

Rapid Transit and Local Business

Survey Reveals Issues and Opportunities

More than 500 Uptown-Downtown rapid transit corridor businesses & property owners and more than 400 of their customers were surveyed in July to better understand the implications for businesses of establishing a rapid transit way. The survey was developed in cooperation with the Greater Victoria Chamber of Commerce, Association of Douglas Street Businesses, Downtown Victoria Business Association, and the Canadian Federation of Independent Business.

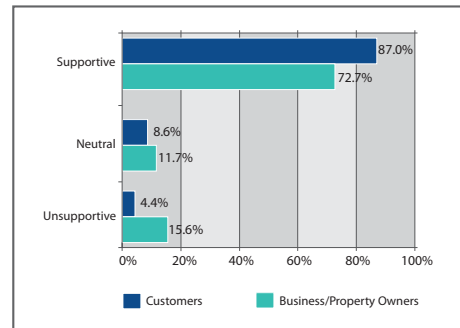
The survey collected information about business clientele: who they are, where they are from, the time & purpose of their visits, and their method of travel (only 13.5% of those surveyed took transit). It also gauged the importance of various elements of transportation infrastructure, such as parking/loading/access, availability of rapid transit, maintaining existing general-purpose lanes, and wider sidewalks and other streetscape improvements.

Among the key results were confirmation of strong support for rapid transit, and concerns about maintaining sufficient access to parking and loading opportunities. In general, customer responses suggest that, while individual results may vary, overall gains created by rapid transit should exceed any losses. The project team will continue to work with business community to identify/address issues and engage its entrepreneurial spirit to maximize the opportunities associated with creating complete streets in a vibrant urban area.

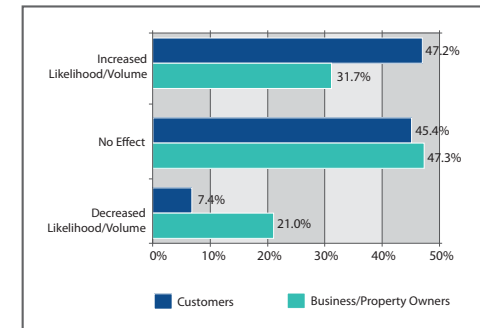
These graphs provide a snapshot of some of the survey results. Find the complete report online at www.bctransit.com/vrrt.

Sample Survey Results

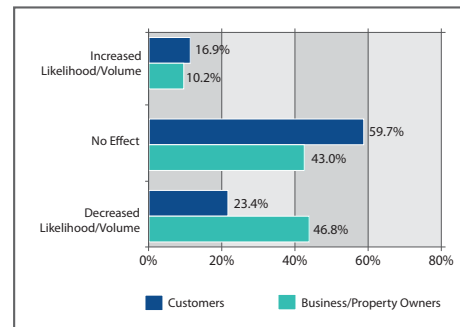
Overall Support for Development of a Rapid Transit System



Overall Perceived Effect of a Rapid Transit Corridor on Customer Volume/Visits



Overall Perceived Effect of Reduced Traffic Lanes on Customer Volume/Visits



Overall Perceived Effect of Reduced On-Street Parking on Customer Volume/Visits

