



Phase 2

Engagement Summary

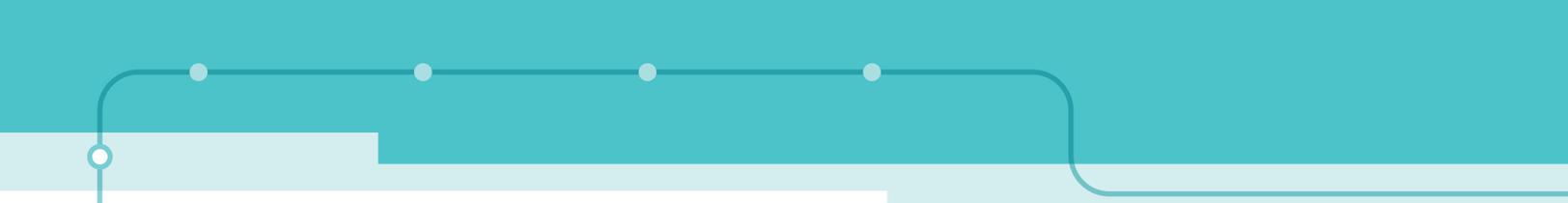


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**Connecting
people + places**



1. Executive Summary

This engagement findings report summarizes the engagement process and findings for Phase 2 of the new Surrey Transportation Plan (STP). The approach was designed based on the International Association for Public Participation (IAP2) planning methodology and best practices.

At the **June 24, 2019 Regular Council** meeting, Surrey City Council approved the development of an update to the 2008 Transportation Strategic Plan. The new plan will develop a long-range vision for transportation and will include action plans and a decision-making framework that will help the City prioritize transportation investments for the next 10 years.

This new STP will be guided by the following five pillars, approved by Surrey City Council at the **February 24, 2020** Regular Council meeting.

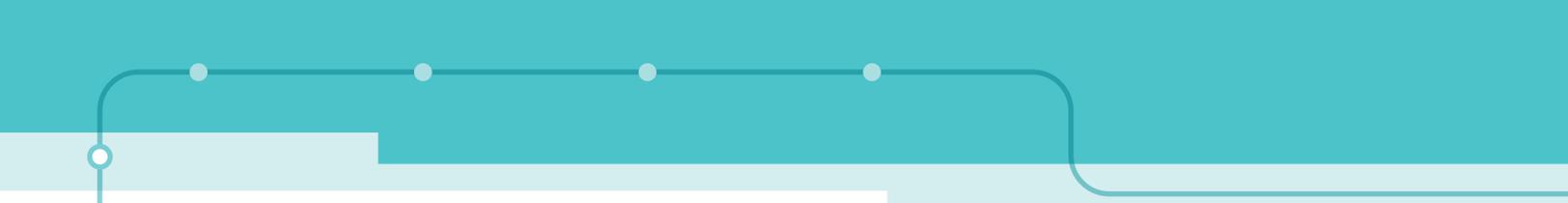
- 1. Grow the Transportation Network:** Surrey will become a vibrant urban centre of one million people.
- 2. Prioritize Vision Zero Surrey:** Human life is valued above all else in Surrey's transportation network.
- 3. Tackle the Climate Crisis:** Tackling the climate crisis requires decisive action on how we get around.
- 4. Innovate Through Technology and New Mobility:** Connected, autonomous, shared, and electric mobility options are available.
- 5. Balance Equity:** All members of the community should benefit from and have equitable access to the transportation network.

A number of engagement approaches were used to connect with over 4,000 community members and stakeholders. These included:

- Interviews
- Focus groups
- Virtual open houses
- Online and in-person survey

The ten themes from the public engagement are outlined below:

1. There is a strong desire to walk, cycle and take transit more
2. Safety motivates transportation choices
3. Local connected transportation networks are needed
4. Land use shapes transportation outcomes
5. Equity needs improving
6. Change requires a community-wide commitment
7. Shift to zero carbon transportation is broadly supported but transition needs investment
8. The sharing economy provides a significant opportunity to improve choices
9. Walking, cycling and transit need increased investment and prioritization to be viable alternatives to car trips
10. Rapid transit is needed to connect all Surrey communities



2. Introduction

In 2008, the City of Surrey developed the current Strategic Transportation Plan. This plan included community and stakeholder engagement and identified a number of priorities and issues related to transportation. Since that time, significant emerging trends and changes to the City's policies and transportation network have identified the need for an updated plan. As part of developing the new Surrey Transportation Plan (STP), the City is engaging with the community and its stakeholders to identify current and future transportation needs. The engagement process has been divided into the four phases described below.

PHASE 1

Sharing Information, began in late August 2020, running until October 2020. This phase provided information about the STP's foundational pillars, built awareness of the upcoming Phase 2 engagement, and provided context and background. The primary mechanism for sharing information was a project-specific webpage on the City's website at surrey.ca/transportationplan. This served as a platform for stakeholders and residents to register and participate in future engagement opportunities. The webpage included a video and infographic, as well as "true or false" quick facts, and was shared on platforms including social media, email newsletters and digital kiosk ads at transit stations.

PHASE 2

Community Values and Current Surrey Experience, launched in October 2020 and was the first active phase of engagement. The purpose of this phase was to understand Community Values. Within this phase, there were two engagement objectives:

1. Involve residents, businesses and stakeholders in mapping key interests and their level of importance to inform the development of the STP.
2. Involve residents, businesses, and stakeholders in identifying transportation realities including what is working well and what could be improved at a community level.

The key method to understanding Community Values was an online survey. The overall engagement included a shared approach, which meant that both City staff and consultants worked together to moderate other forms of engagement including focus groups, stakeholder interviews and virtual open houses. This facilitated an opportunity for staff to connect with individuals and groups they may not hear from often and for the engagement to reach a broader audience. The public shared their input and insights related to their current transportation experience and priorities for the future of Surrey directly with staff and consultants and was well received.

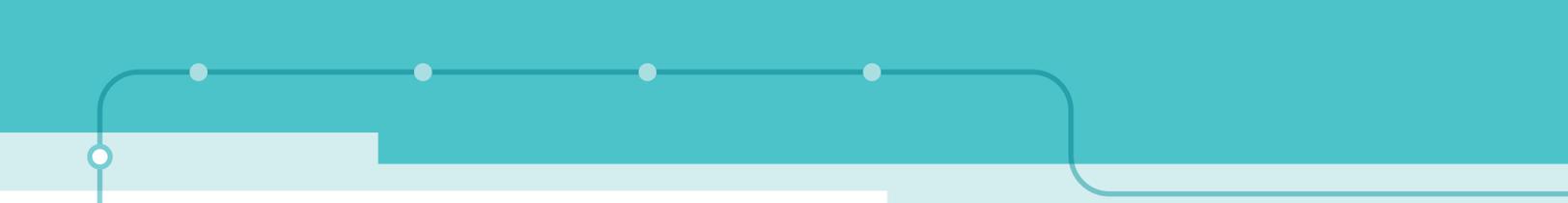
PHASE 3

Feedback on Draft Elements, will begin in spring 2021 and will seek direct input from the community on a draft long-range vision, key targets, and potential actions for the next 10 years, as well as facilitate discussion around the trade-offs required to achieve the vision.

PHASE 4

Confirmation, in fall 2021 will inform and engage the public on the draft version of the entire STP.





3. Communications Approach and Results

GOAL AND OBJECTIVES

The overarching communications goal for the engagement process is:

To share information on the STP engagement, trade-offs and options, so participants can be involved and promote the process with their networks.

Two communications objectives were developed to support this phase of the engagement in identifying Community Values and the Current Surrey Experience. The objectives were to:

1. Ensure residents, businesses and stakeholders are aware of the process and opportunities to participate, and understand how their feedback will be used, and
2. Support stakeholders and partners in promoting the engagement process in a relevant and timely manner to broaden participation.

APPROACH

The communications approach was led by the City of Surrey Corporate Marketing and Communications Division (CMCD) which leveraged existing communication channels with the community and its stakeholders. The communication channels included:

- City of Surrey website including dedicated project page, event page and high traffic pages throughout site.
- City of Surrey recreation facility TV screens
- Social media (Twitter, Facebook, Instagram)
- Traditional media (newspaper ads, radio ads, transit ads and billboards)
- Reaching seldom-heard from residents
- Newsletters and municipal updates
- Earned media and blogger outreach

WEBSITE

The City website hosted a project webpage that received 8,309 page views and an event page that received 367 views. The project page included the following engagement and communication materials:

- Interactive whiteboard video
- Infographic – visual project representation (see Appendix A)
- Email subscription to project news and updates
- Key documents and corporate reports

SOCIAL MEDIA

Platform	Reach	Engagements	Link Clicks
Facebook	373,191	16,815	4,975
Twitter	101,044	1,964	290
Instagram	232,892	1595	997

TRADITIONAL MEDIA

Date	Paid Media Type
September 29 – November 18	Transit station digital kiosk ads
October 13 – 24 & November 14 – 17	Pattison digital ads – Survey focus Pattison digital ads – Open house focus
October 13 – 27 & November 17 – 27	Radio ads on Red FM
October 17 – November 14	South Asian newspaper ads (Link/Voice)
October – November	Transit shelter ads (30)
October – November	SkyTrain station posters and bus ads
November 19 & November 26	Surrey Now-Leader, Cloverdale Reporter and Peace Arch News

OUTREACH METHODS FOR SELDOM-HEARD RESIDENTS*

Date	Outreach Method
November 5	Outreach to Surrey Food Bank with Transportation staff promoting survey and open houses to their clients
October 17 – November 14	South Asian newspaper ads (Link/Voice)
November 17 – November 27	Extended radio ads on RedFM
November 18	Interview on RedFM with Transportation Planning Manager
November 19	Presented to Surrey Online Youth Council
<p>Targeted social media ads to address gaps – under 19s, people with high school education (a proxy as we were not able to target by income) and neighbourhoods with higher concentrations of residents who speak English as a second language.</p>	
<p>Piloting Community Ambassadors with Social Planning – members of seldom heard communities were trained as community ambassadors to undertake outreach and a modified survey on housing and transportation.</p>	

** With the goal of reaching those seldom heard, a targeted campaign was launched in the middle of the engagement period, which included the above outreach methods*

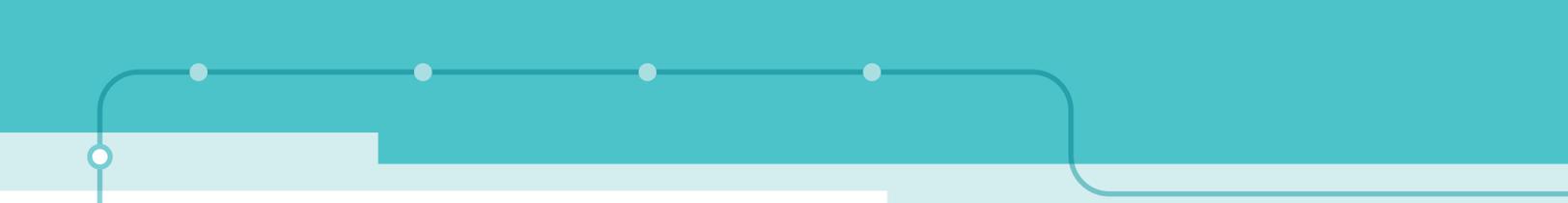
EARNED MEDIA

- Indo-Canadian Voice, October 13
- Pulse FM, October 14
- Peace Arch News, October 14
- Cloverdale Reporter, October 14
- The Daily Hive, October 17
- RedFM interview with Transportation Planning Manager, November 18
- Kwantlen student newspaper interview (The Runner)

NEWSLETTERS AND MUNICIPAL UPDATES

Newsletter	Date	Subscribers	Viewed by
Surrey Youth	September 3	3,722	1,117
Your City	September 10	8,119	3,329
Sustainability	September 15	4,121	1,854
Public Consultation	September 22	7,188	3,306
Festivals and Events	October 14	10,638	3,936
Your City	October 15	8,358	2,591
Business and Economic Development	October 15	4,729	2,128
STP Engagement Panel	October 16	234	113
Surrey Youth	November 1	3,995	959
Seniors	November 3	7,508	2,853
Festivals and Events	November 11	10,738	3,778
STP Engagement Panel	November 16	228	125
Public Consultation	November 18	7,630	3,109
Your City	November 19	8,508	3,658
Totals		85,716	32,856

There were 32,856 Surrey Transportation Plan content views through external City newsletters.



4. Engagement Approach and Results

GOALS & OBJECTIVES

The overarching purpose and goal for the STP is to:

- Engage residents, businesses, and stakeholders of Surrey in developing the new plan.

The community and stakeholder engagement for Phase 2 was created with the objective to:

1. Involve residents, businesses, and stakeholders in identifying transportation realities including what is working well today and what could be improved at a community level, and
2. Involve residents, businesses and stakeholders in mapping community values and key interests to inform the development of the new STP.

APPROACH

Several engagement approaches were used to connect with community members and stakeholders, including:

- Key stakeholder interviews – 8 participants
- Focus groups – 64 participants
- Virtual open houses – 45 participants
- Online survey – 4,476 respondents (3,567 completions)
- Surrey Foodbank Outreach – Engagement with 100 families
- Community ambassador survey – 300 seldom-heard from participants

To ensure the differing approaches were able to draw out the necessary information on values, and be consistently compared for analysis, similar questions were asked of all groups. The questions focused on Surrey's current and future transportation needs and priorities and how to address key issues such as climate change, road safety and innovation in transportation planning. Appendix B (Stakeholder Interview Questions), includes the questions for the various formats/ platforms (interviews, focus groups, open houses). Throughout the engagement process, the public was encouraged to visit the project webpage and to contact staff to ask questions or share their feedback.

STAKEHOLDER INTERVIEWS

The City of Surrey’s project team provided the consultant with a suggested list of stakeholder interview participants. Eight scheduled interviews were conducted in October and November to connect with key stakeholders, thought leaders, and community influencers from a variety of stakeholder groups to learn from these diverse perspectives. These stakeholders had also been interviewed in the pre-engagement phase. Phone interviews were completed by the consultant and lasted, on average, between 30–45 minutes. Interview questions and a link to the project website were provided to interviewees in advance. Notes were taken during the interview and shared with the interviewee for confirmation and any corrections/additions. The interviewees represented the following positions and organizations:

Date of Interview	Stakeholder
October 20	Immigrant Services Society
October 23	Metro Vancouver
October 26	TransLink
October 26	SFU Student Society
October 30	HUB Cycling Network
November 3	Surrey Board of Trade
November 5	City of Surrey Mayor
November 12	City of Surrey City Manager

FOCUS GROUPS

Eight virtual focus groups were facilitated with community groups to support a collaborative discussion and build awareness and understanding of the STP. The consultants planned and facilitated two focus groups, while City of Surrey staff led the planning and facilitation of eight focus group sessions. Participants provided feedback and shared in a discussion and in some cases, were engaged through informal discussion of their personal transportation needs, what is working and what needs improvement. Focus group meeting dates and participants are listed below:

Date of Interview	Stakeholder		
October 27	Community associations	5	Consultant
November 3	Surrey Board of Trade, Business Improvement Associations, and large employers	5	Consultant
November 12	Urban Indigenous Leadership Committee	12	City Staff
November 17	Measuring Up Committee	23	City Staff
November 18	Seniors via Focus on Seniors Webinar	4	City Staff
November 19	Youth via Online Youth Night	9	City Staff
November 19	Academic and institutional	6	City Staff
November 20	Seldom-heard from residents	Organizational representatives	City Staff

VIRTUAL OPEN HOUSES

Registration for the virtual open house sessions was hosted on the City of Surrey website. During the registration process, participants were asked to register for small group (breakout) sessions that represented the pillars they were most interested in receiving more information on and discussing with subject matter experts. Participation was incentivized by offering one \$100 gift card for either London Drugs, Home Depot, Central City Shopping Centre or Guildford Town Centre for each of the two open houses. Two virtual open houses were scheduled on the following dates:

- November 12 from 7:00 – 8:30 p.m.
- November 17 from 4:30 – 6:00 p.m.

The virtual open house began with a short project overview presentation and an explanation of the five key pillars that will guide the development of the STP. This was followed by a whole group question and answer period.

Following the whole group presentation and question and answer session, participants were then moved into breakout rooms for a smaller group discussion. Based on the number of participants in attendance, some adjustments were made to the groupings as there were not enough attendees to host one per pillar.

Date of Open House	#of Registrations	#of Attendees
November 12	55	24
November 17	47	21

ONLINE SURVEY

The online survey was launched on the City of Surrey website on October 13, 2020 and closed on November 27, 2020. During the one-on-one stakeholder meetings, focus groups and virtual open houses, the online survey was promoted, and participants were encouraged to share the link with members of their associations as well as other members of the public. Participation was incentivized by offering three \$100 gift cards for either London Drugs, Home Depot, Central City Shopping Centre or Guildford Town Centre.

SURVEY RESPONSE AND DEMOGRAPHICS*

Date	Outreach Method
Surveys completed	3,567* (80% completion rate, which consultant indicates is better than normal)
Respondents living in Surrey	94% of respondents live in Surrey
Respondents working/owning a business in Surrey	33% of respondents work in Surrey 240 respondents are business owners

It was noted that the length of survey did appear to have a large impact on dropout rates (70% of dropouts happened within the first four pages, with 30% dropping on page two). It should also be noted that the survey findings are not captured in this report and have been analyzed separately.

* The marketing communications campaign drove 4,476 users to survey.

COMMUNITY AMBASSADOR SURVEY

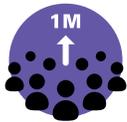
An innovative new partnership was formed with the City of Surrey's Planning and Development department, which was undertaking a Housing Needs study. The partnership used Community Ambassadors to reach out to seldom-heard communities about their housing and transportation experiences. Working with local social service agencies, members of specific communities (renters, recent immigrants, residents who receive a lower income, etc.) were hired to promote this joint housing-transportation survey. The survey was translated into Punjabi and Arabic and was open until January 3, 2021. About 400 surveys were completed and the results are reported separately.



Shaping our transportation future

5. Top 10 Themes Based on What We Heard

The engagement objectives were to listen and learn from the community and stakeholders to better understand their current transportation experience, how the pandemic has influenced their transportation choices, what is important to them, and key insights around the **five pillars**. We have summarized the community feedback into the top **10 themes** that follow.



Growth: Grow The Transportation Network



Vision Zero: Prioritize Vision Zero Surrey



Climate Crisis: Tackle the Climate Crisis



Technology & New Mobility: Innovate through technology and new mobility



Equity: Balance Equity

1. There is a Strong Desire to Walk, Cycle and Take Transit More

Pillars: Growth, Vision Zero, Climate, Technology & New Mobility, Equity

- Feedback from the in-person engagement mirrored the survey findings which showed that 95% of respondents want to walk more, 70% want to cycle more, and 89% want to take transit more than they do today.
- Participants shared many varied reasons for not walking, cycling or taking transit, which are outlined in the remaining themes below.
- Primarily, the current motivation for walking and biking is recreation and the primary reason for why these modes aren't seen as transportation modes is a concern for safety and lack of continuous network and destinations close at hand.

"Surrey is not built with neighbourhood commercial centres that allow people to walk to work or groceries; it is built for walking for recreation but not for walking to meet your everyday needs."

2. Safety Motivates Transportation Choices

Pillars: Growth, Vision Zero, Climate, Technology & New Mobility, Equity

- Safety is a key priority for all members of the public when making decisions regarding modal choice.
- The survey shows that safety is the largest barrier to people walking, cycling and taking transit.
- People are also concerned about high traffic speeds and intersection safety, including not enough signalized intersections for crossing busy roads.
- The absence of safe, connected networks is a significant barrier to walking and cycling as transportation; they are currently seen as recreational activities only.
- Feedback from participants noted that we need to consider how different groups perceive their own safety while in or accessing transit. Whether you are a woman, a person who is not fluent in English, a person of colour, or if you are out at dark impacts your feeling of personal safety when you are: waiting for a bus, walking on a path, going to your car or anything else that involves being in transit.

“Painted bike lanes are not safe. Need a full network of safe and accessible infrastructure – no gaps in infrastructure. Model it as essential for people to move around – think of it as a car replacement in terms of network connectivity.”

3. Local Connected Transportation Networks are Needed

Pillars: Growth, Climate, Equity

- An overarching priority is to first focus on completing safe, connected networks that work for everyday transportation within and between Surrey neighborhoods.
- Convenience is an important influence in choice – safe, direct connections for alternatives need to improve relative to driving.

4. Land Use Shapes Transportation Outcomes

Pillars: Growth, Vision Zero, Climate, Technology & New Mobility, Equity

- There is a high degree of consensus that linking land use and transportation planning is critical to getting the STP right.
- Having jobs, services, and amenities closer to where people live (within a short walk or cycle) will serve multiple objectives. For example, it will reduce both congestion and Green House Gases (GHGs), as well as improve health.

“I think investing in a transportation system that moves people effectively and safely in a sustainable manner is critical to help mitigate the environmental impacts on climate change. Surrey can lead the way!”

5. Equity Needs Improving

Pillars: Growth, Vision Zero, Equity

- Surrey’s current transportation network does not equitably serve people of all ages, incomes and abilities, and the plan must address this.
- Going forward, the focus should be on creating an affordable, reliable network that serves Surrey’s diverse population, while also addressing the geographic inequity in active transportation infrastructure and transit service.

6. Change Requires a Community-Wide Commitment

Pillars: Growth, Vision Zero, Climate, Technology & New Mobility, Equity

- There is very strong support for improving transportation choices and achieving Vision Zero.
- There is recognition that measures need to be put in place that provide options and choices to address the climate emergency. Measurable action needs commitment and capital funding, and to go beyond a Council resolution (or a Council term) or general education campaign to include everything the City does.
- Partnerships with the City’s diverse stakeholders and other levels of government will be key to success.

“People are making sacrifices to own a vehicle...[you] have to have a car in Surrey – even between major centres, there isn’t frequent enough [transit] service, and [is] often overcrowded.”

7. Shift to Zero Carbon Transportation is Broadly Supported but Transition Needs Investment

Pillars: Growth, Climate, Technology & New Mobility

- People are open to learn more about opportunities to address climate change through electric vehicles, electric buses and trains, hydrogen fuel, etc., and want to do their part.
- There is some concern about affordability in the short term.

8. The Sharing Economy Provides a Significant Opportunity to Improve Choices

Pillars: Growth, Technology & New Mobility

- As more dense, diverse neighbourhoods are developed, participants felt the City should introduce more options for cars, bike-sharing, etc.
- There is strong interest in new mobility pilots but the City needs to create safe, connected networks to support micro-mobility and e-bikes

“Flexible modes of transportation should be a priority, such as high speed/commuter train, shared bikes, scooters, etc.”

9. Walking, Cycling and Transit Need Increased Investment and Prioritization to be Viable Alternatives to Car Trips

Pillars: Growth, Vision Zero, Climate, Equity

- Shifting to land use and transportation networks that prioritize people's safety, health and livability was a strong theme.
- The absence of complete networks was a common reason given for not walking, cycling or taking transit more.
- There were mixed opinions on how to provide additional funding – reallocating existing funding or new funding sources.
- Improved affordability and equity were highlighted as key reasons to make walking, cycling and transit more viable.

10. Rapid Transit is Needed to Connect all Surrey Communities

Pillars: Growth, Climate, Technology & New Mobility, Equity

- There was strong support for additional rapid transit with a number of participants mentioning rail transit.
- No consensus on type of technology – Bus Rapid Transit, Streetcar, LRT, SkyTrain, Commuter Rail, and High-Speed Rail were all mentioned.

WHAT WE HEARD BEYOND THE PILLARS

In this second phase of engagement for the STP, the objectives were to listen and learn from the community and stakeholders so that their voice, choices, interests and values could help to inform and identify draft actions that will address their values. In addition to what we heard in relation to the pillars, participants also told us:

1. Transparency and engagement: the process needs to be open, transparent, inclusive and listen to all voices and groups, particularly those that are seldom-heard.
2. Longevity in planning: they want this plan to last beyond a specific Council and to be built into the long-term planning and budget cycles of the City.
3. Funding: Surrey needs to advocate at all levels of government for major funding and investment as well as looking at other options, such as userpay and community partnership models. There needs to be transparency regarding reporting on how transportation funds are spent.
4. Measuring progress: they have numerous ideas about how to measure the success of the plan and support evaluation and communicating results. Are there more electric vehicle (EV) charging stations, more kilometres of protected cycling routes, more speed bumps? Participants are interested in how success will be measured and are keen for more regular communication and status updates.
5. What's the plan: they want a better understanding of neighbourhood and community plans. There was a strong sense that land use planning has a direct impact on transportation planning and that an integrated approach will be critical to ensuring mutual and long-term success.

"... because Surrey is growing so quickly and continuing to establish itself as the region's second to downtown, Surrey's success is critical to the success of the region. Their process of transitioning from a suburban community to an urban one will be really important."



6. Next Steps

This report describes in detail all the engagement and communications efforts planned and implemented to inform the STP project team in preparation for Phase 3 engagement.

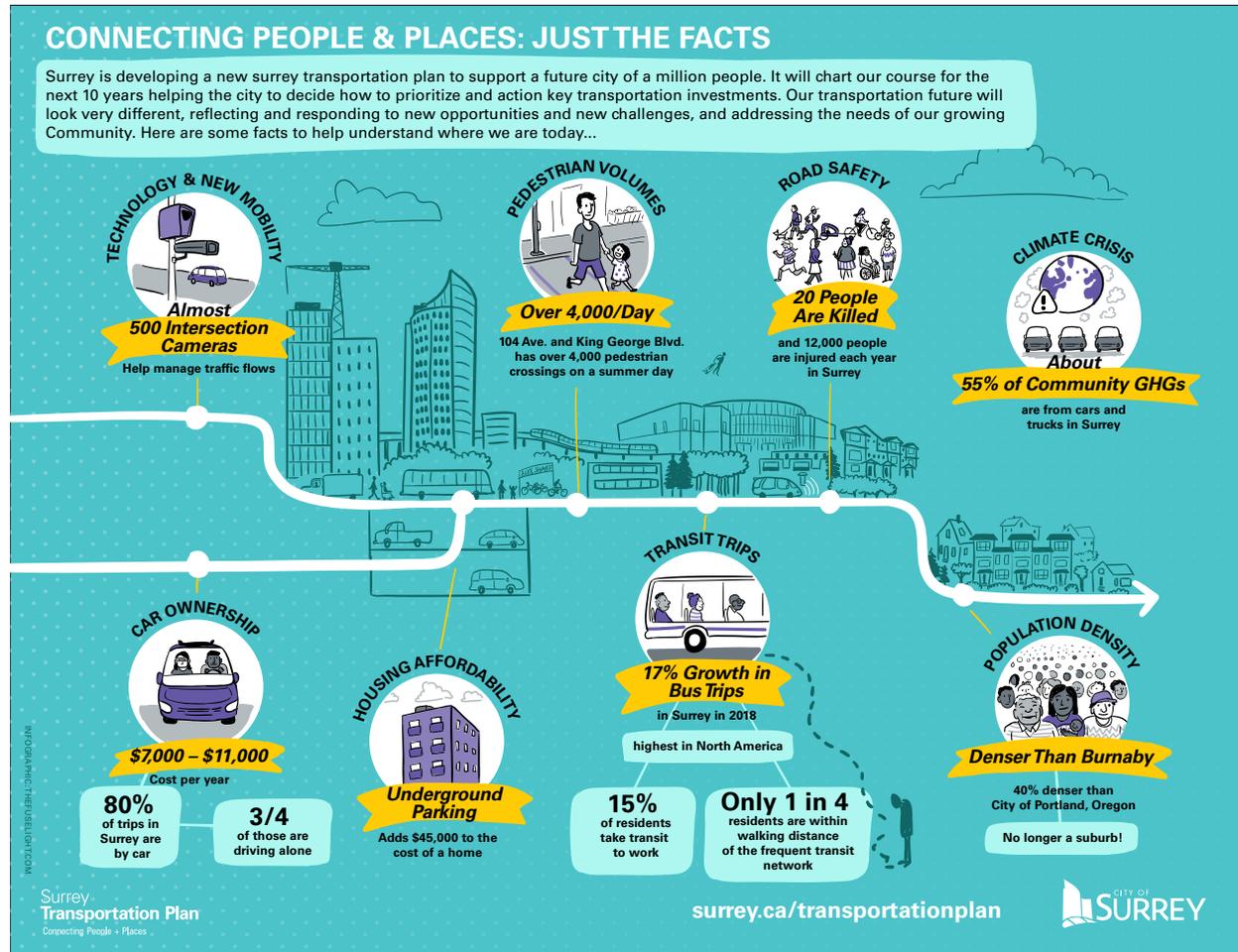
The planned approach to engagement and communications was informed by the International Association for Public Participation (IAP2) planning methodology and best practices, as well as the findings of the pre-engagement interviews with key stakeholders in Phase 1. The next step is for the project team to review the findings of the engagement report and share what was heard through the engagement process with the community and incorporate input received when and where possible into Phase 3 engagement.



Phase 3 Engagement

Appendices

APPENDIX A: Surrey Transportation Plan Infographic

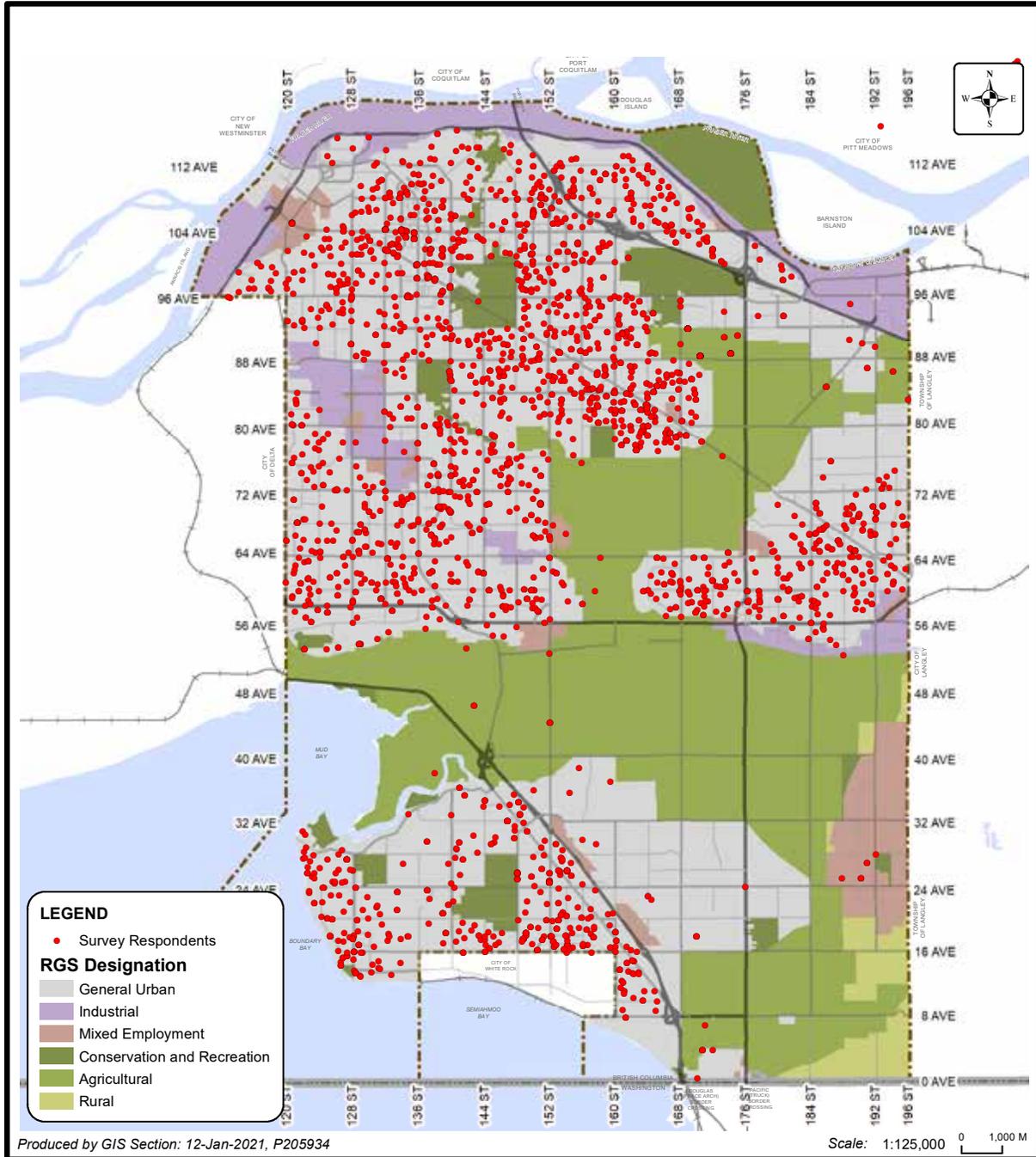


APPENDIX B:

STAKEHOLDER ENGAGEMENT QUESTIONS

1. Prior to COVID-19, what mode of transportation did you use most frequently? Has that changed? Why did you choose that mode?
2. With Surrey growing by 10,000 people a year, if future residents continue to drive as much as today, traffic congestion will worsen. What do you think our priorities should be when it comes to providing additional transportation choices?
3. To achieve the City's targets for greenhouse gas reductions, we need more residents to walk, cycle and take transit. What do you consider the barriers are to people walking more in Surrey? Cycling? Taking transit?
4. To effectively address the 5 pillars, the City will need to invest more in transportation than today. What funding mechanisms do you think the municipality should be considering?
5. If you were responsible for developing the Surrey Transportation Plan, what are the most important considerations over the next 16 months to ensure the planning process is successful?
6. Equity is a key pillar of the plan. Are there individuals or groups that you think we might miss in this engagement process, that you would like to ensure we reach?
7. Do you have any final thoughts you would like to share?

Appendix C: Survey Response Map





CITY OF SURREY

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surrey.ca/transportationplan

