



**Auto
Insurance
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5.5

Life-side Assistance

February 6, 2013

Mayor and Members of Council
City of Hamilton
71 Main St. West
Hamilton, ON L8P 4Y5

Via e-mail: clerk@hamilton.ca

To the Mayor and Members of Council:

RE: CAA public opinion research on one-way to two-way street conversions

I am writing on behalf of CAA South Central Ontario (CAA) to share the results of public opinion research recently commissioned by CAA on one-way to two-way street conversions in Hamilton.

CAA is a not-for-profit membership based association. For over 100 years, we have been a leading advocate on road safety, transportation infrastructure and consumer protection issues. We are best known for providing leading roadside assistance and advocacy services to our 5.5 million members across Canada, of which approximately 110,000 reside in the City of Hamilton.

As part of CAA's advocacy role, we regularly conduct opinion research to identify issues that are of importance to CAA members and the public. Between November 14 and December 10, 2012, 400 Hamilton residents participated in a telephone survey and were asked about one-way to two-way street conversions. The objectives of the survey questions were to determine the level of support for one-way to two-way conversions, to identify concerns and to measure public awareness of the ongoing street conversion discussion in Hamilton.

Highlights from CAA's public opinion research on one-way to two-way street conversions:

- 54 percent of respondents either strongly supported or somewhat supported changes to secondary north/south streets such as Bay St.
- 57.8 percent of respondents did not support changes to major east/west streets such as Main St.
- 53 percent of respondents were aware of the ongoing consideration by the City to convert many one-way streets into two-way streets
- The majority of reasons cited by respondents for not supporting changes were emotional, not safety or financially founded

Note: The margin of error for 400 interviews is +/- 5 percent

We hope the attached public opinion research assists members of council and staff as they consult with the public and endeavour to determine the effect of one-way to two-way street conversions on Hamilton's transportation system and on safety for all road users.

Should you have any questions about the attached survey results, please do not hesitate to contact me directly.

Sincerely,

John Ennis
Government and Community Relations
CAA South Central Ontario

Attachments (1)

HAMILTON ONE-WAY/TWO-WAY STREETS SURVEY RESULTS



Life-side Assistance

January 2013

CONTEXT

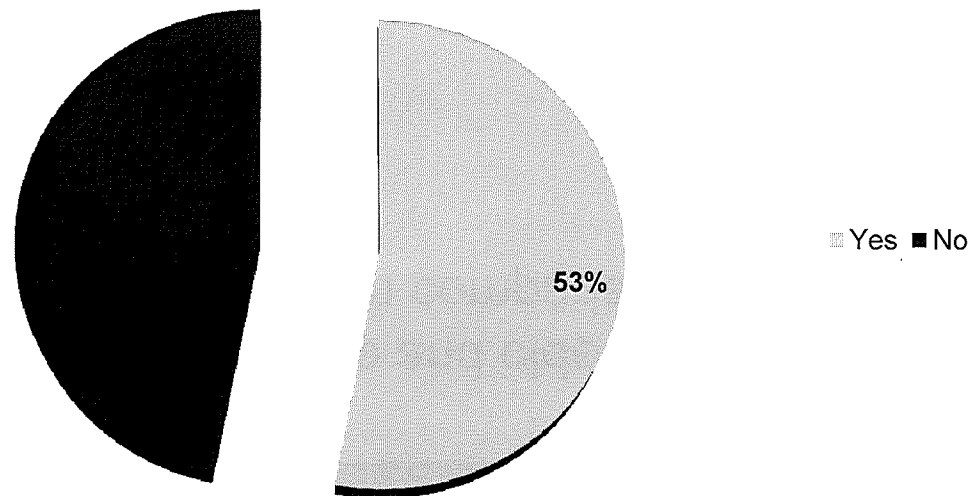
- CAA contracted a local research consultant who conducted 400 telephone interviews of a random sample of Hamilton residents between November 14 and December 10, 2012
- The margin of error for 400 interviews is +/- 5%
- Objectives:
 - a) to determine the awareness of the City of Hamilton's plan to consider changes from one-way to two-way streets
 - b) to evaluate level of support for these changes
 - c) to identify reasons for non-support

KEY POINTS

- Over 50% of respondents were aware of the considered changes from one-way to two-way streets in Hamilton
- When strongly and somewhat support are combined, there is a 50/50 divide between those who support and do not support the street conversions
- The majority of reasons for not supporting changes are emotional, not safety or financially founded

SURVEY RESULTS Q.1

Were you aware that The City is considering to change more one-way streets into two-way streets?

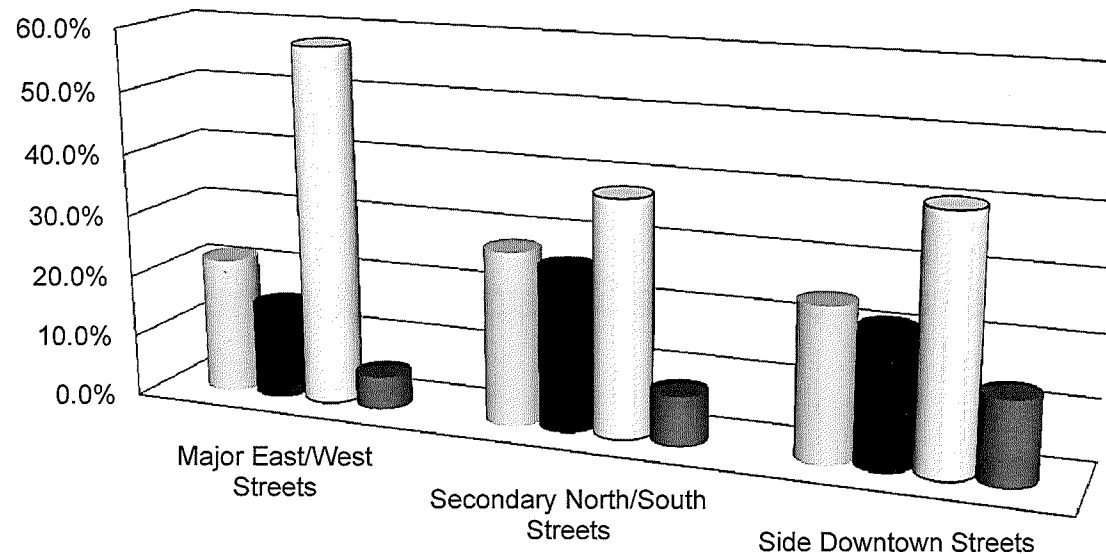


SURVEY RESULTS Q.1: NOTES

- Respondents 55 years of age and older (70.6%) were more likely to be aware of the City's plans in comparison to respondents 25-34 years (33.3%)

SURVEY RESULTS Q.2

Do you strongly support, somewhat support, or not support changing the following type of streets into two-way?



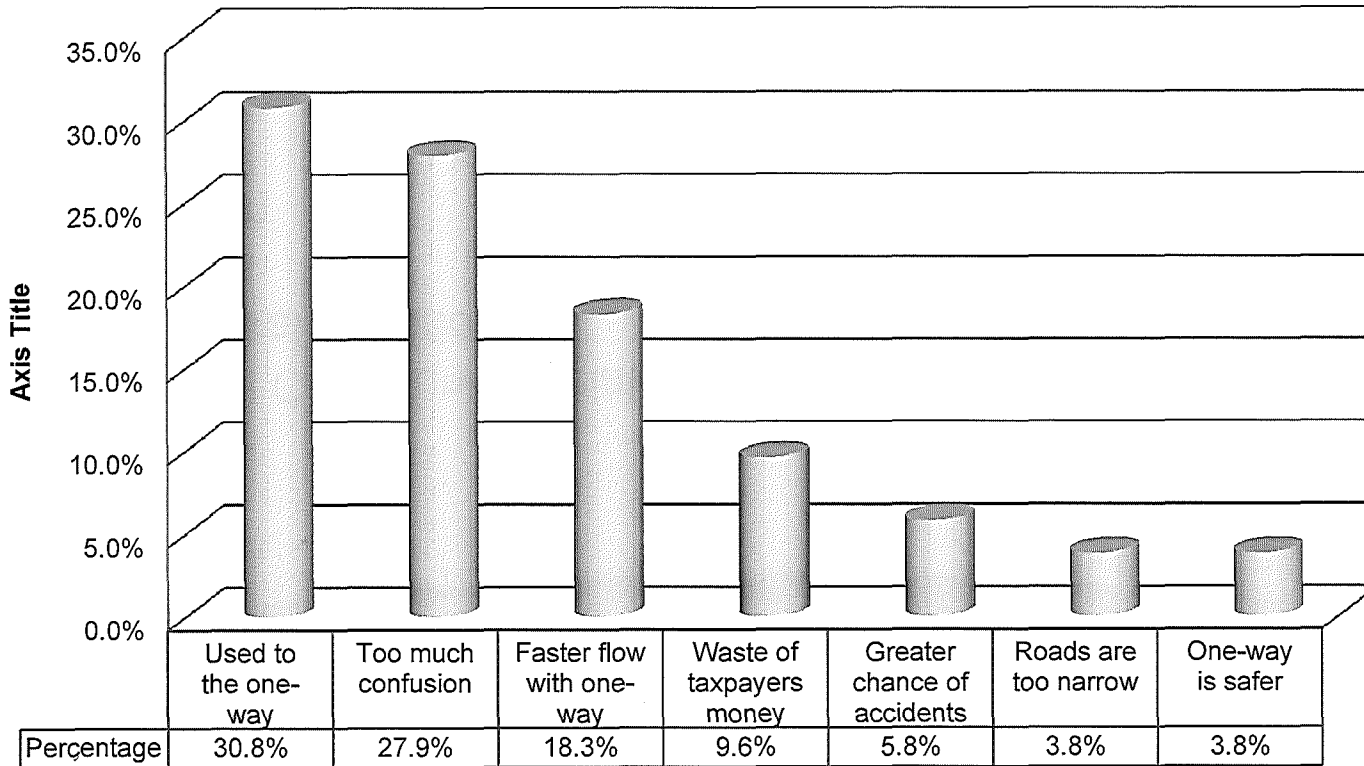
	Major East/West Streets	Secondary North/South Streets	Side Downtown Streets
Strongly Support	22.0%	28.0%	24.5%
Somewhat Support	15.0%	26.0%	21.5%
Not Support	57.8%	38.0%	40.5%
Undecided	5.3%	8.0%	13.5%

SURVEY RESULTS Q.2: NOTES

- 54% either strongly or somewhat supported changes to secondary north/south streets such as Bay St.
- Over 57% did not support changes to major east/west streets such as Main St.

SURVEY RESULTS Q.3

If NO to all, is there a particular reason why you do not support changing one-way streets?



Contact Information



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About CAA:

CAA is a not-for-profit auto club offering insurance, travel, automotive care and roadside services. CAA is one of Ontario's largest membership organizations with 2.2 million members across the province. For more than 100 years, CAA has advocated on behalf of its members on issues related to transportation infrastructure, traffic safety, consumer protection and mobility.