

## MEMO / NOTE DE SERVICE

To / Destinataire Mayor and Members of Council

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From / Expéditeur Viví Chi  
Director, Transportation Planning  
Planning, Real Estate & Economic  
Development Department

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Subject / Objet 2023 Commuter Attitude Survey

Date: September 6, 2023

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The purpose of this memo is to provide an overview of the upcoming [2023 Commuter Attitude Survey](#).

The City of Ottawa and its partner agencies are planning to conduct a telephone survey in Q3 2023. During the survey, information on residents' travel attitudes and perspectives will be collected from approximately 3500 randomly selected individuals, complementing the results from the 2022 Origin-Destination (OD) Survey. Since the last Commuter Attitude Survey was completed in 2013, much has changed, and it is important to understand how residents view the transportation system to support transportation planning and decision-making.

The survey is a joint initiative of the TRANS Committee and is being funded by the cities of Ottawa and Gatineau, the National Capital Commission, the Société de transport de l'Outaouais, and Quebec's Ministère des Transports et de la Mobilité durable. TRANS members have been working together for over 43 years to co-ordinate transportation data collection and analysis in the National Capital Region.

R.A. Malatest and Associates Ltd. has been retained to carry out the survey on behalf of the TRANS Committee, at a budget of around \$180,000, with the City of Ottawa's share being approximately \$94,000.

The Commuter Attitude Survey is completely voluntary and will be conducted through confidential phone interviews. The information collected will be used to help understand current mobility patterns and the factors that influence people's travel choices. The survey also includes questions related to hybrid work to better understand how commuting patterns are evolving. The results will be used to help plan the region's walking, cycling, transit, and road networks and inform investment priorities. In particular, the survey provides an opportunity to gain insight into any trends that may emerge from the recently completed OD Survey.

The first wave of survey phone calls is expected to start the week of September 11, 2023, and continue throughout October. The survey aims to achieve a representative sample of responses throughout the National Capital Region, including commuters within the urban and rural areas who make regular trips for work, school, or volunteer purposes. Response targets have been set for different areas of the region to ensure a broad representation of respondents. Response rates will be carefully monitored, and the calling strategy will be adjusted as the survey progresses to ensure the targets are met.

If you have any questions, please contact Jennifer Armstrong, Program Manager, Transportation Policy & Networks ([JenniferM.Armstrong@ottawa.ca](mailto:JenniferM.Armstrong@ottawa.ca), 613-580-2424, Ext. 22899).

Original signed by

Vivi Chi

cc: Senior Leadership Team  
Planning, Real Estate and Economic Development Departmental Leadership Team  
Director, Public Information and Media Relations