

# Hockey and Melnyk Fading from Public Priorities for LeBreton

*No Desire to Go Back to Square One*

*March 1, 2019*



EXOS

# Methodology

- » This survey was conducted using EKOS' unique, probability-based research panel, *Probit*
- » This study was conducted online; results can be considered generalizable to the NCR's online population
- » The field dates for this survey are February 22-27, 2019
- » A random sample of 801 NCR residents aged 18+ responded to the survey
- » The margin of error for the total sample is +/- 3.5 percentage points, 19 times out of 20

# Highlights (i)

- » The LeBreton redevelopment garners extremely high attention among NCR residents
- » There are some very important shifts going on in public outlook
- » Eugene Melnyk is increasingly wearing the mantle of author of the current mess
  - The previously near equal accountability for both Melnyk and Ruddy now sees a 30-point gap with nearly 70% seeing Melnyk as 'very responsible'

## Highlights (ii)

- » 63% agree that the worst result would be for the project to be stalled indefinitely (just 15% disagree)
- » A slight – but clear – majority favour a fallback to a Trinity-Devcore partnership
  - 38% want to restart competition, but group who think stalling is worst case much larger (63% – see above)
- » Increasingly, the view is that if a hockey arena (and Melnyk) are standing in the way of the project, they should be dumped

## Highlights (iii)

- » There is a very strong desire to not lose momentum on the environmental clean-up of the site
- » The public are open to a range of other cultural and entertainment anchors for the site and increasingly don't see an NHL arena as essential

# Familiarity with LeBreton redevelopment

**Q.** In April 2016, RendezVous LeBreton Group – a partnership between the Ottawa Senators and Trinity Developments – was awarded a contract to redevelop LeBreton Flats. The proposed redevelopment includes, among other things, 4,000 housing units, park and retail space, an accessible community centre, and a new arena for the Ottawa Senators. How closely have you followed news about this project?

## February 2019



**BASE:** NCR residents; February 22-27, 2019, n=801, MOE +/- 3.5%, 19 times out of 20

## December 2018

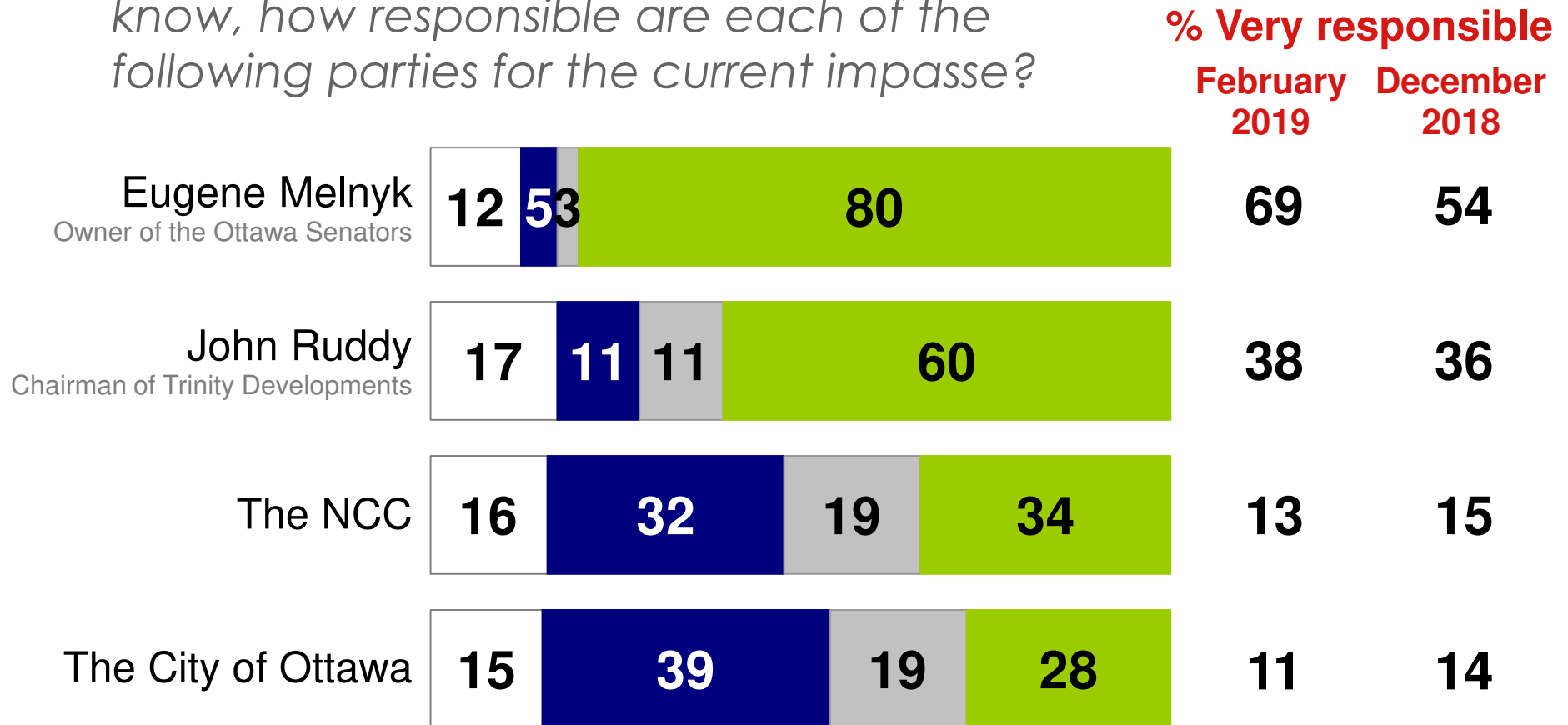


**BASE:** NCR residents; Nov. 27-Dec. 3, 2018, n=1,045, MOE +/- 3.0%, 19 times out of 20

■ Not at all   ■ Not very closely   ■ Somewhat closely   ■ Very closely

# Perceived weight of responsibility for delay

**Q.** *The National Capital Commission board has given the two companies until January to resolve their differences. Based on what you know, how responsible are each of the following parties for the current impasse?*

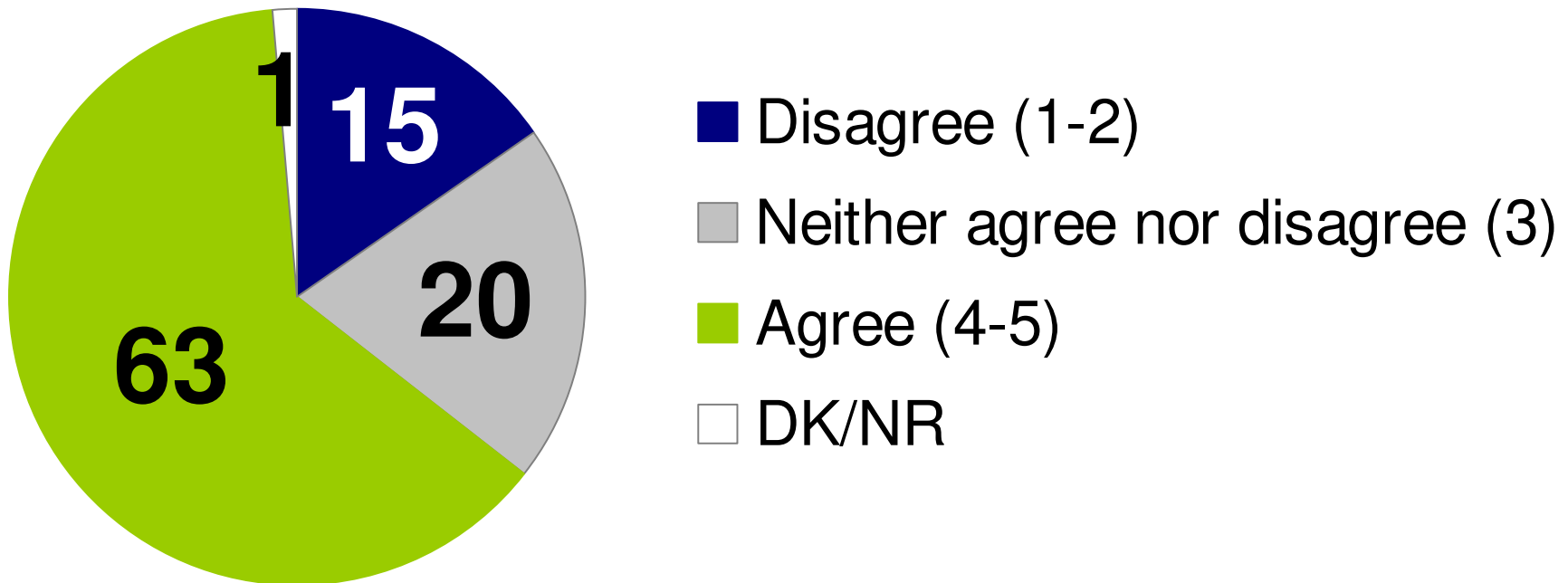


DK/NR  
  Not responsible (1-2)  
  Somewhat responsible (3)  
  Responsible (4-5)

# Importance of moving forward

**Q.** Please rate the extent to which you agree or disagree with the following statements regarding the redevelopment of LeBreton Flats:

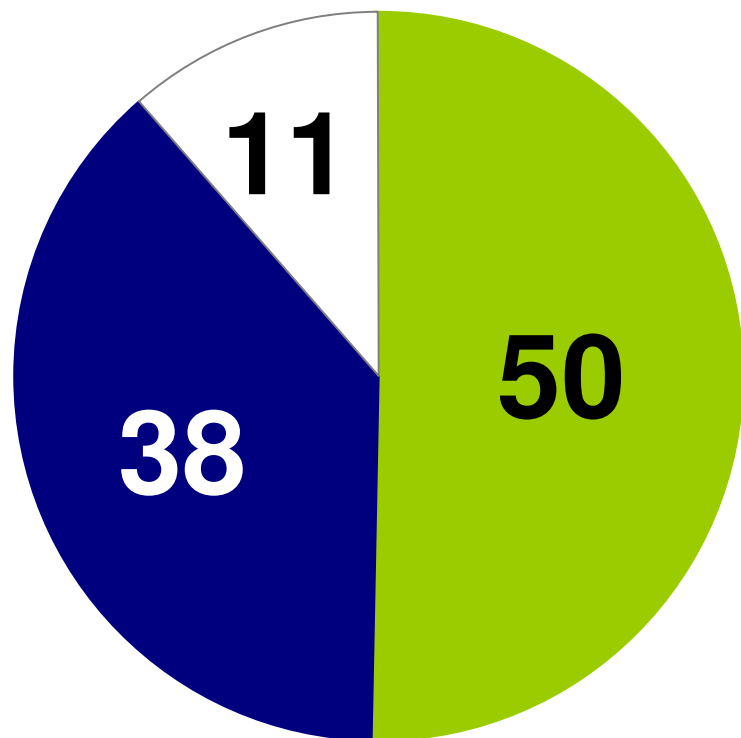
***For me personally, the worst-case scenario would be the project stalling with nothing being built in the foreseeable future***





# Preferred approach to redevelopment

**Q.** *RendezVous LeBreton Group beat out three other groups to win the contract to redevelop LeBreton Flats. If Trinity Development and the Ottawa Senators are unable to resolve their differences, how should the redevelopment of LeBreton Flats proceed?*

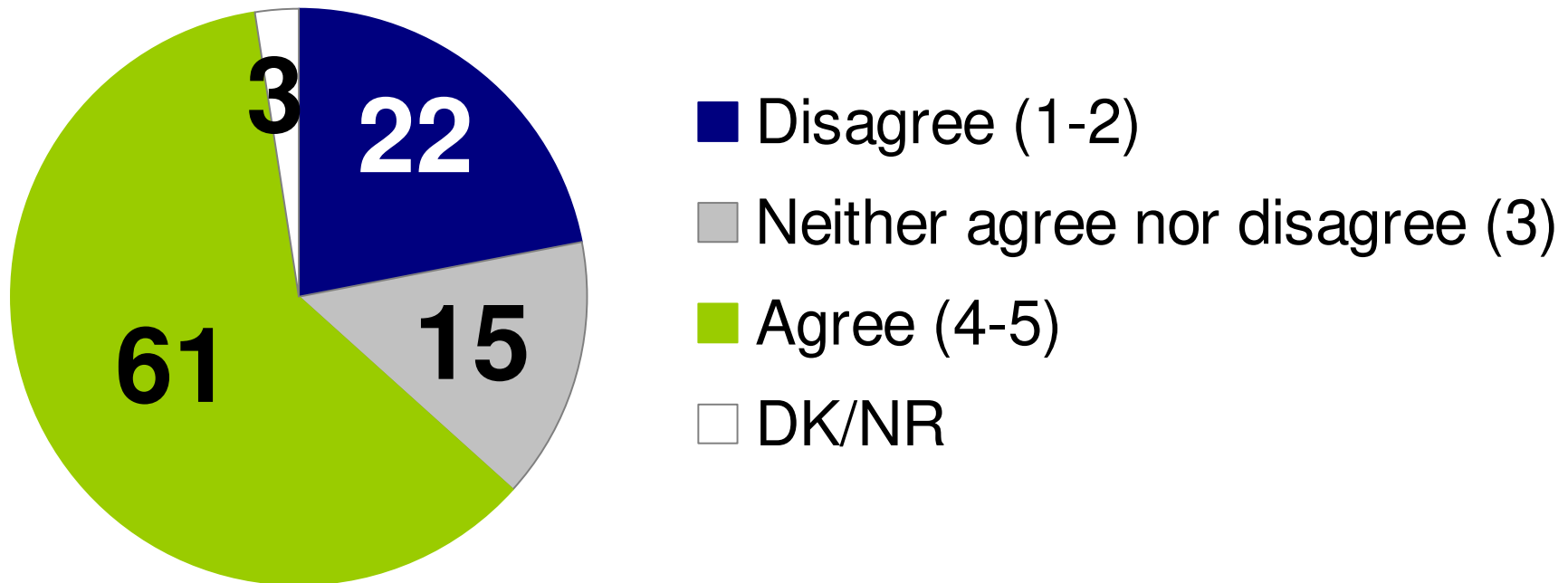


- Trinity Developments should partner with the runner-up, the Devcore Group, and should redevelop LeBreton Flats based on a merged design
- The National Capital Commission should go back to square one and start a new bidding process
- DK/NR

# Openness to scrapping arena

**Q.** Please rate the extent to which you agree or disagree with the following statements regarding the redevelopment of LeBreton Flats:

***If the new hockey arena is going to delay the redevelopment of LeBreton Flats, I would rather see something else built in its place***



# Critical nature of new arena

**Q.** Please rate the extent to which you agree or disagree with the following statement regarding the redevelopment of LeBreton Flats:

***Including a new arena for the Ottawa Senators is a critical ingredient in any proposal to redevelop LeBreton Flats***

February 2019



**BASE:** Familiar with redevelopment; February 22-27, 2019, n=772, MOE +/- 3.5%, 19 times out of 20

December 2018

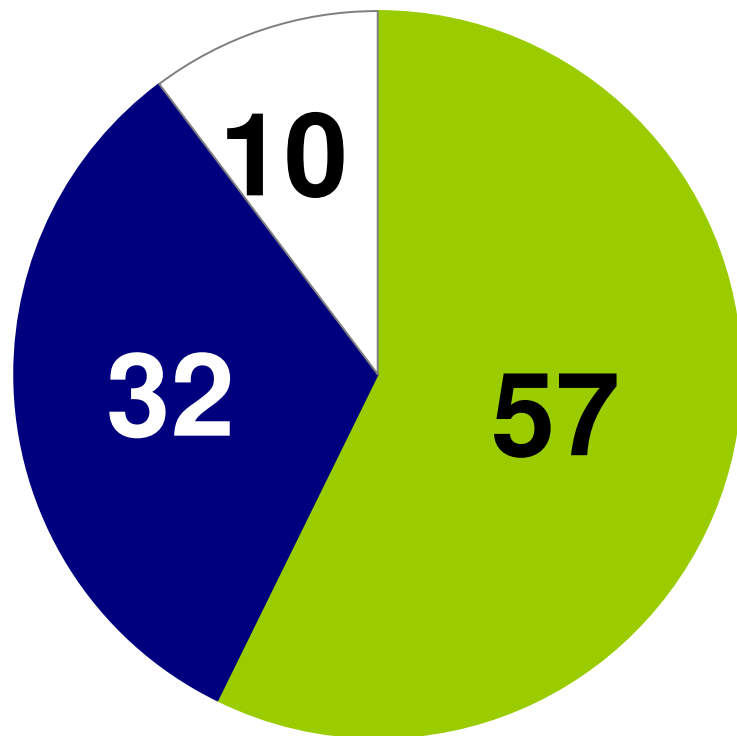


**BASE:** Familiar with redevelopment; Nov. 27-Dec. 3, 2018, n=976, MOE +/- 3.1%, 19 times out of 20

DK/NR    Disagree (1-2)    Neither (3)    Agree (4-5)

# Preferred approach if no arena

**Q.** Assuming the redevelopment proceeds without the Ottawa Senators, which of the following two options would you prefer?

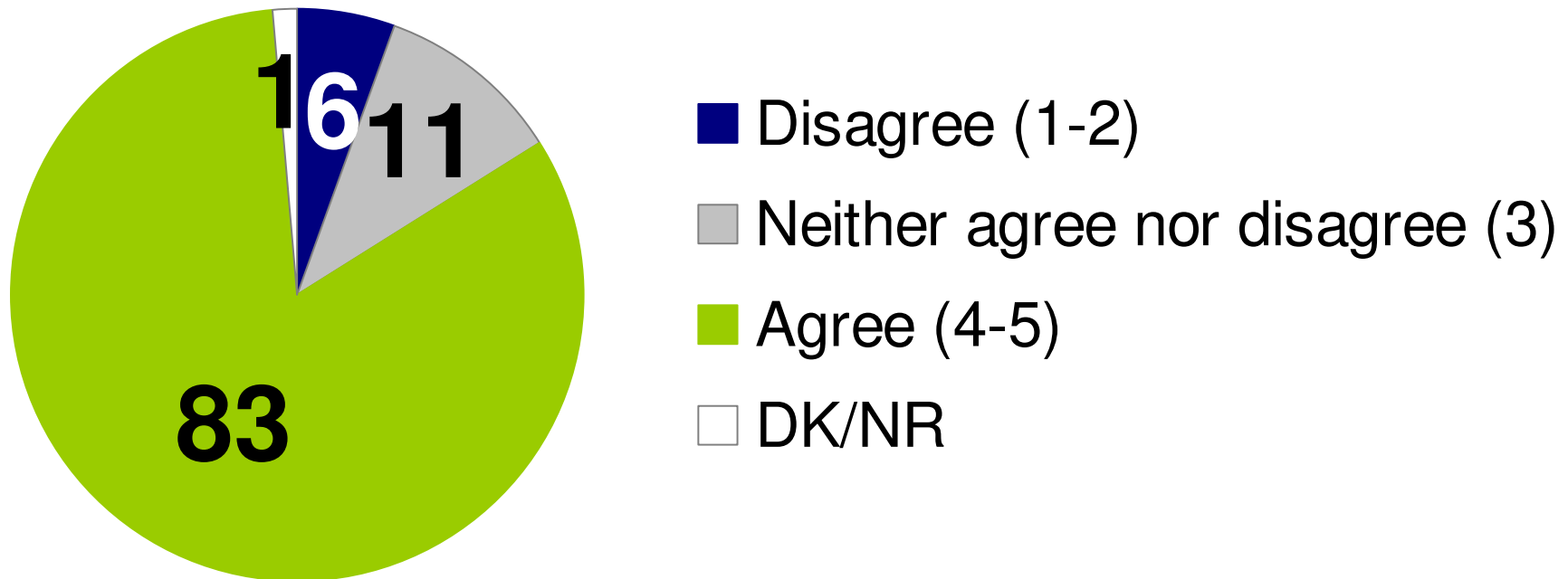


- The developer should replace the hockey arena with a different public venue, such as a national library, and aquarium, a performing arts centre, a national museum, a convention centre, etc.
- The developer should leave an empty space for a hockey arena in case a deal is struck with the Senators within the next [two/four] years
- DK/NR

# Importance of environmental cleanup

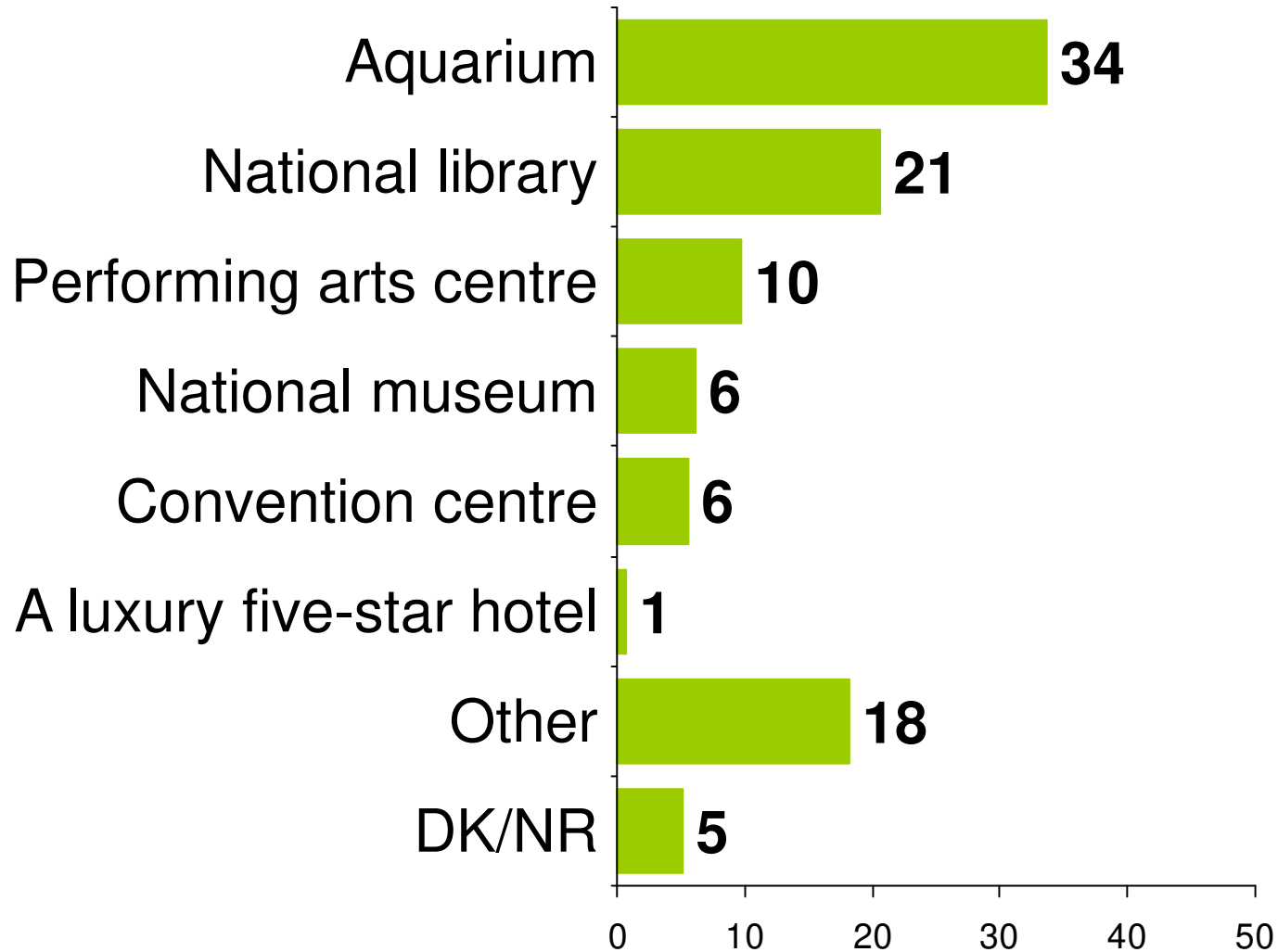
**Q.** Please rate the extent to which you agree or disagree with the following statements regarding the redevelopment of LeBreton Flats:

**Regardless of whether redevelopment is delayed, it is crucial that cleaning of soil contamination at LeBreton moves ahead as planned**



# Preferred alternate venue

**Q.** *[IF REPLACE WITH SOMETHING DIFFERENT] What would you prefer to see built in place of a hockey arena?*



# Bottom line

- » The public don't want to see this project stalled and are happy to turf both Melnyk and the NHL arena in order to move forward
- » The public are increasingly comfortable with a Melnyk- and arena-less project and prefer a combined project with Trinity and Devcore over restarting the whole process



## For more information:

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