



City of
Kelowna

Engagement Report Transportation Master Plan: Phase 1

July 2018



Process

Residents provided input online and in person on the draft vision and goals for the first phase of Kelowna’s Transportation Master Plan. The plan, Our Kelowna as We Move, will guide strategic transportation investments the City will make over the next 20 years.

An online survey was open from March 26 to April 15 and staff members were available to discuss the plan and answer questions at two open houses on April 5 and 7, 2018.

Input opportunities were promoted through the City’s news bulletins, the website, social media channels, the City’s Get Involved website, electronic signage and City in Action newspaper ads.



Timeline

The planning process will occur in five phases. This report summarizes the public input based on the first phase of the plan. Further engagement will occur throughout the planning process. The final plan is expected to be delivered at the end of 2019.



"I'm not sure how all of the goals can be met, but I trust you'll do the best you can with available resources. How Kelowna's unique challenges, as it relates to the difficulty of accommodating diverse travel modes, are a result of the difficult topography of the valley. Very expensive to provide what other cities take for granted." – survey comment

Engagement objectives

The primary objectives of this phase of engagement were to:

- ▶ Inform residents of the Transportation Master Plan process
- ▶ Obtain input from residents on the draft vision and goals for the plan

Survey

The online survey garnered 489 responses and the two open houses resulted in 33 responses for a total of 522.

Results from open surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and not a statistically random sample of all Kelowna residents. This report contains results from the open survey. Due to the opt-in and open method, results are qualitative in nature and cannot be said to represent views of all Kelowna citizens.

Key takeaways

This report provides a summary of the comments received through the online survey and the hard copy surveys collected at the two public open houses.

- ▶ Overall, two-thirds of survey respondents were supportive of the draft vision wording.

Many respondents chose to provide open-ended comments regarding the vision statement. Two recurring themes amongst those responses included concerns with the wording around the shift away from the current car-centric culture and comments about the verb tense of the vision statement.

- ▶ The goals were all ranked high on the level of importance scale with 90 per cent or more of respondents ranking safety, the economy, inclusive transportation, travel times and travel choices as moderately or very important.

Transit, diverse modes of transportation and connectivity within the community were recurring themes throughout the responses.

*"The issue is with the word "is."
Perhaps replace it with the words
"plans to be" and add "using a
concrete plan and establishing
key performance indicators for
measuring progress." Kelowna IS
one of the most car-centric cities
in Canada, but should PLAN and
ACT to change this."
– survey comment*



What we heard

The draft vision

One of the first steps in developing a long-range plan for transportation is to develop a guiding vision and set of goals that will form the foundation of the plan. The vision and goals will directly inform the strategic decision making framework that will ultimately be used to evaluate and prioritize potential investments in the transportation system.

The Transportation Master Plan’s vision will articulate the community’s aspirations for the future of transportation in Kelowna and will guide the strategic direction of the plan. The draft vision was written to align with Imagine Kelowna, the community’s strategic vision for the future.

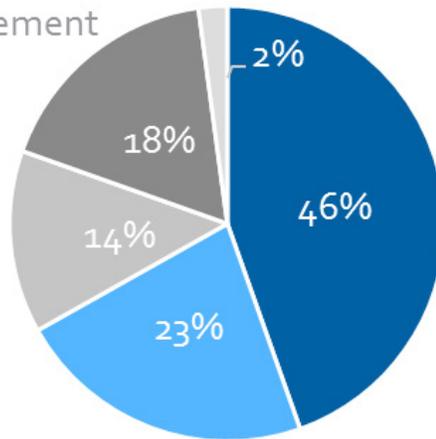
Survey respondents were asked to indicate their level of support for the draft vision statement:

“Kelowna is a city with vibrant urban centres where people and places are conveniently connected by diverse transportation options that help us shift away from our car-centric culture.”

Over two-thirds of survey respondents strongly or somewhat support the draft vision statement.

Support for Vision Statement

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know



“I support the statement, but expecting people to give up their cars is a bit of a stretch. I’m all for it provided that the plan includes viable solutions for convenient and reliable transportation to take the place of cars. We can’t all work from home or walk to work. It’s a good statement but the knee-jerk reaction you may get is a negative response to car-centric. It’s true but people may react adversely and tune out.”
– survey comment

Survey respondents were asked if they would change anything about the vision statement. More than 225 respondents shared an answer.

The most common themes that emerged from the open-ended responses were suggestions to remove or reframe the “shift away from our car-centric culture” section in a more positive tone, the need for transit improvements for the vision to be achievable, development and connectivity of urban centres and the lack of diverse transportation options today.

Many responses also commented on the tense of the vision statement and suggested it use a future tense to reflect our desired state, as opposed to being worded in the present tense.

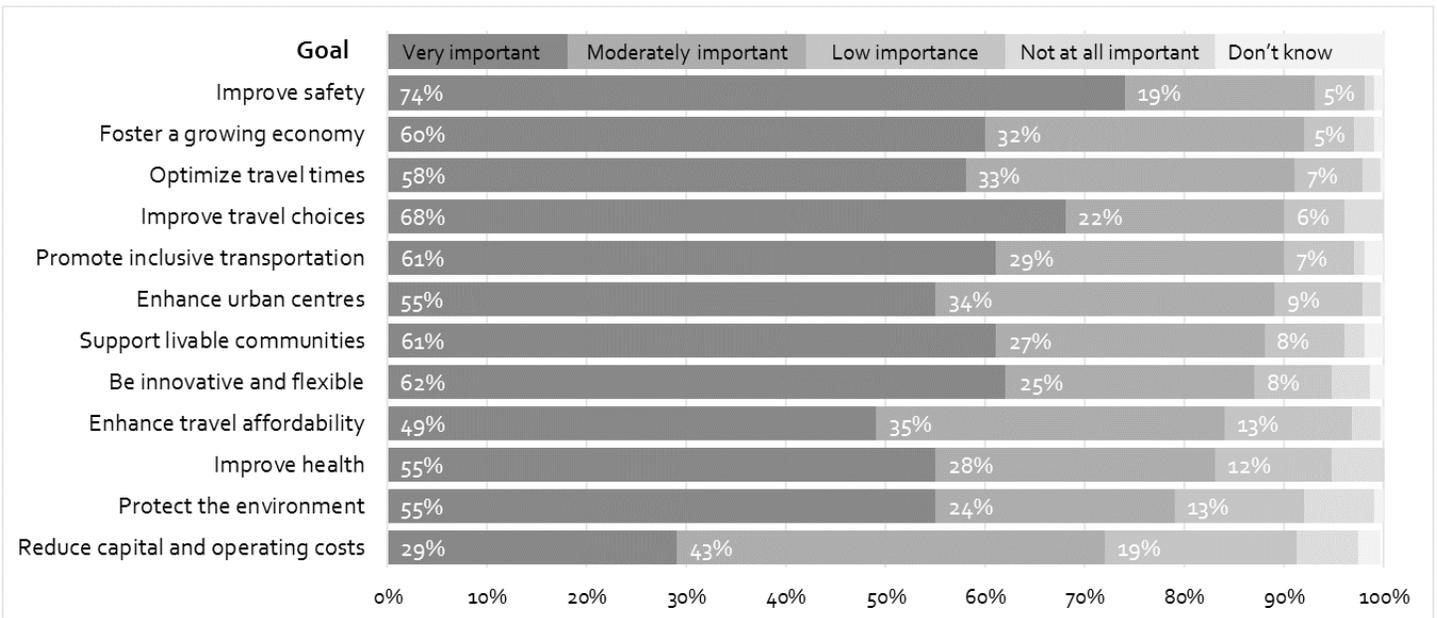
"The goals listed are strong. The objectives to reach those goals need to be carefully set. The unique charm, businesses and natural landscape can be devastated by adding another lake crossing. Highways are chaotic, loud, dangerous and unappealing for nearby residents. Increasing the number of highways would be a detriment to the environment, human health and livability of the community."
 – survey comment



The draft goals

The goals for the Transportation Master Plan will help achieve the desired outcomes established in the vision statement. The draft goals were identified through feedback received during the Imagine Kelowna process and best practices research in transportation system evaluation and performance.

Respondents were asked to rank how important each of the draft goals was to them. The percentages have been rounded to the nearest number and shown in order from most to least important.



Respondents were also invited to identify any goals that were missing. Common themes included improving efficiency, reducing congestion, connecting neighbourhoods and improving transit. Some respondents asked for more details related to the goals such as specific targets.

"There will be a huge challenge moving people efficiently from outlying residential areas, such as Upper Mission and West Kelowna. These low density areas will be challenging to serve by transit but single occupant cars create too much congestion."
 – survey comment

General feedback

More than 200 respondents provided responses when asked if they had any general feedback on the draft goals for the plan.

Many comments regarding transit, different modes of transportation and connectivity were reiterated. In addition, there were several comments about improving regional connections. Respondents also asked for more details related to each goal, such as costs and timelines. This feedback will be considered for future phases.

Survey respondent demographics

Demographic questions in the survey were optional. Of those who responded, the numbers skewed slightly male, with 251 respondents identifying as male, 167 as female, 4 as non-binary and 18 who preferred not to say. The age demographics for respondents were fairly evenly split between the ages of 25-64.

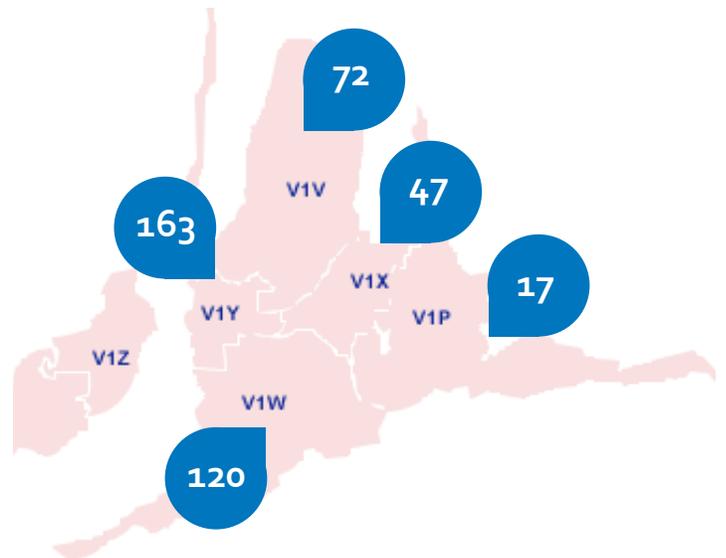
The majority of respondents identified their postal codes as being within the City boundaries. Thirty-two respondents entered postal codes located outside Kelowna city boundaries.

Respondents were also asked to identify the two primary modes of transportation they most frequently use. The vast majority selected driving (88 per cent) as one of their top two modes of transportation, followed by walking (45 per cent), biking (30 per cent), transit (14 per cent) and other (4 per cent). Responses under other included wheelchair, taxi, carpooling and car sharing.

Next steps

Phase 2 of the Transportation Master Plan will look at potential land use scenarios being proposed through the Official Community Plan Update and their potential effects on the transportation network. For more information about public engagement and to stay up to date on the process, visit kelowna.ca/imaginenext.

Number of survey respondents by postal code



"I'm interested in following your process and being included in future open houses."
 – survey comment