

Pitt Meadows Gateway Public Opinion Research Report of Results

Summer 2021



Background



Vancouver Fraser Port Authority, in partnership with CP Rail and the City of Pitt Meadows, are in the process of undertaking a large-scale infrastructure project to separate road and rail crossings in the city of Pitt Meadows.

Based on past engagement and meetings, it appears that there are mixed views of the project among residents. In addition, there appears to be confusion and misinformation about the project and the various parties' responsibilities for the project.

To date, communications do not appear to be fully effective in addressing concerns. Before proceeding with further public engagement, opinion research is needed to help understand the size of community concern and misunderstanding and determine what kinds of messaging will be more effective in addressing concerns.

Objectives



- Measure awareness, familiarity and understanding of the project.
- Measure perceptions of the project and its benefits or disadvantages in context with community issues.
- Determine perceptions of the project's relationship to Logistics Park Vancouver project.
- Measure understanding of project leadership.
- Determine levels of project support /opposition.
- Test messaging concepts, assessing how well they address concerns and confusion.

Methodology: Quantitative



- Telephone survey July 6-24, 2021.
- 350 completed surveys among Pitt Meadows residents.
 - Margin of error with the sample +/-5.2%, 19 times out of 20.
- Data weighted by gender and age according to 2016 Census data for the city of Pitt Meadows.

Methodology: Qualitative

- Three online focus groups with a mix of different Pitt Meadows residents:
 - 2 group with those unsure, neutral or somewhat in support of project (a total of 9 residents across two groups participated).
 - 1 group with those who are somewhat opposed to the project (3 residents participated).
- August 5, 10 and 12 6:00pm- 8:00pm.
- Recruited from telephone survey.
- Cash incentive as a gesture of thanks.



Qualitative research employs a methodology that includes a small number of participants, enabling us to discuss topics in-depth. Results are meant to be viewed as exploratory and directional in nature.



Community Issues

Unaided Top[☆] Community Issues



2020
Community
Study

Online survey with over 1,400 residents undertaken in summer 2020 in 16 communities Vancouver Fraser Port Authority serves; provided for context

NET: RAIL	27%	31%	-
Trains/railway (nothing else specified)	8%	9%	-
Rail expansion/CP rail expansion	7%	7%	-
Train causing traffic delays	5%	6%	-
Underpass/overpass	4%	6%	-
CP rail yard expansion/ any LPV mentions	3	4%	-
NET: DEVELOPMENT	13%	25%	6%
Over-development/ density	5%	7%	1%
Agricultural land/protecting agricultural land	3	6%	-
Other development issues (various)	2	6%	1%
Community pool/sport/recreation facilities needed	1	5%	-
Building warehouses	1	2%	-

NET: TRANSPORTATION	16%	23%	10%
Traffic congestion/ commute times	9%	13%	5%
Transportation (nothing else specified)	3	5%	2%
Other transportation issues (various)	1	2%	1%
Public transit	1	2%	2%
Transportation infrastructure (various)	1	2%	-
NET: OTHER	4%	17%	39%
Misc. other (various)	1	7%	-
Taxes	1	2%	2%
Emergency services/ambulance/fire	1	2%	-
Education/ better schools/ more schools	1	2%	-

2020
Community
Study



☆ Mentions of 2% and more are shown.

A1. In your view, as a resident of Pitt Meadows, what is the **most important issue** facing your community?

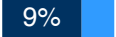











 First mention  Other mentions

Unaided Top[☆] Community Issues (cont.)



Online survey with over 1,400 residents undertaken in summer 2020 in 16 communities Vancouver Fraser Port Authority serves; provided for context

2020 Community Study

NET: HOUSING	9% 	13%	27%
Homelessness	4% 	6%	7%
Housing affordability/ high cost of housing	2 	5%	13%
Other housing issues	1 	2%	<1%
Housing (nothing else specified)	1 	2%	3%
NET: LAW/SAFETY	6% 	12%	11%
Crime/ public safety	3% 	7%	9%
Police (various mentions)	2 	4%	-
NET: HEALTH	4% 	5%	26%
COVID-19	2 	3%	17%
NET: ENVIRONMENT/SUSTAINABILITY		4%	4%
Environment/ sustainability/ climate change/ pollution		3%	3%

 First mention  Other mentions

☆ Mentions of 2% and more are shown.

A1. In your view, as a resident of Pitt Meadows, what is the **most important issue** facing your community?

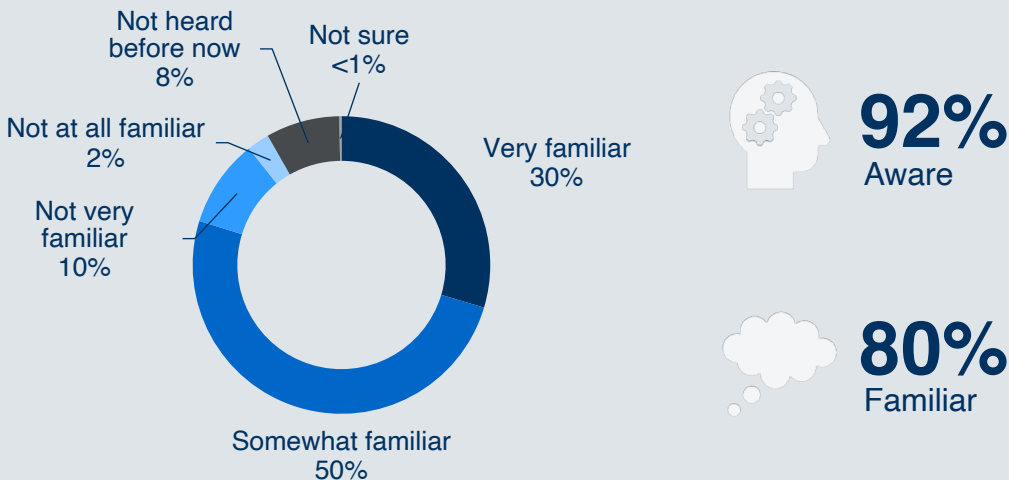




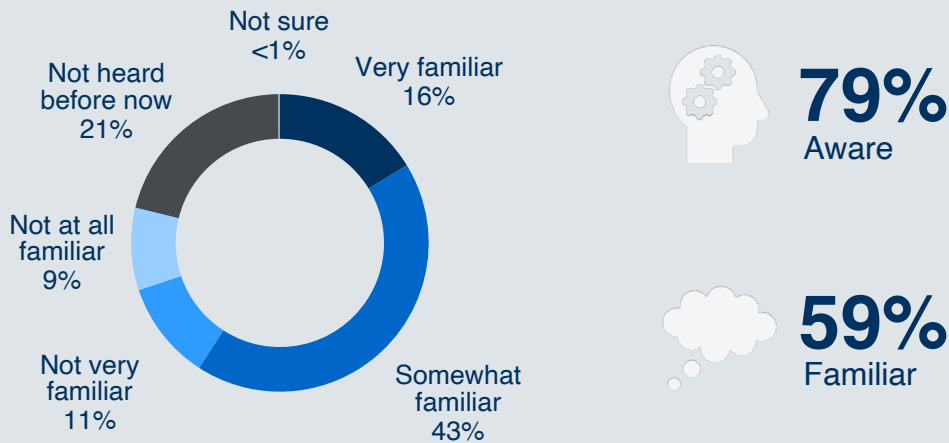
Awareness and Support/Opposition

Awareness of and Familiarity With Projects

Pitt Meadows Road and Rail Improvements



Logistics Park Vancouver



B1a. The [first/second] project is the **Pitt Meadows Road and Rail Improvements project**. It involves building a new four-lane underpass to eliminate the level rail crossing at Harris Road and a new two-lane overpass to eliminate the level rail crossing at Kennedy Road. It also includes improvements to CP Rail's tracks. How familiar are you with this project, are you...?

B2a. The [first/second] project is the building of a new **Logistics Park Vancouver** next to the existing Vancouver Intermodal Terminal east of Kennedy Road on land owned by CP Rail. How familiar are you with this project, are you...?

Lack of Understanding

Despite the fact that a large majority of residents in the telephone survey tell us they are familiar with the PMRRI project, our focus group discussions with residents who were engaged enough to spend 2 hours of their time with us showed little familiarity with details, and a remarkable degree of misunderstanding of the project.

This finding is supported by results later in this deck (both qualitative and quantitative), which show a significant degree of misunderstanding about the project, how it is associated with the LPV project, who is leading the project, what its goals are and its outcomes/how it will impact the community.

This lack of familiarity and understanding may be a symptom of some community members not being that engaged in the process/ simply not being dialed in enough. For some, no matter how much information is available they may not necessarily take the time and energy to familiarize themselves with it because they don't care enough about it. But it may also be indicative of not enough clear and easy to access information being provided to Pitt Meadows residents.

For some, this lack of understanding appears to be leading to unwarranted project opposition. As such, results point clearly to a need to better inform residents of Pitt Meadows about the project.

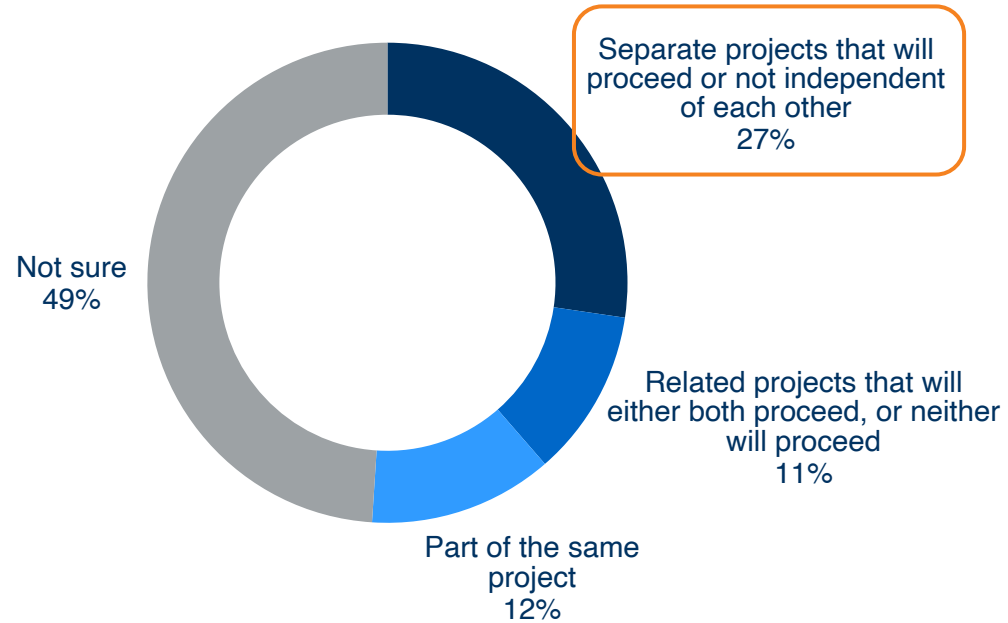
"...it's why I was so interested in this particular session is because I don't know a lot about it. And there aren't a lot of Pitt Meadows resources out there except the Facebook page, which is pretty big."



"I feel like I need more information on the extension and everything. I feel like there's just not enough information on that. Like I think they should have like a picture or drawings or whatever that we can see where it's going to be."

Perceived Relationship Between Projects

(Among Those Aware of Both Projects)

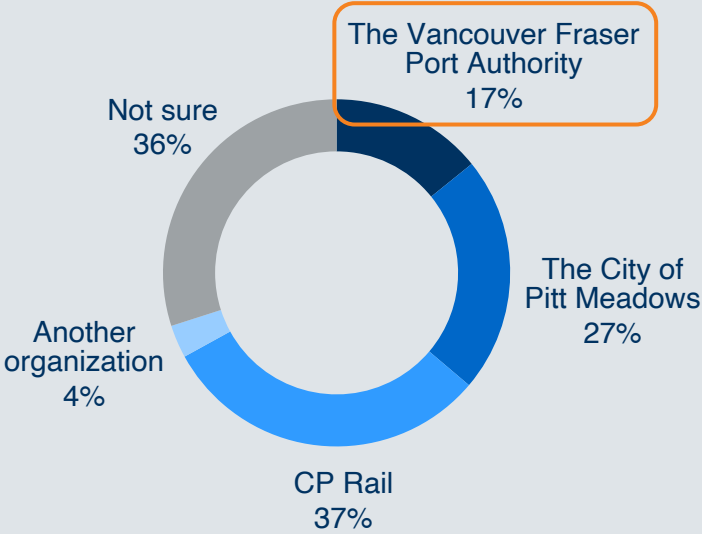


B3. As far as you know, are these two projects, namely the **Pitt Meadows Road and Rail Improvements Project** and the new **Logistics Park Vancouver**...

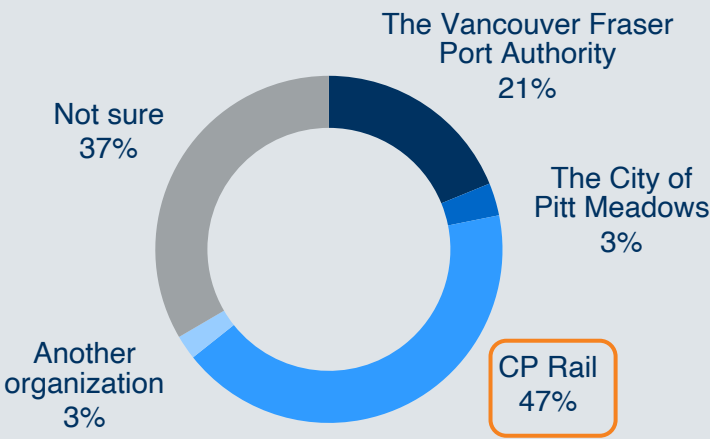
Project Leadership

(Among Those Aware of Each)

Pitt Meadows Road and Rail Improvements
(Among Those Aware of the Project)



Logistics Park Vancouver
(Among Those Aware of the Project)



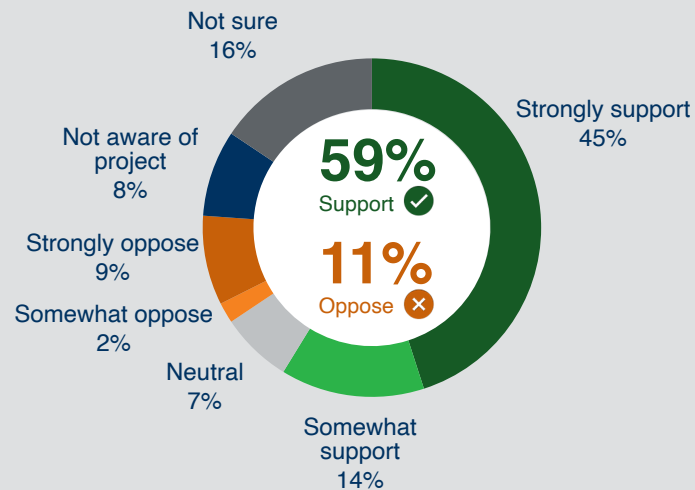
B4 . Who is leading the [NAME] project, is it...?

Information Given By Survey About Project

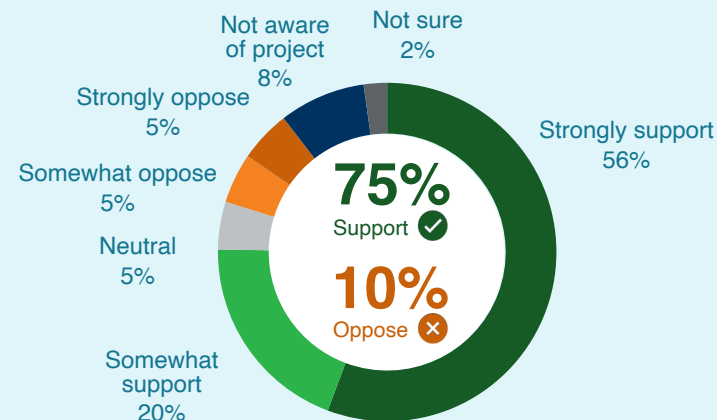
It involves building a new four-lane underpass to eliminate the level rail crossing at Harris Road and a new two-lane overpass to eliminate the level rail crossing at Kennedy Road. It also includes improvements to CP Rail's tracks.

Pitt Meadows Rail and Road Improvements Project Support/Opposition

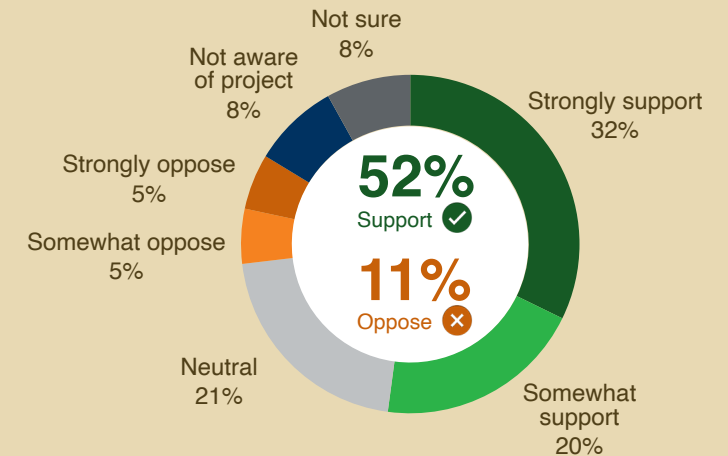
Overall



Harris Road



Kennedy Road



B1b. Do you support or oppose the proposed project, are you neutral, or are you not sure?

B1c. Next, do you support or oppose, are you neutral or are you not sure for each of the following parts of this **Pitt Meadows Road and Rail Improvements project**?

- The building of a new four-lane underpass at the rail crossing at **Harris Road**?
- The building of a new two-lane overpass at the rail crossing at **Kennedy Road**?

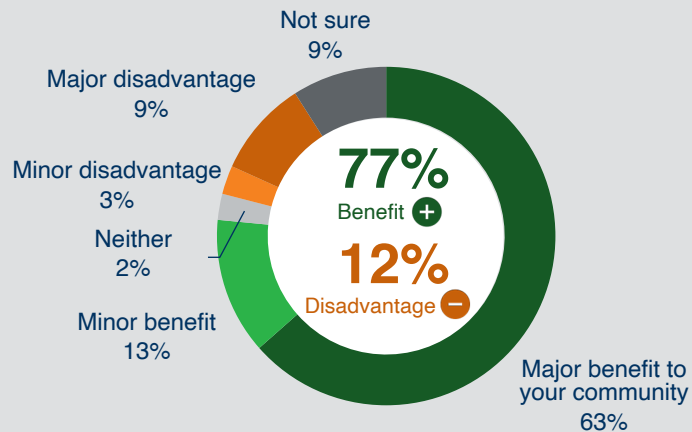


Opinions and Perceptions

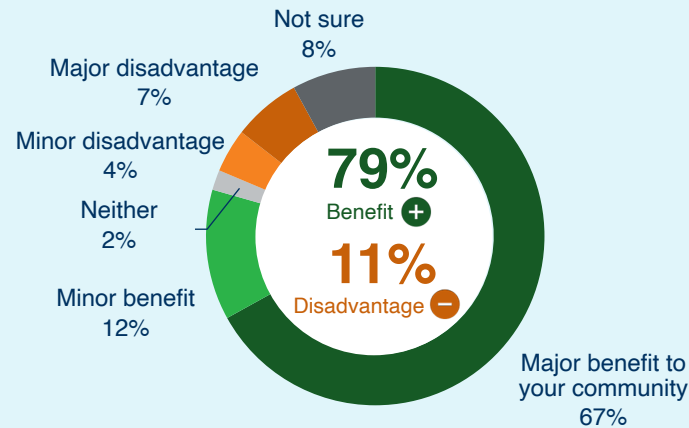
Pitt Meadows Road and Rail Improvements Project Overall Benefit or Disadvantage

(Among Those Aware of the Project)

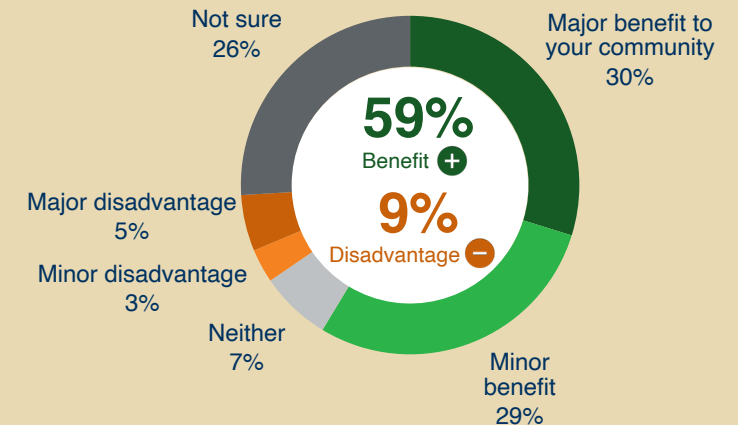
Overall



Harris Road



Kennedy Road



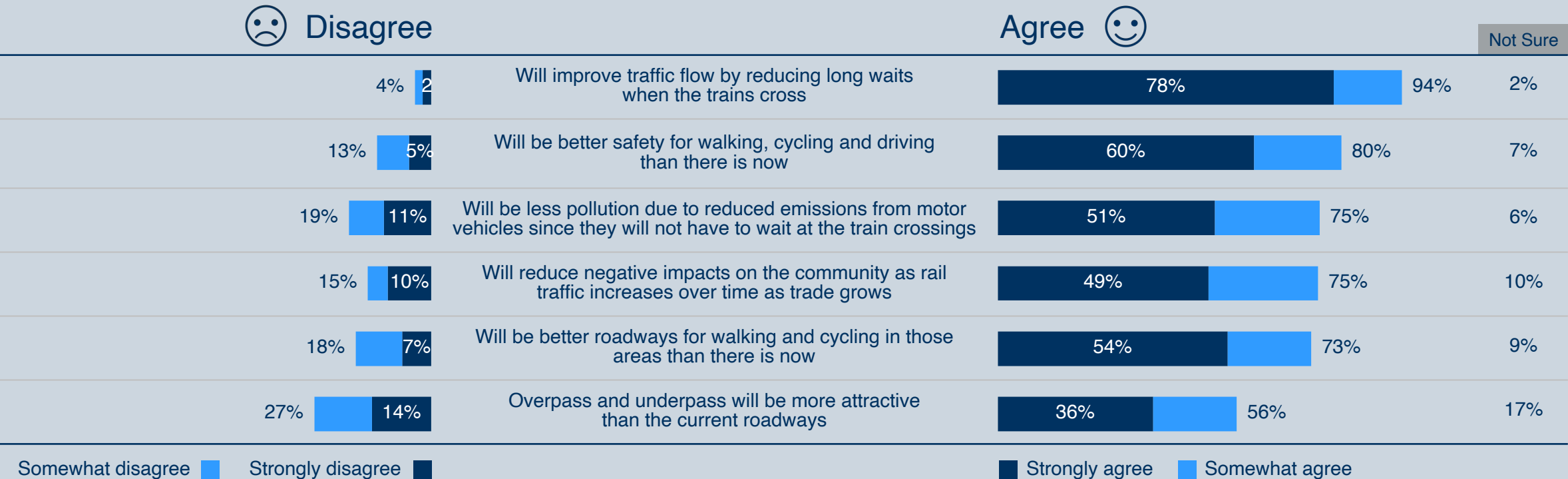
C1. For the rest of the survey today I'd like to focus on the **Pitt Meadows Road and Rail Improvements project**. Again, this involves building a new four-lane underpass to eliminate the level rail crossing at Harris Road and a new two-lane overpass to eliminate the level rail crossing at Kennedy Road. It also includes improvements to CP Rail's tracks. Overall, would you say this project will be...?

C2. Thinking specifically about the new **four-lane underpass proposed for the rail crossing at Harris Road**, would you say this infrastructure will be...?

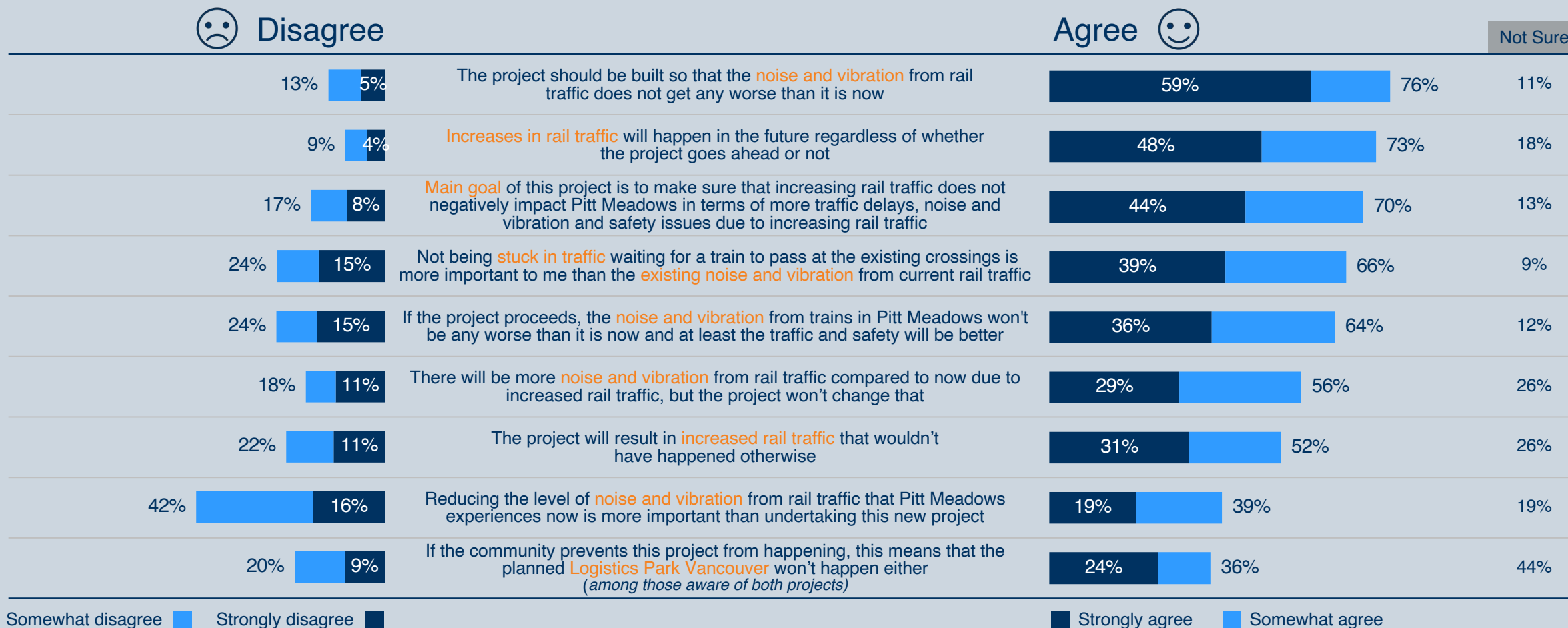
C3. Thinking specifically about the new **two-lane overpass at the rail crossing at Kennedy Road**, would you say this infrastructure will be...?

Perceptions of Potential Benefits of Pitt Meadows Road and Rail Improvements Project

(Among Those Aware of the Project)



C4. I'd like you to think about the Pitt Meadows Road and Rail improvements project overall again, which involves building a new four-lane underpass at the rail crossing at Harris Road and a new two-lane overpass at the rail crossing at Kennedy Road. It also includes improvements to CP Rail's tracks. If this project goes ahead and is built, do you **agree or disagree** that the Pitt Meadows community will experience each of the following **benefits**, or are you not sure?



C5. Still thinking about the Pitt Meadows Road and Rail improvements project, do you agree or disagree with each of the following statements, or are you not sure?

Public Space Improvement Vs. Noise/Vibration Mitigation Trade-Off

(Among Those Aware of the Project)



C6. If the project did go ahead and you could have your say, to what extent would you put a priority on public space improvements such as better roadways for walking and cycling, better lighting, landscaping, art installations etc. versus mitigation of rail noise and vibration? You can choose a number anywhere from 1, meaning you would completely prioritize public space improvements all the way up to 11, which means you would completely prioritize mitigation of rail noise and vibration. As score of 6 means you would give both of them equal priority, or you can pick a number anywhere in between.



Qualitative Message Concept Testing



Message: Project Goals

Overall, the goals of the project made sense to participants (particularly the factual bullets).

Overall, however, this messaging did not seem to generate greater understanding or be particularly persuasive in improving support for the project.

Further, stressing that trade and rail traffic will increase regardless appears to be a risky strategy overall as it feels like a threat or scare tactic to some.

Understood as a given, believed and clearly justified in their views that something should be done to address it.

Two of the busiest rail crossings in the Lower Mainland are in Pitt Meadows; these have a big impact on the community.

Although this project itself will not increase rail traffic, trade will increase in the future, which means rail traffic will also increase.

The proposed project:

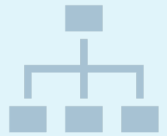
- Is a proactive measure to accommodate growth in trade by reducing bottlenecks.
- Aims to mitigate the impact of future trade growth on the community.
- Aims to benefit the community through improvements to safety and community access, reliable commuting, emergency response options.

This more factual set of bullets was well received. Improvements to emergency response resonated particularly strongly.

There was generally a lack of belief in this part of the statement, with residents believing that by having the crossing themselves (let alone any other rail infrastructure) that rail traffic could be more efficient and therefore it would increase.

For some, saying trade will increase was seen as a scare tactic or a threat.

"It's almost like a scare tactic, like if you don't do this you're going to have negative results. So the goal of the project is that this is going to happen."



Message: Project Leadership

Vancouver Fraser Port Authority's leadership was a surprise to all participants – this clearly fits with the quantitative results. This new information, however, got mixed reactions.

For some, the port authority being a “neutral” third party was a plus and was a more trusted organization. Especially among those who thought CP was leading it, the port authority was seen as an improvement. For some, however, the port authority was not seen as being local and would not represent their interests as well as an organization like the City would.

Overall, results suggest that Vancouver Fraser Port Authority's leadership of the project as well as its broader local role and community involvement should be included in messaging.

“It actually makes me feel like there's more voices at the table that are not just the city of Pitt Meadows, and they have somebody that's also managing over...being governed and monitored and supervised by a bigger body.”

“I think it's positive that another body is part of the project, not just CP. So that means they can't just do whatever they feel like.”

“Well, I don't actually have trust in anybody running it, which is that I believe it doesn't matter to me who is running it...I think all of these people are out to make money for themselves or their companies or their shareholders or whatever. And I don't think that the needs of Pitt Meadows residents actually count for them all.”

The Vancouver Fraser Port Authority is leading the project.

- This organization has a federal mandate to not only enable trade to and from the Port of Vancouver, but to also reduce the impacts of trade on the communities it serves (such as Pitt Meadows) and the surrounding environment.
- The Vancouver Fraser Port Authority is working closely with CP and the City of Pitt Meadows, who are involved, to ensure the project also addresses their needs and who will ultimately own the infrastructure.

Vancouver Fraser Port Authority has no jurisdiction over the work of the rail companies nor over the decisions of municipalities outside port authority lands. Its role is to help fund these projects, project manage, and foster constructive relationships.

The Vancouver Fraser Port Authority steps in to lead infrastructure projects like this one, where there is no clear project owner, are beyond what the private sector tends to advance, and which can bring significant community benefits.

Being federal was not a plus for residents. In contrast, being “Vancouver” and “Fraser” and serving local municipalities was a plus and made the organization's local focus come more to the fore in a positive way.

Their voice as members of the community of Pitt Meadows was felt to be vital and needed to be listened to (some felt this was not happening as it should). Some felt that City involvement was critical to ensure their views were well represented. For some, it was enough that the City was involved whereas for others a more leadership role for the organization was desired.

“[Trust the City the most]...because we elected them, they're there in our community there, we can go to meetings that are easily accessible, they care about what we say, what we want.”



Message: Project Funding

Project funding is clearly not well understood as demonstrated by the telephone survey, and this information presented came as a surprise to participants.

Overall, the facts about the source of funding was good news for participants (even if they took some convincing it was true) and is an appropriate part of messaging going forward.

This messaging, however, should be expected to be a “support” point rather than a main message as it will only be somewhat persuasive.

Further, care needs to be taken to ensure that local residents’ voices are being heard in project planning and execution given that the City is not funding the project.

The project is funded by the Government of Canada, CP and the Vancouver Fraser Port Authority.

Project funding includes:

- Planning, design and construction of the Harris Road underpass and Kennedy Road overpass.
- Planning, design and construction of the rail track configuration.
- Relocations of the Hoffmann and Son Machine Shop and the Old General Store heritage buildings.

The capital cost of the project is not funded by the City of Pitt Meadows.

“I think that’s a bonus...but it also makes me think, OK, so does Pitt Meadows have an equal seat at the table to say what’s going to happen or not at all?”

“OK, that’s good to know...[MODERATOR: And do you believe it?] I hope so. [MODERATOR: What makes you hesitant?] These politicians always will say something and never know it’s OK...Don’t raise our taxes.”

Largely, residents were happy to hear this would not be taking their tax dollars and this is a persuasive point. However, for some this did suggest that the City’s (and by that they mean residents’) needs would not be as well addressed, which was a stumbling block.

“I wonder what is the cost of the city of Pitt Meadows? They have to be doing something if they’re partnering.”

Message: **Asset Ownership**

Overall, this messaging had little impact on participants and did not change or influence views.

It was not clear if participants knew about asset ownership ahead of the groups, but more to the point it seemed that most simply didn't care about it, hadn't thought about it and the facts as presented made sense to them.

It seems to not be particularly worthwhile to spend much time talking about eventual asset ownership.

"It makes sense. Why would anybody else maintain it, now it becomes city property? So that does make sense to me."

Once the project is complete, the assets will be owned and maintained as follows:

- **The City of Pitt Meadows:** architectural and public-serving portions (e.g., sidewalks, street right-of-way, drainage, lighting, benches, etc.) of the Harris Road underpass and Kennedy Road overpass.
- **CP:** rail infrastructure and the Harris Road underpass structure.

Interestingly, while participants were generally quite concerned about their tax dollars not going to funding the construction of the project, there was little concern that tax dollars would be needed to maintain these aspects of the project. This is likely a reflection of this kind of maintenance being well within the mandate of the City as they understand it.

"I think the benefits of having that underpass would outweigh the cost of having to maintain that stuff."



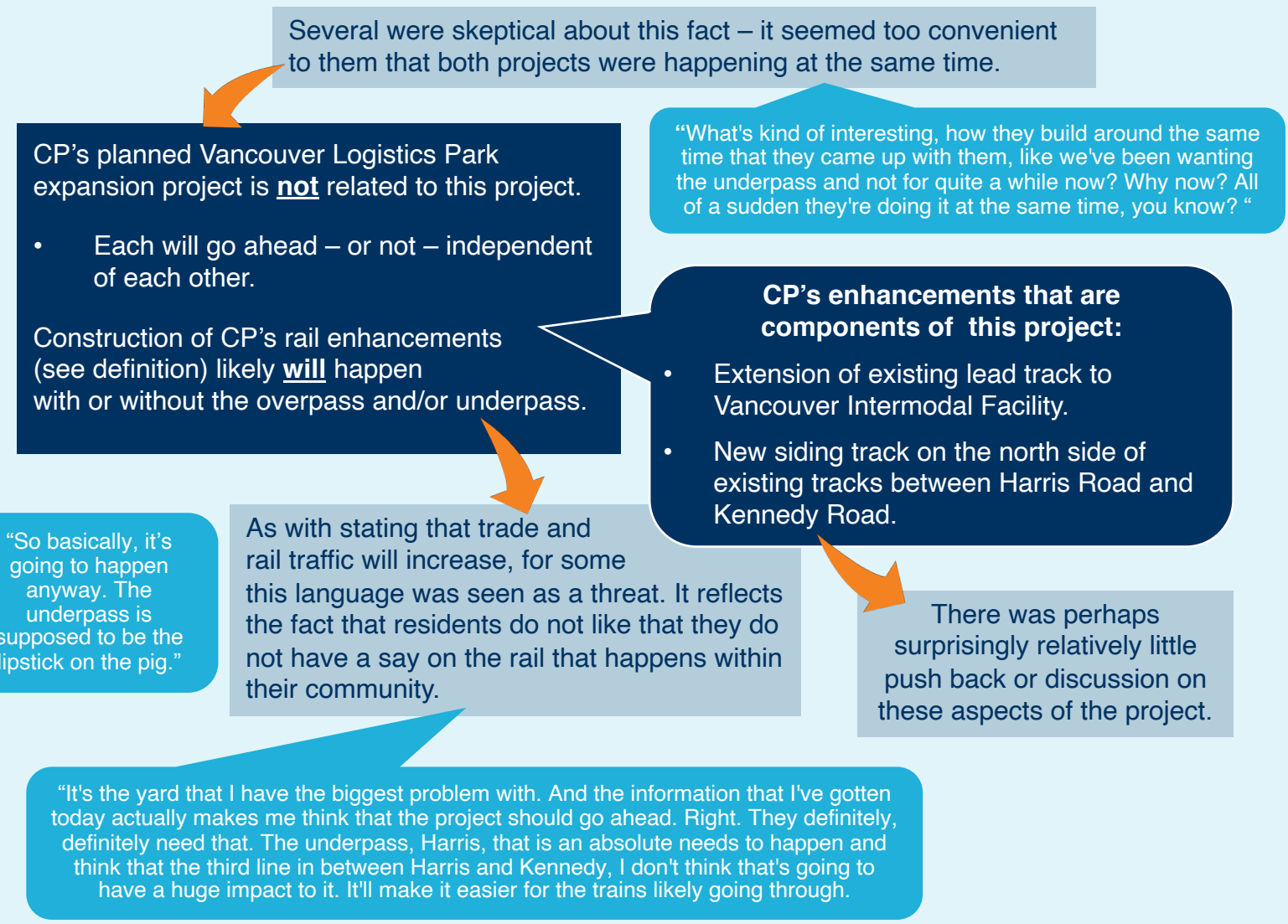
Message: LPV and CP Extensions

As shown in the quantitative results, many residents believe that the LPV is part of the same project as PMRRI. Even once presented with this information some remained skeptical that they really were completely independent.

For those who did believe it, severing ties with LPV was a very positive thing and had a large influence on views of the project.

For a few, the PMRRI project was seen as a “sop” to compensate them for the LPV they did not want, which meant there was less enthusiasm for its benefits.

Overall, results suggest this should continue to be prominent messaging to ensure that there is a clear understanding that the two projects are separate, which should be instrumental in increasing support for PMRRI.





Message: Traffic and Congestion

Traffic congestion in general in Pitt Meadows and in specific as caused by rail crossings is clearly an issue for residents. While the fact that the project will improve congestion and wait times is overwhelmingly a positive thing for all participants, reactions to this message concept was surprisingly muted. This seems to be because this is a given fact – traffic is a problem, and the project will help it improve that problem.

While not a point of consensus among all, there was a sense among many that building overpasses and underpasses will actually increase motor vehicle traffic within Pitt Meadows (as traffic will move more smoothly, commuters will be drawn away from other routes), a possible negative of the project.

Messaging should certainly include the facts that the project will mitigate congestion, but it seems that this will not be a silver bullet in ensuring support.

It wasn't clear that participants understood "total" wait time – if these stats are used in communications they may need to be explained.

Rail crossings in Pitt Meadows create traffic issues and congestion: traffic is blocked at rail crossings for an average of nearly two hours total per day at Kennedy Road and about four hours total per day at Harris Road.

As trade and therefore train traffic increase in the future, wait times could be 3x longer at Kennedy Road and 2x longer at Harris Road by 2030 versus today.

This project would reduce traffic issues and congestion by:

- Eliminating waits at the rail crossings for motor vehicle, pedestrian and cycling traffic in Pitt Meadows.
- Improve the reliability and efficiency of the West Coast Express trains through the additional rail infrastructure proposed by CP.

Only one group had any detailed discussion on West Coast Express and participants seemed generally unclear how this was improved by the infrastructure. As none were regular users of the service, however, there seemed to be little personal relevance here.

"Well, it says wait times could be three times longer at Kennedy and two hours longer, and Harris Road by 2030 versus today. So, like, it's an undercurrent of a threat, like do it or is this your new reality?"

For some, the facts that trade and rail traffic will increase is seen as a threat and underscores the need to handle communications on this point carefully.

"So instead of reassuring me, which it does, that we'll be able to move, what it's telling me is this whole trade train traffic, it won't increase, but it will increase."



Message: Safety

Even more than traffic congestion, safety is something of a “gimmie” – it’s an issue, it’s important and yes, the project can and must address it, but it’s expected that it will do so and therefore messaging about it is not going to shift impressions much.

“Yeah, to me, this is a pretty ideal slide. It’s like here’s a huge problem. Here are the top two things that are very obvious. So, yeah, I mean, this is fine, this slide speaks to me personally for the things that I’m most concerned about.”

“ I think it’s common sense.”

There are safety issues with the current rail crossings in Pitt Meadows: the Harris Road crossing was identified as a priority for safety upgrades by Transport Canada.

The project would improve safety by:

- Reducing the risk of collisions between trains and road users.
- Improving emergency response access (ambulance, fire, police) by eliminating waits at the rail crossings.



Emergency response access appears to be the most compelling part of this message concept.



Message: Noise

Overall, discussion about noise was fairly limited – while it was agreed to be an issue in the community, nearly all our participants did not seem to be too acutely concerned about it or want to discuss how it would be mitigated in the upcoming project. It is mainly an issue for those living very close to the rails.

It is interesting to note that there was more mention of vibration as an issue than noise, which was not specifically included in messaging that was tested.

Overall, focus group results dovetail with the telephone survey – while noise and vibration are issues in this community and thus should be addressed in communications, it is not the main sticking point for support and as such should be a secondary or supporting messaging point, not a leading part of the communications.

"I am actually right beside Highland Park and I'm less than one block from the train tracks, my I'm woken up every night by the bed, shaking by the number of trains that are going by already. And when they're banging, woken up by the often start banging cars together. So, yeah, that's just going to get worse. And I know my husband and I are just there's no way in hell we would move any closer than we are. And we have talked for the last three years about moving further away from them because it's just going to get worse."

Interestingly, little attention was paid this caveat; it may not have been well understood. Some were convinced that even if the project does not have to address current noise that surely it would do so.

Noise from rail traffic in Pitt Meadows is an issue for the community; the Vancouver Fraser Port Authority is working with partners to mitigate rail noise that would be related to this project once complete.

- This project is not required to address current rail noise conditions.
- This project is proposing not only **warranted** but also **supplementary** noise mitigation; proposed are noise walls near Harris Road and Golden Ears Way:
 - ~245 metres (length of 23 properties) @ 4 to 5 meters high (warranted mitigation).
 - ~365 metres (length of 22 properties) @ 2 ½ metres high (supplementary mitigation).

"When the house is quiet, you notice more. But I mean, I guess having that, if they think that the noise, that noise is going to be worse or that it's going to impact more people, I mean, I'm sure if I was one of the houses that their backyard backed onto the tracks, then, yes, I would want that noise mitigation put in because it maybe would it would help with the noise. Maybe it would be slightly better than it is right now. Even with the additional traffic."

Definitions:

- **Warranted mitigation:** required by Health Canada for any new infrastructure that might increase noise levels.
- **Supplementary mitigation:** additional mitigation, above and beyond what is required by Health Canada.

Only one group had much discussion about what the walls would look like and where they would be, but even this group didn't seem to be overly concerned about them.

"I'm just trying to picture how that would look and how that works. Yeah, I'm just not sure I'm in a position where I'm far enough away from the track, so selfishly, the noise isn't like my main concern. And I'm just aesthetically trying to picture how this will look."

There was little interest paid to or discussion of warranted vs. supplementary – it seems too fine a point for most to care much about.



Message: Amenities

This was a very interesting message concept in testing – for two of the three groups it was an expectation, but not a critical issue and generated little discussion. It was assumed that amenities would be provided and that was nice, not critical.

For one group (the opposition group), however, there was a general dislike of the look and feel of underpasses in general – they were felt to be noisy, dank, gloomy places that could feel unsafe for people walking there at night and that could also flood. While currently residents of Pitt Meadows, two of the members of this group had experience with such an underpass in Port Coquitlam (having lived there previously), which appears to be leading to this impression. For them, amenities that will enhance the look and feel of the underpass were critical and had a big impact on their willingness to support the project.

This suggests that amenities/ public space improvements may be critical to support among a minority of residents. This, in combination with the level of quantitative support for prioritizing amenities as much or more than noise mitigation suggests it's a message concept worth putting some weight behind.

"So knowing that the city has feedback into that and they are literally things that people use, that to me is great. It's not a game changer. It's an expectation, actually. So having it succinctly is important."

There was a general consensus that amenities should certainly be in collaboration with residents and the City.

The project would include amenities to improve public spaces: amenities would be determined in collaboration with the City and community of Pitt Meadows (within budget).

Amenities could include:

- Safer and more accessible connections for walking and cycling that integrate with the local network.
- Landscaping.
- Improved seating.
- Improved lighting.

"Within budget" set off some alarm bells for one group, suggesting that these amenities were at risk of being cut, which is a concern. This feeling was amplified by the fact that the city is not funding the project.

"I also used to be a resident of Port Coquitlam...It's so stinky. And I as a pedestrian or a cyclist, it doesn't feel safe under there."

One group concerned about amenities also wanted to add to this list:

- Bike and walking paths separate from each other.
- Separation of bike and walking paths from traffic/motor vehicle lanes.
- Noise mitigation under the underpass.

"Definitely make me happier with it and yeah, would make me happier with the whole thing."

Qualitative Message Concept Testing – Key Insights

Likely to have the most impact on support:

- LPV is a separate project (go ahead or not independent).
- Vancouver Fraser Port Authority is the project leader (with emphasis on role to serve local communities).
- Project funding (not using your tax dollars).
- Amenities/public space improvements.

Key issues, but “given”:

- Traffic congestion.
- Safety (focus on emergency response).
- Project goals (with care taken in talking about how trade and traffic will increase so it is not perceived as a threat).

Supporting points and/or appropriate for a minority:

- Noise will be mitigated.
- Asset ownership.

Key Insights

- **Traffic** and **trains/rail** big community issues.
- **Awareness** of PMRRI and LPV high.
- **Stated familiarity** good for PMRRI; weaker for LPV.
 - ✓ True familiarity is likely much weaker.
- Support for PMRRI high; **opposition limited to one-in-ten**.
- Some **misunderstanding** of key elements.
 - Few know who is **leading** projects (17% PMRRI and 47% LPV).
 - Confusion/relationship with **LPV** is an issue that needs addressing:
 - ✓ Few (27%) know PMRRI and LPV are not related.
 - ✓ 36% of those aware of both projects agree *“if the community prevents this project from happening, this means the planned Logistics Park Vancouver won’t happen either”*.
 - ✓ Some focus group participants skeptical two projects truly separate.



- ✓ 52% agree *“the project will result in increased rail traffic that wouldn’t have happened otherwise”*.
 - Focus group participants didn’t always believe messaging that said project will not increase traffic.
- ✓ 24% disagree *“if the project proceeds, the noise and vibration from trains in Pitt Meadows won’t be any worse than it is now and at least the traffic and safety will be better”*.
 - Focus groups showed skepticism increased traffic does not mean more noise + some expectation noise mitigation will have some positive impact on current noise levels.





Reduced noise/vibration



Reduced congestion



Public space improvements

- More support for eliminating **waits in traffic** (66%) versus mitigating existing noise and vibration from current rail traffic (24%).
- Community split on reducing current **noise/vibration** experienced now (39%) or PMRRI (42%) priority.
- Community also split on **public space improvements** or **noise/vibration mitigation**; 39% think both should be given equal weight.
 - ✓ Contingent (27%) think the underpass/overpass will be unattractive.
 - ✓ Focus groups suggest amenities/ public space improvements critical to a segment and may warrant a bigger slice of the budget than initially thought.

For more information, please contact:

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