CanTRAC Survey Report Briefing

Moncton Survey Report

Purpose Of The Note

This briefing note provides an overview of the Moncton Canada Travel Activity (CanTRAC) survey, developed by the Dalhousie Transportation Collaboratory (DalTRAC). It outlines the survey's objectives, methodology, and key findings related to travel behaviour in Moncton, New Brunswick.

Specifically, the briefing note:

- Summarizes the survey's purpose and development;
- Describes the methodology used to collect and analyze data on residents' travel patterns, lifestyle choices and transportation preferences; and,
- Highlights insights into residents' willingness to adopt electric vehicles (EVs) in the future.

This briefing note is intended to support transportation engineers, planners, and policy makers in making informed decisions regarding infrastructure planning and transportation initiatives in the City of Moncton.

Key Observations

- The Moncton CanTRAC survey collected responses from 314 households between November 2023 and February 2024.
- Due to similarities to the 2021 Canadian Census, the Moncton CanTRAC survey sample is considered representative of the population.
- The data reveals residents' autocentric travel patterns focused on peak hour commuting. Individuals took on average 3.3 trips per day, with 70.1% of those trips made by personal vehicle. Of these, 57.9% involved a single occupant.
- The average one-way trip was 5.5 km, with 42.2% of trips being less than 2 km, and 87.1% of trips lasting less than 30 minutes.
- The data reveals on average 1.34 vehicles and 1.38 bicycles per household.

Project Description

The 2023-2024 Moncton CanTRAC survey was conducted to examine how Moncton residents travel, live, and view the emergence of EVs as a transportation option. The survey builds on the Nova Scotia Travel Activity (NovaTRAC) Halifax survey, previously implemented in Halifax by the Dalhousie Transportation Collaboratory (DalTRAC) in partnership with the Halifax Regional Municipality.

The resulting data is intended to support evidence-based transportation planning and infrastructure development in the City of Moncton.

Context

The survey examined Moncton residents' travel choices and behaviours following the COVID-19 pandemic to identify emerging trends. During the pandemic, daily commuter numbers in Canada dropped by 2.8 million people between 2016 and 2021 (Statistics Canada, 2022), reflecting widespread shifts such as increased teleworking and changes in shopping habits. The findings provide the City of Moncton with critical data to support evidence-based planning and investment in transportation infrastructure and services.

Methodology

DalTRAC developed the survey using a computer-assisted web interviewing (CAWI) instrument. The questionnaire collected socio-demographic information, travel choices and preferences, and weekday travel behaviour. The survey included lifestyle and policy preference questions, offering a greater understanding of electric vehicle interest and adoption.

The survey was conducted over one phase:

- **Social media sampling:** Meta Ads were utilized to target individuals within an 11-mile radius of central Moncton. This sampling method reached 9 153 Moncton residents. Sampling was conducted between November 2023 and February 2024.

The City of Moncton also promoted the survey on their social media platforms, along with the city's public engagement platform Let's Chat / Jasons Moncton.

DalTRAC obtained ethics approval for this nationwide survey from Dalhousie University, ensuring responses remained anonymous. DalTRAC provided incentives for completing the survey by giving respondents a chance to win one of eleven VISA gift cards.

Survey Statistics

A Total of 314 households responded to the survey during the social media sampling phase. This included 480 individuals and 1 771 recorded trips. 100% of responses were collected through web-based entries.

Survey Results

Key survey findings to inform future infrastructure investments include:

- **Travel Patterns:** The data shows autocentric travel patterns, with cars being used for 70.1% of trips. The highest trip volumes occurred during the morning (6:00AM to 9:00AM, 26.1%) and afternoon (3:00PM to 6:00PM, 32.5%) peak periods. 61.2% of all trips were made alone.
- **Transport Mode Use:** Cars were used for 66.5% of morning and 70.8% of afternoon peak trips. Walking was second, making up 15.2% of all daily trips, with its highest mode share during the midday period (9:00AM to 3:00PM, 19.0%), as illustrated in figure 1. Women made more trips by car (73.5% vs. 69.5%) and public transit (6.6% vs. 6.4%), while men made more trips by walking (15.3% vs. 13.8%) and cycling (3.3% vs. 1.3%). Additional findings include comfort using public transit (49.8%), discomfort using carpooling/rideshare services (44.6%), and preference for walking over driving (48.9%), which shows the importance of continued implementation of the Moncton Active Transportation Plan (2022).

Survey Results Continued

- **Pandemic Travel Response:** The COVID-19 pandemic influenced travel behaviours, with 69.5% of respondents favouring flexible work schedules, 67.5% preferring in-person activities, and 37.9% opting for in-person shopping.
- **Electric Vehicle Interest:** Nearly half (48.0%) of respondents showed interest in purchasing an EV in the next five years. Respondents highlighted EV disincentives like purchase price (33.2%), not enough public charging stations (19.4%), and insufficient driving range (12.3%). Respondents highlighted purchase rebates (23.7%), home charging station installation discounts (16.4%), and public charging stations along highways (15.6%) as incentives for EV purchases.

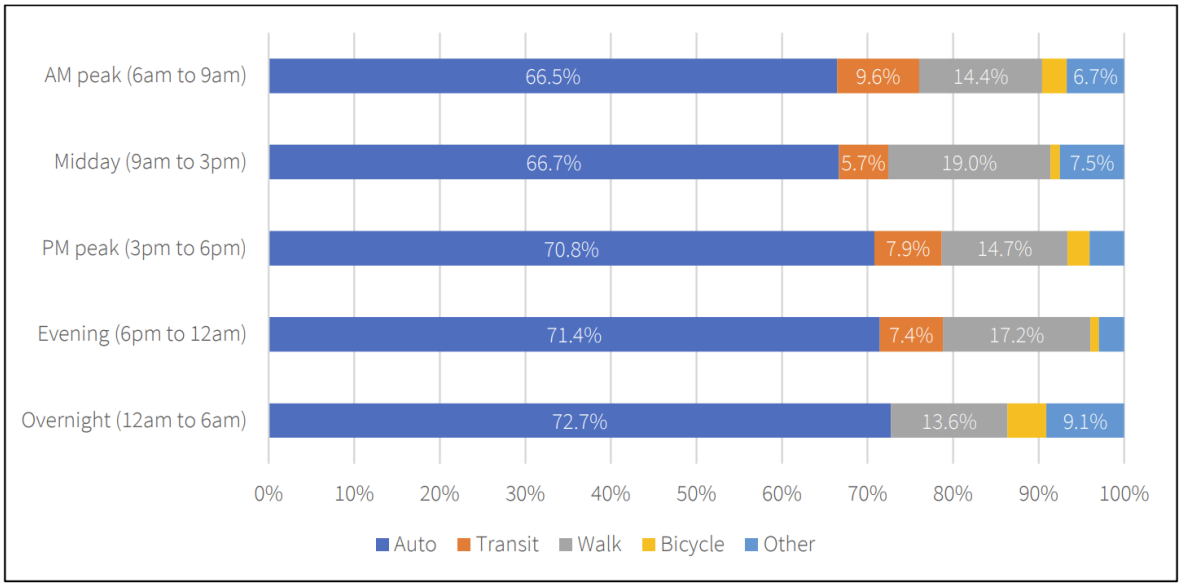

Figure 1: Distribution of travel modes by time of day.

Conclusion

The COVID-19 pandemic significantly altered travel behaviour in cities, accelerating trends such as online shopping, teleworking, and hybrid work arrangements. In Moncton, New Brunswick, these shifts have changed how residents move through the city and use its transportation system. While mode share is still dominated by private vehicle use, the high share of walkers in the city shows the comfort and convenience of walking. To encourage a shift towards a more diverse mode share, greater investment in enhancing and expanding the active transportation infrastructure in Moncton is crucial. The base support and future interest in this investment is shown through the CanTRAC survey, indicating that the time to invest in this infrastructure is now.

DalTRAC's Moncton CanTRAC study provides valuable insights into current travel habits and residents' willingness to use an electric vehicle in the future. These findings can help the City of Moncton align future transportation infrastructure investments with evolving mobility patterns and support climate action objectives.

References

Statistics Canada. (2022, November 30). Has the COVID-19 pandemic changed commuting patterns for good? https://www150.statcan.gc.ca/n1/daily-quotidien/221130/dq221130c-eng.htm.

About DalTRAC and CART Network

Dalhousie Transportation Collaboratory (DalTRAC) is a multi-disciplinary research facility dedicated to the advancement of transportation engineering and planning research and practice at Dalhousie University in Halifax, Nova Scotia. The research unit aims to contribute to transportation studies, planning, and analysis at local, regional and national levels.

The Climate Action Research for Transportation (CART) Network is a multi-university, multidisciplinary team of researchers and academics working to advance climate action in the transportation sector. The network focuses on the quantification of greenhouse gas (GHG) emissions at the municipal level and is supported by Environment and Climate Change Canada.

CART was initiated by DalTRAC to support cross-institutional research on transportation and climate action. It brings together expertise from civil and resource engineering, urban planning, computer and data science, and risk management to inform evidence-based transportation planning and climate policy across Canada.

Further Reading

For additional technical reports and research conducted by DalTRAC, please visit the DalTRAC research webpage at https://www.dal.ca/sites/daltrac/research.html.

Contact

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