



# Rutland Neighbourhood Bikeway: Pre-concept design engagement summary report



# Table of Contents

Project Overview ..... 3

Engagement Overview..... 3

Promotion ..... 4

Participation ..... 5

Overall Support ..... 5

Interactive Map Results ..... 6

Survey Results .....7

Demographics .....14

Next steps.....14

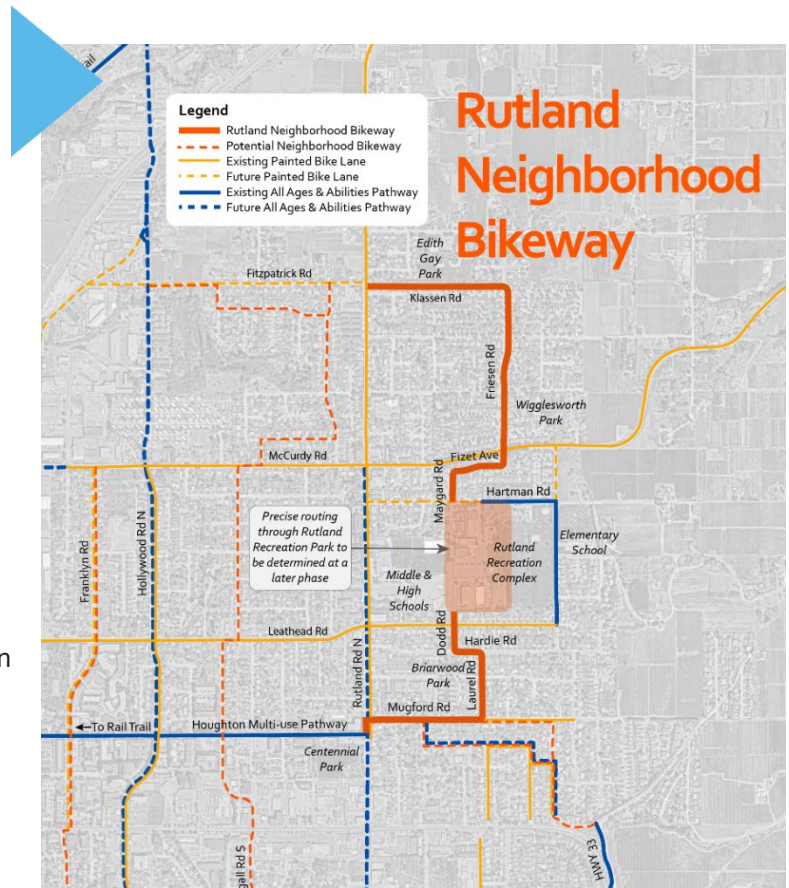


## Project overview

This project introduces the Rutland Neighbourhood Bikeway route to the City of Kelowna.

In the summer of 2023, residents of Kelowna were invited to weigh in on the city-wide Neighbourhood Bikeways Study to provide feedback on how best to incorporate these new neighbourhood bikeways into the existing and future bike network via a quick survey, map exercise, in-person and online sessions, and question and answers with the project team. Based on over 300 map contributions and over 500 survey responses, as well as consideration of existing and future bike infrastructure, community benefits, and key elements of what makes a good neighbourhood bikeway demonstration corridor, the Rutland Neighbourhood Bikeway was selected.

This route will showcase different features and design treatments of a neighbourhood bikeway and extend Kelowna's all ages and abilities bike network into Rutland, starting from the almost completed Houghton Active Transportation Corridor.



## Engagement Overview

A variety of tactics were implemented to reach both general Kelowna residents – focused in the Rutland area, and fronting properties along the proposed neighbourhood bikeway route in Rutland. The goal of this engagement was to gather data to help understand the sentiment on the selected corridor, preferred design treatments and to identify both opportunities and challenges of the route to help inform a high-level concept design.

### City of Kelowna's Get Involved Page

The majority of community engagement activities were conducted online on the City of Kelowna's Get Involved Page. The webpage provided educational content about what a neighbourhood bikeway is and why the Rutland Neighbourhood Bikeway was selected. Residents were invited to complete an online survey or drop a pin on the map highlighting opportunities and challenges along the route. A second page was developed to engage directly with the fronting properties as they are an important party to include in the process. The survey included additional questions to consult on preferred design treatments. Users were able to link back to the main Get Involved page to see more information and take part in the mapping exercise. This page was only made available to fronting properties who received a mailed letter with a QR code.



## Promotion

Engagement was open for feedback from October 10 until October 29 where a variety of tactics were used to reach both Kelowna residents as a whole, and those specifically living in the Rutland area, inviting them to participate.

A news release was posted on Kelowna.ca and picked up by Global News and Castanet. It was additionally sent as an e-newsletter to subscribers signed up to receive news about “Transportation, Walking and Biking” and “News Release”. This equated to over 7,000 subscribers.

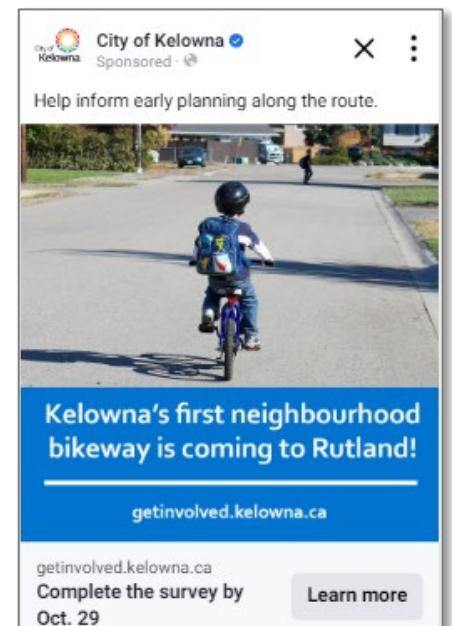
Approximately 465 letters were sent to fronting properties and property owners along the proposed route between Klassen and Mugford Roads. The letter contained a QR code linking fronting property tenants/owners to a separate survey with some additional questions. This code was scanned 57 times (12 per cent).

More direct outreach included an e-newsletter from Get Involved to over 9,000 registered users highlighting engagements currently open for feedback, and a blurb in the weekly Uptown Rutland Business Association that was circulated to their members via their e-newsletter.

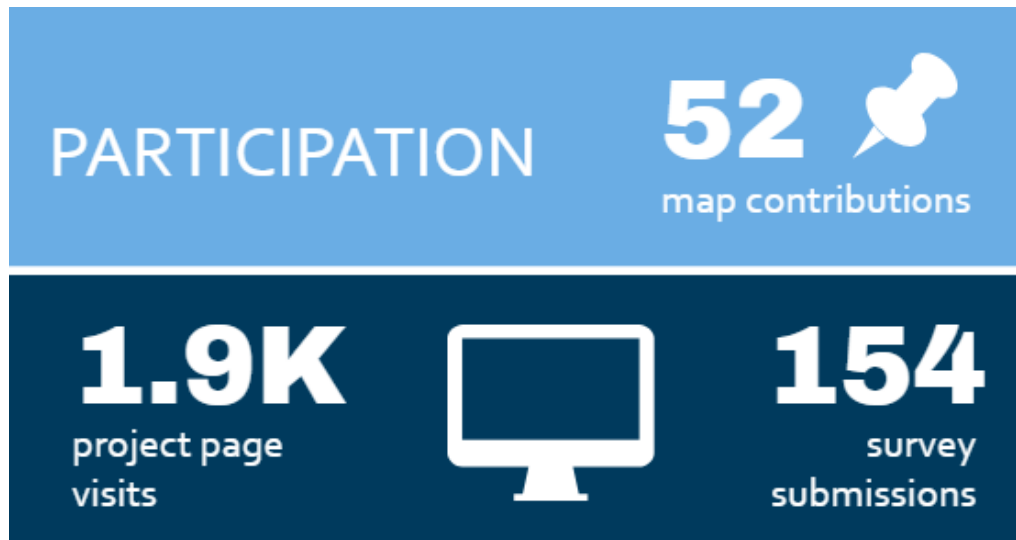
Digital ads were placed on Facebook and Instagram for the duration of the engagement period and were targeted to those in the Rutland neighbourhood. The ads were seen more than 10,000 times and interested parties clicked the link directing them to the webpage more than 900 times, yielding a click-through-rate of six per cent, which is above the industry benchmark of 2.2%.

Google ads were created and targeted to the Rutland area as well. These reached more than 56,000 people and resulted in more than 500 clicks, while the digital ad hosted on Castanet was clicked on 110 times.

To ensure we are also reaching potential participants through means other than online, print newspaper ads were placed in the Daily Courier, both as standalone and grouped in City in Action. These methods are less directly measurable, but likely contribute to project awareness and reach those who may not get all their information from the internet.



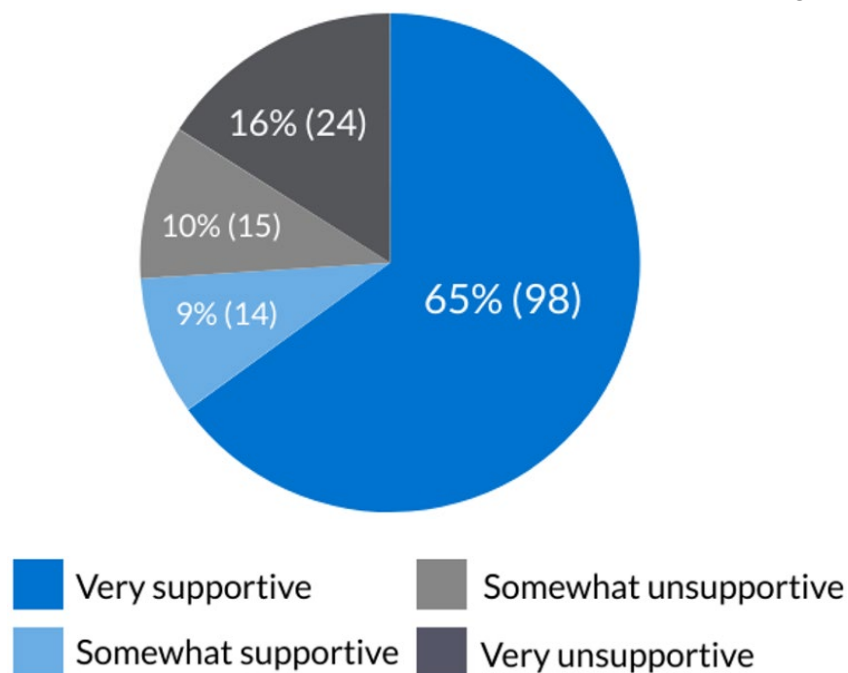
## Participation



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.

## Overall Support for Rutland Neighbourhood Bikeway

The majority of respondents expressed being somewhat or very supportive of the proposed route for the Rutland Neighbourhood Bikeway. This is consistent with the city-wide Neighbourhood Bikeways Study engagement, which found most respondents were somewhat or very supportive of neighbourhood bikeways.



## Interactive Map

Participants were asked to scroll the map and drop a pin on any areas along the proposed route where they see opportunities or challenges. A total of 52 pins were made during the engagement period. Six key themes emerged through the Interactive Map exercise:



### Intersection Crossings & Upgrades

Sixteen comments included support for crossing upgrades at Klassen Rd/Rutland Rd N, McCurdy Rd/Friesen Rd, and Bach Rd near Rutland Senior Secondary, as well as support for the newly constructed crossing upgrades at McIntosh Rd/Rutland Rd N. Some comments noted sightlines as an issue, mostly along the Friesen Rd corridor.

Considerations to sightlines from cross-streets will be considered during concept design development. These comments generally related to support for the design of safer intersections.



### Street Parking

Twelve mentions expressed concern over loss of street parking while others were supportive of re-purposing street space.

In general, neighbourhood bikeway projects have minimal impacts on street parking. Occasionally, neighbourhood bikeway routes require some additional protection for cyclists, such as short sections of protected bike lanes, in which case the design solutions may have some impact on street parking.



### Traffic Calming

Ten comments expressed concern about high vehicle speeds on Klassen Rd and Friesen Rd and supported traffic calming in these locations.



### Other Bike Infrastructure Upgrades

Five comments surrounded requesting bike infrastructure upgrades to Rutland Rd N as well as bike crossing improvements across Highway 33. These comments have been collected and will be carried forward to help inform the next update of the Pedestrian and Bike Master Plan.



### Urbanization

Four comments showed support for urbanizing streets in the area (e.g. lighting, sidewalk, street parking markings) and to help make it safer for children and youth travelling to and from school in the area.



### Alternative Routing Options

Staff reviewed alternative routing options provided by four respondents. Hollywood Rd N has been identified as an Active Transportation Corridor in the 2040 Transportation Master Plan and will be advanced as a separate project.



### Other Themes

Other themes from the mapping exercise included general comments and comments related to improved bike access, encouragement of bike use, issues surrounding homelessness, future network connectivity, and law enforcement.

## 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 the views of all Kelowna citizens.

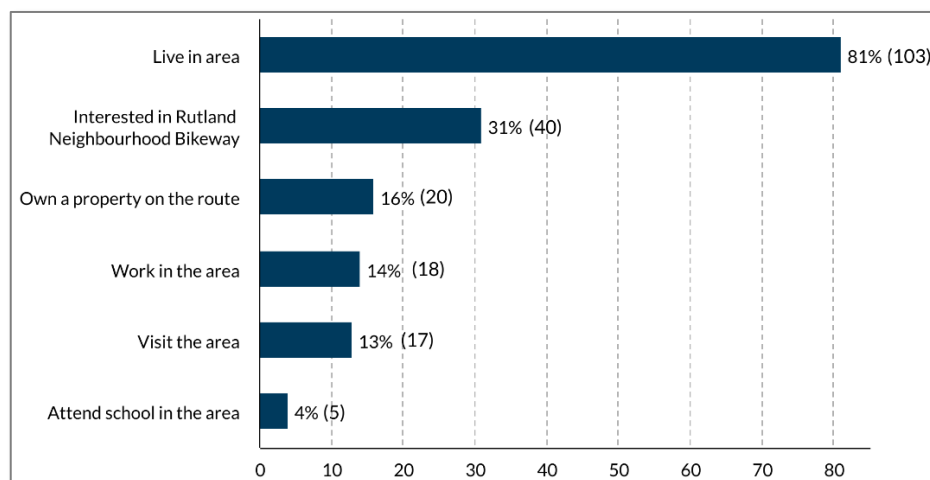
There were two surveys for this project:

- A general survey for the public with high-level questions to gain sentiment on the overall route. A total of 128 survey responses were received.
- A survey with additional questions was mailed to fronting properties along the proposed route with some additional questions about design treatment options for the neighbourhood bikeway. Fronting property tenants/owners were also encouraged to take part in the mapping exercise on the main project page. Out of 465 mailed letters, 26 (6 per cent) survey responses were received.

Both the residents and fronting properties expressed support for the Rutland Neighbourhood Bikeway project.

## Connection to neighbourhood

Over 80 per cent of respondents to the Get Involved survey live in the area.



## Valued Benefits of the Rutland Neighbourhood Bikeway

The most valued potential benefits from the fronting property survey and the general respondents survey closely align.

"Improved road safety", "reduce vehicle speed" and "seeing more people of all ages and abilities riding bikes in area" appear in the top three for the two groups. General respondents also had "improved bike connectivity" as a top-valued potential benefit.

Other non-listed benefits provided by respondents include "more sidewalks and streetlights" and "building community engagement – more likely to stop and talk to each other."



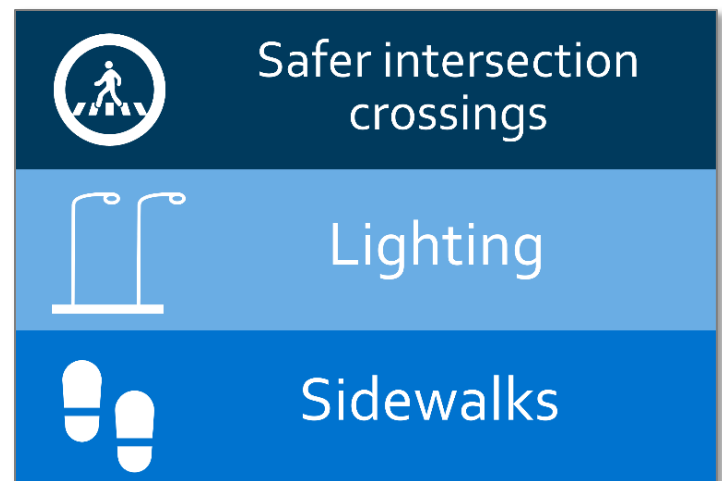
*"Great to see interest, ride abbot ride way with 5 year old granddaughter. Like the width and safe feeling separate from traffic, also the shade from trees, and is a destination ride to play at park. To incorporate those things in Rutland would be great."* – Survey Respondent

## Additional features for the Rutland Neighbourhood Bikeway

Survey respondents were given a list of features that may or may not be included in a neighbourhood bikeway design, including features such as "bike wayfinding", "traffic calming", "smooth road surface" and "street trees".

As with benefits of the neighbourhood bikeway, there is alignment with what fronting properties and general respondents prefer in features.

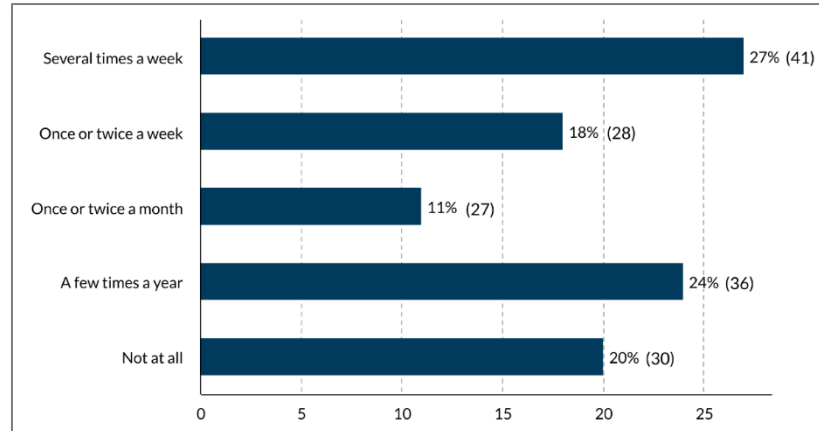
"Safer intersection crossings", "sidewalks", and "lighting" all appear in the top three most supported features. Fronting properties also had "drainage (curb and gutter)" as a top feature. Although features like sidewalks and lighting are not essential elements of a neighbourhood bikeway, staff will consider this input for future projects.





## Travel to amenities at Rutland Recreation

Amenities and facilities at Rutland Recreation Park include Rutland YMCA, Rutland Sports Fields and Rutland Activity Centre, among others. 45 per cent of survey respondents (general and fronting properties) visit Rutland Recreation Park at least once per month while 20 per cent stated they do not visit at all.



## Street parking along the route

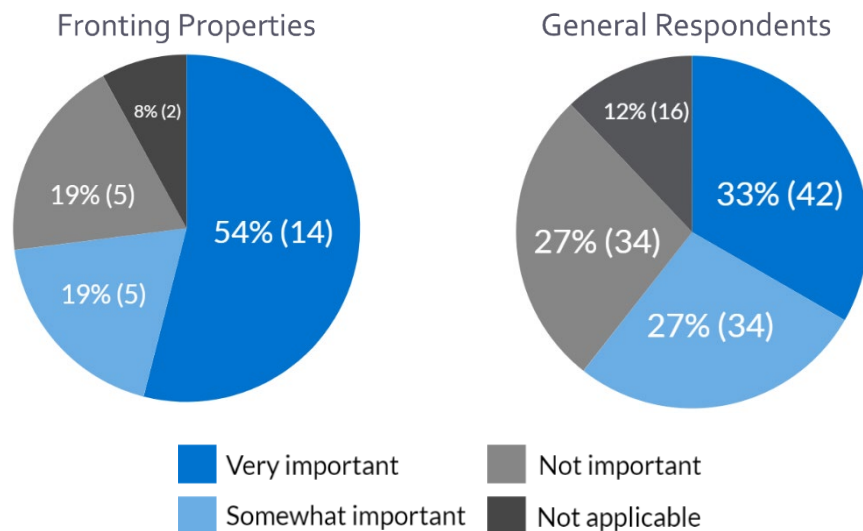
The design of the neighbourhood bikeway will consider street environment, which is why it was important to include this question early on as part of community engagement. In general, neighbourhood bikeway projects have minimal impacts on street parking. Occasionally, however, routes require some additional protection for cyclists, such as short sections of protected bike lanes, in which case the design solutions may have some impact on street parking.

When asked how important keeping street parking along the route was, 54 per cent of fronting properties owners (14 participants) thought it was very important to maintain parking, while 33 per cent (42 participants) from the general respondents survey thought the same.

A couple notes from the open-ended question about the overall route involved parking:

- "I don't see enough bike traffic to justify a bikeway. Reducing street parking for tenants would not be good!"
- "I am also worried about the bike lane going in on our road as this will also take away from parking."

These sentiments can show that more education may need to be done around the topic in future phases as there is typically minimal impact on street parking when a neighbourhood bikeway is introduced.



## Preferred treatments along the route from fronting properties

Given that people who front the route may generally have more opinion on what design choices occur outside their property, this question was posed. Those who live in or own properties that front the proposed route for the Rutland Neighbourhood Bikeway were given information and photos of ten treatments that could be used in the design of a neighbourhood bikeway.

They were asked their level of support for each. Speed hump and similarly, speed table, were the most supported design treatments at 46 and 42 per cent respectively, followed by traffic circle and curb extensions.

Speed humps and speed table treatments are more common around Kelowna and thus more familiar to the public which could be a contributing factor in them being ranked as the most supported design treatments.



*A speed hump is a raised area of the roadway that slows down traffic speeds. It is a cost effective and commonly used traffic calming measure.*



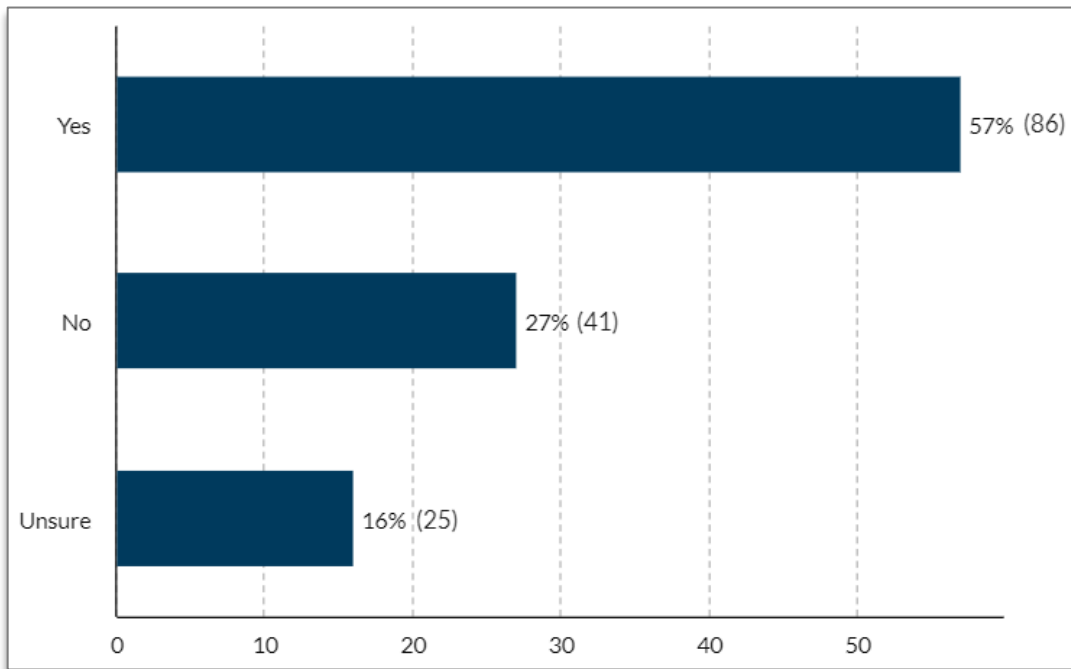
*A speed table is like a speed hump, but long enough to raise the entire wheelbase of a car and has a flat top. Their aim is to slow down traffic speeds. Sometimes they are designed as raised midblock crossings with curb extensions.*

*"I'm very excited. We have an infant and would love to see this happening in the near future! There are so many families living in Rutland and I fear that many spend most of their time indoor due to the lack of safe and lit bike/walk paths" – Survey Respondent*

## Interest in biking more if the route was a neighbourhood bikeway

Over half the respondents said they would bike more if the route was improved as a neighbourhood bikeway.

Many written comments also noted the proposed route as being a popular route for students travelling to and from schools in the area. However, only four per cent of respondents (5) stated that they attend school in the area.



*"As a parent of a toddler, I feel it's important to have a safe area for bike riding instead of on city streets."* – Survey Respondent

## Concerns about Rutland Neighbourhood Bikeway

Respondents were asked an open-ended question if they had any concerns about Rutland Neighbourhood Bikeway. Five key themes emerged from these responses.



### **Street Parking**

Eighteen respondents stated concerns about losing street parking. Though concept design is in the early stages, there are typically minimal impacts to on-street parking on neighbourhood bikeway projects.



### **People Experiencing Homelessness**

Sixteen respondents stated concerns about people experiencing homelessness coming to the area via the neighbourhood bikeway. Kelowna City Council endorsed its priorities in March and has identified both homelessness and crime and safety as priorities. In the City's 2023 Financial Plan, spending on Community Safety represents 43 per cent of the City's annual budget – the largest investment we make among all departments. Additionally, The City of Kelowna continues to advocate for senior levels of government to make our communities safer through stricter accountability for repeat offenders as stated in the City's [Community Confidence in Justice: Advocacy Paper](#).



### **Safety**

Both opportunities and concerns about safety were highlighted by twelve respondents. Almost half of these comments focused on the need for safer intersection crossings. The other half discussed either currently feeling unsafe as someone who walks or bikes or wanting a safer street environment for children and youth.



### **Speeding or Traffic Volumes**

Concerns about high traffic speeds and volumes were stated by eight respondents. Traffic speeds and volumes are reviewed as part of neighbourhood bikeway design and traffic calming features will be included in design as appropriate.



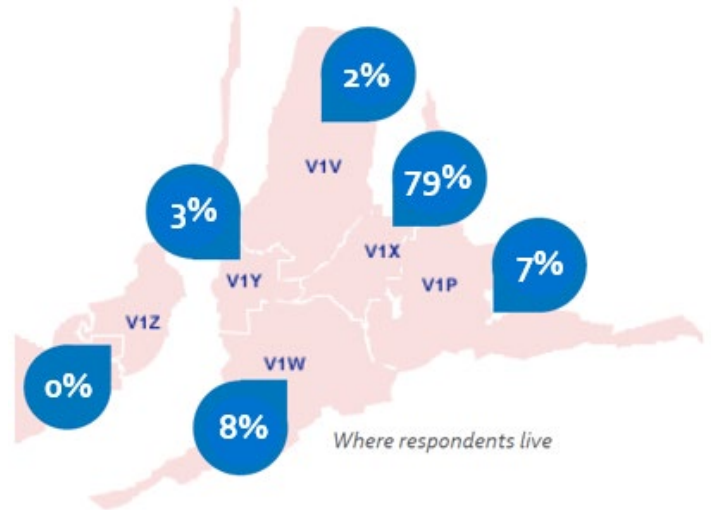
### **Theft**

Four respondents stated concerns about property and bike theft.



## Demographics (optional)

As expected, most participants live in the V1X area code which encompasses Rutland up to Ellison. Promotion of Rutland Neighbourhood Bikeway was heavily targeted to this area to ensure those potentially affected were aware of the engagement opportunity, which is reflected in the participation results.



## Next steps

Public feedback, as well as technical and financial considerations, will be used to help staff develop a high-level concept design as well as influence ongoing project development and future initiatives in the neighbourhood. The high-level concept design will be presented to the community with a second round of community engagement in Spring 2024.

