

To: City of Ottawa
From: Nik Nanos, Nanos Research
Date: November 2, 2009
Re: Ottawa 3-1-1 Summary – Lansdowne Feedback

Methodology

The City of Ottawa has undertaken a public consultation process to gather input from local residents on the proposed Lansdowne Partnership Plan (LPP). Part of a multi-channel community outreach, local residents had the option of providing their feedback via the City of Ottawa's 3-1-1 service.

Feedback provided by residents (by phone or email) was forwarded to Nanos Research to be reviewed, coded and grouped for statistical analysis purposes. The following is a summary of the key findings of the City of Ottawa 3-1-1 feedback provided on the Lansdowne Partnership Plan.

The results of these tabulations should not be considered a representative depiction of the opinions of Ottawa residents, but only of those 411 individuals that submitted their views.

Readers should note the following when reviewing the attached tabulations.

- A total of 411 individuals contacted Ottawa's 3-1-1 system to share their views.
- Since many of these individuals provided more than one comment on the LPP, each comment made was coded separately and attributed to one individual. This resulted in a total of 887 comments being coded and attributed to 411 individuals.

How to read the tables

- Proportion of all individual comments - For example, 218 of the 887 unique comments made through 3-1-1 were in favour of the plan (see page 1 of tab).
- Proportion of all submissions – In the same section factoring the number of 3-1-1 submissions or cases – 411, 53% favoured the Lansdowne Live (see page 1 of tab).

Overview of 3-1-1 Feedback

To follow are the key findings of the 3-1-1 feedback.

- **Generally positive view of LPP** - The 3-1-1 participant feedback received indicates that more than half (53%) of the individuals who contacted the 3-1-1 network said that they were in favour of the LPP as part of their feedback. In the context of the total number of comments received, one in four (25%) of all comments supported the Lansdowne Partnership Plan. Favorability scores were nearly double the number of individuals who stated they opposed the Lansdowne Partnership Plan (28%) as part of their feedback through 3-1-1.
- **Significant traffic/congestion concerns** - Aside from general support or opposition feedback on the LPP, concerns over its impact on local traffic/parking was the most prevalent specific issue mentioned by residents at one in four (25%). It is apparent that, aside from a discussion of the

merits of the LPP, 3-1-1 submissions (email and phone) had noticeable reservations over how the anticipated additional traffic volume would be accommodated by the existing road/transit infrastructure.

- **Visual aesthetic of area will be enhanced** – Roughly one in five (19%) 3-1-1 participants who provided feedback stated the LPP will result in the beautification of the area, marginally more than the number who expressed concerns over the location/loss of green space/ugly (16%).
- **Financial viability concerns** – 3-1-1 participants were nearly twice as likely to express concerns over the long term financial viability of the Lansdowne Partnership Plan (13% of respondents) than those who were of the opinion that the financial plan presented was realistic (7% of respondents).
- **Lack of competitive bid process an issue** – One in seven (15%) 3-1-1 participants, unprompted, opposed to the single-sourcing of the LPP to OSEG
- **Impacts on local retailers** – Roughly one in six (17%) individuals who provided feedback through the 3-1-1 service expressed their reservations that either existing businesses in the area will be harmed by this development (9%) or that there was too much retail space (8%) and/or office space (2%) allocated to the existing plan (8%). This compares to only 4% of 3-1-1 participants who expressed the view the new development would benefit local/small businesses in the area.



STAT SHEET – LANSDOWNE PARTNERSHIP PLAN – OTTAWA 3-1-1 TABULATIONS

Ottawa 3-1-1 Tabulation

Responses	N	Percent*	Percent of Cases* (based on 411 individuals)
In favour of Lansdowne Live/Good plan	218	24.6%	53.0%
Opposed to Lansdowne Live/Bad plan	116	13.1%	28.2%
Plan is financially sound/viable	27	3.0%	6.6%
Plan is financially unsound/not feasible	54	6.1%	13.1%
Lansdowne is an appropriate location for this kind of development	10	1.1%	2.4%
Location is wrong/loss of green space/ugly	64	7.2%	15.6%
Too much office space in plan	10	1.1%	2.4%
Will create traffic problems/congestion/parking problems	102	11.5%	24.8%
Will be good for small businesses	17	1.9%	4.1%
Will harm/destroy small businesses in area	36	4.1%	8.8%
Will contribute to the beautification of Lansdowne	78	8.8%	19.0%
Process has taken too long to complete	3	.3%	.7%
Sole sourcing of project is an issue	60	6.8%	14.6%
Am neutral on this/not relevant to me	46	5.2%	11.2%
Should move stadium to location with lots of public transit	12	1.4%	2.9%
Too much retail space included in plan	33	3.7%	8.0%
There should be public input	1	.1%	.2%
Total	887	100.0%	

*Note:

- Since many of these individuals provided more than one comment on the LPP; each comment made was coded separately and attributed to one individual. This resulted in a total of 887 comments being coded and attributed to 411 individuals.
- Values in the 'Percent' column represent the percentage each comment made has within the total number of 887 comments coded.
- Values in the 'Percent of Cases' column represent the percentage of comments made by the 411 individuals. Since the average person made more than one comment these percentages exceed 100%.

A total of 411 individuals contacted Ottawa 3-1-1 between September 6th to October 11th, 2009.