



# Glenmore ATC Study: Engagement Summary Report



# Project overview

The community engagement for the study ran between May 29, 2023 until July 2, 2023 and focused on collecting the public's input on three potential routing options that will connect the Rail Trail to Glen Meadows Rd via an all ages and abilities active transportation corridor (ATC).

The three routing options were presented as follows:

## 1. Uni-directional protected bike lane

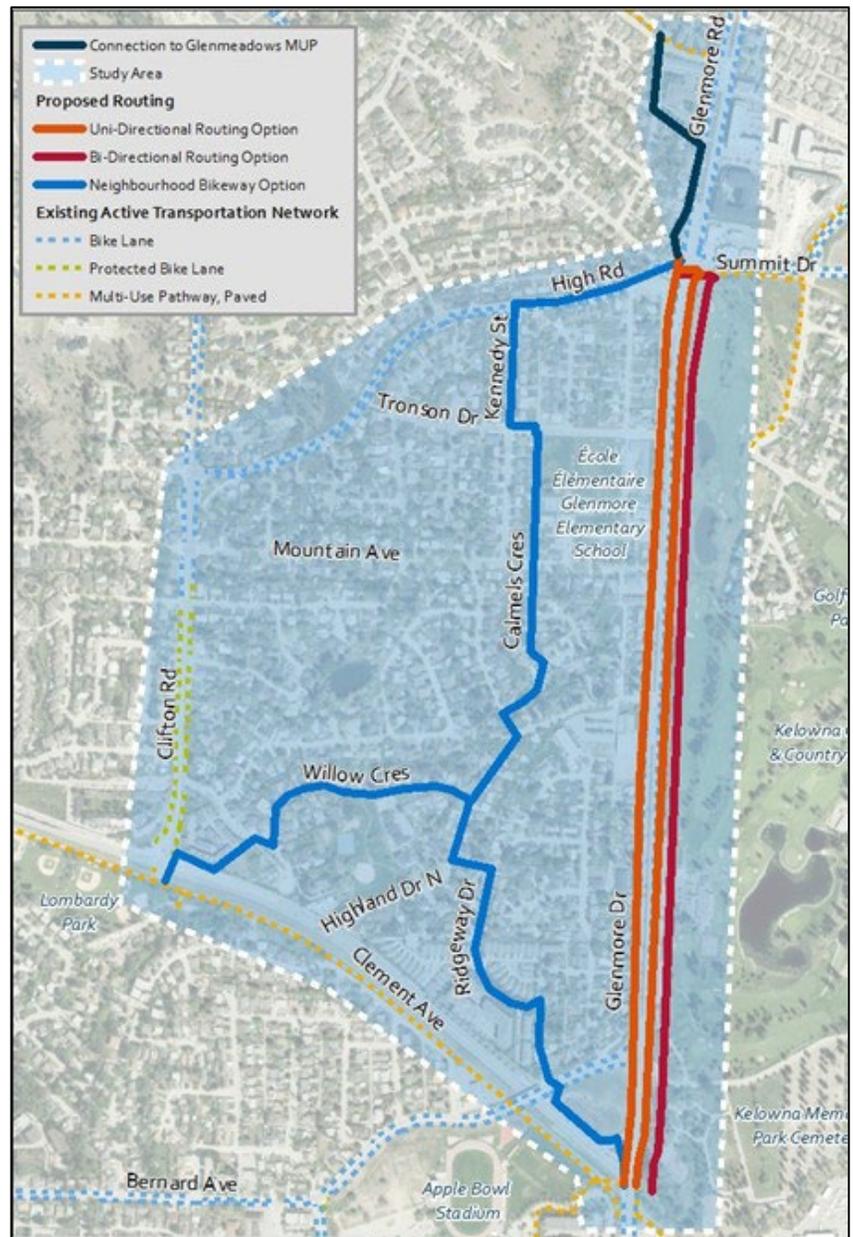
- Both sides of Glenmore Dr from High Rd to the Rail Trail at Spall Rd.
- Uni-directional lanes are physically separated cycling lanes which have one-way bike traffic in the direction of motor vehicle traffic.

## 2. Bi-directional protected bike lane

- East side of Glenmore Dr from High Rd to the Rail Trail at Spall Rd.
- Bi-Directional lanes are physically separated cycling facilities which provide cycling movements in both directions on the same side of the road.

## 3. Neighbourhood bikeway facility

- A marked route through the Old Glenmore neighbourhood<sup>1</sup> from the Glenmore Dr and High Rd intersection to the Rail Trail.
- Neighbourhood bikeways allow for cyclists and motor vehicles to share the road. They are located on streets with low vehicular speeds and traffic volumes. In some cases, traffic calming measures such as speed cushions or traffic circles are implemented to slow vehicular speeds and increase cyclist safety and visibility.



<sup>1</sup> The Old Glenmore Neighbourhood is the area surrounded by Clifton Rd, Clement Ave, Glenmore Dr and High Rd.

# Engagement Overview

Both digital and in-person tactics were implemented to ensure the desired audience had the opportunity to get involved.

## Go By Bike Week Celebration Station

A booth with engagement boards was set up at the go by Bike Week Celebration Station on Tuesday May 30<sup>th</sup> between 7:00am and 9:00am at the Okanagan Rail Trail and Angel Way Pathway. Residents had the opportunity to meet the project team, ask questions, and provide feedback on routing options.

## City of Kelowna's Get Involved Page

The majority of community engagement activities were conducted online on the City of Kelowna's Get Involve Page. The webpage provided education content on the three routing options, invited residents to complete an online survey, ask questions or drop a pin on the map with specific comments.

## Direct Correspondence

Residents also provided input on the three routing options via email and phone calls directly to the project team over the course of the campaign.

# Promotion

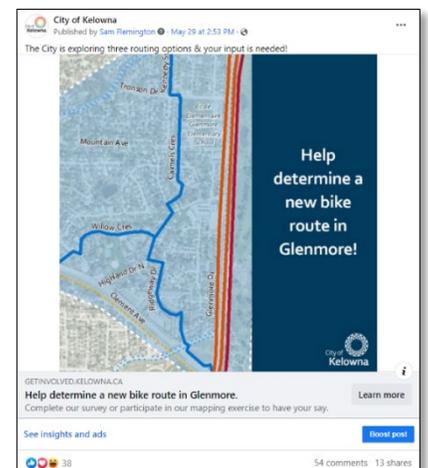
Engagement was open for feedback from May 29 until July 2 and a variety of in-person and online tactics were used to reach residents to invite them to participate.

A news release combined with Neighbourhood Bikeways, was sent to media, posted on Kelowna.ca and sent to the email bulletin to the "Transportation, Walking and Biking" and "News Release" subscriber lists of over 4,400 people, of which 3,000 people opened the email and over 190 clicked to visit the Get Involved page.

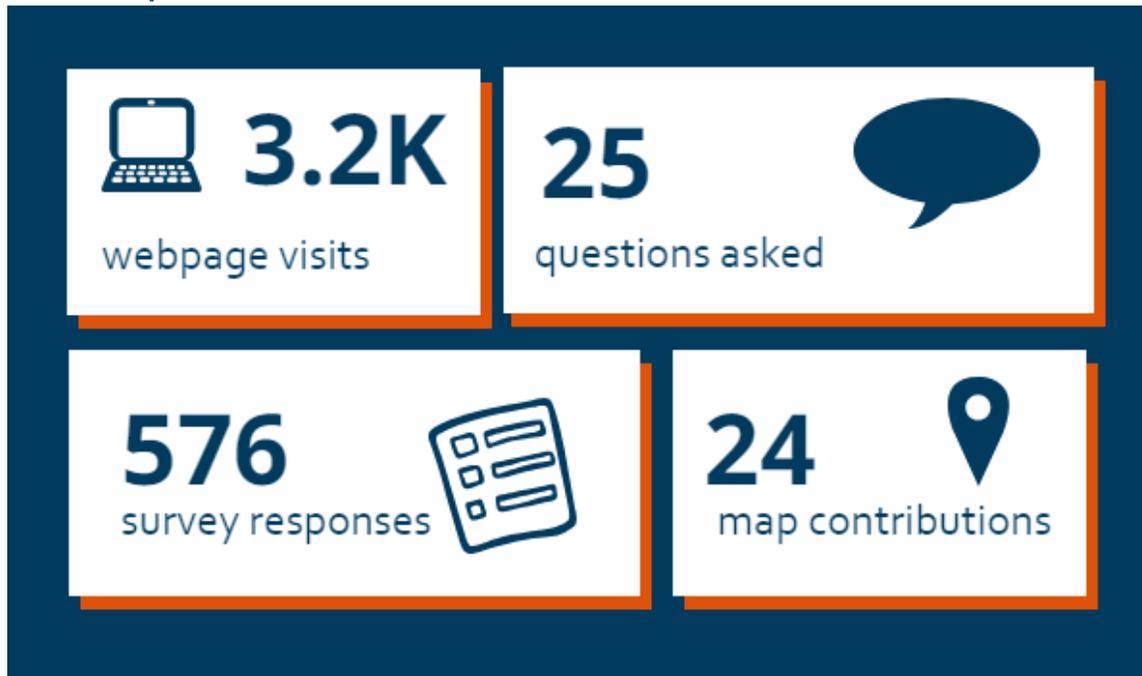
Approximately 900 households within the study area received a letter directly from the project manager to ensure those directly impacted by the study were reached.

Meta ads were placed on Facebook and Instagram for the duration of the engagement period and were seen over 90,000 times by residents in the Glenmore area. Interested parties clicked the link directing them to the page over 1,600 times yielding a click-through-rate of four per cent, which is above the industry benchmark.

Google ads designed in combination with the Neighbourhood Bikeways which was a similar engagement project hosted during the same time, reached over 198,000 people and resulted in over 2,000 clicks, while the ad hosted on Castanet, also combined with Neighbourhood bikeways, was clicked on 320 times.



## Participation



## Overall Route Preference

In general, residents supported the protected bike lane options along Glenmore Dr, with a preference of Option 2: Bi-Directional Bike Lanes. Residents preferred the two options along Glenmore Dr as they valued directness, travel times to the rail trail, improving cycling safety along Glenmore Dr, and improvements on the route they currently use.

Although Option 3: Neighbourhood Bikeways was a preferred route option for some residents, many residents did not understand this facility type as it has never been implemented in Kelowna. Additional comments regarding the neighbourhood bikeways facility included:

- Lack of perceived safety with high on-street parking demand along Kennedy St., Calmels Cr., and Dilworth Cr.
- Some residents felt that the Old Glenmore Neighbourhood route is circuitous, which may lead to confusion and slower travel times.
- Some residents of the Old Glenmore Neighbourhood feel that this route is already safe, and additional upgrades are not required.
- Lack of perceived comfort due to mixing of vehicles and bicycles.

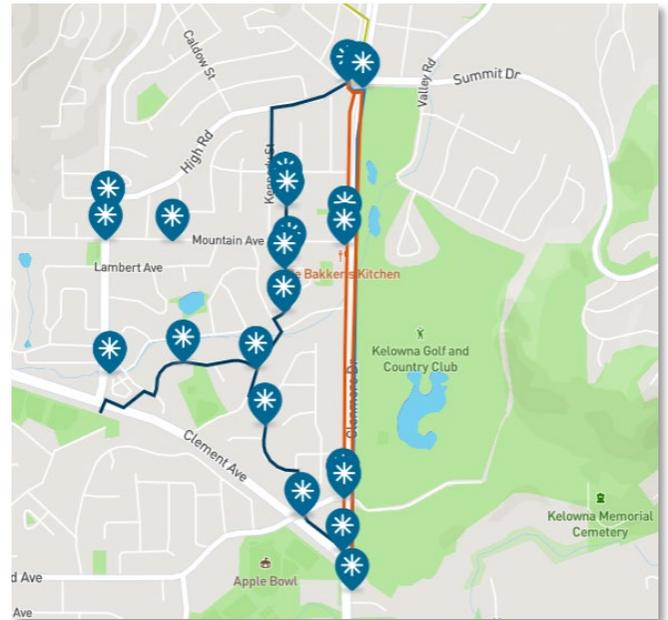
Preference: Option 2 Bi-Directional Bike Lanes, the protected bike lane options along Glenmore Drive

# Interactive Social Map

Participants were asked to scroll the map and drop a pin on any specific areas or intersections where they feel unsafe or uncomfortable while cycling through the Old Glenmore neighbourhood. A total of 24 contributions were made on the map. Similarly, 20 contributions were made on the Neighbourhood Bikeways project map relating to the Glenmore ATC.

## Summary of Glenmore related comments (Option 1 and 2):

- The eastbound right turn from the Glenmore Elementary School pickup and drop off location can be busy. Safety improvements should be considered for cyclists.
- Right hand turns along Glenmore Dr are the primary safety concerns along the corridor due to high vehicular speeds and vehicles crossing the bike lanes.



## Summary of NBHD Bikeways related comments (Option 3):

- Parking and parked cars are a concern for cyclists along Kennedy St, Calmels Cr and Dilworth Cr. The issues are more present during school pickup and drop off times.
- The route outlined is circuitous and residents living in the neighbourhood prefer to ride on different streets.
- Residents have pinpointed that the route is already safe and does not need further improvement.
- Some residents would not consider cycling on this route due to mixing of cyclists and vehicles.
- The Calmels pathway is narrow and steep and could lead to head on collisions.
- The Bernard Ave crossing is a safety / congestion concern.
- School hours are busiest in the neighbourhood and a cause for cycling concerns.

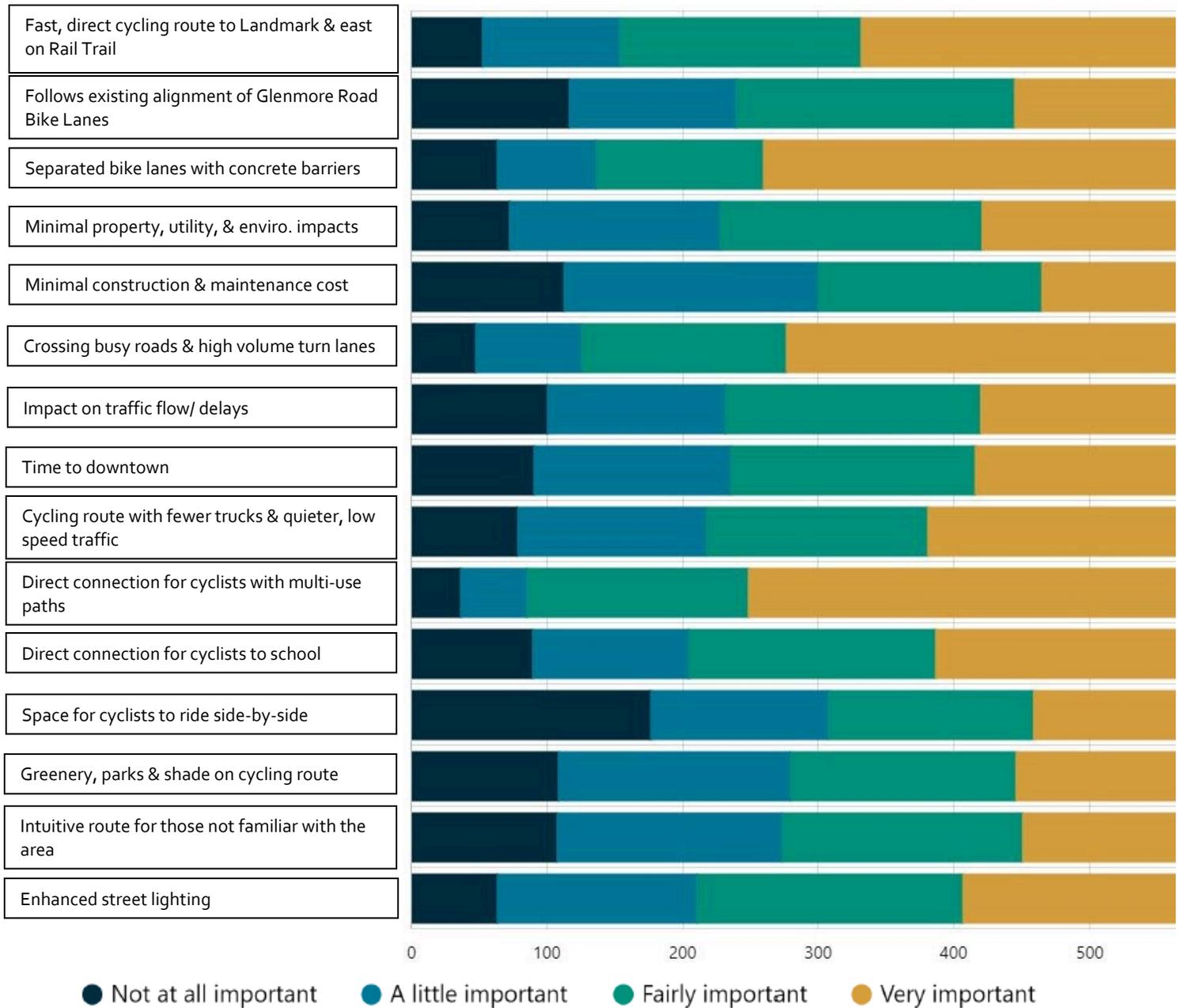
# Survey results

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.

Survey participants were asked nine questions to help understand the sentiment around three routing options for the Glenmore Dr ATC. Respondents were not directly asked to choose between the three proposed routes, instead, they were asked about comfort and cycling habits around the Old Glenmore Neighbourhood. The answers to these can help the project team determine which route will be delivered in the future.



## Feature Importance



Most important features for cyclists related to Option 1: Uni-Directional and Option 2: Bi-Directional along Glenmore Drive

Overall, the most important features for cyclists related to the uni-Directional and b-directional options along Glenmore Dr. (Option 1 & Option 2), while the least important cycling features related to neighbourhood bikeways (Option 3).



Quick and direct connections appeared to be more beneficial to respondents than routes through greenery and parks. The most important features for survey respondents were "Direct connection for cyclists with multi-use paths at either end (Summit Drive and Rail Trail)" while "Cycling through greenery, parks, and shaded areas" was ranked as less important.

Separating cyclists with concrete barriers was more important to respondents than quieter cycling routes. The second most important feature to survey respondents was "Separated bike lanes with concrete barriers" while "Cycling routes with fewer trucks and quieter, low -speed traffic" appeared less important.

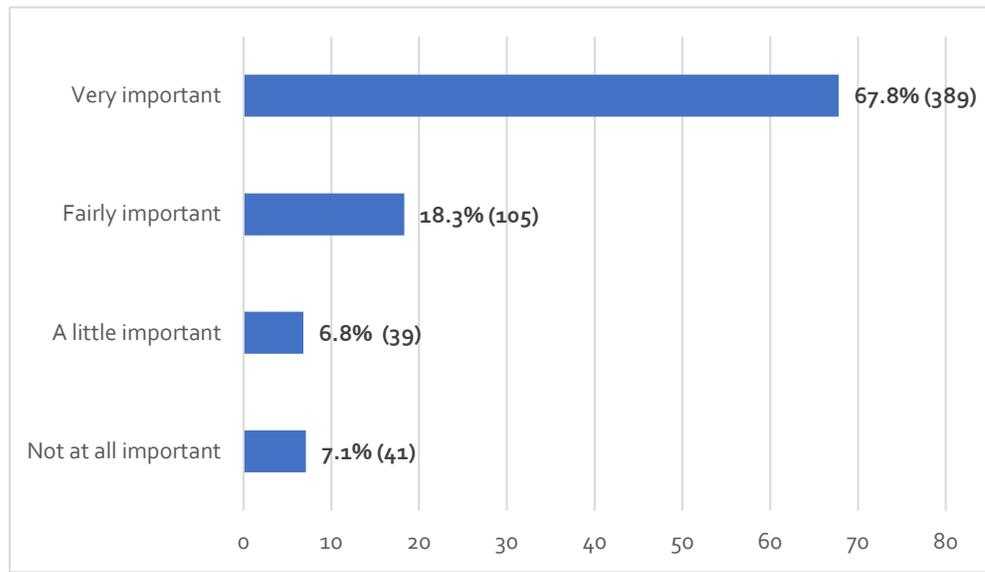
Safety also appeared to be one of the most beneficial attributes to survey respondents. "Crossing busy roads and high volume turn lanes" was the third most important feature. Survey respondents indicated "Minimal construction & maintenance cost" was less important than safety related attributes and may be okay with spending more money on safer infrastructure.

Survey respondents who indicated they had children and lived within the Old Glenmore Neighbourhood did not indicate that direct connections to school was more important relative to all other survey respondents.

The least important features were "Space for cyclists to ride side-by-side" and "Minimal construction & maintenance cost".

### Importance of a connection between the Rail Trail and the Glenmore community with the paths north of High Road/Glenmore Dr (Summit/ Glenmeadows Road Multi-Use Paths)

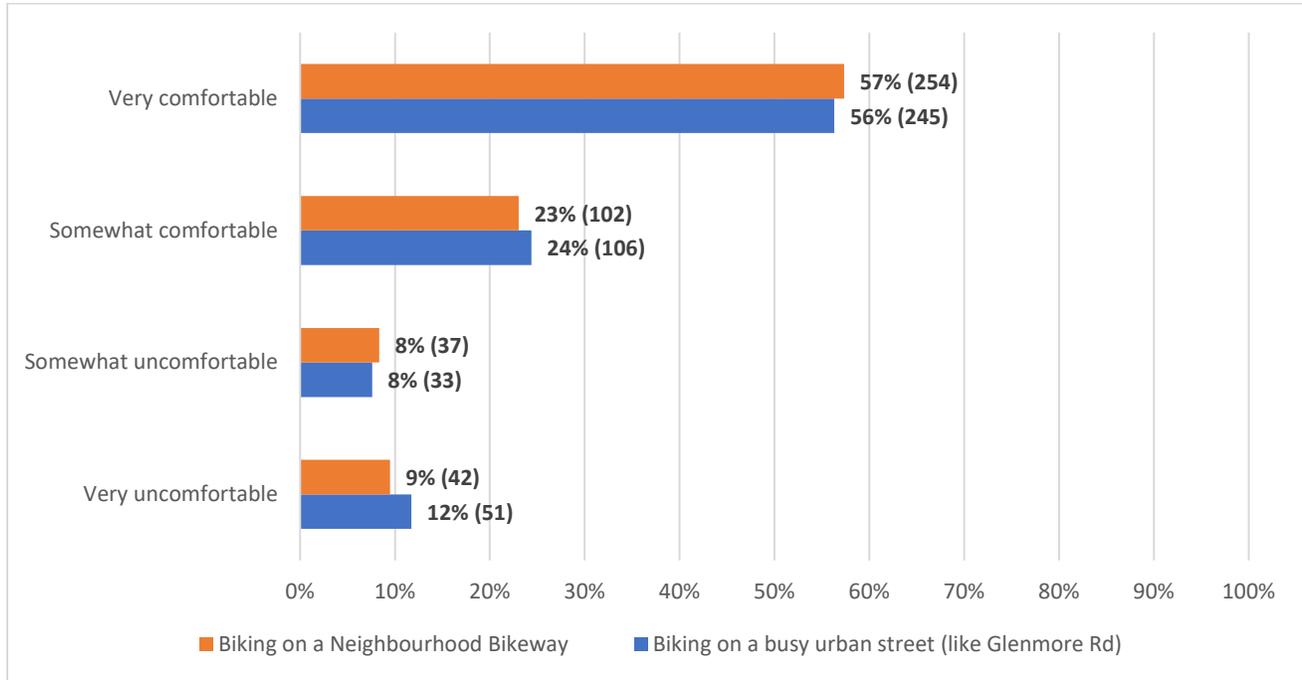
Respondents found that an all ages cycling facility from the Glenmore community to the Rail Trail important, specifically a safe and easy-to use multi-use path. More than 85 per-cent agreed that an all ages and abilities pathway along Glenmore Dr that connects the Rail Trail to High Rd is fairly and very important.



# Comfortability

## Comfort Level in the Following Situations

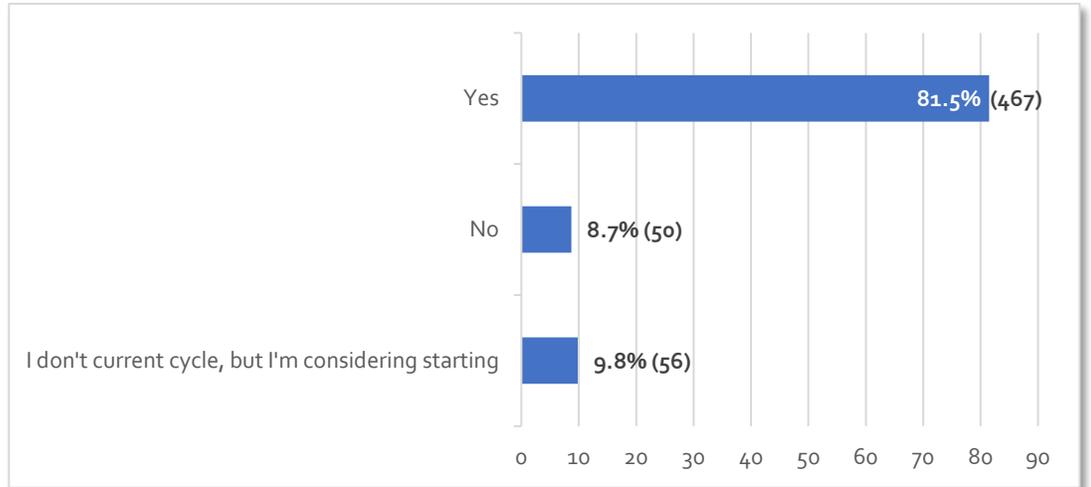
Participants expressed fairly even results to this question regarding comfort cycling on various facility types and environments. "Biking on a Neighbourhood Bikeway, where cycling infrastructure is integrated into a quieter, residential setting" was slightly more favourable than the other, but both options can be considered as endorsed by respondents.



# Cycling Behaviour

## Are you a cyclist in the Glenmore neighbourhood?

It is no surprise that more than 80 per cent of survey participants stated that they currently cycle in the Glenmore neighbourhood, which includes the Old Glenmore Neighbourhood and newer areas of the Glenmore neighbourhood to the north. Those who completed the survey would already have a vested interest in the area because they currently cycle there.

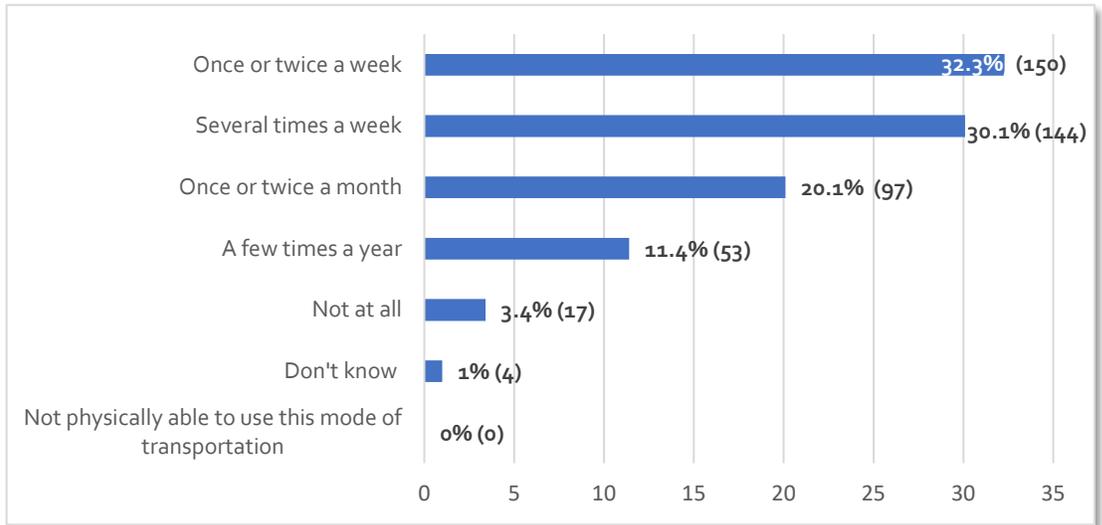


To note, many survey respondents who indicated "I don't currently cycle, but I'm considering starting", also indicated they cycle on other facilities in the city. Therefore, this statement can be interpreted that these survey respondents are considering cycling in the Glenmore neighbourhood specifically.



## Cycle Frequency Through Old Glenmore Neighbourhood

More than 60 per cent of those who responded to this question cycle through the Old Glenmore Neighbourhood weekly. However, many survey respondents likely misinterpreted the neighbourhood boundary with newer areas of the Glenmore neighbourhood to the north. Nonetheless, this aligns with the expectation that those who take the time to complete a survey for the Glenmore ATC would currently be a cyclist in Glenmore themselves.



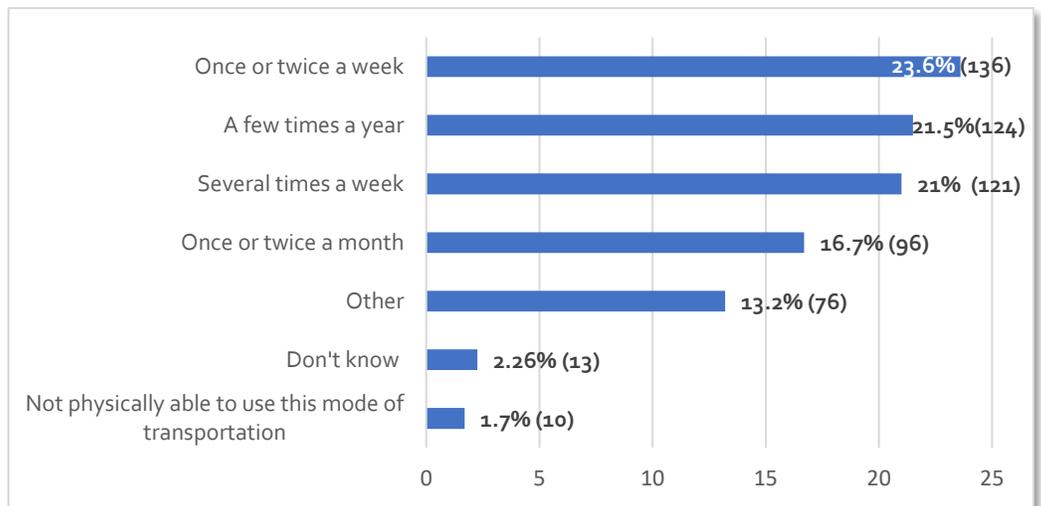
## Cycle Frequency Along Glenmore Drive

### What we heard

While participants generally responded they cycle Glenmore Drive "Once or twice a week", it was surprising to see the second highest response rate at 21 per cent was riding "A few times a year" as it is inconsistent with the previous response where those who only cycled "A few times a year" in the Old Glenmore

Neighbourhood was only at 11 per cent, it appears that Glenmore Drive is not as popular cycling facility.

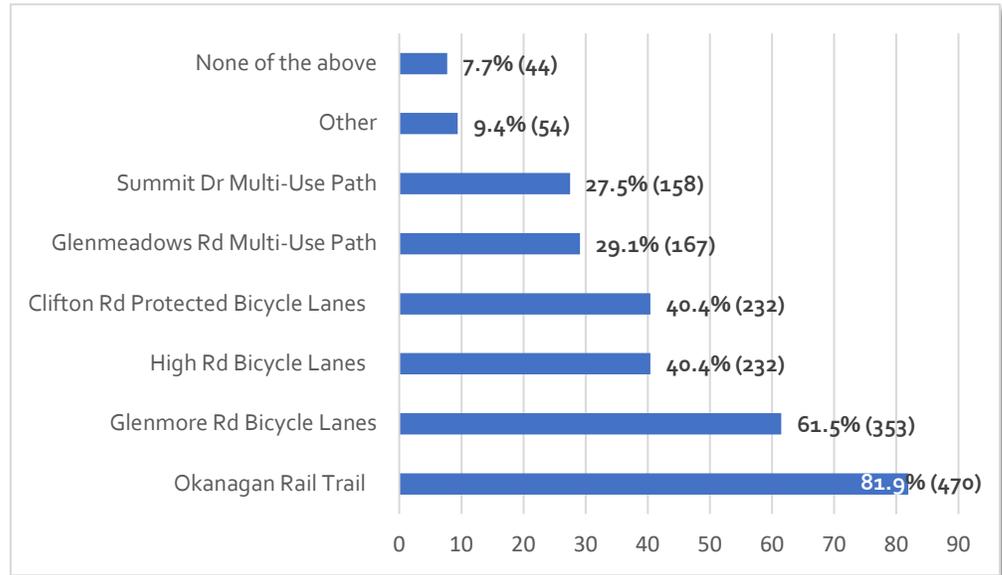
Participants who do not cycle at all along Glenmore Dr. mentioned that that the existing bike lanes were not safe or were too dangerous, while others mentioned that Glenmore Dr. was too busy.



*"I would cycle along Glenmore Drive if it had paved, safe bike paths."*  
-Survey Respondent

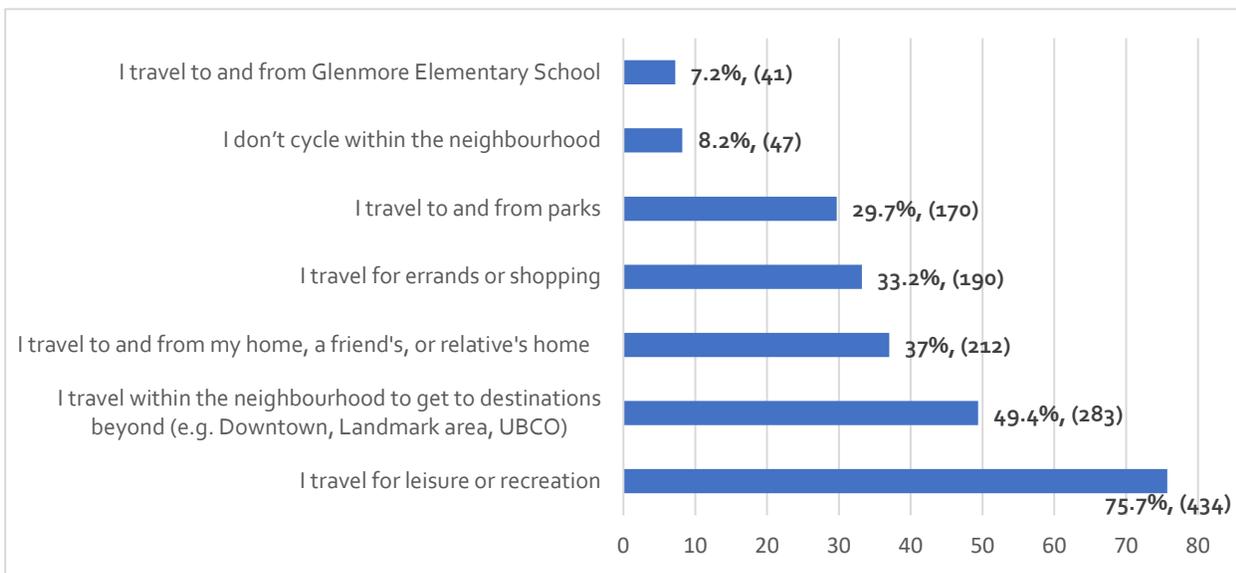
## Cycling Facilities Respondents Currently Use

More than 80 per cent of participants chose "Okanagan Rail Trail" as a cycling facility they use, with the "Glenmore Road Bicycle Lanes" coming in next with more than 60 per cent. "None of the above" was only selected less than 8 per cent showing the Glenmore area being a popular spot amongst survey respondents.



Other cycling facilities included the Valley Rd Multi-Use Path and calmer neighbourhood streets.

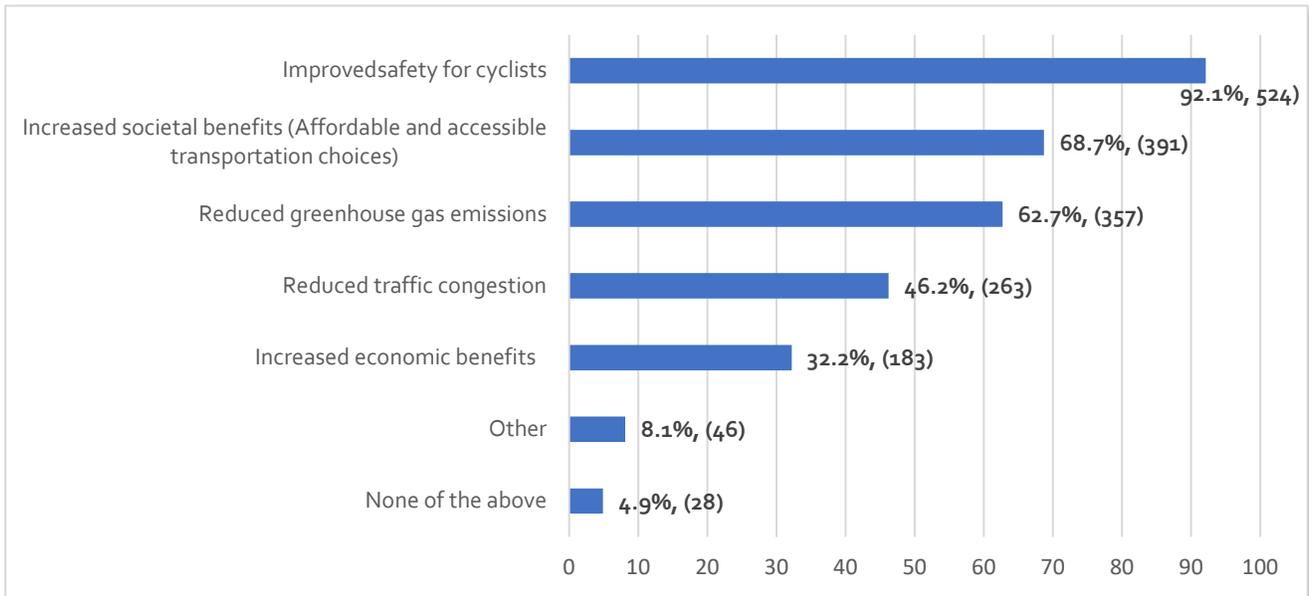
## Main Trip Purpose While Cycling Through the Old Glenmore Neighbourhood (Select all that apply)



More than 75 per cent of survey respondents chose the "travel for leisure or recreation" option as their main purpose for cycling in the Old Glenmore neighbourhood. "Travel within neighbourhood to get to other destinations beyond the neighbourhood" was the second most popular option at almost 50 per cent. This highlights that there are quite a few people who are only in the area as a passerby to get downtown, to UBCO etc.

Other popular trip purposes for participants who cycle within the Old Glenmore Neighbourhood included cycling to and from work.

### Anticipated Benefits Proposed Bike Routes Might Bring to the Community (Select all that apply)



Safety is a top priority for survey participants with an overwhelming 90 per cent of respondents selecting “Improved safety for cyclists” as a benefit for the proposed bike routes, which corresponded with important attributes outlined in question two. “Increased societal benefits (affordable and accessible transportation choices)” was the second choice at almost 70 per cent.

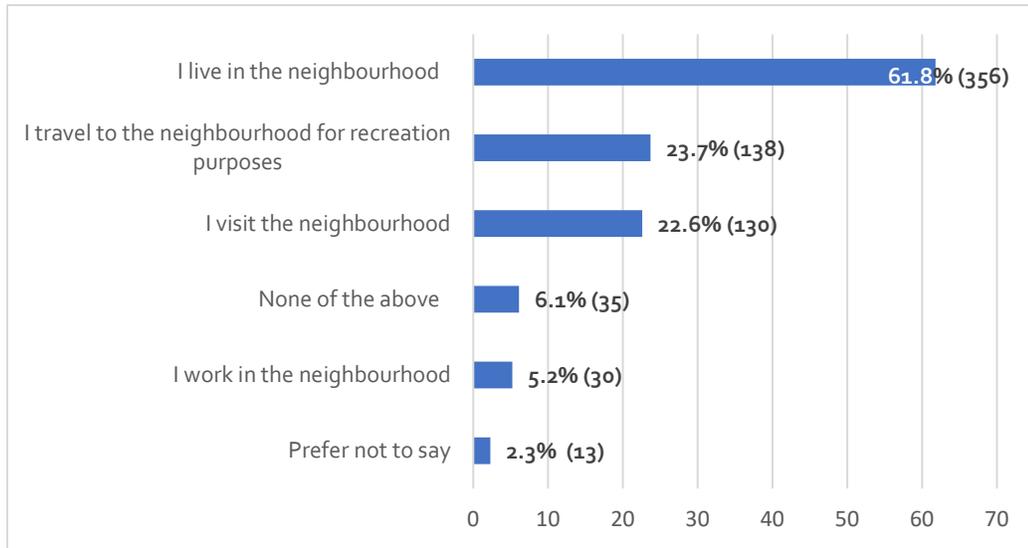
The top theme from the “Other” category was “Increased Mental and Physical Wellbeing”.

*“Increased health and fitness for residents, enhanced cycling awareness and skills for the community”*  
– Survey Respondent



## Demographics (optional)

### Relation to the Old Glenmore Neighbourhood

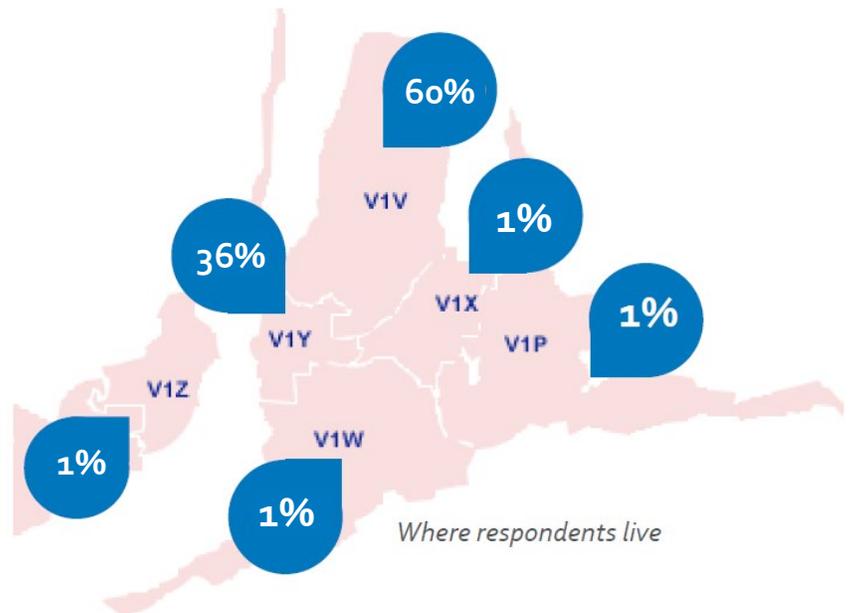


As expected, most participants live in the Old Glenmore neighbourhood. Nonetheless, a cross comparison between the relation to the Old Glenmore neighbourhood and corresponding postal codes outlined that survey respondents included the newer Glenmore neighbourhood as living in the neighbourhood.

As a close second and third, others who responded stated that they “travel to the area for recreational purposes” or they simply “travel to the neighbourhood for recreational purposes”.

### Respondent Postal Codes

Almost 60 per cent of respondents stated they were in the V1V postal code area which stretches from the Dilworth area to McKinley, including the newer Glenmore neighbourhood. This highlights that people who live in the community were the most invested in the project, as expected. The second highest response is V1Y, Central Kelowna from South Pandosy to the Landmark district, which includes the Old Glenmore neighbourhood. This is one of the larger demographic areas of Kelowna.



# Next steps

Public feedback, as well as technical and financial considerations, will be used to help staff determine a preferred route, create a conceptual design, influence ongoing project development and future initiatives in the neighbourhood.

