



Nanaimo Transportation Master Plan BACKGROUND— DATA COLLECTION (SPRING 2012)

Nanaimo Transportation Master Plan

Preparation for Nanaimo's first Transportation Master Plan (NTMP) is now underway. The Plan will help the City address transportation related challenges over the next 5/10/20 years while guiding how our community moves, looks and grows .

As with any plan, accurate and comprehensive data can support informed decisions and provide a benchmark to measure future progress against. During the spring of 2012, the City will be collecting data from various components of the transportation network to help us better understand current conditions and travel patterns.

While some of these surveys will simply observe or count traffic, others require the support and participation of community residents and visitors. By providing information to this process, you will help us plan for Nanaimo's future.

Later this year, once information has been collected and assessed, the City will move forward with the next phase of the Transportation Master Plan. This will be the community's opportunity to shape our transportation goals, identify issues and provide input on potential strategies.

The NTMP website is the main portal for information on the Plan and can be found at:
www.nanaimo.ca/goto/transportationplan

Data Collection (Spring 2012)

Accurate and comprehensive data is the foundation of the NTMP. Data collected this spring will be used to develop a base of information to inform future decisions and set benchmarks to measure progress. A number of surveys are planned to collect data on various components of the transportation network and to better understand overall travel patterns.

Some surveys will observe or count traffic while others will directly engage residents through telephone, online and in-person surveys. Your participation will provide information that will help plan for Nanaimo's future. The better we understand our current situation, the better our future choices will be.



Survey Area

While the NTMP will cover the City of Nanaimo, some trips within the City start and end outside our municipal boundaries. To collect information on these travellers, the survey study area includes the City of Nanaimo and RDN Areas A/C, the District of Lantzville and reserves of the Snuneymuxw (Nanaimo) and Snawnawas (Nanoose) First Nations.



Data Collection Survey Types

Household Travel Survey

Starting at the end of March through to May this telephone survey will contact 1450 randomly selected households within the City and adjacent areas. Participants will be asked to recount their household's trips over a 24hr period. A separate but complementary survey will be conducted with VIU students to capture their travel habits. Individual household characteristics, household members and trips will be combined to estimate overall travel characteristics of the community.

Information provided by the survey will help the City of Nanaimo, regional and provincial agencies make decisions about the routes and services needed for an improved and sustainable transportation future. Public support and participation will be important components of a successful survey process. More information on the household travel survey and a participant guide is available on the NTMP website.



Our travel patterns are complex; help us understand them better.

Screenline Survey (Traffic Counts)

A coordinated series of traffic counts will be conducted from February through April in the greater Nanaimo area. Traffic counters will be placed at stations throughout the area for about one week each.

A series of count stations (a screenline) will measure traffic volumes across specified portions of Nanaimo's road network. For example the Millstone River screenline will estimate the total volume of traffic crossing the Millstone River using stations on Terminal Ave, Wall St, Bowen Rd, Parkway and Westwood Rd.; and total transit ridership and the number of trucks and buses.



A typical traffic counter installation on Westwood Rd.

Most stations will be counted by automatic mechanical counters but at some locations survey staff will count vehicles, pedestrians, cyclists and other road users.

External Gateway Survey

This survey will estimate travel patterns through the area by tracking vehicles that originate their trips outside of Nanaimo. Data will be collected at five stations where vehicles enter the study area (Hwy 1—South of Nanaimo Airport, Hwy 19—North of Lantzville Rd and Departure Bay, Duke Point and Nanaimo Harbour ferry terminals). Vehicles that pass through two or more stations will be matched, providing an estimate of through traffic. This survey will be conducted over one day at the end of April.

Transit Ridership Counts / On-Board Survey

Transit ridership counts will be conducted with support from BC Transit and RDN Transit on all bus routes in the City during weekday afternoons. On busier routes survey staff will count the number of passengers boarding and departing at each stop. On quieter routes, drivers will undertake counts. Information on riders with bicycles or mobility aides will be included. This information will help estimate existing transit ridership by route, route segment and stop.

In conjunction with the transit ridership counts, the transit on-board survey will ask riders about their transit travel. Riders at exchanges or on-board buses will be asked to complete a paper or online survey describing their transit trip. The survey will seek information such as the rider's trip origin, destination, purpose, transit routes used and demographic information.

These surveys are being completed with assistance from RDN Transit and BC Transit. Information collected will help make better choices about future transit services.

Ferry On-Board Survey (End of April 2012)

The BC Ferry on-board survey will focus on travellers entering the region by ferry. Lower Mainland and Gabriola Island passenger will be asked about their travel to the Nanaimo area. Similar to the transit on-board and household travel survey, the ferry on-board survey will ask about trip origin, destination, purpose and traveller demographics. It will look at how passengers connect from the ferry to other parts of the transportation network. This survey will help the City better understand the impact of ferry traffic on the community and provide insight into opportunities for more sustainable connections to destinations served by the ferry system.

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