respondents, *build bike lanes physically protected from traffic* (43%), *build more trails and pathways* (36%), *build more shared bike routes on quiet streets* (26%) and *build more painted bike lanes* were also popular ways to encourage more cycling among those who answered this question.

*What could we do to encourage you to cycle more?*



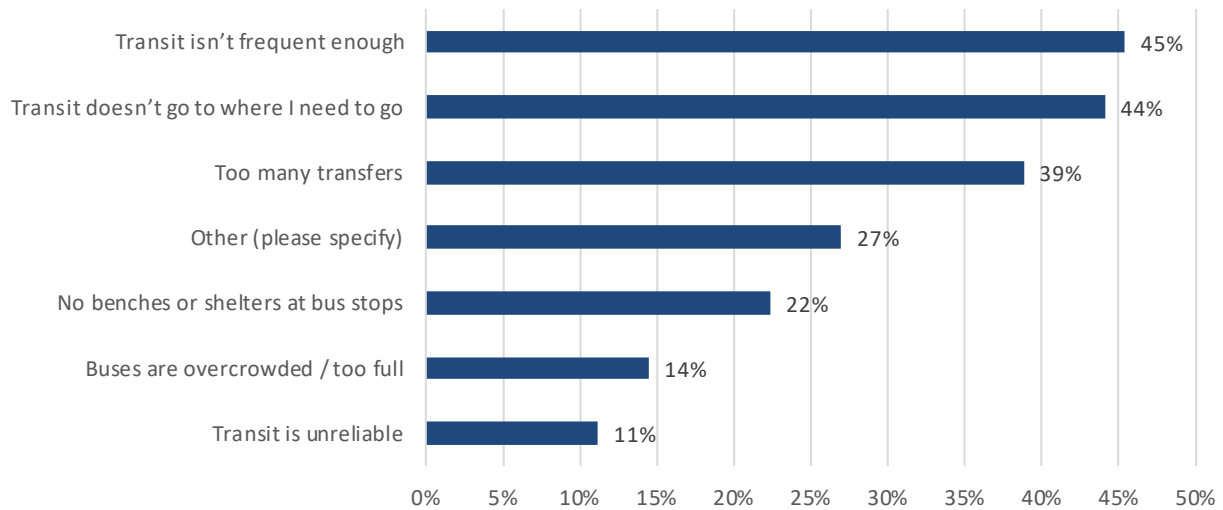
171/188 answered this question.

# TRANSIT

## What are the main issues or challenges for transit in White Rock? (pick your top 3)

When asked to identify the main issues or challenges for transit in White Rock, just under half of those who responded to this question selected *Transit isn't frequent enough* as one of their top three issues/challenges. *Transit doesn't go to where I need to go* (44%) and *too many transfers* (39%) were also key issues/challenges among respondents.

*What are the main issues or challenges for transit in White Rock?*

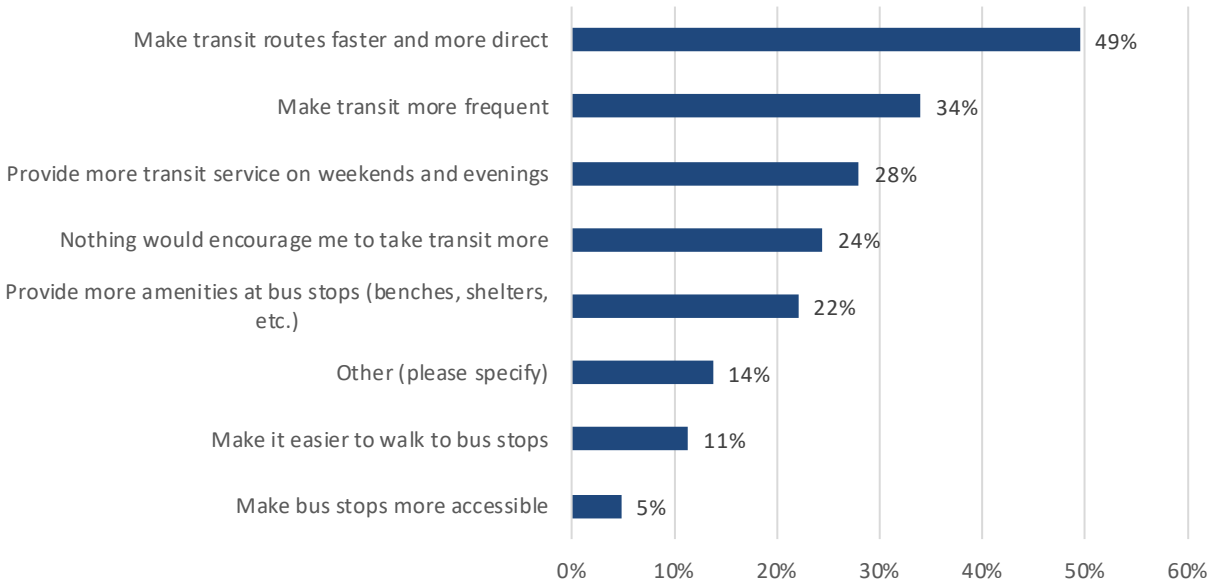


152/188 answered this question.

### What could we do to encourage you to take transit more? (pick your top 3)

When asked what the City could do to encourage people to take transit more, *make transit routes faster and more direct* (49%) and *make transit more frequent* (44%) were the most popular responses among respondents.

*What could we do to encourage you to take transit more?*



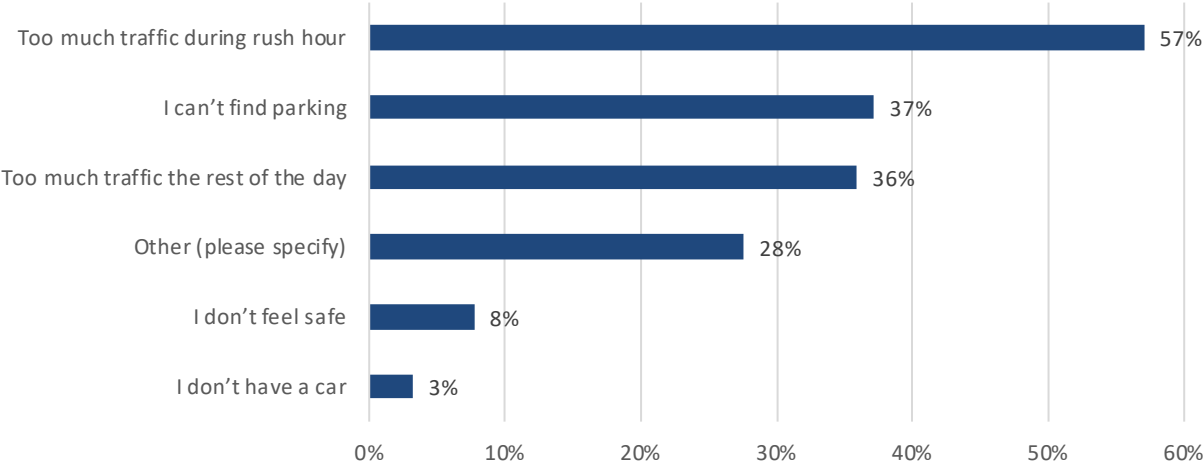
160/188 answered this question.

# DRIVING

## What are the main issues or challenges for driving or carpooling in White Rock? (pick your top 3)

When asked to identify the main issues or challenges for driving or carpooling in White Rock, more than half of those who responded to this question selected *too much traffic during rush hour* as one of their top three issues/challenges. Other popular selected answer included, *I can't find parking (37%)* and *too much traffic the rest of the day (36%)* for those who answered this question.

What are the main issues or challenges for driving or carpooling in White Rock?

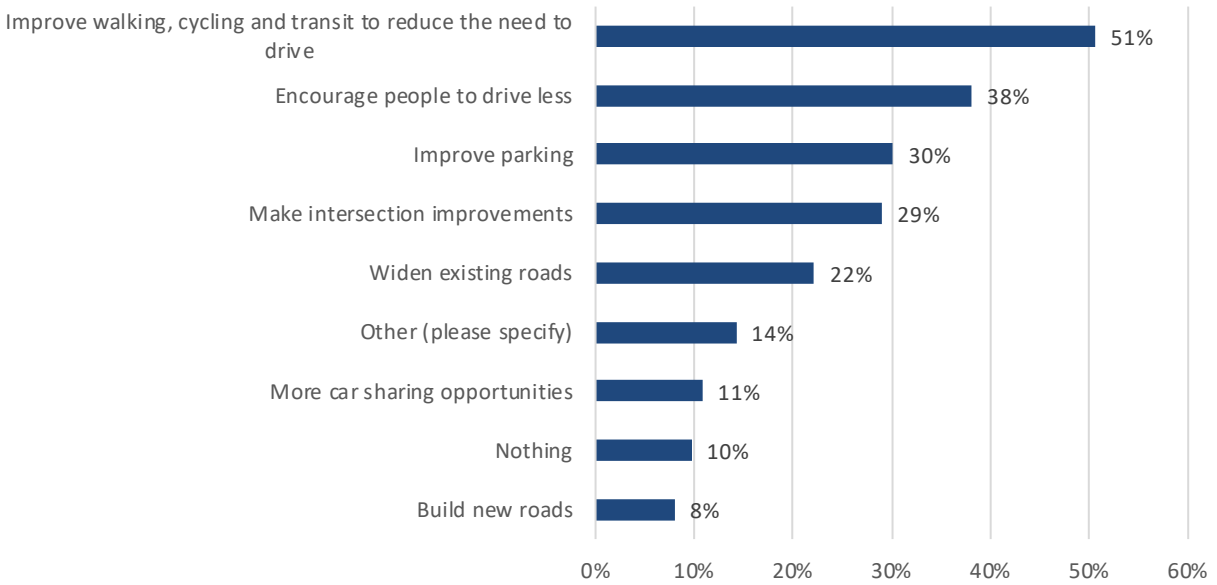


156/188 answered this question.

### What could we do to improve driving or carpooling? (pick your top 3)

When asked what the City could do to improve driving and carpooling, *improve walking, cycling and transit to reduce the need to drive* (51%) and *encourage people to drive less* (38%) were the most popular responses among respondents.

*What could we do to improve driving or carpooling?*



176/188 answered this question.

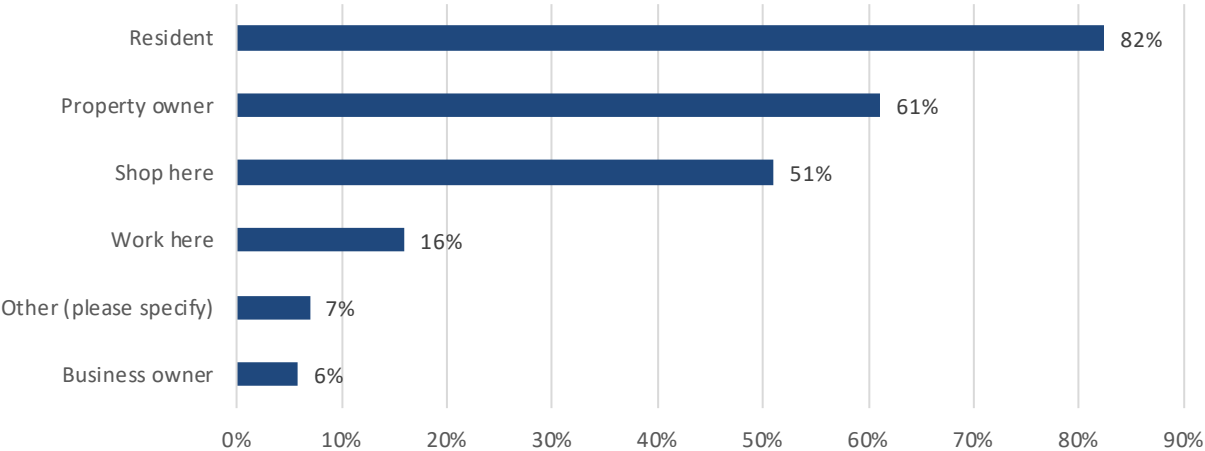
# 1.4 DEMOGRAPHICS

To better understand who was responding to the community survey, the questionnaire ended with a series of demographics questions.

## What is your connection to White Rock?

Respondents had the ability to select as many connections to White Rock that apply to them. More than 80% of survey respondents are White Rock residents and over 60% identify as being property owners.

*What is your connection to White Rock?*



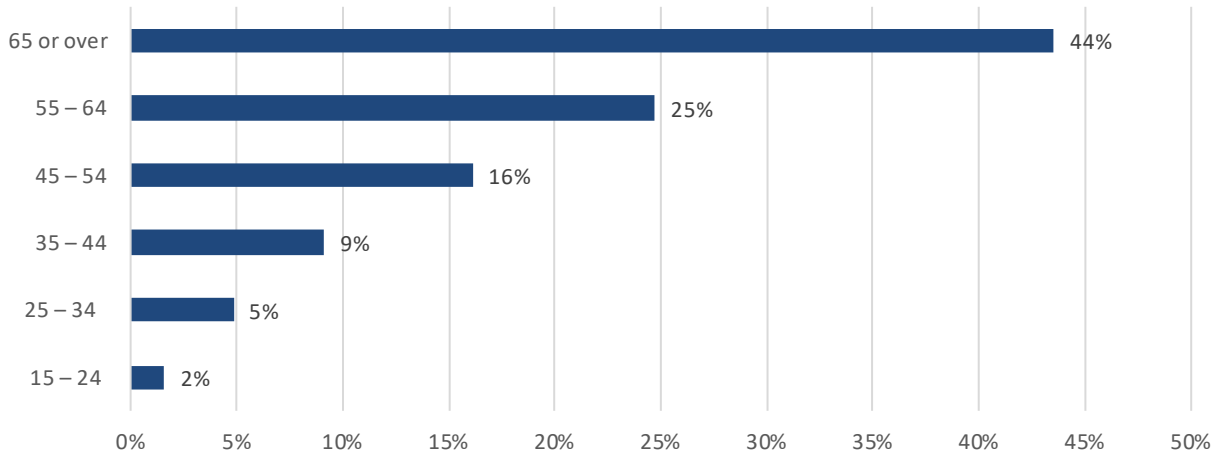
*188/188 answered this question.*



## How old are you?

More than half of respondents are 55 years or older (69%). Those between 35 and 54 years of age make up 25% of respondents.

*Which age group do you fall under?*

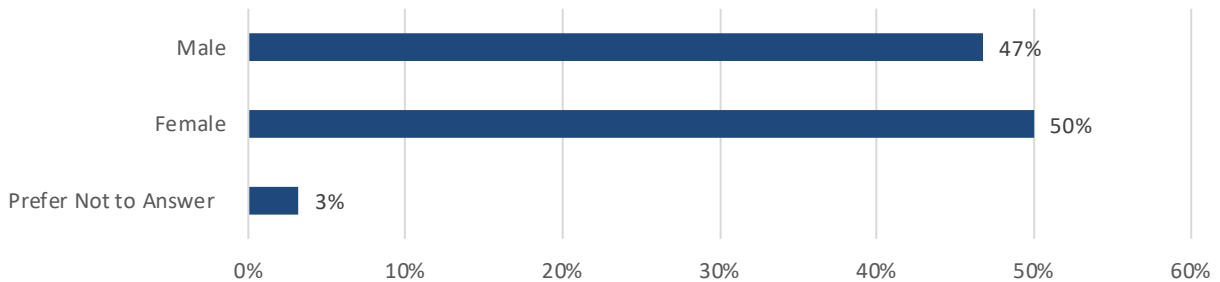


*186/188 answered this question.*

## What is your gender?

The surveyed respondents are nearly equally divided amongst male to female gender (47% vs 50%).

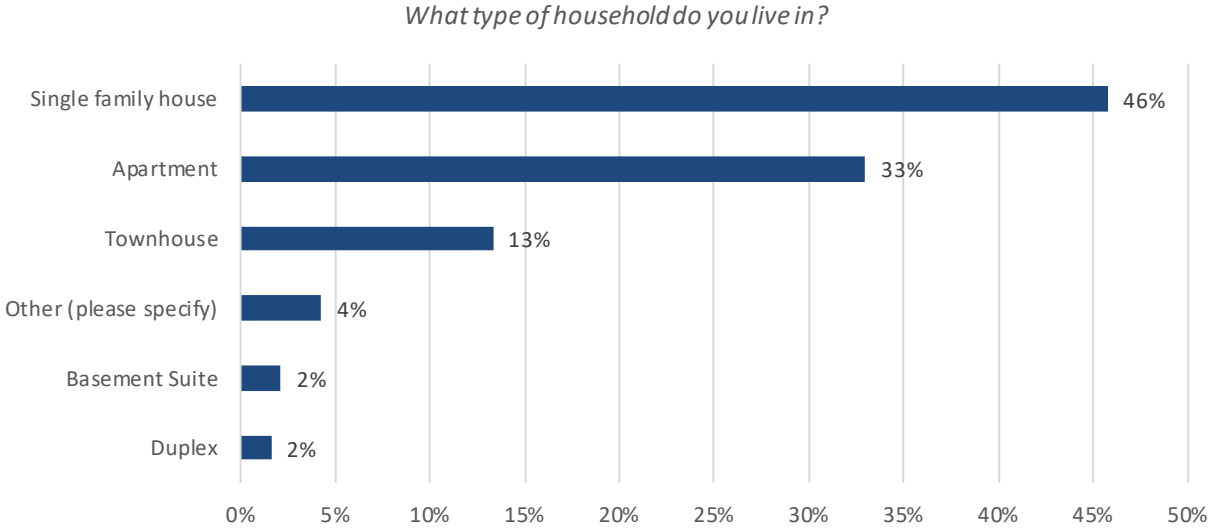
*What gender do you identify with?*



*186/188 answered this question.*

## What type of household do you live in?

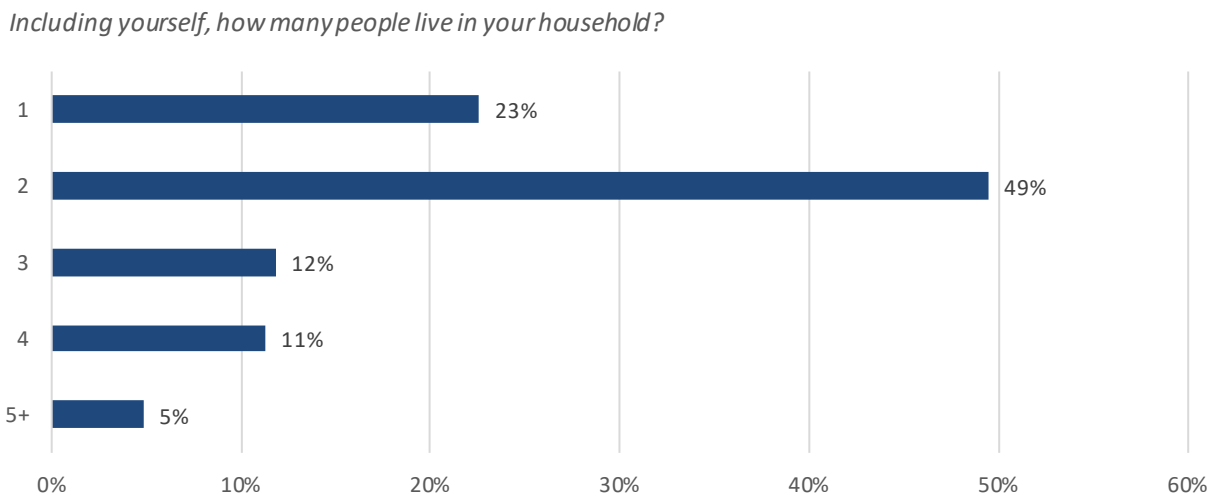
The majority of respondents live in either a single-family home (46%) with the next highest answer being an apartment (33%).



188/188 answered this question.

## Including yourself, how many people live in your household?

More than half of respondents live with one or two people in their household (2-3 including themselves).

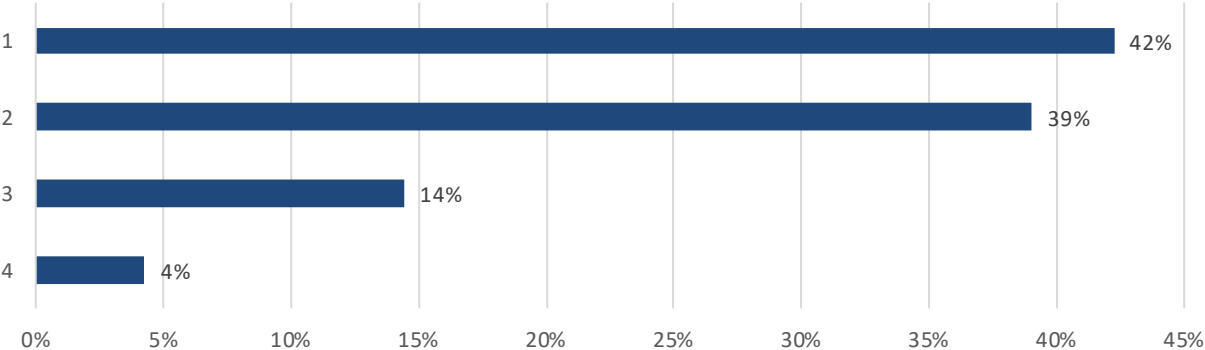


186/188 answered this question.

**How many vehicles are registered to your household?**

The majority of respondents (79%) indicated they have two vehicles registered to their household. Less than 5% of respondents do not have any vehicles registered to their household.

*How many vehicles are registered to your household?*



187/188 answered this question.

## 1.5 ADDITIONAL COMMENTS

Do you have any other comments about transportation issues and opportunities in White Rock?

### THEME 1: PEDESTRIAN INFRASTRUCTURE (20 COMMENTS)

- **Pedestrian safety (12 comments)**

Respondents noted that there a need for better speed control and safer pathways to walk. There should be a larger focus on pedestrian safety and measures that could be improve include street lighting, traffic calming measures for motor vehicles, lowering speed limits and more signals.

- **Pedestrian network improvements and implementing new sidewalks (7 comments)**

Respondents noted that there is need to add new attractive and safe sidewalks due to the lack of available sidewalks and pathways in the community. Comments also indicate that some current sidewalks and pathways along the beach are rough and uneven as they are inconsistently maintained.

- **Walkability within and between neighbourhoods (4 comments)**

Respondents stated that there was an overall lack of a pedestrian oriented community that should look to lower speed limits to 30-40 km/hr and enforce speed limits. Comments also indicated to look towards densifying Uptown to develop a more walkable center.

### THEME 2: CONNECTIVITY WITHIN WHITE ROCK COMMUNITY (8 COMMENTS)

- **Connectivity to the beach (6 comments)**

Respondents noted that improve and maintain the connection to the beach. Ideas for improving access to the beach area include shuttles, a tram system and a funicular. Respondents also indicated that there is a need to repair and maintain existing stairs and railings that provide access to the beach

- **Connectivity to shopping and recretational facilities (2 comments)**

It was stated that there is a potential for providing better connectivity to shopping and recreation needs by foot and sidewalks.

### THEME 3: CONGESTION (16 COMMENTS)

- **Improving congestion planning around new developments (10 comments)**

Participants stated that there are currently too many new developments that are creating congestion due to construction and poor transit planning as the increase in growth of people and their personal vehicles will increase existing congestion.

- **Congestion across communities in White Rock (6 comments)**

It was stated that generally that there is too much congestion in communities with some areas referenced by participants (Oxford Hill, Stayte Road, Marine Drive, 32<sup>nd</sup> Avenue, 16<sup>th</sup> Avenue). This increased in congestion is typically associated with increase in travel speeds which creates a concern for traffic and pedestrian safety.

## **THEME 4: TRANSIT SYSTEM IMPROVEMENTS AND TRANSIT PLANNING TO MEET NEEDS (26 COMMENTS)**

- **Improving transit frequency, reliability, access, and cost improvements (14 comments)**

It was stated that existing transit options needed improvements for transit access, frequency, reliability for White Rock.

- **Access to reliable transit to the Lower Mainland (9 comments)**

Respondents noted that there is a need for better and efficient transit access to the rest Lower Mainland, neighboring municipalities such as Surrey, Langley and connectivity to Downtown Vancouver. Respondents have also indicated that the city should be working closely with other municipalities and the province to ensure connectivity is developed properly.

- **Need for improved transit options (3 comments)**

Respondents mentioned that there is a need for accommodating more transit options including consideration of tram system and more car sharing opportunities such as Car to Go.

- **Holistic transit planning is needed to manage future growth (8 comments)**

It was stated that that there should be better management of transit planning for future growth and to accommodate future growth. Some residents have also mentioned the removal of train tracks and freight trains.

## **THEME 5: PARKING (18 COMMENTS)**

- **Neighbourhood and residential parking (3)**

Respondents called for more residential parking in neighbourhoods as well as more enforcements for people parking unlicensed without a permit. Some residents have also raised the concern of different parking permit pricing at varying geographical boundaries.

- **Street Parking and parking for businesses access (1 comments)**  
Currently respondents did not feel that there is sufficient on-street parking for specifically merchants and businesses.
- **Lack of parking (8 comments)**  
Respondents felt that there is a lack of parking within area of White Rock.
- **Parking Safety (3 comments)**  
Respondents felt that some parking in specific locations have developed blind spots can arise imposing safety concerns for pedestrians and cyclists. An example of a location mention by respondents are along Johnston Road and dump trucks in construction sites taking on-street parking.
- **Less Parking (2 comments)**  
Respondents felt that there is currently too much parking and feel that underground parking is not adequate compared to on-street parking.
- **EV Parking (1 comments)**  
White Rock should consider investing in more EV parking stalls to support the transition to electrification.

## **THEME 6: TRAFFIC SAFETY AND SPEED ENFORCEMENT (22 COMMENTS)**

- **Traffic safety concerns (22 comments)**  
Respondents noted that there is excessive need to improve pedestrian and traffic safety as there is a speeding concern along several areas in White Rock including Oxford Street, Buena Vista, 16<sup>th</sup> Avenue, North Bluff Road, Marine Drive. Residents have also raised the concern that there should be more policy for traffic enforcement for motorist that are speeding.

## **THEME 7: INVESTMENTS IN A CYCLING NETWORK (11 COMMENTS)**

- **Cycling infrastructure (8 comments)**  
Respondents called for more cycling lanes, cycling paths and trails, and an overall well-defined cycling network. It was also noted that better wayfinding and signage is needed for existing cycling routes.
- **Cyclist safety (3 comments)**

Currently respondents feel that cycling safety can be improve along major routes such as 16<sup>th</sup> Avenue, Marine Drive, Johnstone Road. Comments indicated that the speed limits for motor vehicles should be reduced and separated from motor vehicles.

## **THEME 8: MISCELLANEOUS (12 COMMENTS)**

- **Emissions and environmental considerations (3 comments)**

Respondents noted that overall increase in pollution and emissions from vehicles or trucks idling on the road.

- **Infrastructure and road maintenance (6 comments)**

Respondents stated that there are streets that are not maintained and need to be repaved (Johnston Road). A respondent also mentioned that there appears to be no changes to infrastructure despite a new tax revenue.

- **Public consultation and improving transportation (2 comments)**

Respondents stated that it would be beneficial to link to the 2014 Strategic Transportation Plan to see what part of the plan has been reviewed and updated as well as learning from European counties on how to improve transportation.

- **Tree trimming (1 comments)**

Respondent stated that it is short sighted to not trim some of the trees that obstruct the double decker bus as they could cause power outages a branch ends up hitting a power line.