



NARRATIVE
RESEARCH

Business Confidence and Topical Issues Report

December 2023

Prepared for:



Transit, Transportation, and Infrastructure





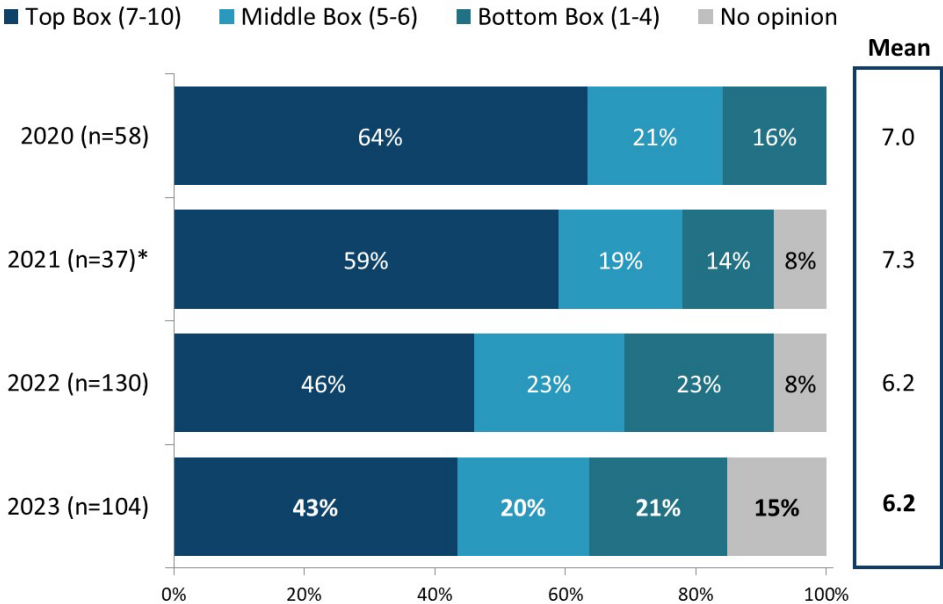
Accessibility

Brampton is perceived as reasonably accessible from neighboring areas but poses challenges when navigating within.

Perceptions of Brampton’s *accessibility from other regions* remain reasonably accessible in 2023 (43%; down 3 points). Just 28% of business leaders believe it is easy to get around Brampton, a consistent response since tracking began that suggests the situation is not improving. (Tables C1 and C2)

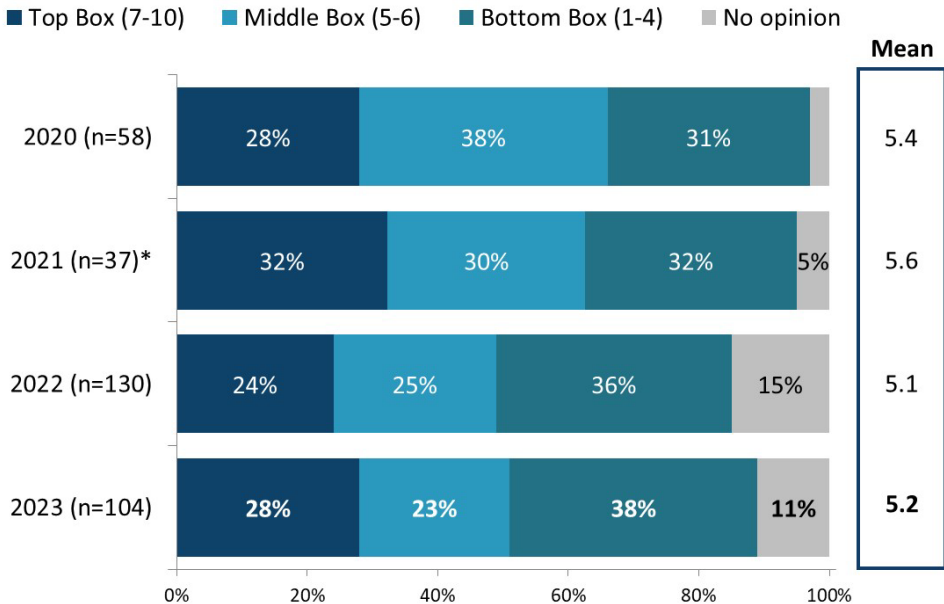
City of Brampton is Easily Accessible From Other Regions

Ratings on 1-10 Scale, 10=Completely agree and 1=Completely disagree



Easy to Get Around Within Brampton

Ratings on 1-10 Scale, 10=Completely agree and 1=Completely disagree



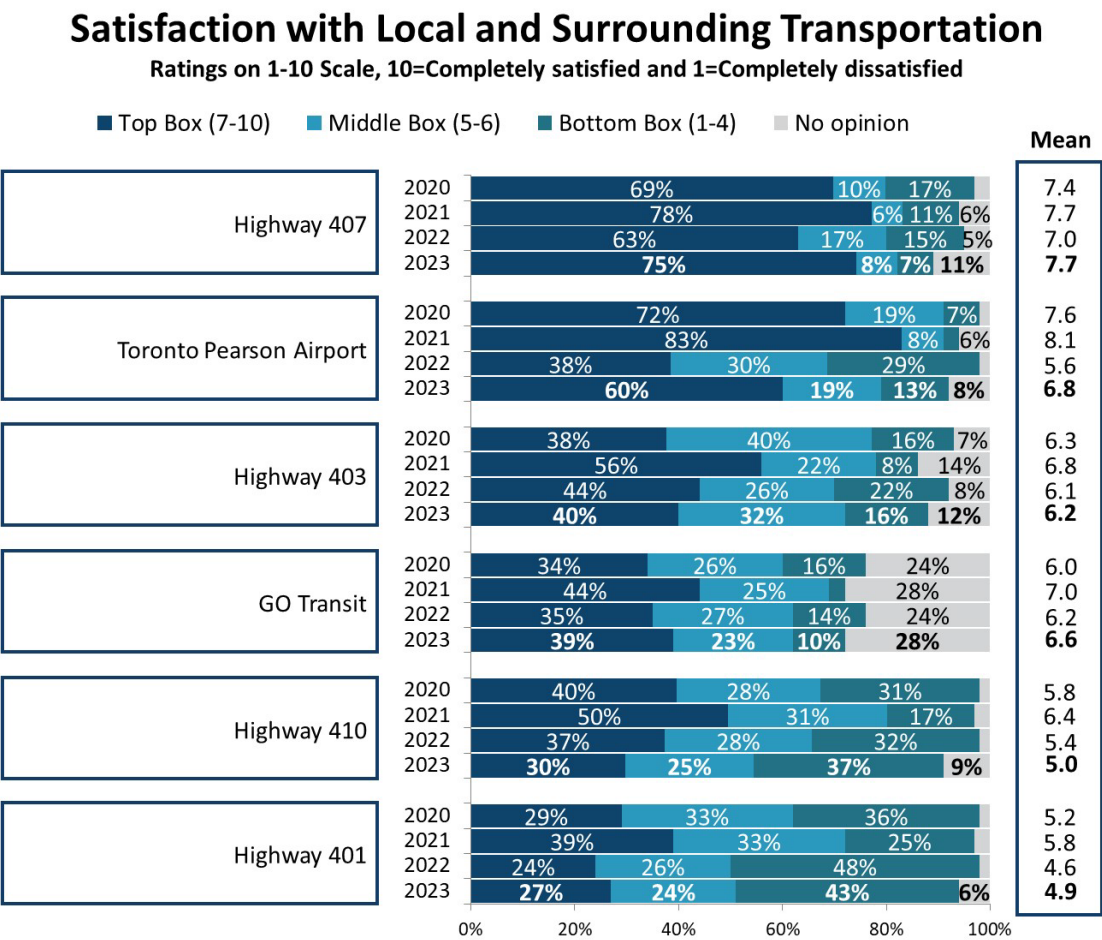
Q.C1: To what extent do you agree that the City of Brampton is easily accessible from other regions? | Q.C2: And to what extent do you agree that it is easy to get around within Brampton? Responses of 'No opinion' are excluded from the calculation of the mean.
*Caution: Small sample size. Responses of 4% or less are shown by a bar.



Satisfaction with Transportation Assets

Satisfaction across all transportation assets has improved somewhat since last year, with notable perceived improvement with Highway 407 and Pearson Airport.

Satisfaction with local and surrounding transportation assets has increased from one year ago, excluding Highway 410 (7-point decrease among those providing top box scores of 7-10). Most notably, satisfaction with *Toronto Pearson Airport* has rebounded after last year’s security delays (60%, up 22 points) and *Highway 407* (75%, up 12 points). (Table C3a-f)



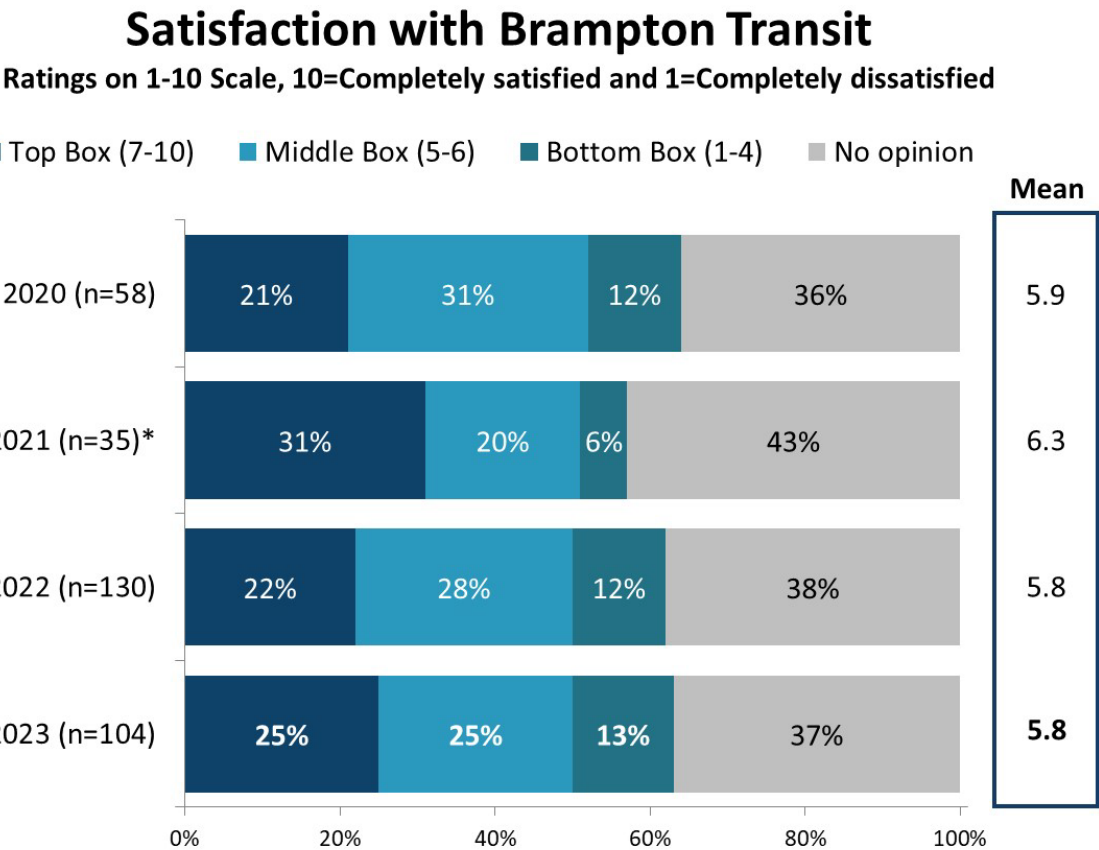
Q.C3a-f: Thinking of local and surrounding transportation assets, how satisfied are you with...? (2020: n=58; 2021: n=36*; 2022: n=130; 2023: n=104) Responses of 'No opinion' are excluded from the calculation of the mean. *Caution: Small sample size. Responses of 4% or less are shown by a bar.



Satisfaction with Brampton Transit

Business leaders report low overall satisfaction with Brampton transit, similar to last year.

Overall, satisfaction with Brampton Transit is remains low in 2023 (25%; up 3 points).
(Table C5)



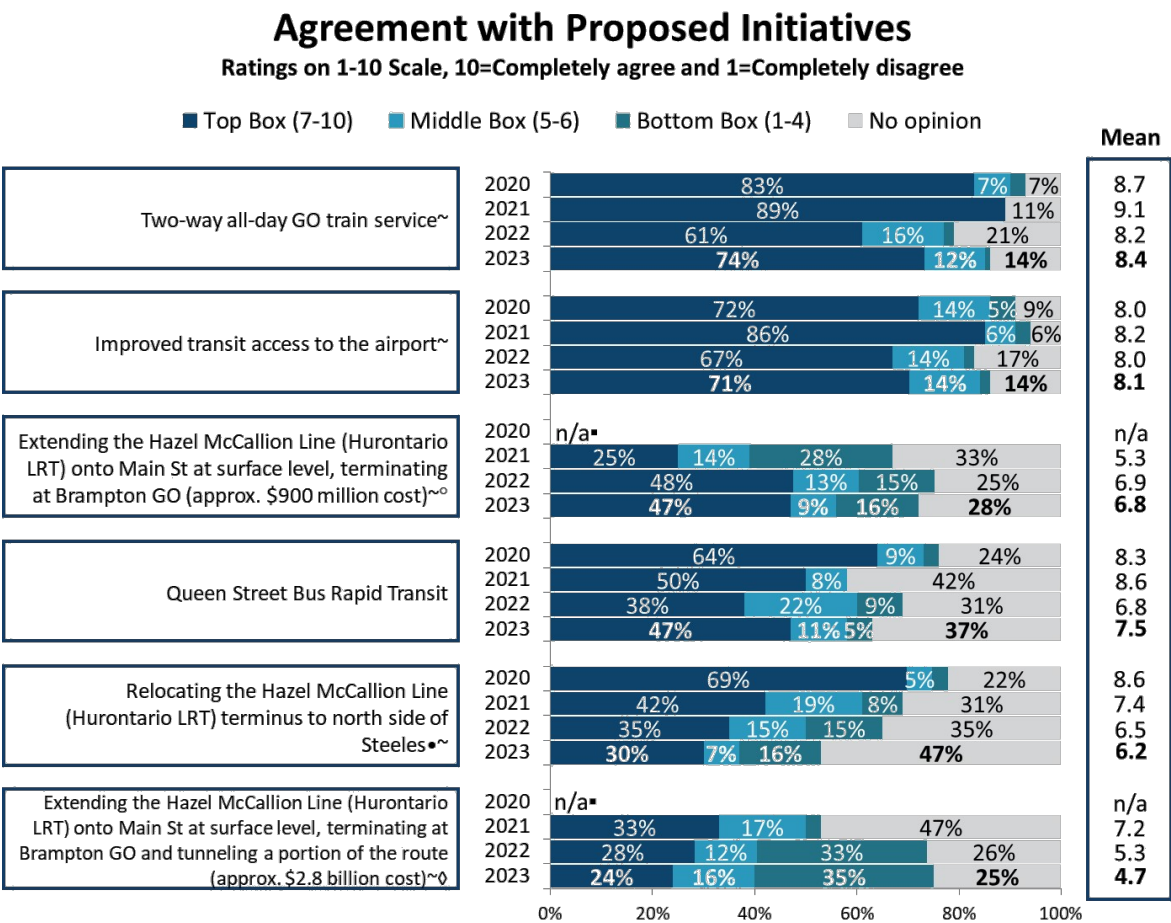
Q.C5: How satisfied are you with Brampton Transit, Brampton’s current public transit system? *Note: Responses of ‘No opinion’ are excluded from the calculation of the mean. *Caution: Small sample size.*



Investment in Proposed Transportation Initiatives

Business leaders generally express support for investment in two-way all-day GO service and improved transit access to the airport.

When asked for their level of agreement or disagreement related to different proposed initiatives, most favoured *two-way all-day GO service* (74%; up 13 points), followed by *improved access to the airport* (71%; up 4 points). Another notable increase in agreement was in relation to the idea of *Queen Street Bus Rapid Transit* (47%, up 9 points). Fewer now support *relocating the Hazel McCallion Line* terminus (30%; down 5 points). The question related to extending the HuLRT was split into two different questions, with an alternate option to tunnel a portion of the proposed route for. That said, more respondents were in support of the HuLRT extension without additional tunneling (23 point difference). (Table C6a-f)



Q.C6a-f: To what extent do you agree with investing in the following proposed initiatives? (2020: n=58; 2021: n=36*; 2022: n=130; 2023: n=102) Responses of 'No opinion' are excluded from the calculation of the mean. *Previously one statement: "Extending the HuLRT to Main LRT to Brampton GO." *Slight wording change in 2021. ~Slight wording changes in 2023. oApproximate cost – 2021 and 2022: \$1.3-\$1.7 billion. *Approximate cost – 2021 and 2022: \$400-\$500 million. *Caution: Small sample size. Responses of 4% or less are shown by a bar.



Main Street LRT Extension

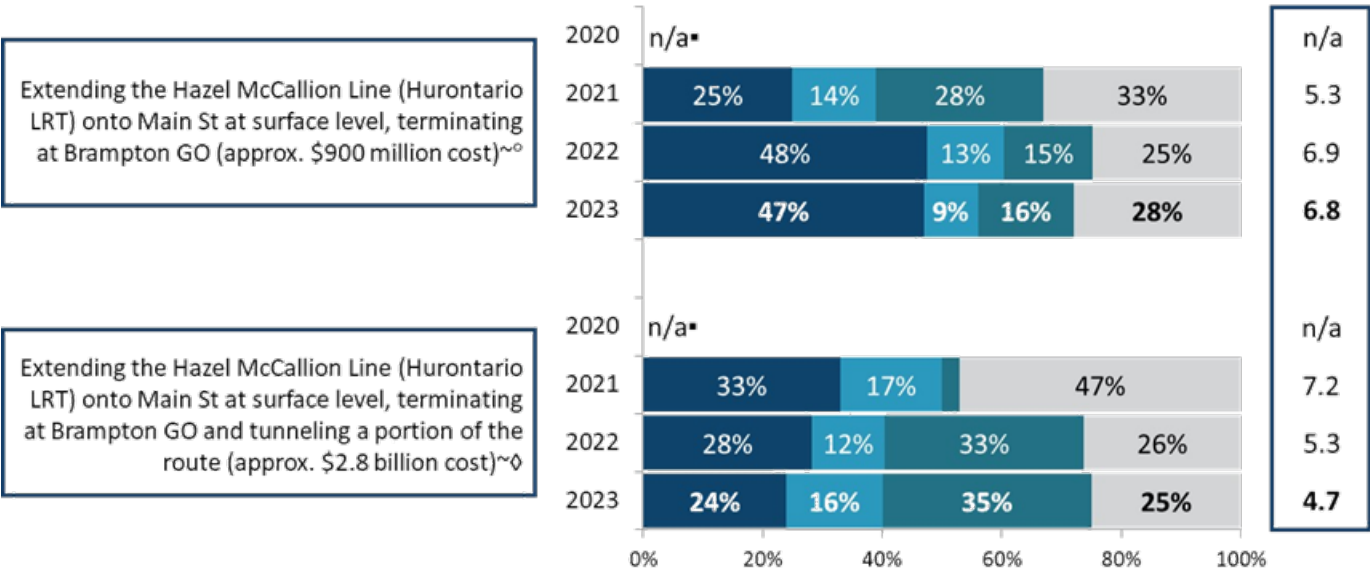
Brampton leaders want a decision to be made on the Main Street LRT extension sooner than later and prefer the more affordable option for the Hazel McCallion Line that avoids tunneling a portion of the route.

Contrasting 2021, this year more business leaders expressed a preference that the Hazel McCallion Line be completed without tunneling a portion (47% in 2023; 25% in 2021) compared to those who wanted to see a tunneled portion but at a higher price tag (24% in 2023; 33% in 2021). Most prefer the TPAP move forward with the option likeliest to be funded this year.

Agreement with Proposed Initiatives

Ratings on 1-10 Scale, 10=Completely agree and 1=Completely disagree

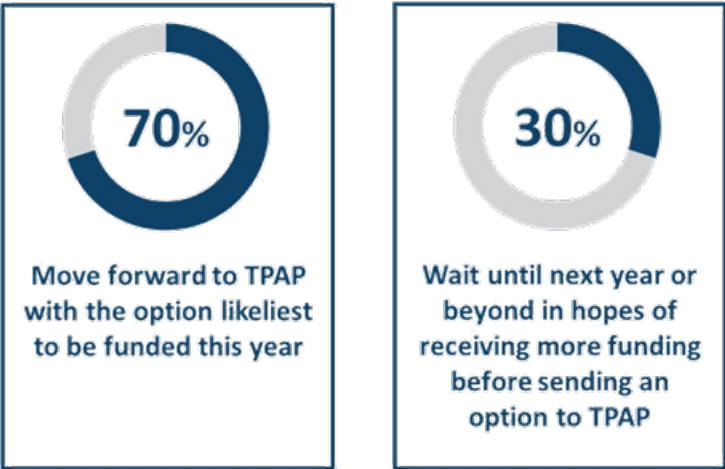
■ Top Box (7-10) ■ Middle Box (5-6) ■ Bottom Box (1-4) ■ No opinion



Q.C6b-c: To what extent do you agree with investing in the following proposed initiatives? (2020: n=58; 2021: n=36*; 2022: n=130; 2023: n=102)
Responses of 'No opinion' are excluded from the calculation of the mean. *Previously one statement: "Extending the HuLRT to Main LRT to Brampton GO." ~Slight wording changes in 2023. oApproximate cost – 2021 and 2022: \$1.3-\$1.7 billion. *Approximate cost – 2021 and 2022: \$400-\$500 million. *Caution: Small sample size. Responses of 4% or less are shown by a bar.

The City of Brampton is in the process of deciding between two options for the Main Street LRT Extension to submit to the Transit Project Assessment Process (TPAP).

Best Strategy



Q.A27: Which strategy do you think is best? (n=104) New question in 2023.



Infrastructure Priorities

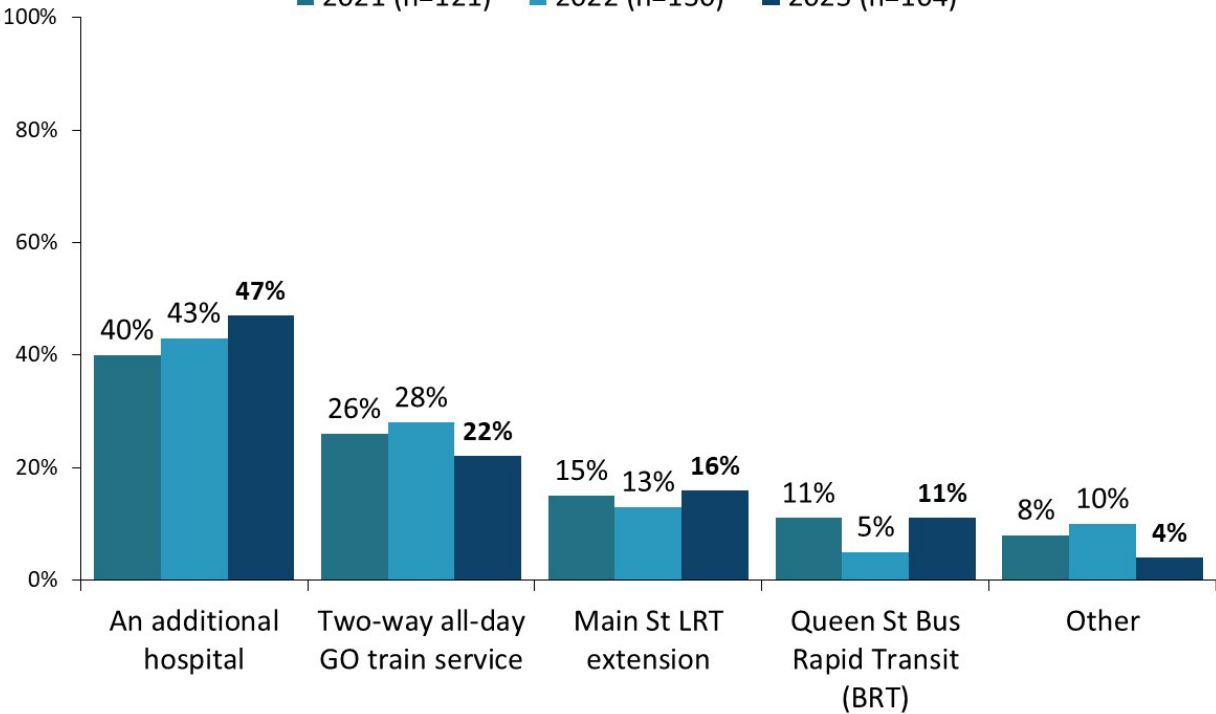
An additional hospital continues to be the perceived top priority for the City of Brampton.

Business leaders were asked to choose among four different potential priority infrastructure projects. Almost one half prefer *an additional hospital* (47%, up 4 points), while two in ten chose *two-way all-day GO train service* (22%, down 6 points). (Table A26)

Should Be Highest Priority

Total Aided Mentions

2021 (n=121) 2022 (n=130) 2023 (n=104)



Q.A26: The business community has identified a number of priority projects. Of the following, which one do you think should be highest priority? *New question in 2021.*



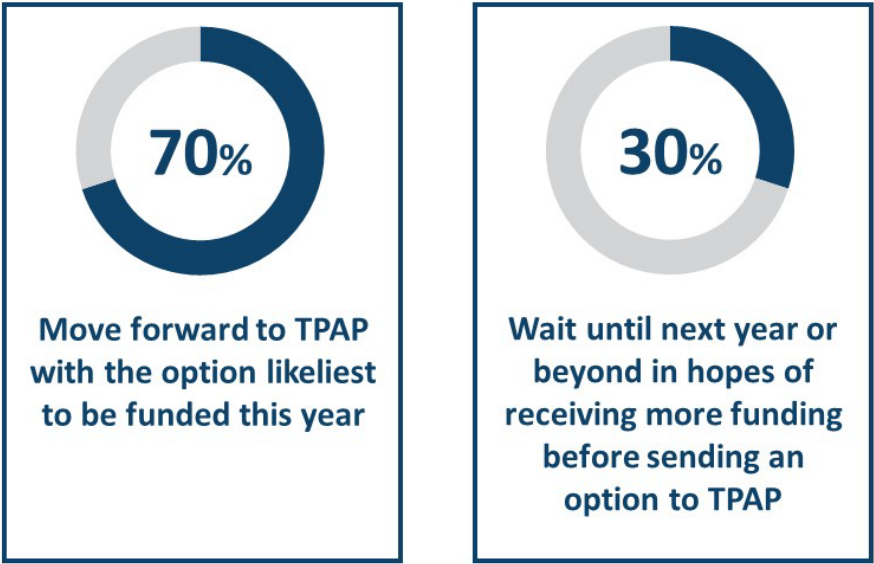
Best Strategy for Main Street LRT Extension

Business leaders prefer to move forward to TPAP with the option likeliest to be funded this year.

This year, business leaders were asked about their preferred strategy in deciding between two options for the Main Street LRT Extension. Rather than to wait any longer in hopes of receiving more funding, the majority of business leaders prefer to move forward to submit to the Transit Project Assessment Process (TPAP) with the option likeliest to be funded this year (70%).

The City of Brampton is in the process of deciding between two options for the Main Street LRT Extension to submit to the Transit Project Assessment Process (TPAP).

Best Strategy



Q.A27: Which strategy do you think is best? (n=104) *New question in 2023.*