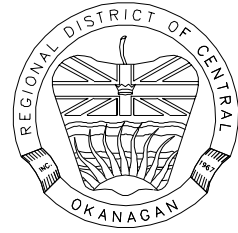




TDM SURVEY
JUNE 2000
Results Summary



BACKGROUND

Early in 2000, the Regional Transportation Committee gave direction to staff to prepare a Regional Transportation Demand Management Implementation Strategy. A March 22nd, 2000 workshop attended by local politicians provided staff with guidance regarding general directions to be explored in preparing the strategy. In the process of discussing various TDM options, it soon became clear that key pieces of information were missing. Of particular interest was further information on residents' current travel patterns and their attitudes towards alternative transportation. The TDM survey was commissioned with the intention of addressing these information gaps.

SURVEY METHODOLOGY

In mid-June 2000, Rick Appleby and Associates were commissioned to conduct a random-sample telephone/in-person intercept survey of 400 residents throughout Kelowna and the CORD Electoral Areas and to undertake the data entry of the responses. The data analysis and report were prepared by City of Kelowna staff.

Of the 400 surveys, 150 were completed by telephone. The remaining 250 surveys were completed by having researchers contact respondents at their homes.

Given the sample size, it is considered that the survey results are reflective of the opinions of the area's total population within at least +/- 5%, 19 times out of 20.

This report summarizes the analysis of the survey responses.

Frequency Tabulation

Central Okanagan Transportation Demand Management Survey (June 2000)

Transportation Options

1. How many insured motor vehicles (excluding RVs) are regularly used by your household?

- 5% None
- 32% One
- 45% Two
- 13% Three
- 3% Four
- 1% Five
- 1% Six or more

2. How many usable bicycles are in your household?

- 26% None
- 17% One
- 25% Two
- 15% Three
- 11% Four
- 7% Five or more

Household Trip Profile

3. In a typical week, how many trips (beyond your block) does your household make using each of the following modes of transportation? (a trip to and from a location counts as two trips)

- 23 Personal Vehicle (car, truck, van etc.)
- 7 Car pooling (with people from outside household)
- 6 Bike
- 7 Bus
- 7 Walking/Rollerblading
- 5 Other

4. In a typical week, how many trips do members of your household take to the following destinations (a trip to and from a location counts as two trips)

- 7 Leisure/Recreation
- 6 Shopping/Errands
- 3 Medical/Dental Appointment
- 10 School/College/University
- 4 Visiting/Volunteering/Church
- 15 Work

5. Please provide the following information on the motor vehicles used by your household.

Vehicle	Years Owned/ leased	Original Mileage (Km)	Current Mileage (Km)
1.			
2.			
3.			
4.			

(above information not suitable for detailed tabulation, please see report summary for information on averages etc.)

Personal Trip Profile

6. How long of a walk is it to your nearest public transit stop?

- 50% 0-5 minutes
- 14% 6-10 minutes
- 7% 11-15 minutes
- 18% More than 15 minutes
- 11% Don't know

7. Which of the following do you personally travel to most frequently? (check only one)

- 9% Leisure/Recreation
- 19% Shopping/Errands
- 2% Medical/Dental Appointment
- 7% School/College/University
- 3% Visiting/Volunteering/Church
- 61% Work

8. How do you typically get to the place you travel to most frequently? (check only one)

- 87% Personal Vehicle
- 2% Car pooling
- 3% Bicycle
- 5% Bus
- 3% Walking/Rollerblading

9. How far away from your home is the place you travel to most frequently? (check only one)

- 9% Less than 2 km
- 18% 2-5 km
- 32% 6-10 km
- 41% More than 10 km

10. Are you currently employed?

- 73% Yes
- 27% No

11. What part of the region do work in? (for those employed)

- 4% Airport/OUC north area
- 5% Highway 97/Reid's Corner area
- 6% Rutland area
- 12% Orchard Park/Enterprise area
- 6% Spall/ Gordon area
- 7% KGH/ Pandosy/ KLO area
- 1% Glenmore area
- 15% Downtown/North area
- 7% Westbank area
- 1% Don't work in the region
- 10% Other/Multiple Areas

Use of Alternative Transportation

12. How frequently have you used the following means of alternative transportation in the Central Okanagan over the past twelve months?

	Never	Rarely	Sometimes	Frequently	Almost Always
Public Transit	68%	16%	9%	5%	2%
Bicycle	41%	23%	24%	10%	2%
Walking/Rollerblading	25%	19%	31%	22%	3%
Car pooling (with others outside family)	59%	17%	15%	7%	1%

13. Over the past year, how have you changed the number of times you use the following types of alternative transportation?

	Increased Substantially	Increased Somewhat	Same	Decreased Somewhat	Decreased Substantially
Public Transit	3%	6%	82%	4%	5%
Bicycle	4%	14%	75%	3%	4%
Walking/Rollerblading	5%	16%	72%	4%	3%
Car pooling (with others outside family)	2%	10%	83%	2%	3%

Environmental Barriers to More Extensive Use of Alternative Transportation

14. If you could change three things the local governments could do to help you use your car less often, what would they be? (Open-ended questions, up to three answers per respondent)

- 24% General Transit Improvements
- 7% Faster Transit Service
- 22% More Frequent Transit Service
- 8% Lower Transit Fares
- 26% Transit Routes Closer to Destinations
- 6% Later or Earlier Transit Service
- 2% Rapid Transit
- 4% Better Transit Service to Schools
- 3% Reduced need for Transit Transfers
- 2% Better Weekend/Holiday Transit Service
- 3% General Cycling Improvements
- 15% More Cycling Paths
- 16% More Cycling Lanes
- 3% More Cycling Promotion
- 2% Better Cycling Facilities at Destinations
- 2% General Pedestrian Improvements
- 15% More Sidewalks
- 5% Carpool Lanes
- 1% Carpool Incentives
- 2% Carpool Promotion
- 2% General TDM Promotion
- 3% User Pay
- 3% Increase Gas Prices
- 2% Tax Incentives
- 2% Land Use Improvements
- 5% Other General Comments
- 10% Don't Know / Comments not Related to Question

Support for Government Actions

15. There are various social costs associated with reliance on automobiles. Which two of the following social costs are of greatest concern to you? [Choose only two]

- 26% Road construction/maintenance costs
- 10% Land use/space costs for roads/parking
- 55% Enviromental pollution/health costs
- 38% Accident/safety costs
- 6% Community disruption/social costs
- 49% Traffic congestion/City Image costs

16. Do you think governments should be working towards increasing the public's use of the following alternative forms of transportation?

	Yes	No	Uncertain
Public Transit	82%	7%	10%
Bicycle	77%	12%	11%
Walking/Rollerblading	73%	15%	13%
Car pooling (with others outside family)	73%	13%	14%

17. If you had the power to make decisions for local governments and wanted to reduce automobile reliance, which of the following options would you pursue?

	Yes	No	Uncertain
Provide incentives for vehicle owners to reduce use	73%	12%	15%
Increase the promotion of alternative transportation	79%	9%	12%
Focus on approving more compact urban development	38%	37%	26%
Increase parking prices	12%	82%	7%
Implement road pricing (tolls) for certain areas at certain times	13%	78%	9%
Introduce more on-road cycling lanes	81%	12%	8%
Introduce more cycling paths separate from road traffic	89%	5%	8%
Introduce new transit-only lanes on roads experiencing congestion	61%	22%	17%
Improve transit services	86%	5%	10%
Add more sidewalks	77%	10%	13%
Encourage car pooling	75%	10%	15%

Attitudes towards Transportation Alternatives

18. Please indicate how you feel about the following:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I think it is important that I use my vehicle less often.	17%	41%	26%	13%	3%
I like the idea of using alternatives to car transportation.	19%	46%	23%	9%	3%
I, personally, would like to reduce the number of times I use my vehicles.	21%	42%	20%	13%	3%
I think my employer would support my using alternative transportation to get to work.	13%	20%	46%	12%	9%
I believe that my friends think it is a good idea for people to reduce car usage.	15%	40%	37%	8%	2%
I feel knowledgeable about the impact my vehicle has on the community.	16%	57%	23%	4%	0%
I acknowledge that my use of a motor vehicle has negative impacts on the community.	20%	47%	22%	9%	3%

Willingness to Change

19. How willing would you be to change your actions in the next year to reduce the overall impact of vehicle traffic?

	Very Willing	Somewhat Willing	Neutral	Somewhat Unwilling	Very Unwilling
Use public transit twice a week more than you currently do?	13%	25%	21%	17%	25%
Cycling instead of driving for two or more of your shorter trips each week?	16%	27%	21%	15%	21%
Walk instead of driving for two or more of your shorter trips each week?	19%	28%	19%	16%	18%
Share a ride with others twice a week more than you do now?	16%	39%	24%	11%	10%
Plan your trips so that you can accomplish more than one task on any given trip?	60%	28%	9%	1%	1%
Reschedule two or more of my peak hour [6-9 AM, 3-6PM] trips in a week to off-peak hours?	24%	33%	26%	10%	8%
Ensure your vehicle is checked and maintained twice yearly to operate at optimum levels	56%	30%	11%	3%	1%

Respondent Information

20. What is your gender?

51% Male

49% Female

21. Please indicate your age:

17% 18 - 29 years

24% 30 - 39 years

29% 40 - 49 years

14% 50 - 59 years

8% 60 - 69 years

9% 70+ years

22. Including yourself, how many people live in your household?

- 11% One person
- 33% Two people
- 19% Three people
- 24% Four people
- 8% Five people
- 5% Six or more

23. How many children under the age of 18 live in your household?

- 54% None
- 16% One person
- 21% Two people
- 7% Three people
- 2% Four or more

24. What neighborhood do you live in?

- 3% McKinley Landing
- 2% Quail Ridge
- 4% Dilworth
- 6% North Glenmore
- 8% South Glenmore
- 4% Magic Estates/Clifton
- 8% Central Kelowna
- 2% South Pandosy
- 11% Lakeview Heights
- 4% West Kelowna Estates
- 3% Shannon Lake
- 4% Westbank
- 2% Ellison/Joe Rich
- 5% Black Mountain
- 11% North Rutland
- 6% South Rutland
- 3% SE Kelowna
- 6% Upper Mission
- 9% Lower Mission

25. What type of housing do you live in?

- 73% Single detached house[includes strata/gated communities]
- 11% Semi-detached house[Duplex - Fourplexes/Suites]
- 3% Townhouse
- 6% Apartment
- 8% Modular Home

26. What is the highest level of education you have completed?

- 2% Elementary
- 3% Junior High
- 31% High school
- 37% College
- 15% Undergraduate Degree
- 12% Graduate Degree

27. What is your current annual household income?

- 14% Less than \$ 20,000
- 21% \$20,000 to \$40,000
- 27% \$40,000 to \$60,000
- 21% \$60,000 to \$80,000
- 11% \$80,000 to \$100,000
- 6% Over \$100,000

28. How much on average does your household spend per month on the following:

- \$153 Gasoline (n=346)
- \$23 Parking (Include fines) (n=134)
- \$25 Transit fares (n=72)