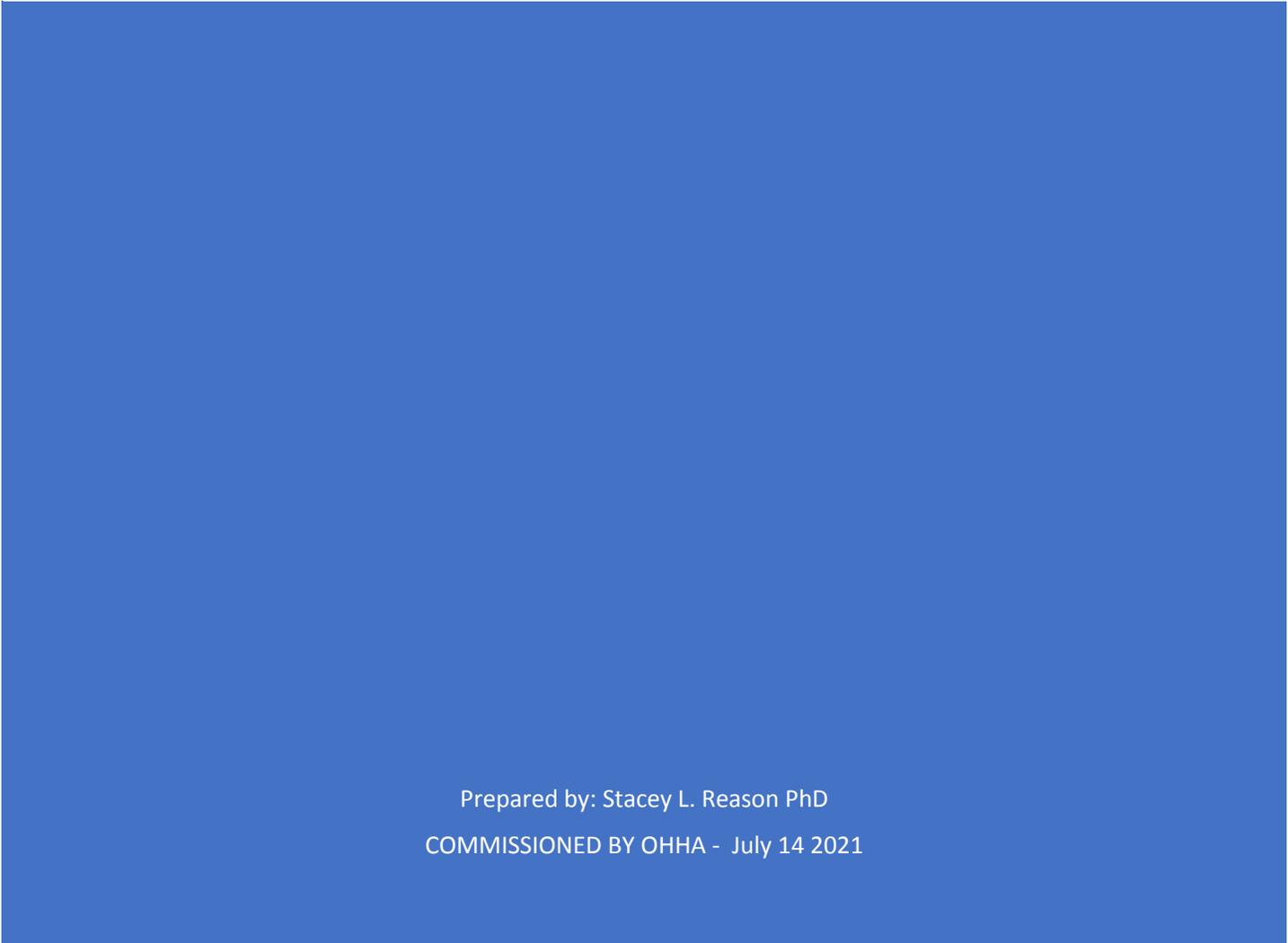




ORCHARD HEIGHTS PARK BRIDGE SURVEY REPORT



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Orchard Heights Park Bridge Survey Report

We conducted a brief online survey of Orchard Heights (OH) residents to better understand the community's perspective about constructing a pedestrian bridge across the Etobicoke Creek in Orchard Heights Park (OHP). The survey was available from May 13th 2021 - June 8th 2021.

The Primary Goals for this survey were to:

- Understand the local community perspective on the proposed construction of a pedestrian bridge in OHP
- Inform Councillor Dasko of the community's perspective

To effectively evaluate the community perspective regarding the proposed construction of a pedestrian bridge a cross-sectional descriptive method was used. Descriptive inquiry is appropriate for this evaluation as it provides insight into the area of interest - the proposed construction of a bridge across the Etobicoke Creek. Through the collection of both quantitative and narrative data, the goals were addressed.

An internet-based survey tool was chosen for this evaluation due to its many advantages - ease of access to unique populations, inclusive, broad reaching, time efficient (data collection and analysis), and cost efficient. Potential disadvantages include: generality, sporadic nature of online communities, presence of individuals outside the OH community, and difficulty tracking response rate.

A survey tool with seven questions was developed specifically for this survey research. At the beginning of the survey an 'Introduction' was provided in order to ensure clarity/understanding of the survey.

Usability testing of the survey questions was carried out with a few community residents (n=6) before the survey was published in order to ensure readability, clarity and ease of use.

Different strategies were employed to enhance the response rate. For this evaluation, a notification was posted on the OH neighbourhood social media platform about the upcoming survey one week prior to the survey becoming active. Once the survey website link was posted, another notification was made, along with a paper mail-out to all residents in OH. Follow-up reminders were sporadically posted on social media and sent via email. This online survey was anonymous, and voluntary participation was accepted as consent to be part of this survey research.

In total there were (N=345) responses, with a completion rate of 89%. With 468 homes in OH, there was a 74% response rate. It is noteworthy that the average response rate for online surveys is approximately 30%. On average, respondents took 3min 55sec to complete this survey.

This summary presents demographic characteristics, along with qualitative and quantitative findings. Descriptive statistics were predominantly used to characterize the data, and content analysis was performed to identify key themes for all open-ended questions.

Survey Highlights

Demographics:

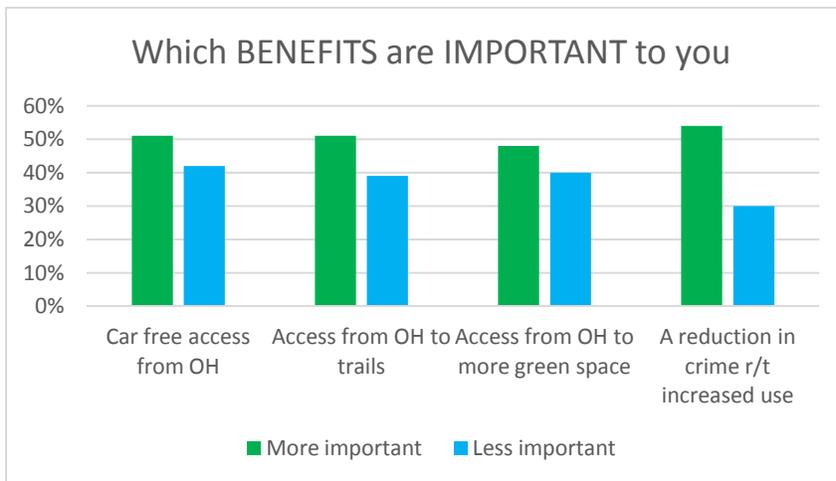
- Age
 - 3% - < 29 years
 - 14% - 30-39 years
 - 25% - 40-49 years
 - 30% - 50-59 years
 - 29% - > 60 years

- Children under 18 living at home
 - Yes - 46%
 - No - 54%

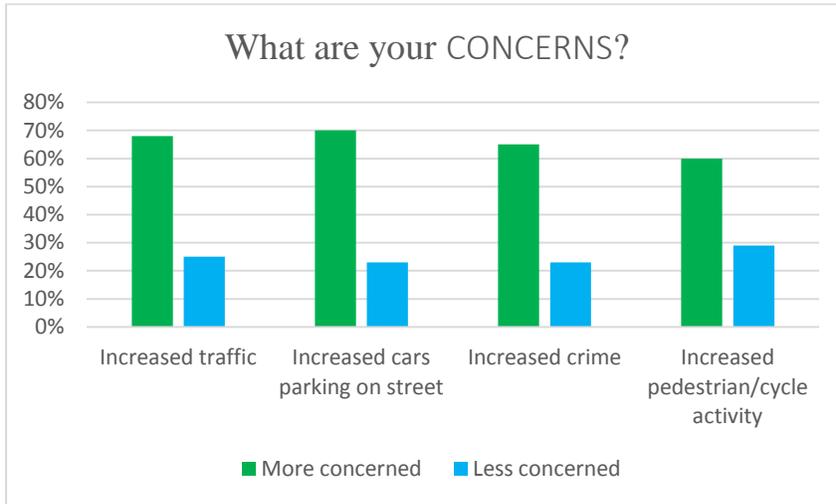
Prior to receiving this survey, were you aware of the plan to construct a pedestrian bridge across the Etobicoke Creek connecting OHP (ravine park off Lincolnshire) to the Etobicoke Creek Trail?

- Yes - 81%
- No - 19%

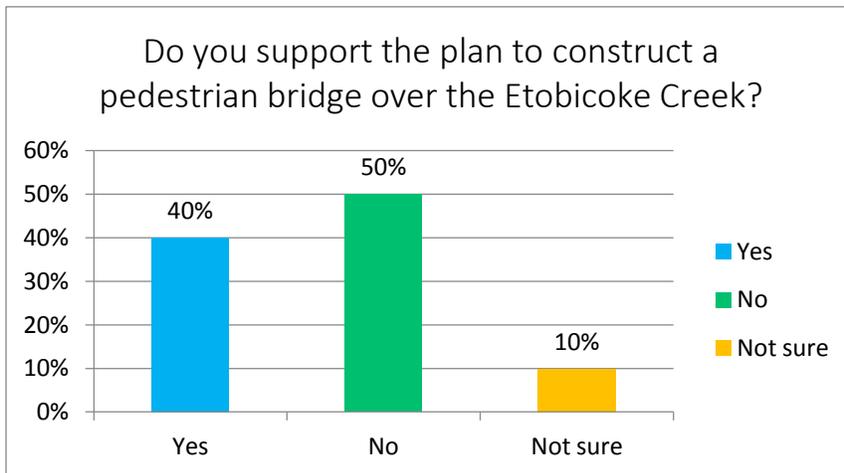
There are a number of potential benefits about building a bridge. Please rank each statement by level of importance to you. This new bridge will result in:



There are a number of potential concerns about building a bridge. Please rank each statement by level of concern to you. This new bridge will result in:



Do you support the plan to construct a pedestrian bridge over the Etobicoke Creek?



In total there were 221 comments across three questions. There were 2.5x more comments of concern (132) than of support (51). With the remaining 38 comments categorized under - OTHER. Common themes under CONCERN include: increase in crime, pedestrian safety, increase in traffic, ruin quiet neighbourhood. Common themes under SUPPORT include: car-free lifestyle, improve access to green spaces (trails and parks), improve bicycle safety.

Limitations:

All survey research approaches have limitations and a choice must be made regarding which methodology is best for each project. We opted to develop an anonymous survey for the following reasons:

1. Increased response rate
2. Respondents are more likely to offer unbiased responses
3. We did not require any follow-up with respondents
4. We do not have email addresses for everyone in the neighbourhood

Given the aforementioned reasons, we determined that it was important to expand our reach in order to have a greater number of respondents, therefore enabling us to develop a more comprehensive understanding of the community perspective

The primary concern associated with this method is that the sample may not be representative of the entire community. People who take the time to complete the survey tend to have strong opinions compared to the rest of the population. A second limitation is that online surveys tend to be completed only by those who have access to computers and are computer literate. A third limitation relates to respondents completing more than one survey.

To pre-emptively address these limitations, we employed a few different strategies: (1) developed a robust plan to distribute the survey (2) provided paper survey's to OH residents that do not have computers; (3) the INTRO stated that '*only one survey per household will be counted*'; (4) set up the survey to prevent the ability for respondents to complete the survey more than once on the same device; (5) track IP addresses

To address the concern of respondents completing more than one survey, we examined the metadata for duplicate IP addresses. While there were occasions of duplicate IP addresses - they were distributed across those in favour of the bridge, those against the bridge, and those who are not sure - thereby rendering the end result virtually unchanged. With the duplicate IP addresses deleted from the data set, the results for Q.4 (Do you want a bridge) are as follows: Yes (40%); No (49%) and Not Sure (11%).

Conclusion:

In response to the question - **Do you support the plan to construct a pedestrian bridge over the Etobicoke Creek?** - NO received a *majority vote* - as there were a total of 308 responses for this question and NO received 50% of them with 154 responses. This majority result of NO responses applies in both the plurality system and the magoritarian system. With deletion of the duplicate responses, there remained 279 responses to this question, with NO receiving 138 (49%) responses, YES receiving 111 (40%) responses, and NOT SURE receiving 30 (11%) responses.