190 RICHMOND ROAD

CONSULTATION REPORT

Conducted by Milieu Technologies Ltd.
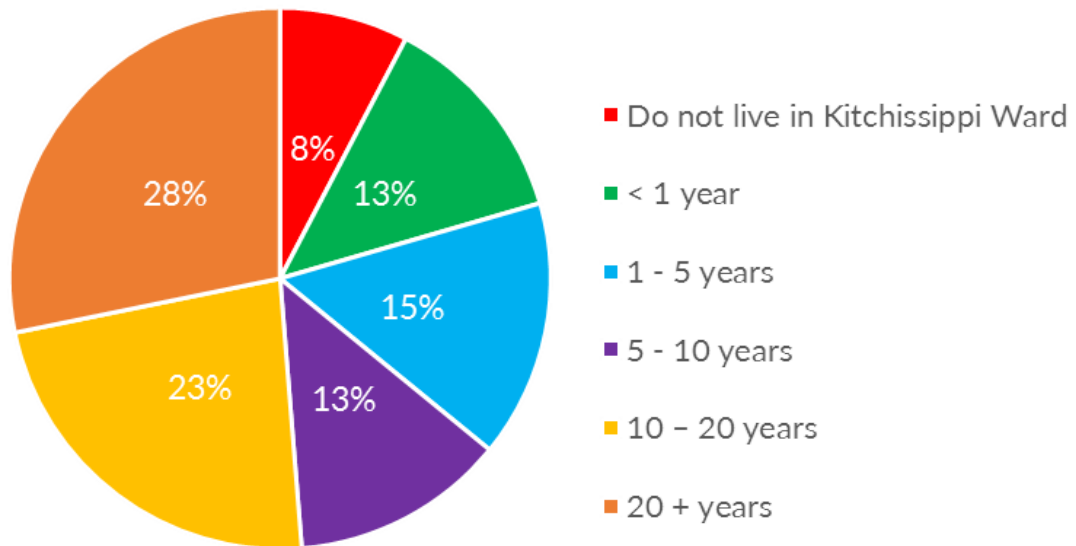For Ottawa City Councillor Jeff Leiper

CONTENTS

SUMMARY OF RESULTS

Overall this consultation reached 65 participants, 39 from survey comments and 24 from web comments. A total of 3,297 sessions were logged on www.milieu.io during the course of this consultation with 738 unique page views on the 190 Richmond Road development site.

WHERE WAS THIS STUDY PUBLICIZED?

The study was published online at www.milieu.io as a survey. The survey was circulated in Councilor Jeff Leiper's newsletter to his constituents. Participants and other Milieu users could also leave comments on the development site page.
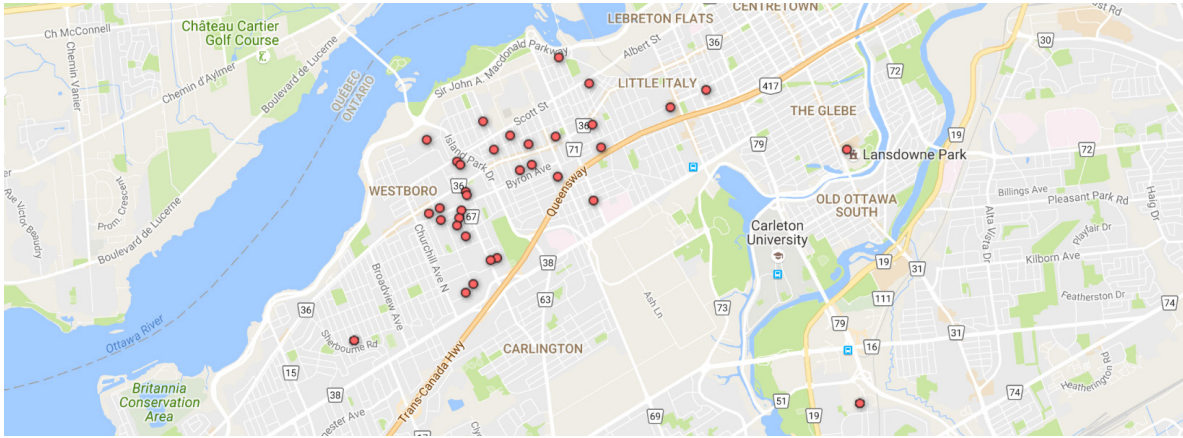
DEMORGRAPHICS FROM SURVEY DATA

Pie chart legend:
- Do not live in Kitchissippi Ward
- < 1 year
- 1 - 5 years
- 5 - 10 years
- 10 – 20 years
- 20 + years

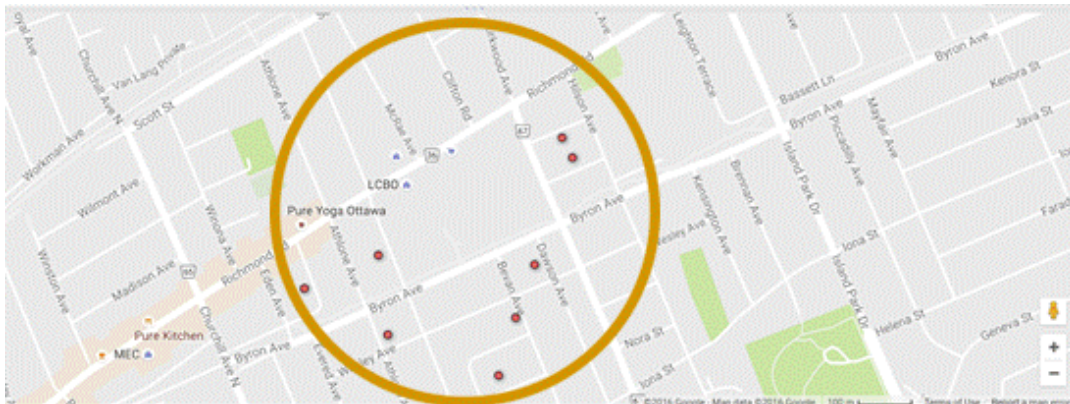Pie chart values: 8%, 13%, 15%, 13%, 23%, 28%

0 4

MAP OF SURVEY RESPONDENTS

The majority of the participants for this study resided in the Westboro and Wellington West areas of the Kitchissippi Ward. Over half of participants reported to have lived in this area for over 10 years.
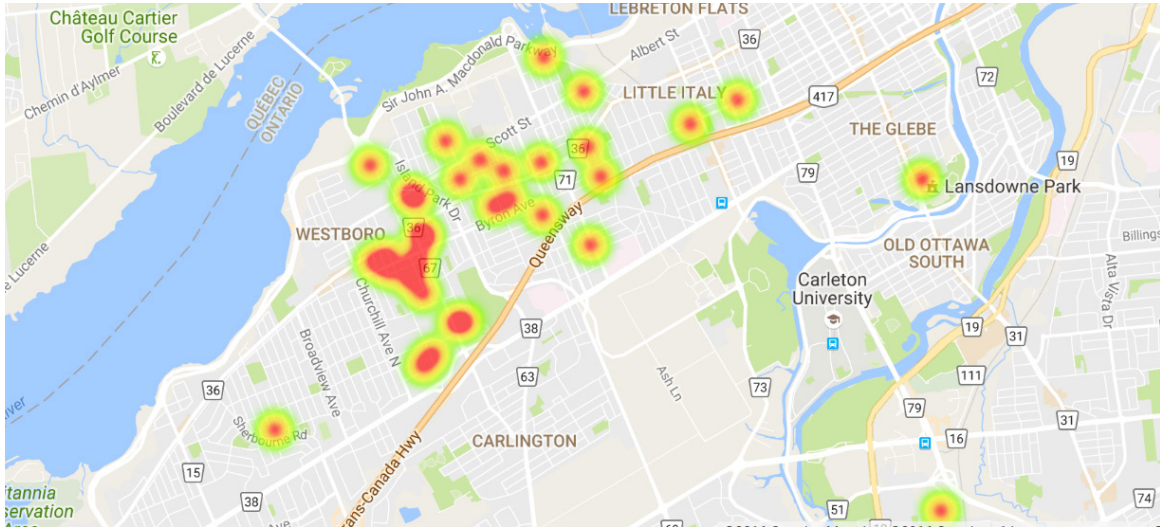

18% of participants were within a 300 metre radius of the development site.

HEAT MAP OF RESPONSES

TYPES OF ANALYSIS

EXPLICIT METRICS

Explicit metrics are defined as measures of public sentiment derived from explicitly asked questions in a survey. In this particular survey, residents were asked their approval or disapproval rating about the 190 Richmond development on a Likert-type scale of 1 (strongly disapprove) to 5 (strongly approve), as well as reasoning their approval through text comments.

IMPLICIT METRICS

Implicit metrics are defined as measures of public sentiment derived from performing text analysis on open comments solicited by users on Milieu.io.

SENTIMENT & CONTROVERSY

Explicit sentiment was calculated from Likert-type data as a weighted function of the median and the skew of the distribution.

Controversy was calculated from Likert-type data was a weighted function of the standard deviation and the kurtosis. The legend for Sentiment and Controversy is given below.

Sentiment and Controversy Legend
This table outlines the ranges and meaning for sentiment and controversy values.

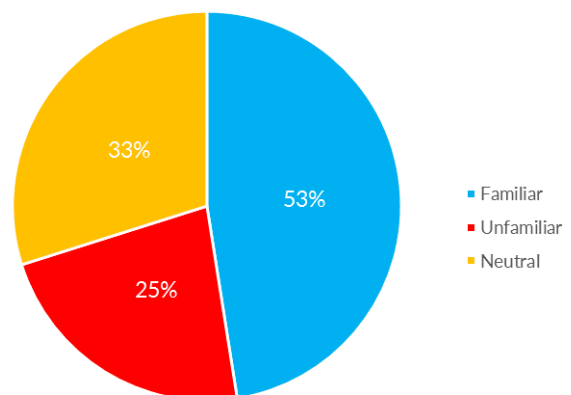| Sentiment Range	0 − 25%	25 − 50%	50 − 75%	75 − 100%
Interpretation	Strong Disapproval	Disapproval	Approval	Strong Approval
Controversy Range	0 − 25%	25 − 50%	-0 − 75%	75 − 100%
Interpretation	Little Controversy	Slight Controversy	Moderate Controversy	Extreme Controversy

TEXT ANALYSIS

Implicit Sentiment and Emotion were calculated by identifying key words in unstructured comments. Using IBM Bluemix's Alchemy API, text was read and interpreted in a similar manner to the human mind. First, a Bag-of-Words function was used to tally the keywords from text comments. Then, the Alchemy API was trained on the keywords to return targeted sentiment, based on major topics of discussion. Finally, the Alchemy API was used to analyze the emotional content of comments.

EXPLICIT DATA -- SURVEY RESULTS

Q1: FAMILIARITY WITH THE DEVELOPMENT
LIKERT-TYPE SCALE DATA

Overall, 53% of participants felt they were familiar with the development. Of this 53%, 9% lived within a 150 metre radius of the development site. 25% of participants felt they were unfamiliar and 33% were neutral (n=39). Familiarity was 24% controversial, meaning there was little controversy in accordance with the Controversy legend.

- Familiar
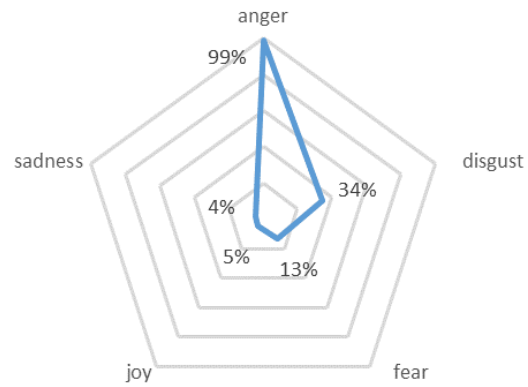- Unfamiliar
- Neutral

53%
25%
33%

Q2: NEGATIVE COMMENTS

Participants were asked to state a negative thing they knew about the development in Question 2.

As expected, negative comments produced a negative sentiment (-13%).

Negative comments elicited emotions that were negative, such as Anger (99%) and Disgust (34%).

Negative Comments' Emotions
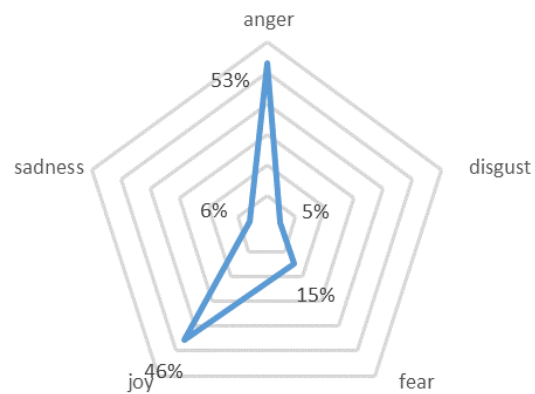
anger
99%
sadness
disgust
4%
34%
5%
13%
joy
fear

Q3: POSITIVE COMMENTS

Participants were asked to state a positive thing they knew about the development in Question 3.

Also as expected, positive comments produced a positive sentiment (+23%).

Positive comments predominantly expressed Anger (53%) and Joy (46%).

Positive Comments' Emotions

anger
53%
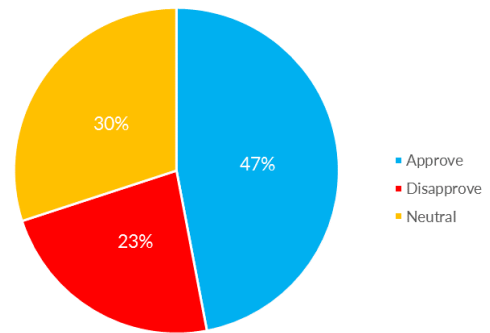sadness
disgust
6%
5%
15%
joy
46%
fear

Q4: OVERALL APPROVAL/DISAPPROVAL LIKERT-TYPE SCALE DATA

Overall, there was 47% approval, 23% disapproval and 30% undecided regarding the 190 Richmond Road development (n=39).
However, Sentiment was 65.4%, meaning that it fell within range of approval. Controversy was 56.5%, which means that it fell within range of moderate controversy.

- Approve
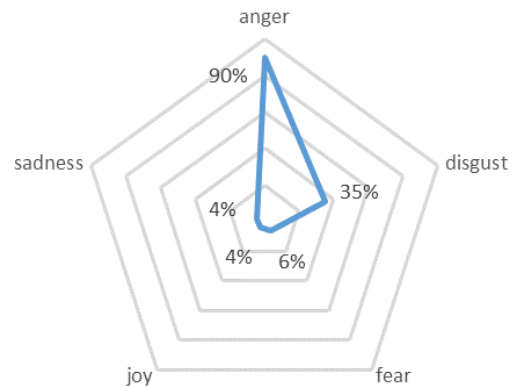- Disapprove
- Neutral

TEXT ANALYSIS

In Question 4, participants were asked to express the reasons for their approval or disapproval in words.

Overall, the comments for Question 4 had a positive sentiment (+28%).

Emotional scores for Question 4 predominantly expressed Anger (90%) and Disgust (35%).

Approval/Disapproval Emotions

EXPLICIT DATA -- SURVEY COMMENTS

The general trends indicated that citizens are supportive of the 190 Richmond development, as long as (1) the development site is used for retirement living and (2) there are measures put in place to control additional traffic coming through, including parking

WHAT DID PEOPLE SAY IN THE SURVEY?

Seniors--Positive Sentiment

Targeted sentiment was run on survey comments. Keywords that referred to seniors, such as " senior housing ", " old folks home " or "senior living space" returned positive sentiment scores. Similarly, there was negative targeted sentiment toward "real estate office" as an alternative operation.

> "My approval would again hinge on the REAL requirement for senior living in the area - and that it be truly affordable to seniors."

Traffic -- Negative Sentiment

It was expressed that the current traffic on Kirkwood and Byron is heavy, and that the development would make the intersection dangerous. Thus, negative sentiment scores were found for " traffic " and " major additional traffic ".

> "I'm not opposed, but would like to see some concerns addressed - my kids attend Hilson Public school and walk that area frequently, so more traffic is a big concern. A bit out of scope, but there should be a crossing guard at that intersection in the morning."

> "I hope traffic measures are put in place so that there is not a build up of cars turning into the superstore/apartment/new retail development on Kirkwood"

Parking--Negative Sentiment:

Another concern from the survey comments was the amount of parking provided for the new development. However, the use of open space and the proximity to the Loblaws grocery store was considered an asset, especially for seniors.

> "[...]insufficient underground parking may cause overflow to side streets; accessibility through current open area in south fence"
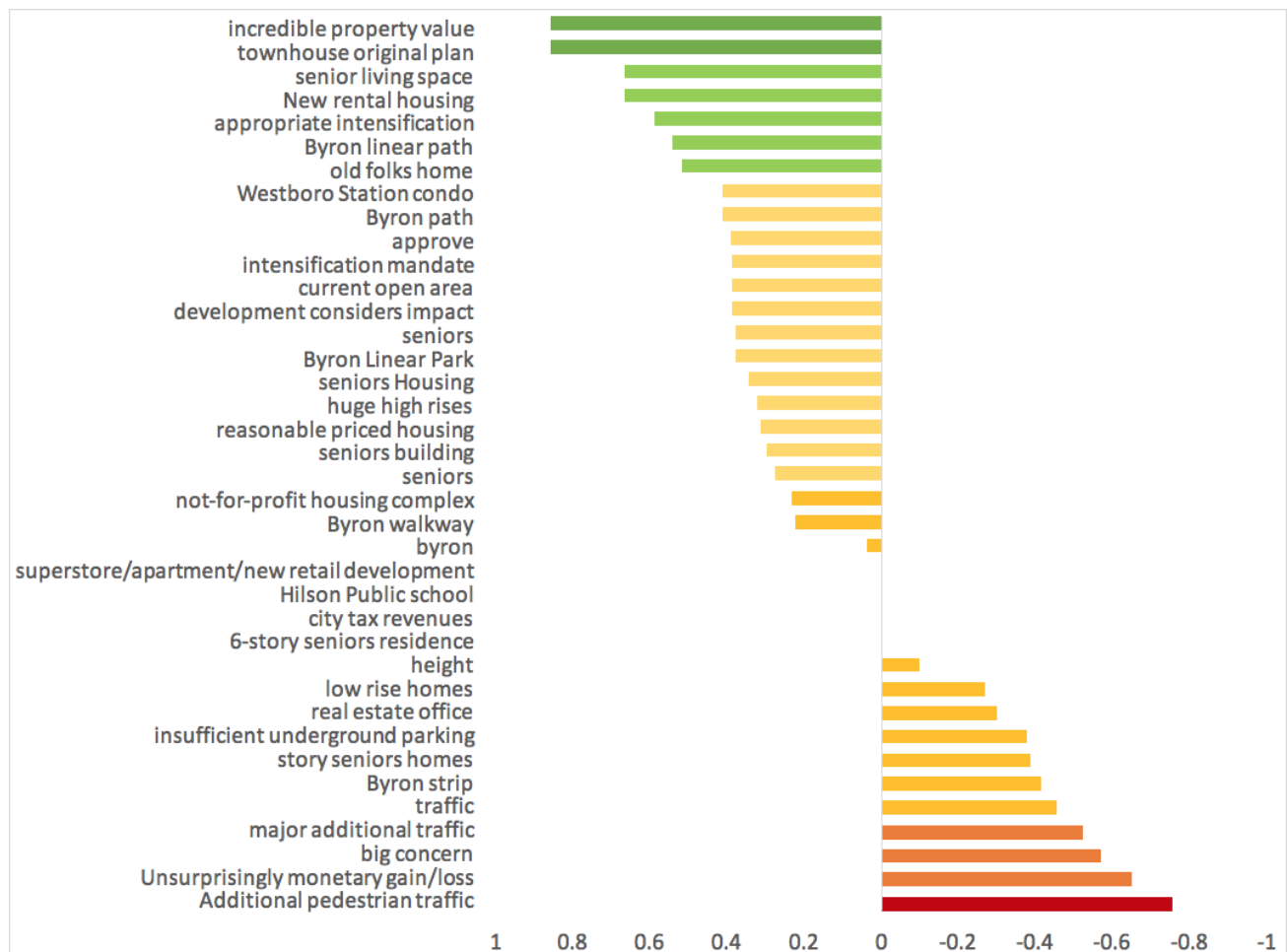
Building Height -- Negative Sentiment

There was a negative sentiment toward the height of the building, with some participants saying the height did not match that of the surrounding houses and buildings in the Westboro neighbourhood. However, there were comments expressing positivity towards the intensification and the density of the building.

"Property was set aside for low rise homes, not a massive 2-towered 6 story development."

"Yes - the current open area is an eye sore and this meets intensification mandate for westboro"

Below, targeted sentiment for keywords in survey comments is shown, where the x-axis represents the targeted sentiment towards a particular keyword on the y-axis.

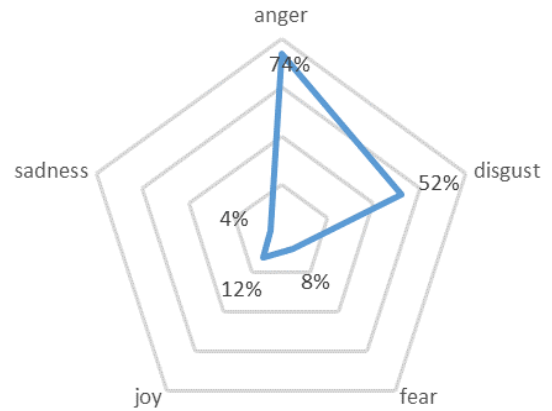*Targeted Sentiment -- Survey Comments*

IMPLICIT DATA -- WEB COMMENTS

OVERVIEW

Implicit text analysis was performed on web comments from the site page of 190 Richmond Road on   Milieu.io (n=24)
Web comments had a positive sentiment of 30%.
As for the emotional scores of user comments, Anger was the strongest emotion (49%), along with Disgust (34.5%).

Web Comments' Emotions

WHAT DID PEOPLE SAY ONLINE?

Like the comments from explicit survey data, the implicit analysis showed approval, under certain conditions. Below shows targeted sentiment for keywords in web comments, where the x-axis represents the targeted sentiment towards a particular keyword on the y-axis.

Target Sentiment -- Web Comments