



MARK WILKINS CONSULTING
MARKET RESEARCH + STRATEGY

Perceptions Regarding Public Safety In Westmount's School Areas

Research Report





Table of Contents



CONTEXT	3
INFORMATION OBJECTIVES	4
METHODOLOGY	5
<i>QUANTITATIVE SURVEY</i>	6
<i>QUALITATIVE INTERVIEWS</i>	10
RESULTS	12
<i>ACCESS AND TRANSPORT TO SCHOOL AREAS</i>	13
<i>SATISFACTION AND SAFETY PERCEPTIONS</i>	21
<i>FAVOURABILITY TO PROPOSALS</i>	36
IN SUM	42
APPENDIX	44



Context



- In summer 2023, the City of Westmount decided to undertake an assessment of perceptions on the part of Westmount residents as well as parents whose children attend schools located in Westmount with regard to public safety in and around the various school areas.
 - To this effect, the services of the consulting firm were engaged to assist with the development of a survey instrument based upon input from the City, and to analyze data obtained by the City to produce the present report.
 - Data collection for the survey took place over a period of roughly 3 weeks over October 2023, culminating in feedback from a total of 773 individuals. The quantitative survey was complemented by qualitative interviews conducted in the vicinity of each of the 12 schools located within the City of Westmount, yielding greater depth of feedback on a subset of questions from the survey from 151 individuals.
 - Presented herein are the main findings and conclusions of this research initiative.
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Information Objectives

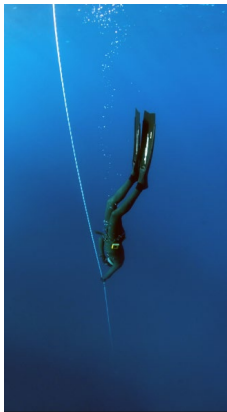
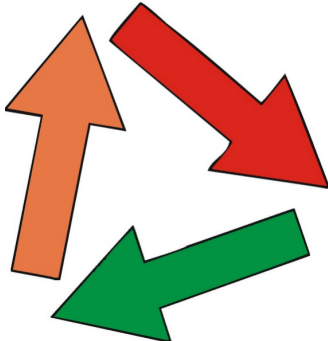
- 1. Identifying schools attended by respondents' children (youngest child in the case of respondents with more than one child attending school in Westmount)**
 - 2. Usual manner of access to school (via which street)**
 - 3. Usual mode of transport to school (winter versus spring, summer, fall)**
 - 4. Whether child is usually accompanied en route to school**
 - 5. Satisfaction with:**
 - the accessibility of the area via primary mode of transportation
 - the pedestrian infrastructure found in the area
 - the existing bicycle infrastructure found in the area (bike lanes, links to main network, bike traffic lights, bike racks, etc.)
 - 6. Perceptions of Safety with regard to:**
 - walking on sidewalks within the area (sidewalk width, lighting, etc.)
 - crossing on foot at intersections within the area
 - cycling on the street (with or without a bike lane) within the area
 - crossing a street or bike path on a bicycle within the area
 - 7. Favourability to three proposals under consideration by the City to improve public safety around its 12 schools**
-



Quantitative



Qualitative





Methodology – Quantitative Survey



- An invitation card was distributed via Canada Post to every civic address (10,476 in total) within the City of Westmount in the week of September 25th, 2023.
 - The invitation explained the context behind the survey and offered each household the opportunity to complete the survey (one complete per household) by one of two means: either online, via a hyperlink provided in the letter, or by pen and paper via hardcopy versions of the survey available at the Westmount Public Library.
 - Information and invitation to participate were also posted in the Westmount newsletter, on the City's publicity page in the Westmount Independent, via social media, and City websites (westmount.org and engage.westmount.org).
 - Additionally, each of the 12 schools located in Westmount were asked to share the survey invitation hyperlink with the parents of attending children (in the event that a parent had already completed the survey via the invitation card, they were asked not to complete the survey again).
 - Both the invitation and survey were provided bilingually, allowing recipients to read and respond in the language of their choice.
-



Methodology – Quantitative Survey



- An initial draft of the survey developed by the City was shared with the consulting firm, which provided feedback and suggestions. An iterative process between the City and the consulting firm resulted in the final version which was used for data collection.
 - Data collection formally ended on October 22nd, thereby allowing recipients approximately four weeks to complete the survey.
 - In total, 773 respondents completed the survey, virtually all doing so online (just 4 hardcopy completes were received).
 - Average online survey duration was 10 minutes. Of those who commenced the survey online, 28% (n=306) failed to complete it, which is not unusual for a survey of that duration.
 - The maximum margin of error at a 95% level of confidence associated with a sample of TBD is $\pm 3.5\%$ (the “gold standard” is $\pm 5.7\%$). Stated otherwise, results on the overall sample can be expected to be an accurate representation of public opinion to within $\pm 3.5\%$, 19 times out of 20.
-



Respondent Profile

GENDER		PARENT / GUARDIAN OF CHILD ATTENDING WESTMOUNT SCHOOL	
Male	30%	Yes	71%
Female	64%	No	29%
Not stated	6%		
		LIEU OF RESIDENCE	
AGE		Westmount resident living nearby school area	41%
<45 years	37%	Westmount resident living >2-3 blocks from a school area	21%
45-64 years	36%	Non-resident of Westmount	38%
65+ years	24%		
Not stated	3%	EMPLOYED IN WESTMOUNT	
		Employed by a Westmount school	7%
LANGUAGE		Employed in the municipal or public sector in Westmount	6%
English	77%	Employed and working in Westmount, but not for one of the schools or in the municipal or public sector near a school zone	11%
French	23%	None of the above	76%
REDUCED MOBILITY			
Yes	4%		
No	96%		



Respondent Profile

Means of Transport Within Household	
CARS	
0	8%
1-2	82%
>2	10%
BICYCLES	
0	19%
1-2	36%
>2	45%
ELECTRICALLY POWERED OR ASSISTED BICYCLE, SCOOTER, SKATEBOARD OR OTHER MICRO-MOBILITY DEVICE	
0	82%
1-2	15%
>2	%



Methodology – Qualitative Interviews



- To complement the quantitative survey, parents and passersby were interviewed in roughly equal number in front of each of the twelve schools located in the City of Westmount on October 4th and 5th.
 - The qualitative interviews consisted of a subset of the questions from the quantitative survey, focusing in on safety and satisfaction around the school area where the interview was taking place and favourability to the proposals under consideration by the City.
 - Intercepts took place while parents were dropping off children in the morning and again in the afternoon at pick up time. In total, between 7 and 20 interviews were completed per school location yielding a total of 151 interviews.
 - As with the quantitative survey, interviewees were given the choice to complete the interview in their preferred language.
-



Methodology – Qualitative Interviews



School	# of Interviews by Respondent Gender
Westmount Park Elementary	20 (15 F / 5M)
Miss Edgar & Miss Cramps	18 (14 F / 4 M)
Roslyn Elementary	16 (6F / 10M)
St. George's Academy	14 (5F / 9M)
The Study	13 (8F / 5M)
Villa St Marcelline	13 (7F / 6M)
Saint-Léon-de-Westmount	11 (5F / 6M)
Selwyn House	10 (5F / 5M)
Akiva	10 (7F / 3M)
École Internationale de Montréal	10 (6F / 4M)
Westmount High School	9 (5F / 4 M)
Montreal Oral School For The Deaf	7 (4 F / 3M)



RESULTS



ACCESS & TRANSPORT TO SCHOOL AREAS



- A large majority of children attending school in Westmount are accompanied by their parents.
- Virtually none suffer from reduced mobility.
- The primary mode of transport to school in both winter and other seasons is by car, although outside of winter the incidence of car usage drops in favour of increased walking and bicycling.
- Half of all parents travel within their child's school area every weekday, the large majority doing so by car as they pass through or leave the area on their way to another destination.



Schools Attended By Children / Entry Streets



- Q. From the list below, please indicate which school(s) your child(ren) are attending. If you have children attending different schools within Westmount, please indicate all that apply.
- Q. From the list below, please indicate the school that your youngest child attends.
- Q. In reference to the previous question, please indicate the street(s) from which your child usually enters their school (max. 2).

School	Any Children	Youngest Child	Streets Most Often Used To Enter School *
Selwyn House	37%	31%	Ch. Côte-St-Antoine (66%) / Argyle (39%)
Villa Sainte Marcelline	23%	22%	Upper Belmont (93%) / Upper Lansdowne (13%)
Akiva	13%	13%	Metcalfe (61%) / Kensington (53%)
The Study	13%	9%	Braeside (80%) / The Boulevard (45%)
Saint-Léon-de-Westmount	10%	10%	Kitchener (89%) / de Maisonneuve (17%)
Miss Edgar's & Miss Cramp's School	6%	4%	Mount Pleasant (95%) / Cedar (29%)
St. George's Academy	6%	4%	The Boulevard (96%) / Aberdeen (23%)
Roslyn Elementary School	4%	4%	Roslyn (54%) / Grosvenor (42%)
Westmount Park Elementary School	2%	2%	Park Place (75%) / St. Catherine (25%)
École Internationale de Montréal	2%	<1%	<i>too few to report</i>
Westmount High School	<1%	<1%	<i>too few to report</i>
Montreal Oral School For The Deaf	<1%	<1%	<i>too few to report</i>

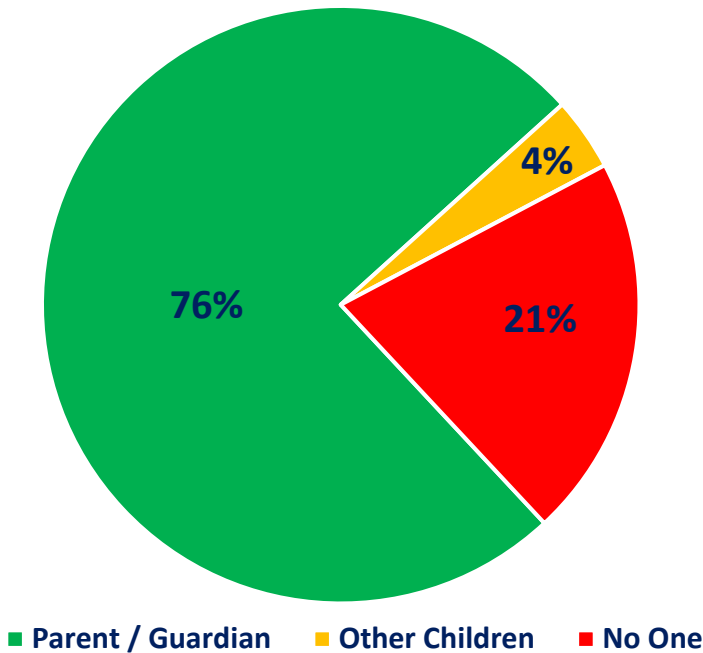
Base: All parents / guardians of children attending a school within the City of Westmount (n=550).
 * Variable base (parents whose youngest child attends the respective schools).



Child Accompanied To School



Q. On a typical day, your child is accompanied to school by...



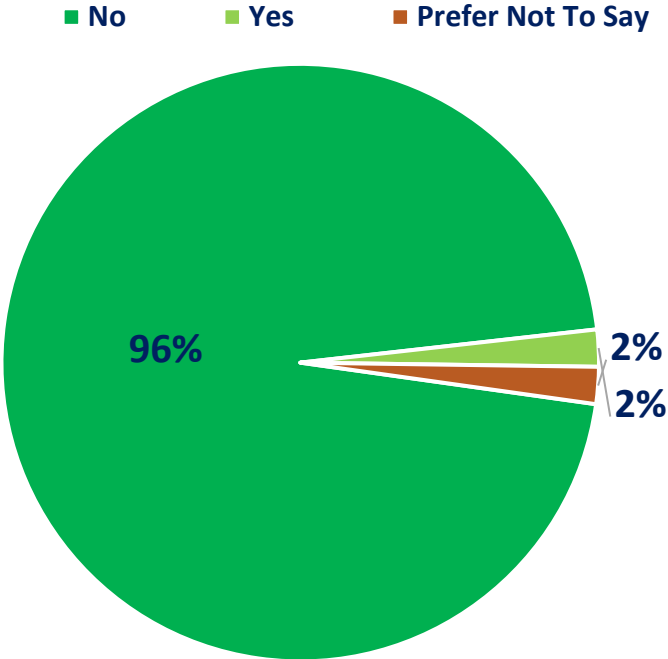
- Differences In Parent/Guardian Accompaniment To Note:**
- 44 Years or less 84% > 45–54 70% & 55+ 60%
 - Non-Residents 80% > Westmount residents 72%
 - Car primary non-winter mode of transport 96% > non-car 53%
 - Akiva 90% & St. Leon 85% > Villa Ste Marcelline 77% & The Study 76% & Selwyn House 67%



Reduced Mobility



Q. Does your child attending school in this area have reduced mobility?



Base: All parents / guardians of children attending a school within the City of Westmount (n=550).



Primary Mode Of Transport to School



Q. What is the primary mode of transportation your child uses to get to school in the winter? And what is the primary mode of transportation your child uses to get to school in the spring / summer / fall seasons?

Primary Transport Mode	Winter	Other Seasons
Car	61%	53%
Walking	29%	33%
Bus (STM)	3%	4%
Metro (STM)	2%	2%
Bicycle	<1%	4%
Carpooling	2%	2%
Public School Bus	2%	2%
Private School Transport	2%	2%
Taxi / Uber	<1%	<1%

Differences In Car As Primary Mode To Note:

- Non-Residents 76% > Westmount residents 34%
- Accompanied by parent 67% > Non-accompanied 10%
- St. Leon 17% < all other schools



Parents’ Frequency Of Traveling Within Child’s School Area



Q. During a typical week, besides dropping off or picking up your child, how often do YOU travel to, through, or within the school area attended by your child?

Frequency Of Travel	% Mentioning
Every day Monday through Friday but not on the weekend	28%
Every day Monday through Sunday	22%
Occasionally (less often once daily)	25%
On the weekend only	2%
Rarely or never	24%

Differences In Every Day Mon – Sun To Note:

- Anglophones 25% > Francophones 12%
- Westmount residents 36% > Non-Residents 6%
- Not accompanied 31% > Accompanied by parent 19%
- Car primary non-winter mode of transport 14% < Non-car 31%
- Villa Ste Marcelline 9% < all other schools



Parents' Reasons For Traveling Within Child's School Area



Q. Aside from dropping off or picking up your child, what other reasons lead YOU to travel to, through or within that same school area? (Please select all that apply to you)

Reasons For Traveling Within School Area	% Mentioning
To pass through or leave the area on my way to another destination	77%
Work	32%
To visit a friend or family member	27%
To attend a place of worship	6%
Study	2%

Differences In Passing Through On Way To Another Destination To Note:

- Women 82% > Men 69%
- Westmount residents 84% > Non-Residents 66%
- Car primary non-winter mode of transport 71% < Non-car 83%
- St Leon 87% & Akiva 82% & Selwyn House 78% > Villa Ste Marcelline 62%



Primary Mode Of Transport Used By Parent When Traveling To, Through Or Within Child's School Area



Q. What is the primary mode of transportation YOU use when traveling to, through, or within the school area attended by your child?

Primary Transport Mode	% Mentioning
Car	81%
Walking	15%
Bicycle	2%
Bus (STM)	1%
Taxi / Uber	<1%
Carpooling	<1%
Metro (STM)	0%

Differences In Car As Primary Mode To Note:

- Non-Residents 93% > Westmount residents 74%
- Accompanied by parent 83% > Non-accompanied 75%
- Car primary non-winter mode of transport 99% > Non-car 63%
- St. Leon 59% < all other schools



SATISFACTION & SAFETY PERCEPTIONS



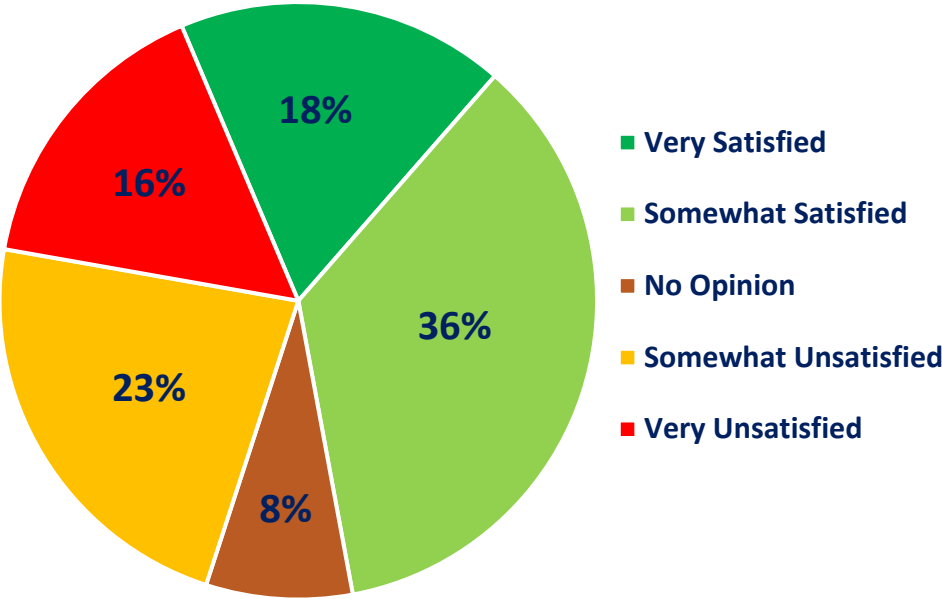
- Parents and non-parents reveal themselves to be two very different cohorts with regard to satisfaction and safety perceptions.
 - On all satisfaction and safety measures, non-parents scored higher than parents (ie. across the board, they self-reported as more satisfied and feeling safer compared to parents).
 - As well, whereas parents' perspectives on all measures varied significantly by sub-group, non-parents are homogeneous – no statistically significant differences were seen by non-parent sub-groups on any satisfaction or safety measures.
 - A small majority are satisfied with both the accessibility of school areas by primary mode of transport as well as pedestrian infrastructure. In contrast, only a minority of those who cycle express satisfaction with the existing bicycle infrastructure in Westmount's school areas.
 - A large majority feel safe when walking on sidewalks in school areas, and a somewhat softer majority feel safe crossing intersections on foot in these areas. In contrast once again, only a minority of those who cycle feel safe when cycling in school areas or crossing a street or bike path.
-



Satisfaction With Accessibility Of School Area(s)

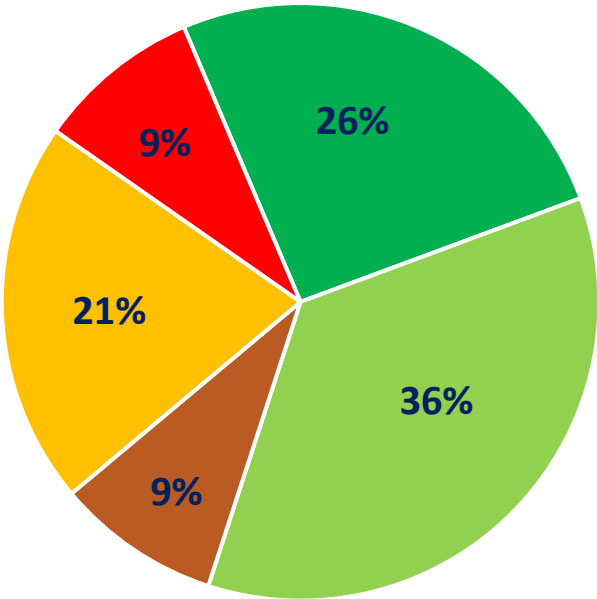
Q. How satisfied are you with the accessibility of the area(s) with your primary mode of transportation?

Parents / Guardians



Net Satisfied: 54%
Net Unsatisfied: 39%

Non-Parents



62%
30%

Base: All parents / guardians of children attending a school within the City of Westmount, net of those who answered "not applicable" (n=547).
Base: All non-parents, net of those who answered "not applicable" (n=211).



Differences In Net Satisfaction By Sub-Group



Q. How satisfied are you with the accessibility of the area(s) with your primary mode of transportation?

Net Satisfaction Differences To Note:

Non-Parents 62% > Parents 54%

AMONGST PARENTS:

- **Francophones 62% > Anglophones 51%**
- **Men 62% > Women 50%**
- **St. Leon 67% & Villa Ste Marcelline 62% > Akiva 42%**
- **Car primary mode of transport 48% < non-car 60%**
- **Prefer school street proposal 59% > Prefer one way street proposal 48%**

AMONGST NON-PARENTS:

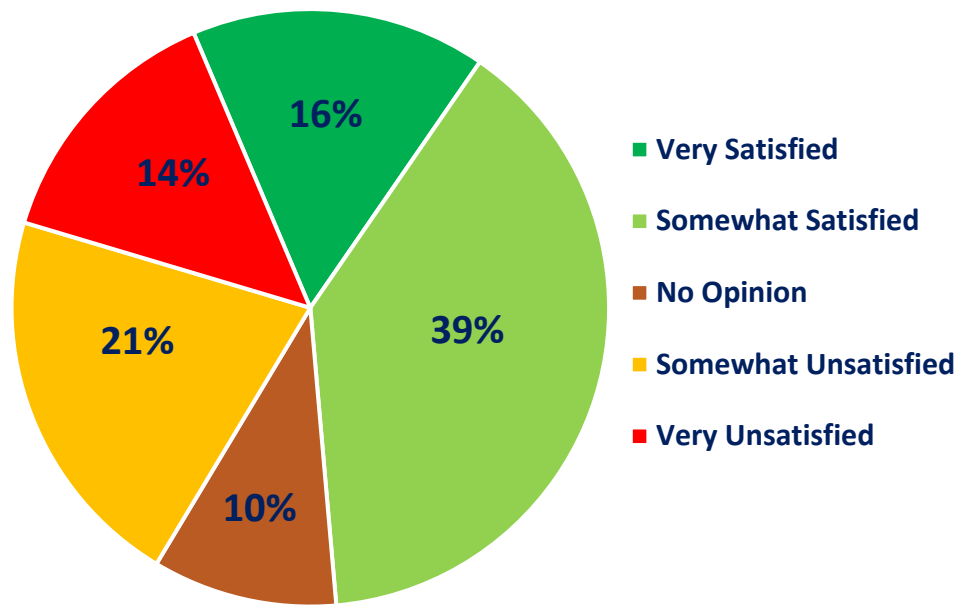
- **None**



Satisfaction With Pedestrian Infrastructure Of School Area(s)

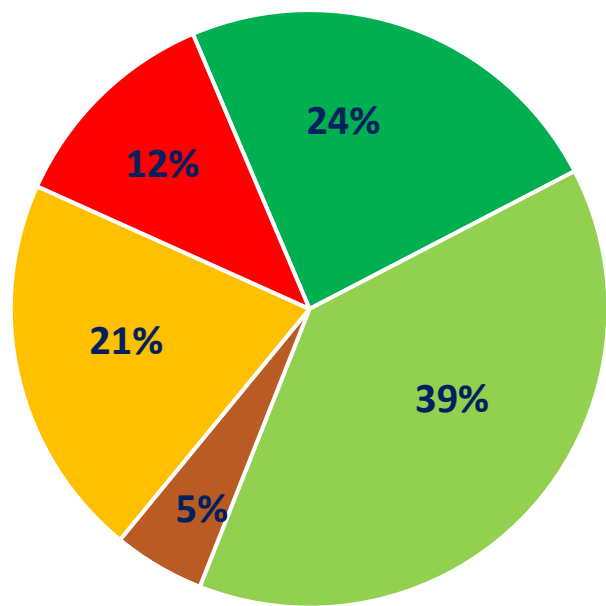
Q. How satisfied are you with the pedestrian infrastructure found in the area(s)?

Parents / Guardians



Net Satisfied: 55%
Net Unsatisfied: 35%

Non-Parents



63%
33%

Base: All parents / guardians of children attending a school within the City of Westmount, net of those who answered "not applicable" (n=542).
Base: All non-parents, net of those who answered "not applicable" (n=219).



Differences In Net Satisfaction By Sub-Group



Q. How satisfied are you with the pedestrian infrastructure found in the area(s)?

Net Satisfaction Differences To Note:

Non-Parents 63% > Parents 55%

AMONGST PARENTS:

- **55 Years or more 69% > 44 Years or less 50%**
- **Non-Residents 62% > Westmount residents 50%**
- **Villa Ste Marcelline 68% > St Leon 50% & Akiva 48% & ECS 43%**

AMONGST NON-PARENTS:

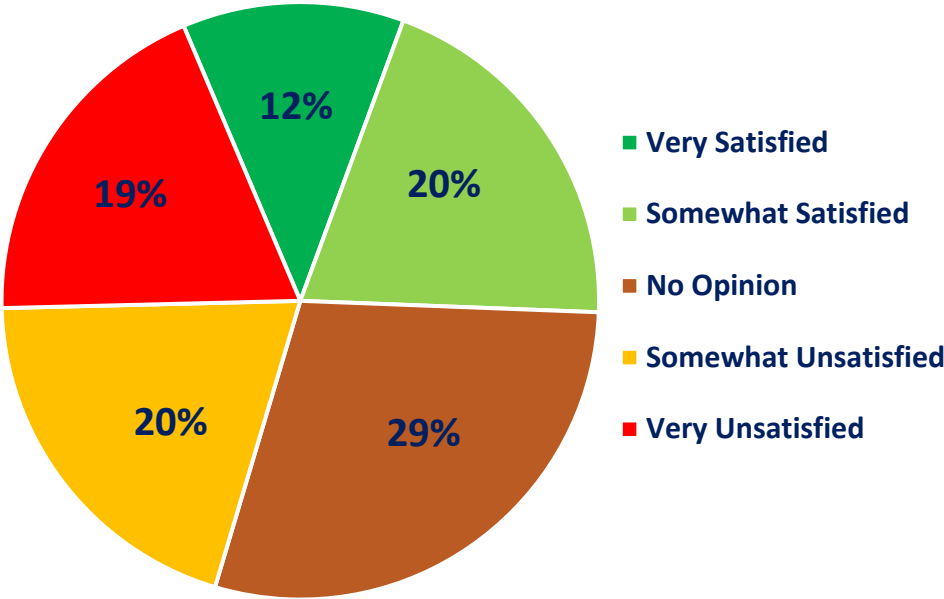
- **None**



Satisfaction With Bicycle Infrastructure Within School Area(s)

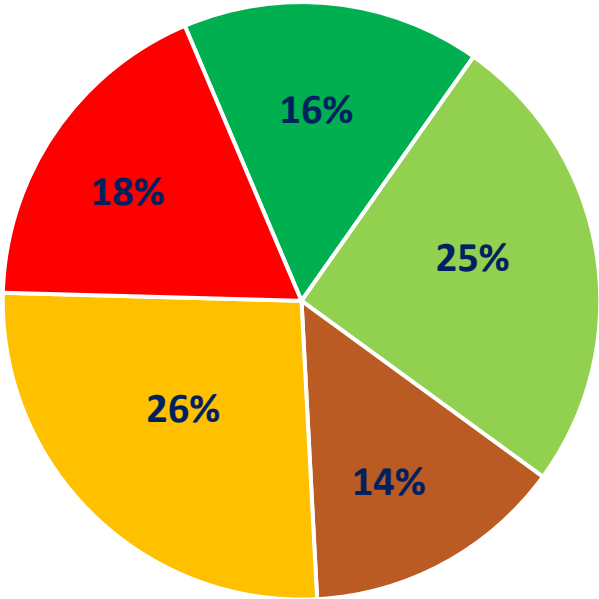
Q. How satisfied are you with the existing bicycle infrastructure found in the area(s)?

Parents / Guardians



Net Satisfied: 32%
Net Unsatisfied: 39%

Non-Parents



41%
44%

Base: All parents / guardians of children attending a school within the City of Westmount, net of those who answered "not applicable" (n=435).
Base: All non-parents, net of those who answered "not applicable" (n=205).



Differences In Satisfaction By Sub-Group



Q. How satisfied are you with the existing bicycle infrastructure found in the area(s)?

Net Satisfaction Differences To Note:

Non-Parents 41% > Parents 32%

AMONGST PARENTS:

- **Westmount residents 38% > Non-Residents 25%**
- **St Leon 60% > All other schools**

AMONGST NON-PARENTS:

- **None**

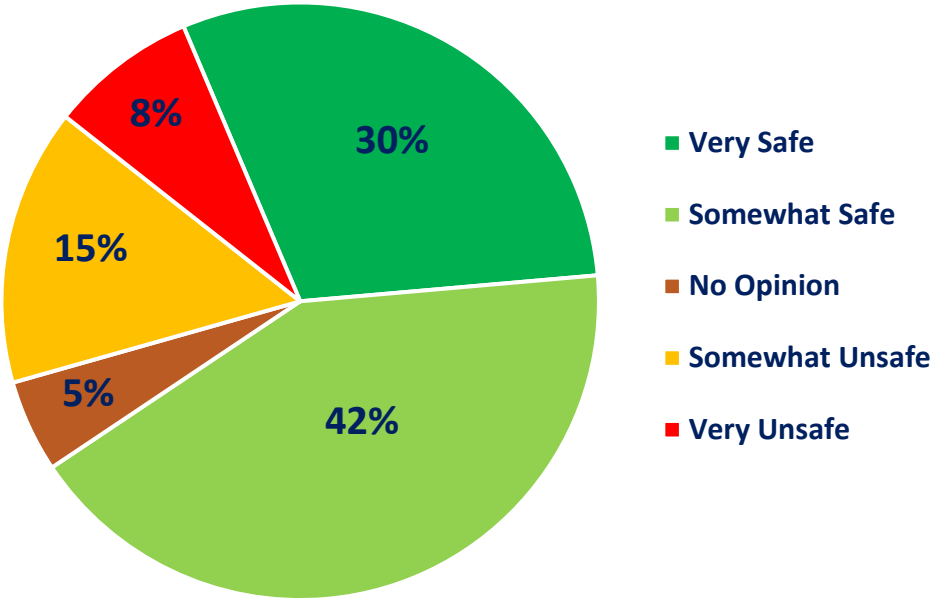


Perceived Safety On Sidewalks Within School Area(s)



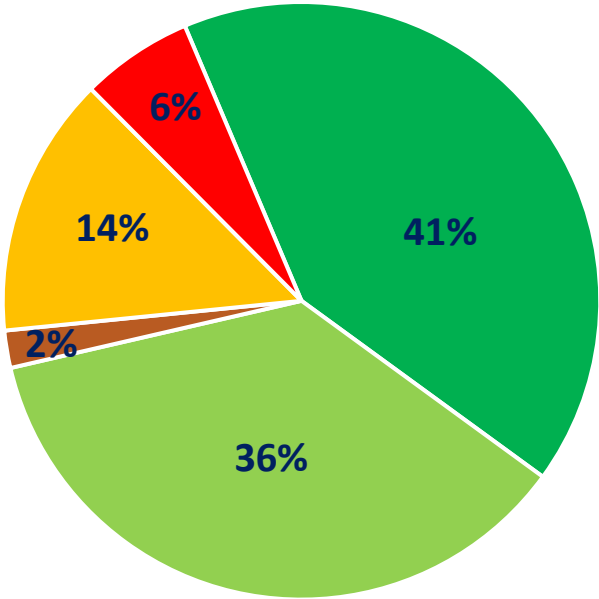
Q. How safe do you generally feel when walking on sidewalks within the area(s)?

Parents / Guardians



Net Safe: 72%
Net Unsafe: 23%

Non-Parents



77%
20%

Base: All parents / guardians of children attending a school within the City of Westmount, net of those who answered "not applicable" (n=541).
Base: All non-parents, net of those who answered "not applicable" (n=222).



Differences In Perceived Safety By Sub-Group



Q. How safe do you generally feel when walking on sidewalks within the area(s)?

Net Safety Differences To Note:

AMONGST PARENTS:

- 55 Years or more 86% > 44 Years or less 67%
- Non-Residents 81% > Westmount residents 65%
- Villa Ste Marcelline 80% & Selwyn 76% > ECS 52%

AMONGST NON-PARENTS:

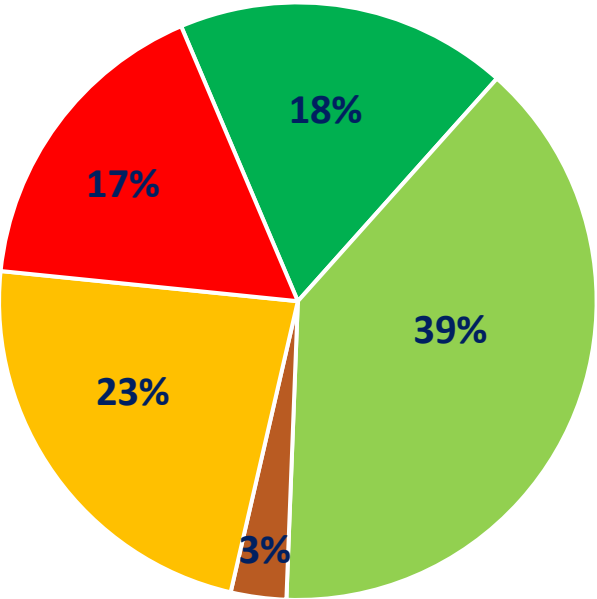
- None



Perceived Safety Crossing At Intersections Within School Area(s)

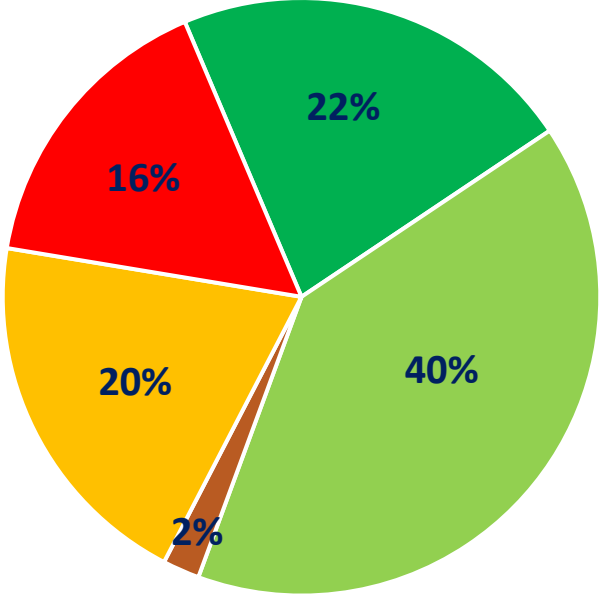
Q. How safe do you generally feel when crossing on foot at intersections within the area(s)?

Parents / Guardians



Net Safe: 57%
Net Unsafe: 40%

Non-Parents



62%
36%

Base: All parents / guardians of children attending a school within the City of Westmount, net of those who answered "not applicable" (n=540).
Base: All non-parents, net of those who answered "not applicable" (n=222).



Differences In Perceived Safety By Sub-Group



Q. How safe do you generally feel when crossing on foot at intersections within the area(s)?

Net Safety Differences To Note:

AMONGST PARENTS:

- 45-54 Years 61% > 44 Years or less 51%
- Non-Residents 67% > Westmount residents 48%
- Villa Ste Marcelline 72% > All other schools

AMONGST NON-PARENTS:

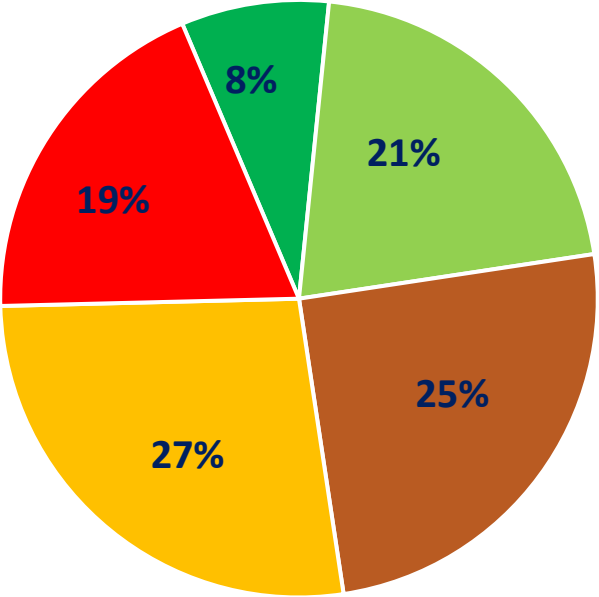
- None



Perceived Safety When Cycling Within School Area(s)

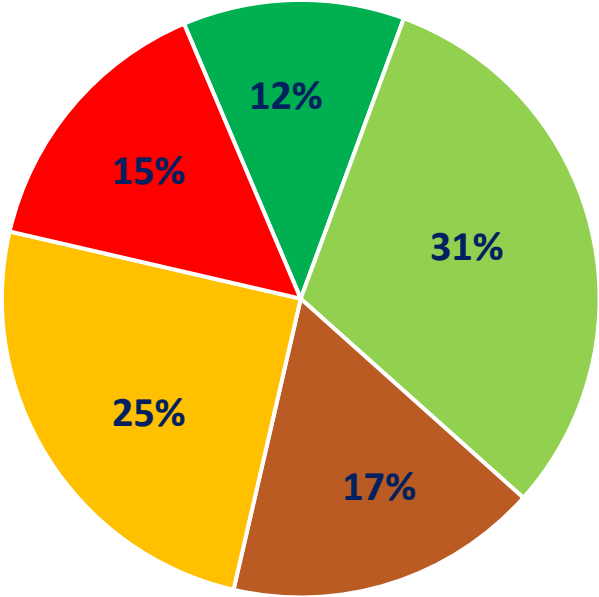
Q. How safe do you generally feel when cycling on the street within the area(s)?

Parents / Guardians



Net Safe: 29%
Net Unsafe: 46%

Non-Parents



43%
40%

Base: All parents / guardians of children attending a school within the City of Westmount, net of those who answered "not applicable" (n=377).
Base: All non-parents, net of those who answered "not applicable" (n=154).



Differences In Perceived Safety By Sub-Group



Q. How safe do you generally feel when cycling on the street within the area(s)?

Net Safety Differences To Note:

Non-Parents 43% > Parents 29%

AMONGST PARENTS:

- **Men 37% > Women 24%**
- **Distant Westmount residents 37% > Close Westmount residents 21%**
- **ECS 0% < all other schools**

AMONGST NON-PARENTS:

- **None**

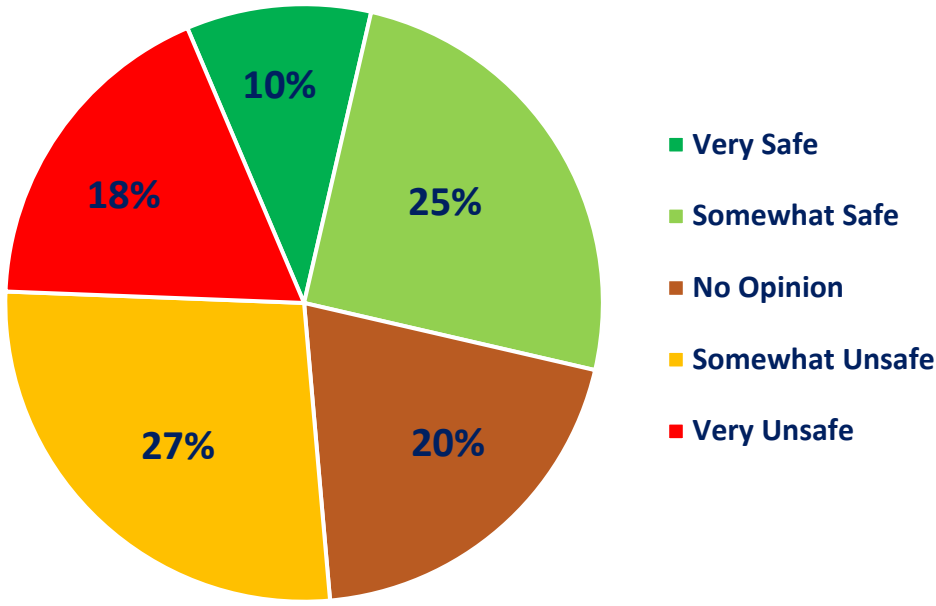


Perceived Safety When Crossing A Street Or Bike Path When Cycling Within School Area(s)



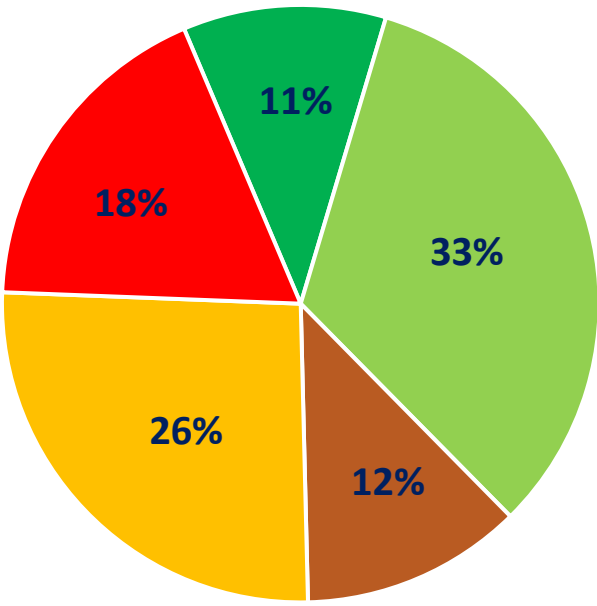
Q. How safe do you generally feel when crossing a street or bike path on a bicycle within the area(s)?

Parents / Guardians



Net Safe: 35%
Net Unsafe: 45%

Non-Parents



44%
44%

Base: All parents / guardians of children attending a school within the City of Westmount, net of those who answered "not applicable" (n=405).
Base: All non-parents, net of those who answered "not applicable" (n=172).



Differences In Perceived Safety By Sub-Group



Q. How safe do you generally feel when crossing a street or bike path on a bicycle within the area(s)?

Net Safety Differences To Note:

Non-Parents 44% > Parents 35%

AMONGST PARENTS:

- Distant Westmount residents 46% > Close Westmount residents 23%
- Car primary non-winter mode of transport 41% > non-car 30%

AMONGST NON-PARENTS:

- None



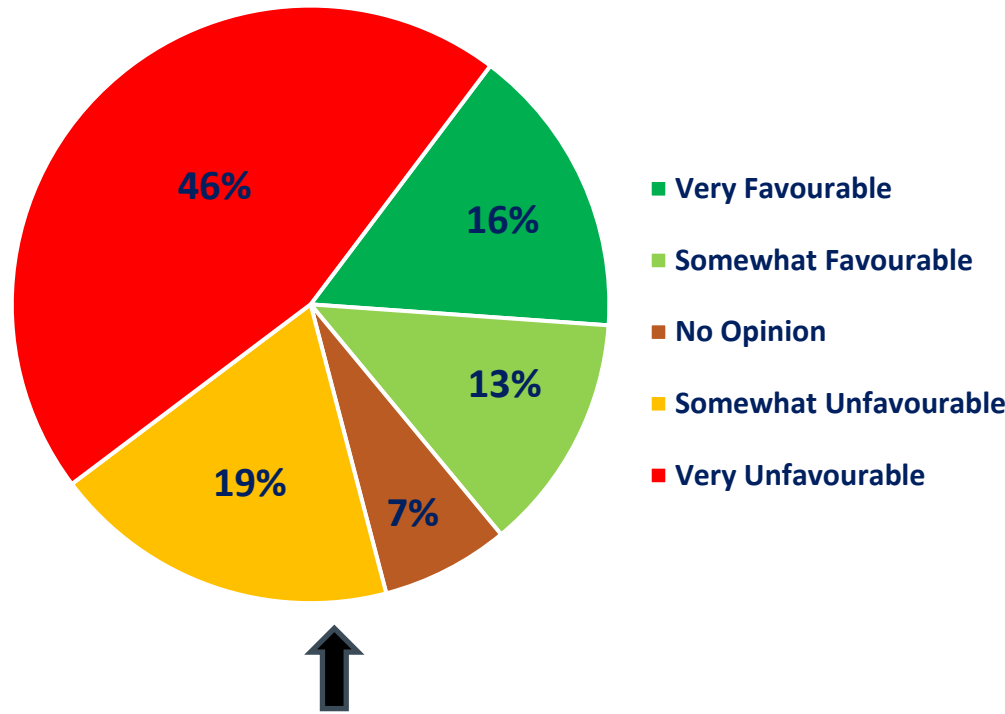
FAVOURABILITY TO PROPOSALS

- Favourability to the three proposals under consideration by the City varied significantly, with the reconfiguration of certain streets to being one way only being the only one of the three to be favoured by a proportion of respondents outstripping those who were unfavourable toward it (50% favourable vs 38% unfavourable). This proposal also generated the least number of statistically significant differences amongst sub-groups, indicating that respondents were generally more aligned in terms of their reaction to it compared to the other two proposals.
 - Creation of school streets and especially the reduction of parking to increase the presence of bike paths were favoured by only a minority of respondents (42% and 29% respectively). Despite significantly more dissension amongst various sub-groups, ultimately all sub-groups netted out on the side of being unfavourable to both these proposals.
 - Perhaps unsurprisingly in view of the foregoing, when asked to indicate their preference amongst the three proposals the greatest proportion of respondents opted for the reconfiguration of certain streets to one way.
-



Favourability To Removing Some Parking To Create Bike Path

Q. How favourable are you to removing 25% to 50% of on-street parking supply on certain streets surrounding schools to accommodate the creation of bike paths?



Net Favourable: 29%
Net Unfavourable: 65%

Net Favourability Differences To Note:

- Non-parents 35% > parents 26%
- Parents of unaccompanied children 34% > accompanied children 23%
- Men 37% > women 25%
- Westmount residents 33% > non-residents 20%
- Car primary non-winter mode of transport 15% < non-car 37%
- St. Leon 37% & Villa Ste Marcelline 30% > Akiva 14%

Qualitative Outcome:

Net Favourable: 28%
Net Unfavourable: 55%



Reduced Parking / Bike Path Creation - Representative Comments

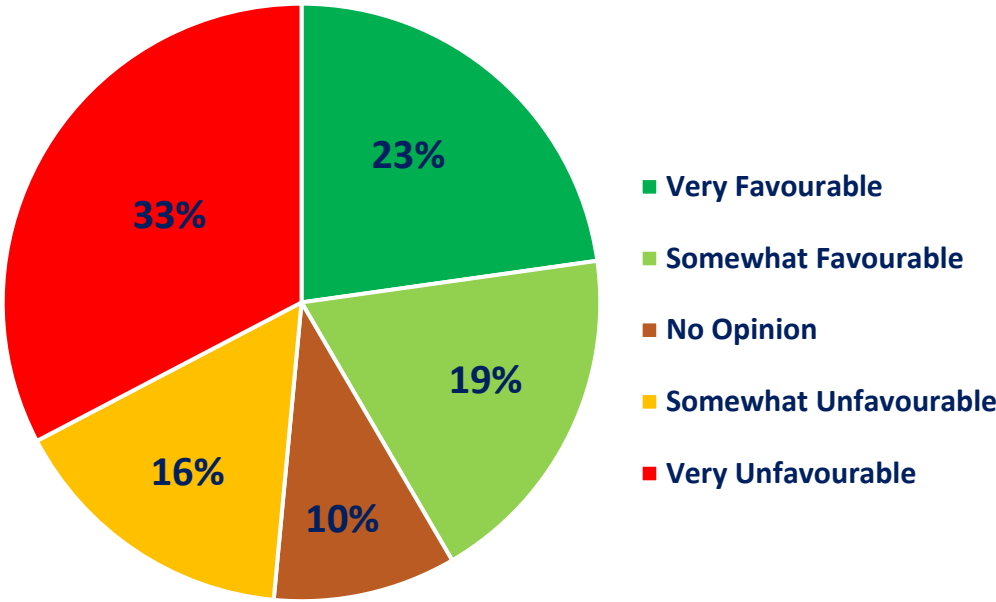


Interviewee	Comment
Selwyn House (male) –non-parent	We've already made too many accommodations for cyclists as it is, it's becoming practically impossible to get around Westmount or anywhere in the city because of all the lane reductions. And who's to say that a kid won't get hit by someone driving their bike dangerously? You seem them all the time, in and out of the designated lanes and on the sidewalks.
ECS (female) – parent	I'm not a fan of that for here. I like the accessibility in front of the school, I like to be able to pull in and park and I think it would be very difficult to have a bike path running in front of the school when there are so many cars coming in & out.
The Study (female) –parent	Rather than reducing parking for cars, bikes should be rerouted during drop off and pick up times. This will create another element of confusion, possibly.
Villa St. Marcelline (female) -parent	Traffic, the streets are already small - that would be dangerous for both the cyclists and the motorists.
Westmount Park (male) – parent	I am very favorable because we have to leverage the use of bikes and less cars.
Westmount Park (female) –parent	In theory it's good idea, but I know people need parking in the area too. I am pro-bike as opposed to cars, but that being said, there need to be limits and typically cyclists do not obey stop signs which does make it really dangerous for people, around the park especially.
Akiva (female) – parent	It's already a zoo finding trying to find parking in the morning and the afternoon. With cars coming in both directions, it often comes to a complete standstill. I can't imagine what I would do for picking up and dropping off my kids if parking availability were to be cut back.
Westmount Park (female) –parent	I believe bikes are the future and we have to remove cars from the streets, more from this neighborhood.
ECS (male) –non-parent	Dangerous, it would create more mess. We need to find a balance between cyclists and motorists.
St Leon (female) –non-parent	Teachers and others who work really need the car park/parking. It is complicated.
Westmount High (female) –parent	I would say more of bike paths because it's better for the environment.
Selwyn House (female) – parent	There are already not enough spots to park, this will just make things worse. And some of the people on bicycles are easily as dangerous as any car, the way they fail to stop at stop signs and go zooming along.
Akiva (male) – non-parent	I'm not personally affected but looking at the number of cars going in both directions on this street in the morning and the afternoon, I can't imagine how safety would be improved by removing parking. What's a parent going to do, drop their kid off while their car is still moving?



Favourability To Implementing “School Streets” (Moveable Gates)

Q. How favourable are you to Implementing a “school street” on eligible streets surrounding schools, excluding the same main thoroughfares or emergency routes mentioned previously. A “school street” means that the block in front of schools would be closed with a moveable gate every morning and afternoon at drop-off and pick-up times. An adult flag-person would be on site at these times to allow emergency vehicles and motorists residing on the street block to enter, whereas parents and their children would enter by foot or bike.



Net Favourable: 42%
Net Unfavourable: 49%

Net Favourability Differences To Note:

- Non-parents 48% > parents 39%
- Parents of unaccompanied children 47% > accompanied children 36%
- Men 48% > women 39%
- Westmount residents 47% > non-residents 33%
- Car primary non-winter mode of transport 44% < non-car 57%
- St. Leon 54% > Villa Ste Marcelline 36% & Selwyn 36% & Akiva 33%

Qualitative Outcome:

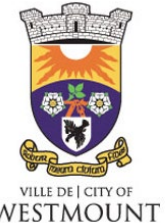
Net Favourable: 46%
Net Unfavourable: 41%



School Street Creation - Representative Comments

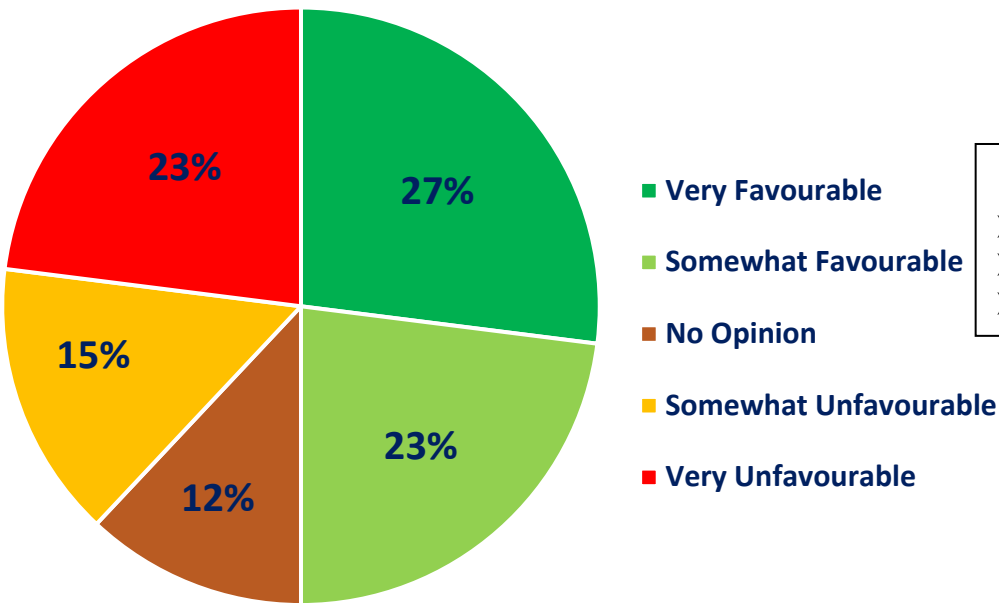


Interviewee	Comment
Ecole Internationale (male) – parent	It's good idea. Kids are always crossing the road to get to these green spaces so I think closing it is a good idea.
St. George's (male) –parent	But people would still have to leave their cars to walk their kids into school. Wouldn't this just result in displacing the parking problem to down the road?
The Study (male) –parent	It works for me, I don't mind walking a few additional meters, I just need somewhere legal to park. We have to park somewhere and then we have to go there (for pick-up). The morning time is fine, always an empty spot, everyone is just dropping their kids off and then leaving right away - but the afternoon might be more of a problem with people sitting in their cars waiting for longer periods of time.
Villa St. Marcelline (female) –parent	With so much traffic in the morning, that would be really difficult to do, it would make things too complicated - the streets are already too small. Make a spot where people can make U-turns - drop the child then do a U-turn, it would be more fluid.
Westmount Park (female) – parent	I'm very favourable to this idea. There is a really big problem on Kensington and at Melville and de Maisonneuve, and Metcalfe and Maisonneuve with people not stopping at all in the morning, and running red lights during school hours.
St. Leon (female) – parent	Our children's safety should be the first priority, and this sounds like it would really reduce the chances of any of them getting hit by a car.
Akiva (male) – parent	On the one hand it sounds good in theory, kids will be safer for sure. On the other hand it sounds like a lot of moving parts between equipment and people. Logistically it really doesn't sound feasible. I think the one way street idea makes a lot more sense.
Ecole International (male) – non parent	A gate will close off access to the street? No, I'm against this, it does not make sense to close the street.
Villa St. Marcelline (male) – parent	It would encourage the schools to move to transport in transit like school buses rather than their parents' cars.
St. Leon (male) – non-parent	This is a primary school, with young kids running around everywhere. If this reduces the chances of them getting hit by a car I'm in favour of it.
Selwyn House (female) – non parent	So now we are going to invest in gates and staff to operate them? Where is the money going to come from? More tax Increases? Is there really such a big problem that we need to throw more money at it?
Westmount Park (female) – non parent	Good idea to slow traffic down. It would make the area a lot more livable.



Favourability To Reconfiguring Certain Streets To One Way

Q. How favourable are you to reconfiguring certain streets surrounding schools to one way, excluding for the most part the following thoroughfares or emergency routes: The Boulevard, Ste Catherine Street, Sherbrooke Street, Ch Côte-St-Antoine, and Clarke. This reconfiguration may have the side effect of increasing motorists' travel time by up to 2-5 minutes.



Net Favourable: 50%
Net Unfavourable: 38%

Net Favourability Differences To Note:

- Men 58% > Women 47%
- Car primary non-winter mode of transport 28% < non-car 52%
- Villa Ste Marcelline 57% > Akiva 42%

Qualitative Outcome:

Net Favourable: 56%
Net Unfavourable: 31%



One Way Street Reconfiguration - Representative Comments



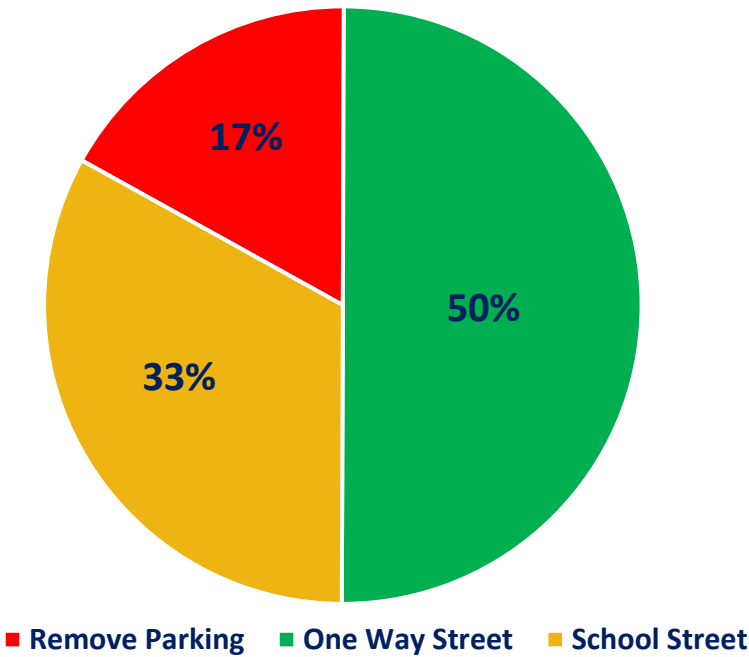
Interviewee	Comment
Akiva (male) – parent	It's long overdue on this street, cars are at a standstill with accidents nearly happening every day.
ECS (female) – parent	I'd prefer not, there is too much construction and traffic already.
St Leon (female) - parent	I love this idea, it would really make life easier, not to mention safer for the kids. Please make it happen!
St. George's (male) –non-parent	We would just be directing the traffic elsewhere...creating a problem for someone else.
The Study (male) –parent	That would be great. This street can be just for dropping-off or pick-up, that would be an option.
Selwyn House (female) - parent	Argyle absolutely needs to be a one way down towards Sherbrooke street. The traffic on the street in the morning especially is insane, it's a miracle there haven't been any accidents or injuries already.
Akiva (female) – non-parent	I think that makes a lot of sense, especially here where the street is not wide enough to accommodate two way traffic when it is busy.
Westmount High (female) – parent	I think that's very favorable. It's a good way of slowing traffic. Since I walk everywhere, Montreal is a walkable city and Westmount is very walkable, I'm in favor.
Westmount Park (female) – non-parent	There are already one-way streets, it will increase traffic if they do more. Already enough traffic as it is.
The Study (female) –parent	I think that would create more issues than solve anything. It's already very difficult for people to get in and around here and to close off access to cars would only create more issues.
Villa St. Marcelline (female) –non-parent	Yes, that would be a good idea – though maybe not all day, just when school starts and ends?.
ECS (male) -parent	One way streets would be much safer for cars and pedestrians. It is difficult to navigate on streets that are narrow, often you have to stop on the side to let oncoming cars go past. In winter is a nightmare.
Selwyn House (male) – non-parent	Argyle Street is a 2 way street but with parking on both sides it only allows for 1 way traffic, which causes a lot of congestion and aggression. I see people honking at each other in front of young children walking to school all the time. It should really be just a 1 way street.



Favoured Proposal



Q. If you had to select just one of the above proposals under consideration, toward which would you be most favourable?



Favourability Differences To Note:

One Way Street

- Parents of accompanied children 57% > unaccompanied children 40%
- Women 52% > men 44%
- Non-Residents 57% > Westmount residents 45%
- Car primary non-winter mode of transport 58% > non-car 42%

School Street

- St. Leon 54% > all other schools
- Car primary non-winter mode of transport 28% < non-car 40%

Remove Parking

- Parents of unaccompanied children 22% > accompanied children 14%
- Westmount residents 20% > Non-residents 14%
- The Study 20% & Villa Ste Marcelline 20% & Selywn House 18% > Akiva 7% & St. Leon 4%



IN SUM



The current research was undertaken to provide perspective on perceptions with regard to school safety and favourability to three proposals under consideration by the City of Westmount.

Key learnings are as follows:

- Amongst the three proposals, the reconfiguration of certain streets to one way only was the sole one favoured by more than actually expressed opposition to it. Given the choice between the three, the largest proportion of respondents opted for this proposal.
 - Respondents were least favourable of all to the notion of reducing parking to increase bike paths in and around Westmount's schools. Qualitative commentary from respondents interviewed onsite suggests that an important element underpinning antipathy to the proposal is the sentiment that the City already has sufficient bike paths, and that cyclists themselves are too often hazardous to public safety.
 - Concern with regard to the implementation of school streets in certain locations was anchored primarily in logistical / feasibility as well as cost concerns as opposed to rejection of the idea as a means of increasing safety.
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APPENDIX

Crosstabulations